

3 Simple Steps to Adopt a Bloodbank

1 Express Your Organisation's Interest



Scan to register interest in adopting a Bloodbank.

2 Formalise Your Commitment

Our team will reach out via email to confirm the details and schedule your first group donation booking at your adopted Bloodbank.

3 Launch Your Bloodbank Adoption

Host your organisation's first group donation and receive a certificate of appreciation to commemorate the start of your life-saving commitment!



Benefits



Enhances organisations' **Corporate Social Responsibility (CSR)** initiatives



Positive brand image from media coverage and public recognition



Meaningful **employee engagement**, boosts employee morale & creates a positive work culture



Team building through collective sense of purpose and **social impact**



Recognition and appreciation from Health Sciences Authority (HSA) and the Singapore Red Cross (SRC)



Opportunities to **showcase products & services**



Long-Service Partnership Awards for continuous commitment and brand trust



Recognition of staff donor milestones to foster a culture of giving



Feature on **Donate.Blood App** to enhance organisation visibility



Leadership Visibility on Singapore Red Cross social platforms to highlight management's support for community giving

Recognition for our Bloodbank Adopters

- 1 'Adopt a Bloodbank' digital badge for organisation's CSR branding
- 2 Certificate of appreciation
- 3 Annual awards for outstanding adopters
- 4 Recognition during World Blood Donor Day celebration
- 5 Media mileage and coverage opportunities
- 6 Display of organisations' names in electronic boards at Bloodbank entrances

Bloodbanks in Singapore



- A Bloodbank@Dhoby Ghaut
- B Bloodbank@HSA
- C Bloodbank@One Punggol
- D Bloodbank@Westgate Tower
- E Bloodbank@Woodlands

If you would like to find out more about 'Adopt a Bloodbank' Programme:

✉ donate.blood@redcross.sg

☎ 6220 0183



Adopt a Bloodbank

