



Warrior.

 ImpactLife

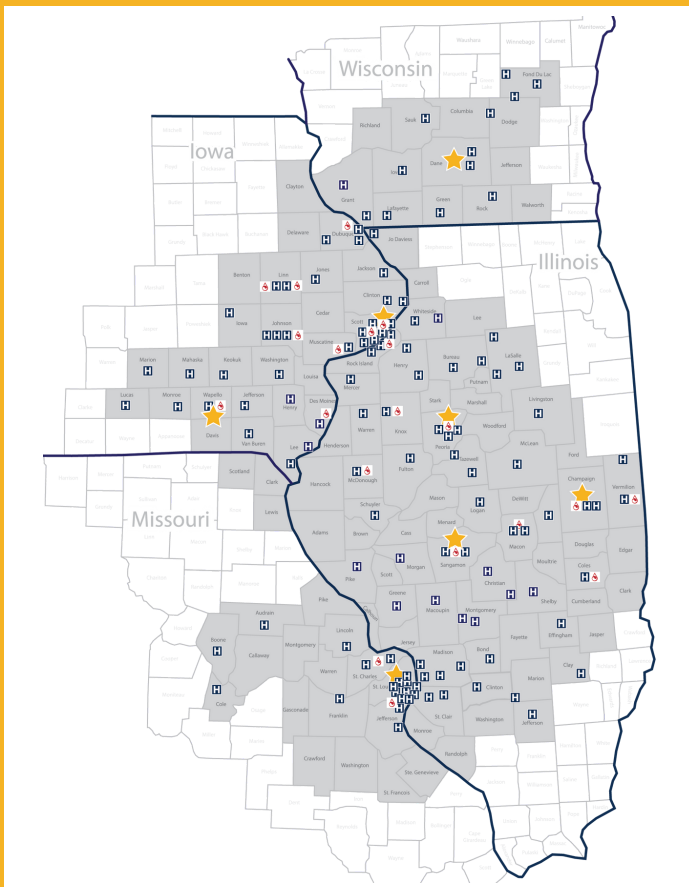
**GIVE BLOOD TODAY**  
**FOR THEIR TOMORROW**

— CHILDHOOD CANCER MARKETING TOOLKIT —

# YOU CAN HELP KIDS FIGHT CANCER

Blood is medicine. Here's how your blood donation helps:

- **Red blood cells** contain hemoglobin, which carry oxygen throughout the body. A blood transfusion gives cancer patients more energy, to help them tolerate chemotherapy.
- **Platelets** are tiny cells that help blood clot, constantly fixing tears in the circulatory system. Chemotherapy often damages bone marrow, which produces platelets. A platelet transfusion gives cancer patients the platelets they need to prevent life-threatening bleeding.



## ABOUT US

ImpactLife is the exclusive provider of blood products and services to more than 120 hospitals in Illinois, Iowa, Missouri and Wisconsin. We rely on the generosity of volunteer blood donors and community partners who host mobile blood drives to provide a critical resource for hospitals throughout a four-state service region.

We are a 501(c)(3) not-for-profit blood center, established in 1974.

# BLOOD IS MEDICINE

There is no substitute for human blood, and blood is medicine for childhood cancer patients. Here's how you can help:



**DONATE**



**HOST A DRIVE**



**ADVOCATE**

## THEIR STORIES

Click on Reid or Liam's image to watch their stories. For more patient stories, click the button below.



**REID**



**LIAM**

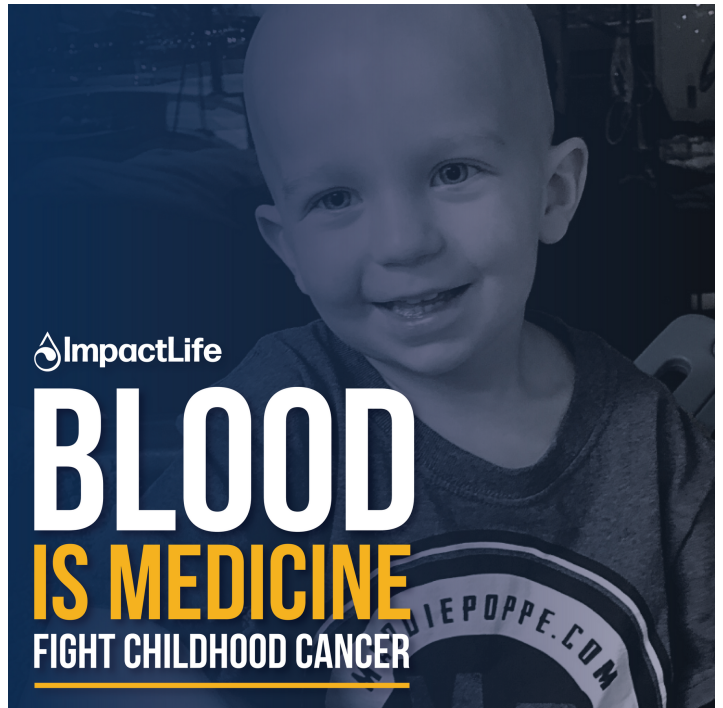
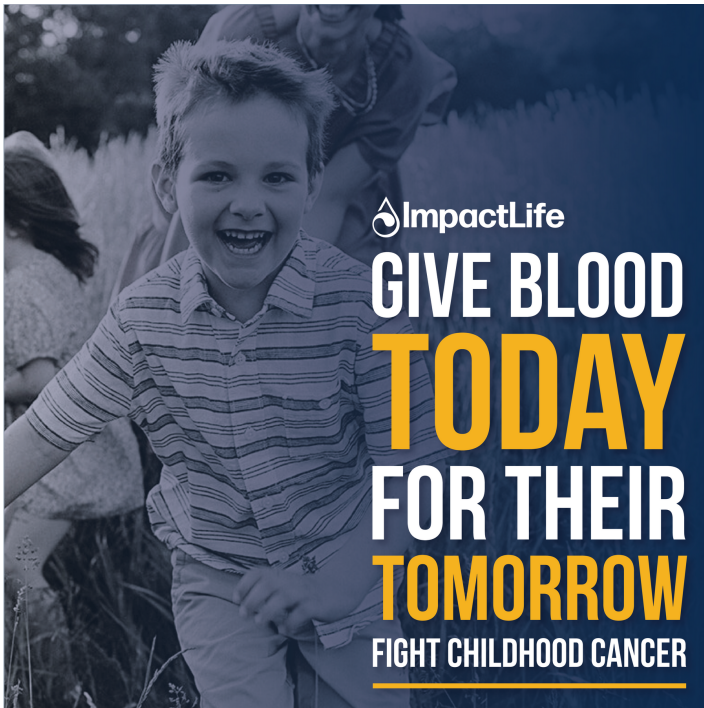


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# SOCIAL MEDIA GRAPHICS

Share these on social media and tag us [@impactlifeblood](#).  
[#bloodismedicine](#) [#givebloodfightcancer](#) [#childhoodcancer](#)



*Right click on graphics and select "Save image as" to use on your social media pages. If you're on mobile, touch and hold the image to save.*

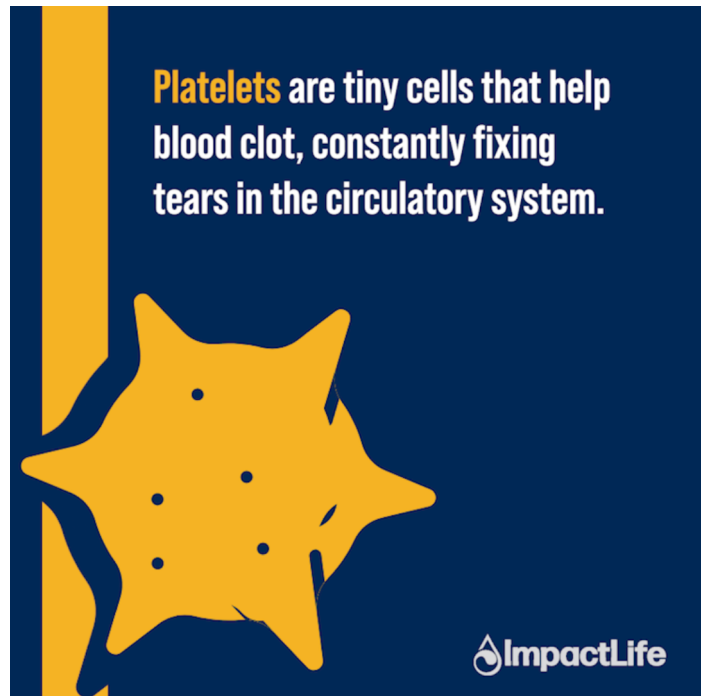
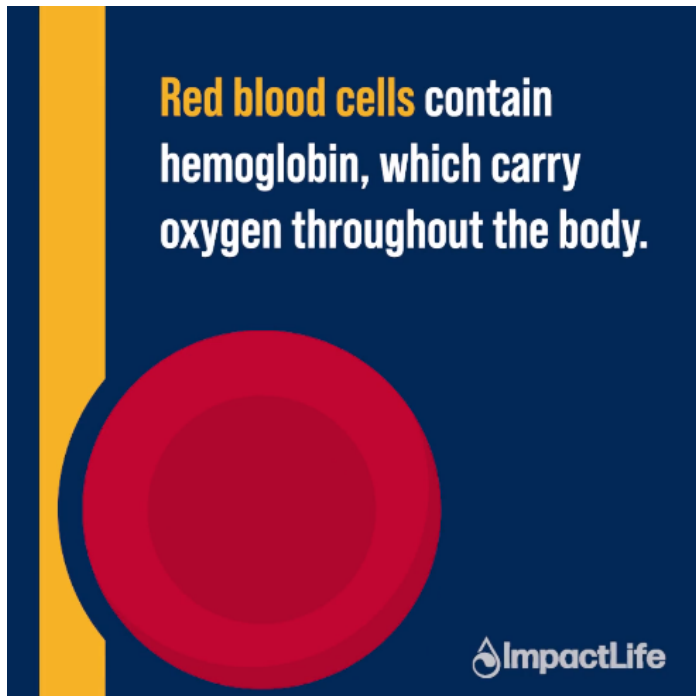
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# ANIMATED GRAPHICS

Share these on social media and tag us [@impactlifeblood](#).  
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1080x1080 - Use on Facebook, Instagram and Twitter:



Instagram Story/Reels templates:



*Right click on graphics and select "Save video as" to use on your social media pages. If you're on mobile, touch and hold the image to save.*

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