
BLOOD DONATION ADVOCACY CHALLENGE

INVITATION TO SUBMIT
PROPOSALS



Give Blood. Save Lives.

SINGAPORE

Overview

The key objective of Singapore's National Blood Programme is to ensure that all patients in Singapore, regardless of nationality and residential status, have access to a safe and sufficient blood supply when needed.

Singapore Red Cross Society (SRCS) was appointed the National Blood Recruiter in April 2001. SRCS work in partnership with Health Sciences Authority (HSA) to collect blood from donors on a voluntary, non-remunerated basis.

SRCS focuses on recruitment, retention and recognition of blood donors.

As the population ages, the usage for blood had been increasing for the past years. In Singapore, we have more than 70, 000 blood donors, however, this is only 1.87% of Singapore's population. Out of the 1.87%, only 15% are youths (16 to 25 year old). The number of youth blood donors have been declining for the past few years (20% in 2011 to 15% in 2023).

Have you wondered what will happen if there are not enough donors to sustain Singapore's blood supply in the future?

SRCS is organising an inaugural National Blood Dialogue on 21 February 2025, Friday. The National Blood Dialogue is a landmark initiative aiming at illuminating the crucial importance of maintaining a stable blood supply as Singapore progresses into a super-aged society. As part of the lead up to the event, SRCS is launching a Blood Donation Advocacy Challenge, focused on raising youth involvement in blood donation.

STUDENT CALL FOR PROPOSALS

The Blood Donation Advocacy Challenge is open to all students in tertiary institutions in Singapore, including international schools to showcase their innovative ideas on how to increase youth involvement in blood donation.

Students may outline a creative campaign or event idea that could effectively encourage and inspire youths aged 16 to 25 to donate blood and advocate blood donation within or out of campus.

The campaign idea must be within a budget of \$8,000 (inclusive of GST).

The top nine selected entries will present their proposals to our team on 5th February 2025 for a preliminary judging. The winning proposals will be presented at the National Blood Dialogue event in February 2025, with Minister of State, Ms Rahayu Mahzam as our Guest-of-Honour.

Eligibility

- The challenge is open to students currently enrolled at any recognised Institutes of Higher Learning (IHLs) in Singapore.
- Participants may join either individually or in teams, with a maximum of five members per team.
- Each institution can submit multiple teams for the competition. However, each student may only participate in one team.

Submission of Proposal:

Complete the Application Form before **28 January 2025 (Tuesday)**:
www.go.gov.sg/srcblooddonationchallenge

Timeline & Key Dates

- 01** REGISTRATION OPENS:
19 December 2024, Thursday
- 02** CLOSING DATE EXTENDED:
28 January 2025, Tuesday
- 03** ANNOUNCEMENT OF
ROUND 1 SELECTION:
31 January 2025, Friday
- 04** PRELIMINARY JUDGING:
5 February 2025, Wednesday
- 05** ANNOUNCEMENT OF FINAL
SELECTION:
7 February 2025, Friday
- 06** FINAL PRESENTATION:
21 February 2025, Friday

Submission of Proposal:

Complete the Application Form before **28 January 2025**:
www.go.gov.sg/srcblooddonationchallenge

For more information on the challenge, please contact us at
contest@redcross.sg.

FREQUENTLY ASKED QUESTIONS (FAQ)

1) Who can participate?

Open to students from all Institutes of Higher Learning (IHLs) in Singapore, including universities, polytechnics, and international institutions within Singapore. Participants may join either individually or in teams, with a maximum of five members per team.

2) How do I register and submit entry?

You can register your team via this form: www.go.gov.sg/srcblooddonationchallenge. Registration will open on 19 December 2024, Thursday and **close on 28 January 2025 (extended deadline)**. Be sure to provide all required details, including team members' names, school, a brief description of your proposed campaign/idea and attached all relevant documents.

3) What kind of campaigns/ideas can we submit?

Your proposal can be in the form of a campaign, video, digital platform, or initiative that aligns with the challenge objective. Proposals should demonstrate creativity, feasibility, and the potential to positively impact youth participation in blood donation.

4) Is there a limit to the number of teams per institution?

No, there is no limit. Each IHL can submit multiple teams for the competition. However, each student may only participate in one team.

FREQUENTLY ASKED QUESTIONS (FAQ)

5) What is the judging criteria?

Projects will be judged based on the following criteria:

- Relevance/Innovation: How unique and creative is the idea?
- Impact: How significant will the project's impact be on youth blood donation rates?
- Feasibility: How realistic is the project for implementation?
- Presentation: How clear, engaging, and persuasive is the project presentation?

6) What is the timeline for the challenge?

- Registration Opens: 19 December 2024, Thursday
- **Closing Date Extended:** 28 January 2025, Tuesday (Proposal to be submitted before closing date)
- Announcement of Shortlisted Proposals: 31 January 2025, Friday
- Preliminary Judging: 5 February 2025, Wednesday
- Announcement of Final Selection: 7 February 2025, Friday
- Final Presentation: 21 February 2025, Friday

7) What are the prizes?

The winning team will receive a limited edition blood donation merchandise and have the award presented by our Guest of Honour, Minister of State, Ms Rahayu Mahzam on 21 February 2025.

8) How can I get more information on blood donation?

Visit our website giveblood.sg and our social media platforms, Instagram & Tiktok: @heybloodbuddy to find out more about blood donation.

Follow us on @heybloodbuddy for updates and important announcements.
