

EVERY 3 MINUTES SOMEONE NEEDS A  
LIFE-SUSTAINING BLOOD TRANSFUSION.

EVERY 8 MINUTES SOMEONE GIVES BLOOD.

ABOUT 40% OF THE POPULATION  
IS ELIGIBLE TO DONATE.

ONLY 5% OF THOSE ELIGIBLE  
TO DONATE DO SO.

WE NEED TWICE THE DONORS  
TO MEET PATIENT NEEDS.

ELIGIBLE DONORS CAN GIVE  
WHOLE BLOOD EVERY 8 WEEKS.

# Giving blood means giving life.



## WHY IS BLOOD DONATION IMPORTANT IN OUR COMMUNITY?

Each year, thousands of accident victims, premature babies, cancer patients, heart surgery and transplant patients and people with blood disorders, like sickle cell disease, survive because of blood provided by our volunteer donors. Blood donation saves lives.

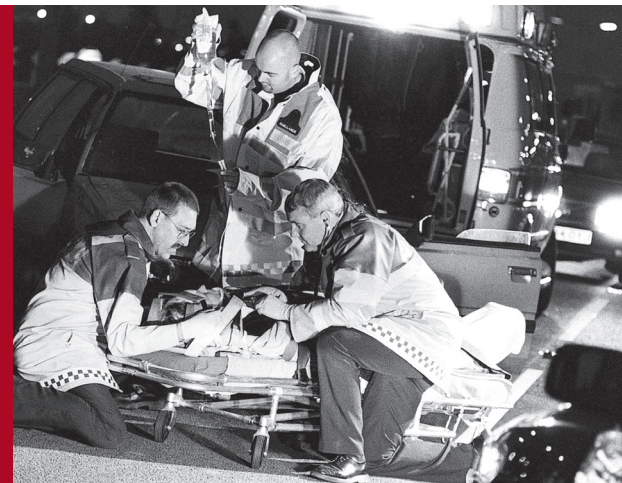
## WHY DOES LIFE BLOOD NEED YOUR SUPPORT?

Per capita, the Memphis area is the country's second largest trauma center and the eighth largest medical district. The blood that Lifeblood collects stays in our community to meet these local patient needs. However, Lifeblood donors currently provide only 50% - 60% of the blood needed by the area hospitals. The remainder must be purchased from other blood centers across the country.

## WHO CAN HELP ACHIEVE A SELF-SUFFICIENT BLOOD SUPPLY FOR OUR COMMUNITY?

Lifeblood distributes more than 120,000 units of blood and blood products each year for patient transfusion. In order to provide affordable blood products and services of the highest quality, we need the support of area businesses, faith-based groups, civic organizations, government groups, and individuals from the community to eliminate our dependence on blood centers outside of our area.

**WISH YOU COULD DO SOMETHING?  
YOU CAN. GIVE BLOOD.**



Each pint of blood donated is processed and divided into components so one donor can help 4 different patients in need.

Lifeblood operates 9 neighborhood donor centers and 5 mobile units with nearly 200 employees.

Lifeblood supplies the majority of blood and blood products to area hospitals and medical centers.