

November 13, 2020

World Kindness Day

Partnership toolkit



In partnership with:



Canadian
Blood
Services

BLOOD
PLASMA
STEM CELLS
ORGANS
& TISSUES



@CanadasLifeline

Thank you for your generosity and support

A lot has changed over the past year and we are thankful for the ongoing support of our partners at KIND® Snacks. This fall, in celebration of World Kindness Day on November 13, we encourage all those who can to spread some kindness by helping patients in Canada through blood and plasma donations, joining the Canadian Blood Services Stem Cell Registry or making a financial contribution (or help raise funds) in support of Canadian Blood Services.

Together, we are Canada's Lifeline



Do the KIND Thing™

KIND® Snacks is a proud partner of Canadian Blood Services. By improving the way we live, eat and relate to one another, KIND hopes to foster communities that are healthier, more empathetic and embrace our shared humanity.

Given the unprecedented year we've had, we'll be highlighting the stories of some of the Kindest Canadians including some amazing milestone donors who have generously made upwards of 75 blood donations. To celebrate World Kindness Day, every donor who visits a Canadian Blood Services donor centre in November will receive two KIND® bars - one to snack and another to pay forward.

**In celebration of World Kindness Day — Friday,
November 13 — Do the KIND Thing™ and help save lives.**

Khoen,
blood recipient



How to get involved



Book an appointment to donate blood or plasma.

Celebrate World Kindness Day by donating blood or plasma at a donor centre near you.

To donate, you must:

- Be 17 years of age or older.
- In good general health.
- Carry government-issued ID or Canadian Blood Services donor card.
- Meet the height and weight requirements and other eligibility requirements.
- Learn more at blood.ca/am-i-eligible.

Book now at blood.ca/WorldKindnessDay.



Become a registered stem cell donor or help raise awareness among young adults aged 17-35 to join Canadian Blood Services Stem Cell Registry.

Every new registrant brings hope to patients waiting for a lifesaving stem cell transplant. New potential donors can complete their registration online, right from home, at blood.ca/WorldKindnessDay.



Financial giving is a great way to increase the impact of your donation or involve those who are not able to donate blood, plasma or register to join the stem cell registry at this time.

Learn more about how to make a one-time or recurring donation, or launch your fundraising initiative in support of Canadian Blood Services at blood.ca/WorldKindnessDay.

Raise awareness on your social platforms.

If you have been impacted by blood, stem cell or financial donations to Canadian Blood Services, we encourage you to share your story.

Tag [@CanadasLifeline](https://twitter.com/CanadasLifeline) [@kindsnacks](https://twitter.com/kindsnacks) and use hashtags [#snackKIND](https://twitter.com/snackKIND) and [#CanadasLifeline](https://twitter.com/CanadasLifeline) whenever possible.

Key messages about blood, plasma and financial donations

- Each year, nearly 112,000 new blood donors are needed to make up for those who can no longer donate. This helps ensure reliable access to blood and blood products for patients, where and when they need it.
- Currently, the need for plasma is more than four times what is donated in Canada. It could take over 100 plasma donations to help treat just one patient for a year.
- Donated blood is delivered to over 700 hospitals across Canada and approximately 17,000 units of blood are needed each week.
- Donated plasma goes to patients who need transfusions, as well as to fractionators for manufacturing specialized medicines needed by Canadians with conditions such as bleeding disorders, burns and immunodeficiency.
- Did you know? As a registered charity (charitable registration no. 870 157 641 RR0001), Canadian Blood Services relies on the generosity of financial donors to help strengthen our national programs and initiatives for blood, stem cells and organ and tissue donation. Financial gifts also help fuel research and innovation in the areas of transfusion and transplantation medicine. A meaningful way to support patients is by making a one-time or recurring financial donation to Canadian Blood Services.
- You can complement your blood donation by making a charitable gift online, or by planning your own fundraising event or campaign.
- Donating blood, plasma or making a financial contribution to Canadian Blood Services is one of the most meaningful ways to celebrate World Kindness Day.
- Currently, O-negative blood donors are especially needed because this blood type can be transfused to any patient. In times of emergency or for newborn patients, O-negative blood, the universal blood type, makes a lifesaving difference.
- Appointments are required to ensure physical distancing. Currently, only donors with scheduled appointments can enter our centres. You cannot bring a friend or family member with you unless they have an appointment booked at the same time as you. For more information on our latest wellness measures, visit blood.ca/COVID19.

Key messages about stem cells

- Over 80 diseases and disorders can be treated with a stem cell transplant.
- Each year, hundreds of patients in Canada with cancers and blood diseases need a stem cell transplant to save their life — many of whom are facing challenges finding a matching donor.
- A stem cell transplant replaces the patient's unhealthy stem cells with a matching donor's healthy stem cells. There are three sources of stem cells used in transplant.
 - Bone marrow
 - Peripheral (circulating) blood
 - Umbilical cord blood
- Less than 25 per cent of patients are successfully matched with someone in their own family. The remaining 75 per cent must rely on an unrelated volunteer donor to help save their life.
- Patients are more likely to find a match with a donor who shares their background and, currently only 33 per cent of Canada's stem cell registry is diverse, making it harder for some patients to find a match.
- The COVID-19 pandemic has made the logistics of stem cell transplants challenging due to international border closures, travel restrictions

and the general health of donors. It has also led to the indeterminate suspension of in-person swabbing events which has had a major impact on how we recruit potential donors to the stem cell registry.

- Joining the stem cell registry takes commitment. Not everyone who registers will be matched and asked to donate, but every new registrant brings hope to patients waiting for a lifesaving stem cell match.
- Join the stem cell registry online, from anywhere, in 4 easy steps:
 1. Learn the facts.
Go to **blood.ca/StemCells**.
 2. Complete a short questionnaire.
 3. Login to your donor account or create a profile and register.
 4. Complete your swab sample right from home and return to Canadian Blood Services by mail.

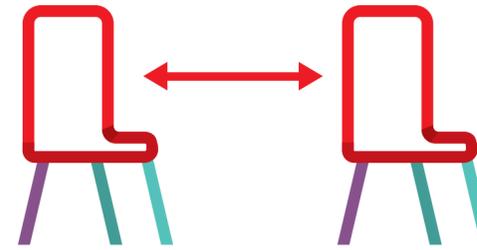
Enhanced wellness measures in effect

In addition to our routine cleaning, infection-control and screening practices, we have introduced enhanced cleaning measures, wellness stations and physical distancing measures to better protect anyone who comes through our doors.

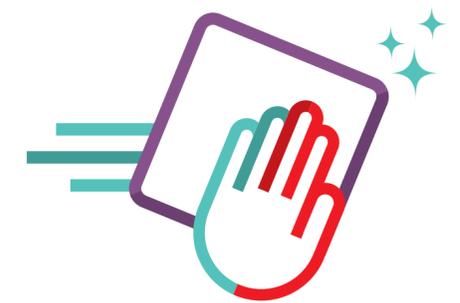
For our latest updates, visit blood.ca/COVID19



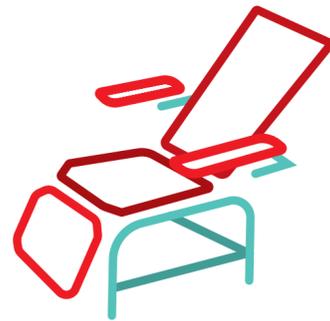
Active wellness screening at our building or venue entrances.



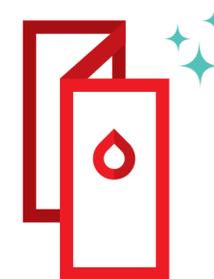
Chairs in sitting and waiting areas are spaced **2 metres apart**.



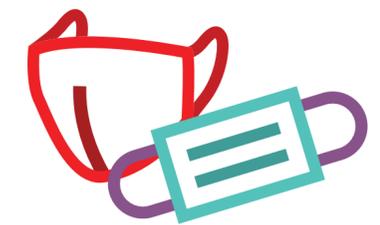
Increased cleaning frequency of all equipment and surfaces.



Donors are seated **2 metres apart** from one another while donating.



Laminated donor information pamphlets **are wiped down after each use, or discarded** after each use if they are not laminated.



Face masks must be worn while within our donor centres. You can bring your own (even homemade ones) or request one from our staff.

The Kindest Canadians

We believe some of the Kindest Canadians are individuals who have generously and consistently performed the ultimate act of kindness, such as donating blood in support of saving lives.

“I am thankful that someone took the opportunity 25 years ago to take me to my first donation,” says Geoff van Geem. “And now here I am on my 75th!”

Geoff Van Geem lives in Durham Ont. He has been donating since his early twenties. He was encouraged to donate blood for the first time by a colleague and he’s kept coming back ever since.

If your life has been impacted by blood, plasma or stem cell donation, we invite you to share your story, donation experience or reason for joining Canada’s Lifeline on social media throughout November and especially around World Kindness Day (Nov. 13). Please tag **@kindsnacks** and **@CanadasLifeline** and use the hashtags **#snackKIND** or **#CanadasLifeline** whenever possible.

Geoff,
blood donor



Social media assets

Shareable social media tiles and videos

Proud **#PartnersForLife**
@kindsnacks wants you to celebrate
#WorldKindnessDay by:

- Donating blood or plasma
- Giving a financial gift
- Joining Canada's stem cell registry
- Encouraging others to donate

Learn more at
blood.ca/WorldKindnessDay

#snackKIND #CanadasLifeline

[CLICK TO DOWNLOAD](#)

Facebook



Do the KIND Thing™
Help save lives.



 Canadian Blood Services

In partnership with:



Learn more at
blood.ca/WorldKindnessDay

Twitter



Do the KIND Thing™
Help save lives.



 Canadian Blood Services

In partnership with:



Learn more at
blood.ca/WorldKindnessDay

Instagram



Do the KIND Thing™
Help save lives.



 Canadian Blood Services

In partnership with:



Learn more at
blood.ca/WorldKindnessDay

Social media assets

Shareable social media tiles and videos

Step 1: Go to blood.ca/WorldKindnessDay.

Step 2: Complete a short questionnaire.

Step 3: Create a profile and register.

Step 4: Complete your swab sample right from home and return to us by mail.

#snackKIND #CanadasLifeline

[CLICK TO DOWNLOAD](#)

Facebook



Being kind can happen right from home.

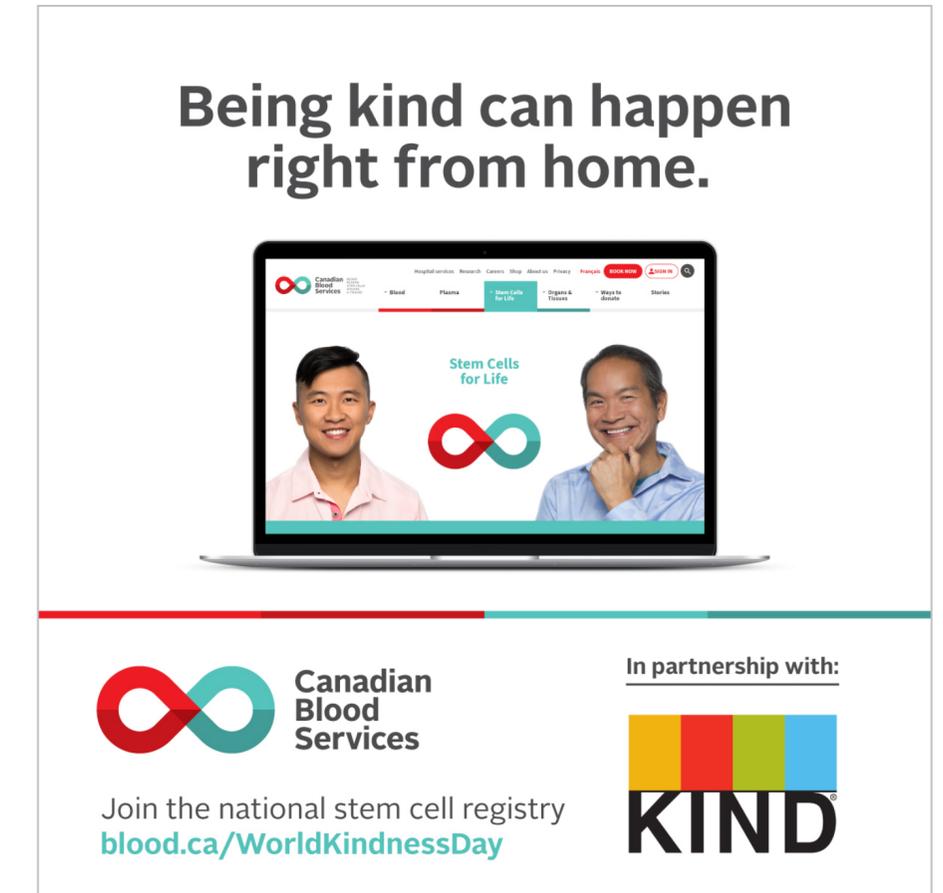
Join the national stem cell registry
blood.ca/WorldKindnessDay

In partnership with:



The Facebook tile features a smartphone mockup on the left showing the registration page. The main text is centered, with the URL in teal. Logos for Canadian Blood Services and KIND are positioned at the bottom right.

Instagram



Being kind can happen right from home.



In partnership with:



The Instagram tile features a laptop mockup in the center showing the registration page with two men's faces. The main text is centered above the laptop. Logos for Canadian Blood Services and KIND are positioned at the bottom right.

Twitter



Being kind can happen right from home.

Join the national stem cell registry
blood.ca/WorldKindnessDay

In partnership with:



The Twitter tile features a smartphone mockup on the left showing the registration page. The main text is centered, with the URL in teal. Logos for Canadian Blood Services and KIND are positioned at the bottom right.

Social media assets

Shareable social media tiles and videos

Joining the Canadian Blood Services Stem Cell Registry is one of the kindest things you can do in celebration of **#WorldKindnessDay**.

If you are 17 to 35 years old, join the stem cell registry today at blood.ca/WorldKindnessDay

#snackKIND #CanadasLifeline

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Facebook



Celebrate kindness.
Join the national stem cell registry.

In partnership with:

Canadian Blood Services

KIND

Roshlind, stem cell recipient

Register now blood.ca/WorldKindnessDay

Twitter



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Celebrate kindness.
Join the national stem cell registry.

Roshlind,
stem cell recipient

In partnership with:

Canadian Blood Services

KIND

Register now
blood.ca/WorldKindnessDay

Social media assets

Shareable social media tiles and videos

There are lots of ways to celebrate kindness.

Learn how financial giving to Canadian Blood Services helps foster kindness and, ultimately, save lives at blood.ca/WorldKindnessDay

#snackKIND #CanadasLifeline

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Facebook

Financial giving
saves lives.

In partnership with:
Canadian Blood Services
KIND

Crystal,
blood, platelet and stem cell recipient

Learn more at blood.ca/WorldKindnessDay

Twitter

Financial giving
saves lives.

In partnership with:
Canadian Blood Services
KIND

Crystal,
blood, platelet and stem cell recipient

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Instagram

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In partnership with:
Canadian Blood Services
KIND

Social media assets

Shareable social media tiles and videos

This fall, leading up to **#WorldKindnessDay** on Nov. 13, @kindsnacks is encouraging everyone who can to celebrate kindness by donating blood, making a financial donation to @**CanadasLifeline** or joining Canada's stem cell registry.

Learn more about how to get involved at blood.ca/WorldKindnessDay

#snackKIND #CanadasLifeline

[CLICK TO DOWNLOAD](#)

Facebook



Instagram



Twitter



About KIND® Snacks

Since 2004, KIND has been on a mission to create a kinder and healthier world — one snack and one act at a time. Its iconic KIND® bars — made with real, recognizable ingredients — sparked the growth of an entirely new healthy snacking category. Today, KIND has a family of more than 80 snacks that offer solutions for a variety of occasions. All of KIND's products lead with a nutrient-dense first ingredient — whole nuts, whole grains or whole fruit — and do not contain genetically engineered ingredients, sugar alcohols or artificial sweeteners.

Inspired by the belief that acts of kindness can be a transformative force for good, both the KIND brand and The KIND Foundation seek to inspire kindness and empathy.

KIND is majority founder- and team-owned, and every full-time team member has a stake in the company.

To learn more about KIND, visit kindsnacks.ca



About Canadian Blood Services



Canadian Blood Services is a not-for-profit charitable organization. Regulated by Health Canada as a biologics manufacturer and primarily funded by the provincial and territorial ministries of health, Canadian Blood Services operates with a national scope, infrastructure and governance that make it unique within Canadian healthcare. In the domain of blood, plasma and stem cells, we provide services for patients on behalf of all provincial and territorial governments except Quebec. The national transplant registry for interprovincial organ sharing and related programs reaches into all provinces and territories, as a biological lifeline for Canadians.

Learn more at blood.ca