

You Are Your Own Best Match

Donating Blood in Your Community,
Saves Lives in Your Community



Patients who look like you, need donors like you. Help us spread awareness in your community.

Why is an ethnically diverse blood supply important?

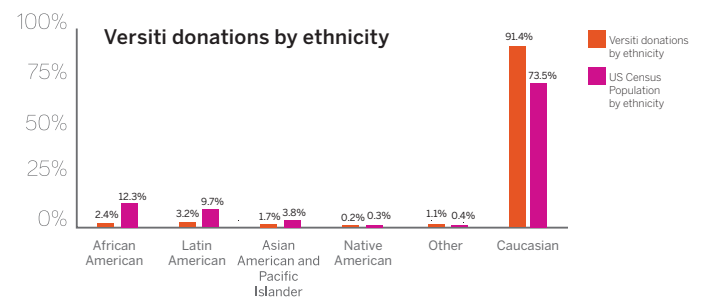
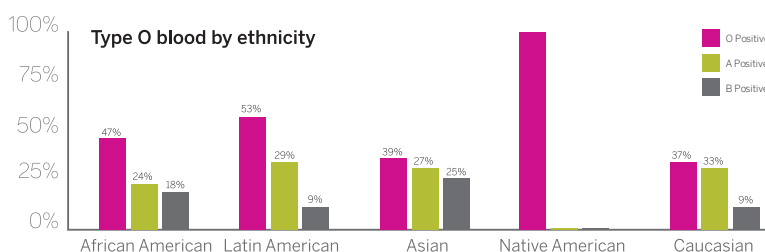
- Representation is key. Black, Indigenous, People of Color (BIPOC) blood donations have historically been low in the U.S. In fact, while more than a quarter of the US population identifies as BIPOC, they make up less than ten percent of all blood donors.
- Certain blood diseases, such as sickle cell, are disproportionately found in communities of color and may require chronic transfusions. Donated blood that is as close of a match as possible to the patient, provides the best outcomes and fewer complications.
- Blood type is inherited; therefore, a compatible donor—the best match – is often someone of a similar ethnic background.
- Diversity of our donors is important for improved patient outcomes, as rare and uncommon blood types are often found in similar ethnic populations.
- Increasing these numbers helps us provide a better quality of life for patients of all ethnic backgrounds, and may be the difference between life and death for a patient in need.

Ethnically diverse blood is in high demand

Every day in the U.S., approximately 29,000 units of red blood cells are required in hospitals and emergency treatment facilities for patients with cancer, anemia and other blood diseases; for organ transplant recipients; and to help save the lives of accident/trauma victims.

In addition, nearly 5,000 platelet units and 6,500 units of plasma are also needed.

Type O blood, especially, is routinely in short supply and in high demand by hospitals – and the African American, Latino, Native American and Asian populations carry a high percentage of type O blood.



One person can help save hundreds of lives by hosting an annual blood drive program. **Without you this isn't possible.**
Join our mission!

Visit [versiti.org/diversity](https://www.versiti.org/diversity) to learn more.

