

The Need Never Ends

More Blood is Needed Than Ever Before

Over the past 10 years, the demand for blood has increased not just in Hawaii but across the nation. There are logical reasons behind the increased need for blood:

- ◆ The overall population has increased.
- ◆ Thanks to medical and technological advancements, there are new surgical procedures that require more blood such as organ transplants, open-heart surgery and chemotherapy.
- ◆ The most loyal donor group, the WWII generation, is becoming ineligible to donate due to health problems.
- ◆ The number of Americans willing to give blood has decreased because, according to polls, people are “too busy.”
- ◆ 60 percent of us will need blood at some time during our lives, yet in Hawaii, only two percent donate.

What You Do Matters

Hundreds of patients count on your recruiting efforts to help ensure that blood is available when they need it. By enabling employees or group members to donate during the workday, they perform a valuable community service that they might not find time for otherwise.

- ◆ You bring much needed donors on board to replace those leaving the donor pool.
- ◆ You serve as an important donor resource in times of emergency or low donor turnout.