

Power Red Challenge

American Red Cross Biomedical Services Program:

The need for blood is constant. Every two seconds, someone in the U.S. requires this lifesaving gift—a mother giving birth, a child with sickle cell disease, a neighbor receiving treatment for cancer, a heart transplant patient and so many others.

For more than 75 years, the American Red Cross has been answering the call. Today, we serve as the nation's largest single supplier, providing 40% of U.S. blood. This unparalleled reach is only possible through our unique nationwide blood banking system, including dependable medical equipment. The availability of a safe and reliable supply of blood and blood products can be a matter of life and death.

The Red Cross is dedicated to meeting the ongoing demand. To fulfill our mission, we:

- Hold more than 500 blood drives daily to collect the about 12,500 blood donations and more than 2,700 platelet donations needed to maintain a reliable blood supply.
- Conduct at least 10 tests on each unit to keep the nation's blood supply as safe as possible.
- Process and store blood for on-demand delivery of nearly 6.4 million blood products each year.

This journey—from donor to recipient—is only as good as our equipment. Investments in Red Cross capital are critical to every step of this process and our unmatched capacity to help people in need, now and for decades to come.

The Power Red Machine allows the Red Cross Biomedical Services program to be more efficient and empowers our generous blood donors to maximize their life saving gift of blood in a single visit. Power Red Machines allow donors to make a 'Power Red' donation which is similar to a whole blood donation, except this special machine allows a donor to safely donate two units of red blood cells during one donation by separating and returning plasma and platelets back to the donor.

You're Invited to take the Power Red Challenge:

Funding two new Power Red Machines is critical to the American Red Cross' ability to collect blood safely and efficiently. We need your help to fund these machines. By joining the Power Red Challenge, you are making a commitment to the Red Cross Blood Services Program and making a difference in your community! Joining the Power Red Challenge is simple:

- Commit to a gift of \$2,500 in support of two new Power Red Machines.
- Mobilize your company to take the Power Red Challenge by selecting key opportunities from the Power Red Challenge Activation Menu below.
- Empower employees through engagement with unique Red Cross training and development opportunities.

Plan your Power Red Challenge Activations:

Select	Points	Commitment
	25	Organize a SleevesUp Campaign for your company
	10	Schedule a Ready Rating Training for your company
	10	Schedule a Be Red Cross Ready presentation for your company
	10	Schedule a Hands Only CPR training for your company
	10	Host a Service to the Armed Forces Resiliency Workshop for veterans at your company
	25	Commit to double your investment with a second \$2,500 gift
	15	Host an employee giving campaign at your company
	50	Recruit a company to participate in the Power Red Challenge
	20	Have a member of your company commit to serve on a Red Cross Board committee
	10	Schedule a volunteer recruitment lunch & learn for your company

Descriptions of these activities are available on the next page. To schedule your commitment to the above action items, please complete this online form: <https://forms.office.com/r/xqFtiC18BQ>

As a Thank You for your support:

The American Red Cross Mid-Central Pennsylvania Chapter commits to recognize the Power Red Challenge Champion in the following ways:

- Featured as Power Red Champion in a Happy Valley Industry story
- Invitation to Power of Red Ribbon Cutting ceremony and reception
- Company photo op recognizing you as Power Red Challenge Champion
- Power Red Challenge Champion travelling trophy for display at your company for one year
- Power Red Challenge Champion recognition plaque

All Power Red Challenge competitors will be recognized in the following ways:

- Mention in Happy Valley Industry story featuring the Power Red Challenge
- Invitation to the Power of Red Ribbon Cutting Ceremony
- Certificate recognizing your participation in the Power of Red Challenge

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Power Red Challenge Activation Menu Descriptions:

Activation	Description
Biomedical Services: SleevesUp Campaign	<p>A lifesaving blood supply is only limited by the reach of the internet as a SleevesUp virtual blood drive host. From the comfort of any sofa or chair, inspire a network of colleagues and loved ones all over the country to donate blood in a convenient place near them, or host virtual drives of their own. No blood mobile or space needed. Rain or shine. There are three easy steps to engage your team in this unique opportunity:</p> <ul style="list-style-type: none">• Sign up at https://sleevesup.redcrossblood.org• Customize an outreach campaign with your special flare• Share and engage through social media and watch your network pledge the gift of life
Disaster Preparedness: Ready Rating	<p>Organizations that are prepared to respond to disasters and other emergencies are critical to building and sustaining resilient communities. That is why the American Red Cross launched Ready Rating in 2008. Ready Rating is a free, web-based, self-paced organizational emergency preparedness program that helps organizations of all types prepare appropriately, respond effectively, and recover quickly from disasters and other emergencies. Ready Rating tools meet or exceed the minimum standards for organizational preparedness set by the Occupational Safety and Health Administration (OSHA).</p>
Disaster Preparedness: Be Red Cross Ready	<p>With this corporate preparedness session, you can select from modules that educate your employees on 13 different hazards, ranging from earthquakes to winter storms. It helps protect them and their loved ones from hazards they're likely to face locally.</p>
Hands Only CPR	<p>We all know CPR saves lives, but did you know that CPR has been made simpler? With the new "Hands Only" technique, you only use your hands. No mouth-to-mouth contact or counting is involved. For employees like yours, learning this new method provides a high-energy virtual activity that makes everyone in your workplace and community safer.</p>
Service to the Armed Forces: Resiliency Workshop	<p>The American Red Cross offers resiliency programs to members of the Armed Forces, veterans and their families:</p> <ul style="list-style-type: none">• Coping with Deployments• Reconnection Workshops• Mind-Body Workshops <p>The programs are similar in their mission to teach effective resiliency skills as preventative tools for the challenges and stress of military life. All</p>

	<p>resiliency programs are available free of charge, confidential and led by licensed mental health professionals with additional Red Cross training</p>
<p>Employee Giving</p>	<p>Set up a Donor Drive page through your American Red Cross partner and empower your employees to join your company in supporting the Red Cross mission of preventing and alleviating human suffering in the face of emergencies. Employee Giving campaign must run for a minimum of one week.</p>
<p>American Red Cross Mid-Central Pennsylvania Board of Directors Committee Opportunity</p>	<p>As a volunteer with the Red Cross, your leadership, advocacy and support help alleviate human suffering for people facing emergencies, making an extraordinary impact for those we serve. Committee membership provides an increased opportunity and platform to interact and engage with more businesses, organizations and leading individuals within our community. Local committees include Mission, Philanthropy, Diversity and Inclusion, Board Development and Engagement and Biomedical Services.</p>
<p>Volunteer Recruitment Lunch & Learn</p>	<p>Volunteers carry out 90% of the humanitarian work of the Red Cross. Whether helping one displaced family or thousands, providing care and comfort to an ill or injured service member or veteran, or teaching others how to respond in emergencies, it's through the efforts of ordinary people that we can do extraordinary things. Join us for a Lunch & Learn to hear more about our mission critical volunteer positions and how to get involved.</p>

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Power Red Challenge Commitment Form

Thank you for your commitment! By completing this commitment form, you are agreeing to participate in the 2022 Power Red Challenge. Your commitment includes a financial donation of \$2,500 and participating in select employee engagement activities as indicated through your completion of our Power Red Challenge Activation Form.

Company Name: _____

Company Contact Name: _____

Company Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Payment Information:

- Check Enclosed
- Pay by credit card – please indicate date/time for us to call to process your card _____
- Invoice Requested, please send invoice to:

Name: _____

Address: _____

City/State/Zip: _____

Please return this commitment form and payment information to:

Mail:

Email:

American Red Cross
Attn: Power Red Challenge
328 Innovation Blvd., Suite 212
State College, PA 16803

Hope.Roaten@redcross.org

Thank you for your support. For additional information or questions, please contact Hope Roaten at Hope.Roaten@redcross.org or 717.919.0950.