

# reasons to **give** *community responsibility*

- 🔴 **Community responsibility** is based on the tradition of neighbor helping neighbor.
- 🔴 The American Red Cross asks **healthy people** to give blood regularly to help **meet the need for blood** throughout the year.
- 🔴 We support this approach not only because it is fair, but also because it is an **active rather than a reactive** way to maintain an adequate blood supply for the American public.
- 🔴 Since the American Red Cross is a **non-profit organization**, we seek to recover costs associated with collecting and providing blood products.
- 🔴 Our expenses include staff, materials and equipment for:
  - 🔴 Recruiting blood donors
  - 🔴 Drawing blood
  - 🔴 Testing blood
  - 🔴 Manufacturing blood products like red cells, plasma and platelets
  - 🔴 Packaging blood products
  - 🔴 Shipping and distributing blood products to hospitals
  - 🔴 Keeping detailed records of every unit collected
- 🔴 We charge each **hospital fees** to recover these expenses.
- 🔴 The strength of American Red Cross Blood Services lies in the **active involvement** of people who **voluntarily donate blood** to meet demands in their community and around the country.
- 🔴 Volunteer blood donors are the **only source** of blood products for hospital patients.
- 🔴 Without **volunteer blood donors**, there would be no American Red Cross Blood Services.



**American  
Red Cross**

Please **give blood**

Call 1•800•GIVE LIFE

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