



Young Blood For Life

National 'Young Blood for Life' Challenge October 23, 2009 to April 30, 2010

Canadian Blood Services is thrilled to launch the First National 'Young Blood for Life' Challenge. The Challenge runs from **October 23, 2009 to April 30, 2010** and is open to all participating secondary schools in the geographic areas of Canadian Blood Services Permanent Clinics. Students must be 17 years or older to be eligible to donate.

Benefits to the School and Students

"The Young Blood for Life Challenge will reward participating students and their schools with the knowledge that their efforts have been lifesaving! In addition, educational grants of \$200 will be awarded to the Graduation Committees of the top participating schools across the country - schools will be recognized in terms of overall contribution and attendance as well as to the highest performing schools based on their donor age eligible student population.

Each donation can save or improve up to three lives! Students will have the opportunity to donate more than once during the challenge timeframe, thus improving your school's chance of winning a national or local prize. The challenge and other components of the new 'Young Blood for Life' Program will prove to be a great asset in raising school spirit and in creating a friendly, healthy competition between schools in each area as well as nationally. In addition, encouraging students to donate while still in school increases the likelihood that they will continue to support Canada's blood system and to become lifetime donors.

Together high school students can take the lead in encouraging their peers and the Canadian public to think about others, save lives and donate blood on an ongoing basis.

The National 'Young Blood for Life' program was piloted in Surrey, BC where the challenge grew from 7 participating Surrey schools and 60 units donated in 2004-05 to 55 provincial schools participating and 1,724 units donated last year. There has been extensive media coverage with coverage airing from Global TV, Delta Cable, the Globe and Mail and local newspapers.

[Insert specific scheduling information for each site here]

Concerned that your school is small? Don't worry. The winners are calculated based on overall participation and the winning schools last year were able to tap into donors that represented family, friends and neighbours. And guess what? Principals, teachers, parents and friends can all donate toward your total. Just remember to have them sign in when they visit the Fixed Site Clinic nearest them.



The Need

A recent survey found that over half of Canadians say they or a family member have required blood or blood products. This means that in a standard classroom of 30 students, at least 15 of them, or a family member would need blood during their lifetime. Guess how many end up donating? One. You can change that. Donating blood takes only about an hour of your time but has the potential to save up to three lives.

We Make It Easy

We will provide promotional materials like brochures, posters and recipient testimonials confirming the significant impact of donation on others.

All we need from you is to formally register your school in the challenge at the fixed site clinic nearest your school with the number of eligible students (17+ years) at your school, and if you need materials to help promote the challenge. High school sign-in sheets will be available at area clinics so there's no paperwork on your part

Appointments can either be booked individually or as a group and we provide free shuttles for group donations to most fixed site locations. To book an individual appointment, please call 1 888 2 DONATE (1 888 236-6283). To book a group donation (including a shuttle bus) please call (CDC contact information here)

Our **XXfixed site clinic locationXX** is located at **XXaddressXX** and is open on **XXclinic scheduleXX** .

For any additional information please call **XXCDC contact informationXX**.

Join The Challenge!

Simply complete the registration form below and let us know you're ready for the challenge! We will send you more details shortly and, once the challenge has started, regular updates so you can track your progress.

XXCDC nameXX

Community Development Coordinator

Canadian Blood Services

T:

Cell:

Fax:

Email:



Young Blood For Life

National 'Young Blood for Life' Challenge – School Registration Form

Name of High School:

Contact Name:

Email Address:

of eligible (17 years and older) students:

of posters requested: 8.5 x 11 11 x 17

Group Appointment Requested Yes No

If Yes, date(s) # of spots

Email to: **XXXX** or fax to: **XXXX**

We look forward to hearing from you!