



EVERYDAYHEROES

GIVE BACK PROGRAM.

DONATE BLOOD. SAVE LIVES.

 LIFESOURCE

EVERYDAYHEROES

You are dedicated to serving the people in your community and being there for those in need. They rely on you to be there during their most frightening and potentially life-threatening moments.

LifeSource has made a similar commitment to the community. We are the largest blood center in Illinois, and we distribute 500,000 blood products to approximately 50 area hospitals annually.

While everyone hopes they never need to rely on us, they're grateful we are there when needed. It is only natural that we join together to further expand the reach of our lifesaving missions.

Our paths cross on a nearly daily basis. In many emergency situations, someone is in need of blood. It is the blood that LifeSource collects from volunteer donors that plays an important part in that patient's care. A car accident victim, for example, can use anywhere from four to 100 units of red blood cells.

LifeSource appreciates all that you do. By participating in our Everyday Heroes program, you can further extend your reach into the lives you touch within your community. This program is our way of saying thank you and giving back to our servicemen/women.

As an active partner in your community, LifeSource is dedicated to supporting local firefighter groups. We provide education, awareness and community service opportunities to these groups, allowing you to learn about, and participate in, the important cause of blood donation.

OVERVIEW AND GUIDELINES

For every blood drive your group hosts, you will earn points for each participating donor*.

In order to qualify for the program, your group must meet the following criteria:

- Group must host a minimum of **two (2) blood drives** in the 12-month period of **July 1, 2013 to June 30, 2014**
- Each blood drive must have a minimum of **30 participating donors**
- All blood drives hosted within 56 days of the previous blood drive will be considered a single blood drive
- In every instance, volunteers from your group must be involved in the pre-drive planning, recruitment of donors and implementation of details for the drive; a member of your group must be the blood drive coordinator
- The group earns points for each participating donor* at all hosted blood drives

BONUS POINTS

Groups hosting drives during the below listed dates will receive bonus points for each participating donor.* Bonus points may be earned anytime during a program year.

- **EARN 100 LIMITED TIME BONUS POINTS**
by hosting a drive during pre-selected dates.
(Drive must meet Program qualifications.)
- July 2, 2013 - July 6, 2013
- Aug. 1, 2013 - Aug. 9, 2013
- Aug. 31, 2013 - Sept. 4, 2013
- Nov. 25, 2013 - Nov. 30, 2013
- Dec. 1, 2013 - Dec. 4, 2013
- Dec. 23, 2013 - Jan. 10, 2014
- Apr. 15, 2014 - Apr. 25, 2014
- May 24, 2014 - May 28, 2014

*A participating donor is someone who registers to donate.

COMMUNITY PARTNERSHIP POINTS

Earn credit when friends and family participate at any LifeSource Donor Center or mobile drive. Participants wishing to credit their visit to the Everyday Heroes Program must mention the name of the group or group code when participating. Credit will be applied to the previous drive held before June 30 of that year for friends and family who participate between drives. Any participation after June 30 will be credited to the next program year.

WHAT'S IN IT FOR YOU

The following chart shows the award distribution based on the number of points earned per drive:

AWARD DISTRIBUTION									
POINTS	30 - 59	60 - 80	81 - 100	101 - 125	126 - 150	151 - 200	201 - 250	251 - 300	301 +
AWARD	\$250	\$500	\$750	\$1000	\$1250	\$1500	\$2000	\$2500	\$3000

DISTRIBUTION OF FUNDS

In keeping with the spirit of giving, you must then use your award for the purpose of supporting servicemen/women seeking higher education.

