

Pilon, Janet

Subject: National Blood Donor Week - Canadian Blood Services

From: Katie Bea <katie.bea@blood.ca>
Sent: April 25, 2023 4:05 PM
To: Office of the Mayor <Officeofthe.Mayor@hamilton.ca>
Subject: National Blood Donor Week - Canadian Blood Services

Madame Mayor,

World Blood Donor Day (WBDD) (Wednesday, June 14, 2023) is such an important occasion; it's one of only 11 official global public health campaigns marked by the World Health Organization and celebrated internationally. Additionally, National Blood Donor Week (NBDW) will be celebrated across Canada from June 11 to 17, 2023.

WBDD and NBDW give us an incredible opportunity to shine a light on blood, plasma and platelet donors and thank them for their sincere generosity and commitment to patients. The lives they impact — and the impact those lives have on others — creates a ripple effect throughout the country.

In our country, of those eligible to donate, only four per cent do, that's just one in 81 potential donors. This makes these generous donors all the more deserving of our appreciation and recognition, but those numbers also shine a light on the need for more people to join Canada's Lifeline.

Canada has celebrated donors during NBDW week since 2008 and last year people across the country participated in "Shine a Light" events in our donor centres, shared meaningful content on social media, and landmarks across the country were lit up in red to honour individuals and groups that play a vital role in saving lives. Those efforts helped bring attention to the importance of donating blood products and inspired over 5,000 new and returning donors to give.

In 2023, we plan to build on that momentum with activities running from May 15, through June 30. Each year, Hamilton has more than 14,000 available donation appointments to fill to meet patients' needs. Our city needs over 1100 new donors to meet the need for blood now and into the future. Your inspiring leadership can help strengthen Canada's Lifeline and make all the difference for patients in your community and beyond.

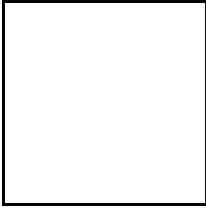
There are three ways you can help:

- Join the Mayor Lifeline Challenge in support of WBDD and NBDW. Specifically, we are looking for you to join Canada's Lifeline and show your support on your social platforms. Waterloo Mayor Dorothy McCabe has already agreed to join the challenge and we hope we can count on you as well.
- Your presence on social media channels can motivate people in Hamilton to donate blood, platelets, and/or plasma. Your support can be as simple as following our Canada's Lifeline accounts including @CanadasLife and @LifeLineQEW and sharing our posts to raise awareness, but you can make an even bigger impact by creating your own content encouraging people to visit blood.ca/donate or call 1-888-2-donate to make an appointment to donate.
- You can broaden the scope of your impact even further by participating in our video series where notable people share why donating is important to them and highlight the need for new and returning donors. A 30-second video is all you need to share to help make an impact! You'll help inspire people in your city, throughout our country and potentially around the world. If you would like advice from us on how to contribute with a video or need assistance, please don't hesitate to reach out.

On behalf of donors and patients in Hamilton and across Canada, thank you for considering our request.

If you have any questions at all, or would like to participate in our video series, please contact me by replying to this email, or calling 289-775-5103.

Warmest regards,



Katie Bea

She/Her/Hers

Community Development Manager - Hamilton

Donor Relations & Collections ONN

T 289-775-5103

katie.bea@blood.ca

blood.ca

#NVW2023

HAPPY NATIONAL VOLUNTEER WEEK

Our volunteers and partners don't just make a difference, they make all the difference.

Ma
volunteer, blood do
stem cell regist

Together, we are Canada's Lifeline

