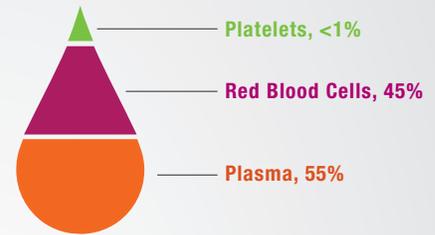


What blood is—and why it matters

Every patient is different. Each disease calls for a unique treatment regimen. And the blood component needed to save or sustain the life of a patient with a specific condition also differs from all others. While individuals undergoing treatment for leukemia often require platelets to promote clotting, severe burn victims frequently need plasma, and red blood cells can often mean the difference between life and death for premature babies.

ABOUT BLOOD COMPONENTS

Produced in the bone marrow, blood is typically collected in what is called “whole blood” and then separated into its unique components; each can deliver a life-saving benefit to someone in need. (See reverse side for more information regarding each component.)



ABOUT BLOOD TYPES

Often abbreviated ABO, blood types are inherited and fall into four groups or types: O, A, B, AB. Each blood type also is identified as either Rh positive or negative (the Rh factor being an inherited blood group on red blood cells). Approximately 85% of the U.S. population is Rh-positive (i.e., O+, A+, B+, AB+). Those who do not have the Rh factor are Rh-negative (O-, A-, B-, AB-) and are quite rare.

WHOSE TYPE CAN YOU MATCH?

Donors with type O- blood are **universal red cell donors** whose donations can be given to people of all blood types. Donors with types AB- and AB+ blood are **universal plasma donors**, while patients with type AB+ are **universal red cell recipients** because they can receive red cells from all types. All other donors and recipients must be safely matched, for example:



Born with half a heart, little Kaiya is now living life to the fullest thanks to all the generous blood donors who helped save her life.

View the full story at MBC.ORG

If you are	% of U.S. ¹	You can give to ²	You can receive from ²	Special donations you can make
	38%	O+ A+ B+ AB+	O+ O-	Double red cells
	7%	O+ A+ B+ AB+ O- A- B- AB-	O-	Double red cells
	34%	A+ AB+	O+ A+ O- A-	Platelets, Plasma (males only)
	6%	A+ AB+ A- AB-	O- A-	Double red cells, Platelets
	9%	B+ AB+	O+ B+ O- B-	Platelets, Plasma (males only)
	2%	B+ AB+ B- AB-	O- B-	Double red cells, Platelets
	3%	AB+	O+ A+ B+ AB+ O- A- B- AB-	Platelets, Plasma (males only)
	1%	AB+ AB-	O- A- B- AB-	Platelets, Plasma (males only)

¹ Percentages based on U.S. population. ² Donation for red cell transfusion



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GET THE FACTS

14 million units of red cells are transfused every year in the U.S.

1 out of 3 people will need blood in their lifetime

38% of us are eligible to donate blood, yet only about 7% of us do



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Platelets

What are they?	Small colorless cell fragments in blood
What do they do?	Control bleeding
Whose lives are saved?	Leukemia and cancer patients, people undergoing cardiac surgery, burn victims, organ and bone marrow transplant recipients, and individuals with bleeding disorders
How long do they last?	Donated platelets have a shelf-life of only 5 days
How often can I donate?	24 times per year
When does my body replenish what I donated?	Within a few hours of donating

Red Blood Cells

What are they?	Disc-shaped cells that give blood its red color
What do they do?	Carry oxygen throughout the body
Whose lives are saved?	Premature infants, trauma victims, surgical patients, people battling cancer, sickle cell, kidney disease, and anemia
How long do they last?	Donated red blood cells last 42 days
How often can I donate? (recommended)	<ul style="list-style-type: none"> • Whole blood, 3-4 times per year • Double red blood cells, 2 times per year
When does my body replenish what I donated?	2-4 weeks

Plasma

What is it?	A pale yellow mixture of water, proteins, and salts
What does it do?	Promotes clotting
Whose lives are saved?	Burn victims, cardiac surgery patients, liver transplant recipients, and patients suffering from shock or bleeding and immune disorders. Plasma not needed for transfusion may be made into other life-saving products.
How long do they last?	Donated plasma can be frozen and stored for up to 1 year
How often can I donate?	12 times per year
When does my body replenish what I donated?	Within a couple of days