



## NATIONAL BAPTIST CONVENTION, USA, INC. AND THE AMERICAN RED CROSS



*Announce*



### THE "GIFT OF LIFE" BLOOD LEGACY CAMPAIGN

The **National Baptist Convention USA, Inc.** and the **American Red Cross** are celebrating the one year anniversary of their joint national partnership with the continued goal of uplifting communities by focusing on the importance of healthy lifestyles, volunteer service and disaster readiness & capacity building. To commemorate our first year in partnership with the American Red Cross, we are happy to announce our "Gift of Life" Blood Legacy Campaign which allows National Baptist Convention USA, Inc. to sponsor blood drives across our nation. As our President Dr. Scroggs has stated, "This Gift of Life campaign is our opportunity to minister to the world."

This partnership will launch the "Gift of Life" Blood Legacy Campaign at the National Baptist Convention, USA, Annual Session in to be held in Kansas City, Missouri during the week of September 6 – 10, 2010. The American Red Cross together with honorary chair, Mrs. Josephine Scroggs, the wife of Dr. Julius R. Scroggs, president of the National Baptist Convention, USA, will host this historical event. The kick-off will be from 10:00 a.m. to 4 p.m., September 8th at the Kansas City Convention Center, 301 W. 13th Street, Kansas City, Missouri.

#### 2010 ANNUAL SESSION "GIFT OF LIFE" BLOOD LEGACY CAMPAIGN KICK-OFF

In September, during our Annual Session in Kansas City, MO, we will have our "Gift of Life" Blood Legacy Campaign kickoff. We are requesting donors to support this campaign.

**WHEN:** Wednesday, September 8<sup>th</sup>, 2010 from 10:00 a.m. to 4:00 p.m.

**WHERE:** In or near the main exhibit hall

**HOW:** Stop by as a "**Walk-in**" appointment or **Pre-register** one of two ways:

1. Schedule an appointment online at <http://www.redcrossblood.org> Look for "enter in sponsor code" and click. Our NBC, USA, Inc. code is: "NBCUSAInc"
2. Call The American Red Cross at **1-800-RED CROSS**

***Pre-registration must be received prior to August 27<sup>th</sup>, 2010.***

By combining our efforts, the NBC and the ARC will be working through the Charles Drew Community Blood Program to help increase awareness of the need for “like” blood donors. In particular, those affected by diseases such as Sickle Cell Anemia, are better serviced when they are matched with a more compatible blood donor. It should be noted that there is a great disparity between blood donors and blood recipients in the African-American community which is now a major national concern. This concern is being addressed by our commitment to this program. As the largest African-American church body, our convention is in a position to bring this life saving campaign to the nation through awareness, education and active participation.

The statistical facts that bring this issue to the forefront of this much needed campaign are as follows:

- More than 3.5 million people in the U.S. have sickle cell traits.
- Sickle cell disease is the most common genetic disease in African –Americans, affecting 1 in 400 babies
- Over 70,000 people in the U.S. are affected by sickle cell disease.
- Types O and B are often in high demand and are the first to run out during a shortage. The African-American, Asian American and Latin American populations carry a high percentage of types O and B blood.
- About 70% of African Americans have O or B type blood.
- Rare blood types are often found in African American populations.
- In addition to the common ABO blood types, some extremely rare blood proteins are found exclusively in the African American population.



**American  
Red Cross**

*Together, we can save a life*