



**American  
Red Cross**



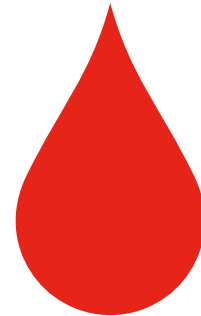
## Why should a diverse blood donor pool matter to you?

### **The best blood match for patients often comes from donors of similar race or ethnicity.**

Together we must increase the number of blood donors from all racial and ethnic groups. Sickle cell disease occurs in 1 in 365 births of African descent and 1 in 16,300 Latino births. The American Red Cross, Sickle Cell Disease Association of America, Inc. and supporters like you can help connect our organizations with donors that best meet the needs of patients of all backgrounds.

### Here's What You Need To Know

- Blood types are inherited, much like eye color, and are determined by antigens carried by red blood cells. Antigens determine one's blood type. There are more than 600 known antigens, and some antigens are unique to specific racial and ethnic groups.
- Most blood types fall into one of the major ABO groups, but for some patients with rare blood types, blood must be matched closely, beyond the primary A, B, O and AB blood types.
- As a blood donor it is not necessary to know your blood type to donate blood.
- A single sickle cell patient can require multiple blood transfusions per year throughout their lifetime to treat complications from sickle cell disease.
- A patient in need is more likely to find a compatible blood match from a donor of the same race or ethnic group.



### How You Can Help

- **Schedule an appointment** to give by using the free Red Cross Blood Donor App, visiting [RedCrossBlood.org](https://RedCrossBlood.org), calling 1-800-RED CROSS (1-800-733-2767), or by enabling the Blood Donor Skill on any Alexa Echo device.
- **Recruit** organizations that have diverse employees/members to host blood drives and support blood donation.
- Set up a **virtual blood drive** on [RedCrossBlood.org/SleevesUp](https://RedCrossBlood.org/SleevesUp) and encourage others to donate.
- **Educate** and **engage** your network about the importance of diverse donor pools.

### **SICKLE CELL DISEASE BLOOD RECIPIENT | Aaron's Story**

Aaron was diagnosed with sickle cell disease when he was 2 years old and endures the pain associated with this debilitating disease on a daily basis. A key component in his pain management is receiving multiple units of blood every three weeks.



**Learn more at: [RedCrossBlood.org/SickleCell](https://RedCrossBlood.org/SickleCell) and [SickleCellDisease.org](https://SickleCellDisease.org)**



# American Red Cross

In taking actions that support the American Red Cross, you become part of a trusted lifesaving network.



**170** times a day we help a family affected by a disaster.



More than **621,000** times a day a child receives a measles or rubella vaccination from the Red Cross or one of our partners.



**1,300** times a day we provide services to military members, veterans and their families.



More than **13,000** times a day we teach someone lifesaving skills, like first aid.

We provide **40%** of the U.S. blood supply.

Approximately **6.5 million** blood products from more than 2.6 million donors reach patients in need through our network each year.

We help serve millions of patients in about **2,500 hospitals** nationwide.

The Red Cross ranked more trustworthy than **99%** of brands.

When you step up and help increase our donor pool, you are helping meet the needs of the community.

*Thank you*