

ORGANISATIONS UNITED ON A MISSION TO ACHIEVE 25% OF AUSTRALIA'S BLOOD DONATIONS.



The Australian Red Cross Blood Service is uniting with groups and organisations like yours to create a powerful movement.

1 DONATION CAN SAVE 3 LIVES



1 in 3 Australians will need blood in their lifetime – whether for cancer, illness, surgery or other medical conditions – but only 1 in 30 donate.

Blood is a life-changing donation more powerful than money.

THE BENEFITS

For your organisation it means a life-saving social responsibility program that everyone's proud to be part of.

For your people it's about raising spirits with team pride, leadership and a sense of unity. About knowing that a small gesture can combine with those of others to make a big difference.



WHAT'S INVOLVED?

You can commit to the mission without it impacting on core activities. Simply make blood donation a part of your organisation's activity calendar and support your people with time to give blood.

We'll provide:

- 🕒 Engaging communication resources
- 🕒 Advice on coordinating blood drives big and small
- 🕒 Coordination for group bookings

WHAT'S NEXT?

To get started with Red25, simply register a group and choose one or more Red25 coordinators to champion blood donation in your organisation. **To chat with us or register today, call 1300 886 524 or visit donateblood.com.au/red25**

 **RED25** UNITE TO SAVE LIVES

 **Australian Red Cross
BLOOD SERVICE**