

The world
needs more
blood
donations.

From the
Heart



Blood Donation Awareness Program

All of us can help.

The demand for blood as essential medicine is constant. Hospitals and emergency care facilities around the world need it for treating trauma victims, patients with cancer and blood diseases, organ transplant recipients, and others. Even though about 118.5 million units of donated blood are collected globally every year, the current supply isn't enough to meet the patient need.

The answer lies in a sustainable, safe, and accessible supply of blood that comes from regular, voluntary donors.

Source: World Health Organization. Blood Transfusion Facts. June 2022.



About From the Heart

Fortunately, it's easy for everyone to be a part of the solution. Even if you can't donate blood or are uncomfortable doing so, you can still make a difference. Our From the Heart Donation Awareness Program was created at Terumo Blood and Cell Technologies to help our associates — the heart of our organization — do just that.

The goal of the program to educate, empower, and inspire associates and communities around the world to donate blood and advocate for blood donations. We want to grow the number of blood drives, donors, and donations, including encouraging both first-time and repeat donations. Plus, we want to make sure everyone understands the powerful, life-saving value of donating blood.

The program provides advocacy tools, education, and support. Associates can learn more about From the Heart on myWorkNet.



About Terumo Blood and Cell Technologies

We are a global organization that makes medical devices that help save lives. Our products collect blood and cells from healthy donors, process blood and cells, and deliver effective therapy to patients. A simple way to think of it is this: If you have ever donated blood or stem cells or had a friend or family member receive a blood transfusion or a cellular therapy, you have likely interacted with our products. Our customers include blood centers, hospitals, therapeutic apheresis clinics, cell collection and processing organizations, researchers, plasma centers, and private medical practices located across the U.S. and in nearly 140 countries.