

Grundfos Manufacturing

Blood Donation Drive

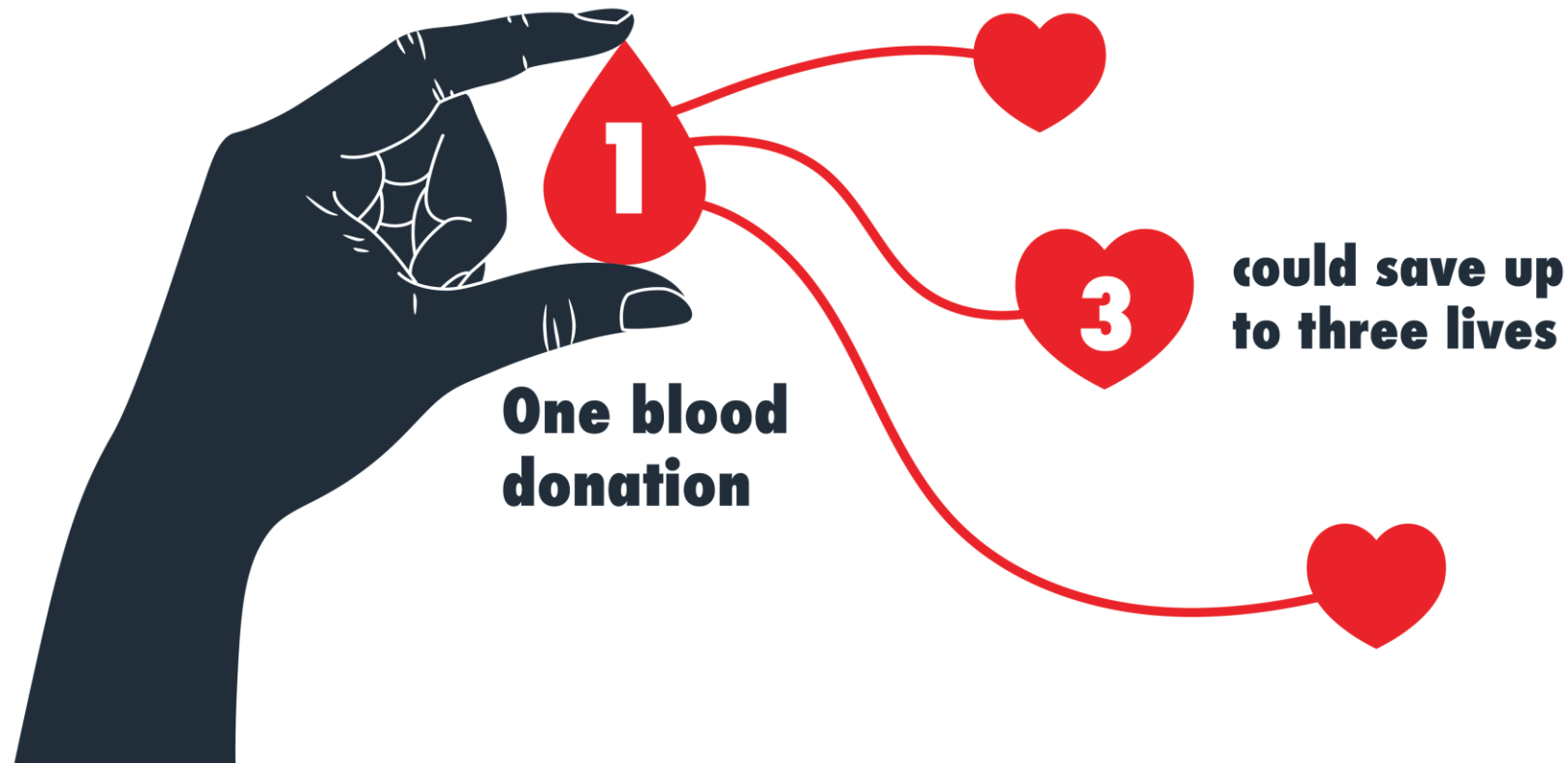
GRUNDFOS 

Possibility in every drop

Why Blood Donation?



DID YOU KNOW?



- A simple act with profound impact
- More than just giving blood – It was about giving back to our community and supporting the NHS Blood and Transplant Service

Logistics – It wasn't simple!



- For about 2 years we had been exploring multiple avenues
- Kept seeing posts and news reports about the low blood levels in the North East
- Yet - we could not find anyone willing to take our blood unless it was **one single person booking it.**
- We offered to host a blood drive. Response was...

“The Sunderland area is currently not one of our marketing target areas so we wouldn't host a recruitment event with yourselves either. However, this could change so we would always come along and get people registered and book them appointments.”

- We asked about a blood donation bus. Response was...

“Unfortunately, we no longer offer dedicated blood donation sessions in the workplace or blood donation vans. This method wasn't cost effective for us and is no longer part of our strategy. We encourage people to donate at our donor centres and mobile sessions.”



URGENT NEED OF ALL BLOOD TYPES

GIVE BLOOD . GIVE THE GIFT OF LIFE!

BLOOD TRANSFUSION IS NEEDED FOR:



WOMEN WITH
COMPLICATIONS
OF PREGNANCY



PREMATURE BABIES
RECEIVING CARE IN
THE NICU



TRAUMA PATIENTS
IN THE EMERGENCY
DEPARTMENT



COMPLEX MEDICAL
PROCEDURES AND
CANCER PATIENTS

IS IT OK TO DONATE RIGHT NOW?

DONATING IS A SAFE PROCESS AND HEALTHY INDIVIDUALS SHOULD
SCHEDULE A BLOOD DONATION TO HELP MAINTAIN THE COUNTRY'S
BLOOD SUPPLY

Finally a Glimmer of hope!



- Grace Routledge reached out again to the blood donation service in 2025 on our behalf
- We managed to make contact with Marie Arkle (Donor & Planning Manager – North) and John Townsend (Senior Charge Nurse)
- We asked about sending an initial 16 people to a blood donation session that was being hosted at City Hall in Sunderland
- Despite always being told we could only do single bookings, the service **FINALLY** agreed to do a bulk booking for us.



The Booking Process



- The team sent links to us to have all of our new donors registered and kept us apprised of the process all the way through.
- All donors registered and the Blood Transplant Service collated all of our names and donor ID's and sent us a 2 hour booking slot for all of our employees
- We gave everyone 2 hours paid time to attend and donate and provided transport for everyone to get there and back
- Only 1 minor hitch – When we arrived the donation team weren't aware we were arriving as a large group

However – They booked us all in and then they proceeded with the process

- The donation team advised going forwards if we made block bookings of 4 people each they can easily book them in and process them more efficiently.



NHS

BLOOD DONOR
SESSION

Booked Appointments

Moving Forwards



- We have now made it standard policy where we give everyone 2 hours paid time off during working hours to donate blood
- We intend to run a blood drive every 6 months
- We will block book in 4's and send a back and forth shuttle to and from City Hall for everyone that signs up in our workforce
- We hope to sign up more new blood donors each time





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NHS Blood and Transfusion

www.blood.nhs.uk

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