



Active4Blood

## Get the Blood Flowing Blood Not Money

**We don't want your money we want your BLOOD**

Through detailed research and from personal experiences it is apparent that there continues to be a lack of blood donation engagement within the Military environment. Yet those who serve may need blood at anytime throughout their career. This project is developing a programme with the support of key influencing Military Sector Partners, to raise the profile of blood donating and encourage units across the Tri-Service landscape to support our Active4 Blood aims, vision and passion to really make a difference.

The whole A4B ethos is focused on working with all sports to raise participation and encourage and link this engagement to blood donating activities. Across the UK the sport and active leisure sector act as the cornerstone within most communities. This includes our Armed Forces environment.

So we need your help and support to encourage and develop annual activity via events within your Military Unit, which will get the whole community to become involved.



## What do we need?

### Community Blood Partner's

The pledge... a simple opportunity for your Military Unit to help us to **SAVE LIVES** by empowering people to become Blood Sponsors.

- Appoint a representative(s) Volunteer to become your Community Blood Champion(s) who will provide the link between your Military Unit and the Charities Events Team.
- Pledge to plan and deliver a Community **Forces4Blood** Event day at least once annually that will encourage your whole Community to support our campaigning.
- Regularly share **Active4Blood** messages via your unit communication channels including Social Media and Website.

See... We are not asking for money... "**Blood not Money**" is our Motto.

If you would like to support us by becoming Community Blood Partner then please get in touch and we really need your help.

Please send your email to [events@active4blood.com](mailto:events@active4blood.com) and a member of our events management team will be in touch to sign up your unit, send you a supporter's certificate and start to discuss your ideas and event plans further.

## TOGETHER WE CAN GET THE BLOOD FLOWING

Scan to donate blood



WALES



ENGLAND



SCOTLAND



Registered Charity 1193366

