



# Blood Donation Challenge



## 12th Annual KCCC Blood Donation Challenge

January 1 – June 20, 2026

KCCC is proud to partner with **Community Blood Center (CBC)** and the **American Red Cross (ARC)** for the 2026 Blood Donation Challenge!

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### Important Notes

- **No Corporate Challenge points** are awarded for the Blood Donation Challenge.
  - The company with the **most presenting donors** will receive the **KCCC Blood Donation Challenge Award** at the 2026 KCCC Closing Celebration.
  - Contest administration will be handled by **Community Blood Center** and the **American Red Cross**.
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### How to Participate (3 Easy Steps)

1. **Sponsor or host a blood drive** with Community Blood Center *or* the American Red Cross.
  2. **Send donors** to any CBC or ARC blood drive or CBC donor center and ensure they donate **under your company name**.
  3. **CBC and ARC will track** your company's registered donors.
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### Scoring & Incentives

- Companies that **host a blood drive** will receive points for each presenting donor. All registrations will be verified using official documentation.
  - Companies that **host more than one drive** during the challenge period will earn **50 bonus points** toward their overall Blood Donation Challenge total.
  - Companies that **send donors** to any participating KC Metro donation center (without hosting) will earn **2 points per presenting donor**.
  - At the conclusion of the challenge, the company in each division with the **highest number of presenting donors** will receive the **2026 KCCC Blood Donation Award**, presented at the Closing Celebration.
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### Why Donate?

- **Community Blood Center** serves *60+ hospitals* across *70 counties* in northeastern Kansas and northwestern Missouri and needs nearly **600 units of blood every day**. Supplying approximately 95% of the blood needed in the Kansas City region, making CBC the leading provider of blood for local hospitals including several level one trauma centers.
- The **American Red Cross** supplies blood to the **HCA Hospital System**—the largest in the KC area—and numerous other local and rural hospitals.
- ARC & CBC donors are notified **when and where their blood helps patients**.
- Nationwide blood shortages have persisted for over **five years**, and hospitals rely heavily on a consistent flow of volunteer donors. Donations from people under 30 have dropped by more than 30% in recent years.
- Blood is needed for:
  - Cancer patients
  - Accident, burn, and trauma victims
  - New mothers and newborns
  - Transplant and surgery patients
  - Individuals with chronic transfusion needs (e.g., sickle cell disease, thalassemia)
- Although **62% of the U.S. population is eligible** to donate, **only 3% actually do**.
- **One blood donation can save up to three lives**.
- All blood is provided by **volunteer donors**—people like you.

**Will you help save a life and donate?**

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## **Who Wins?**

The company with the **most documented presenting donors** at the end of the challenge earns the **Kansas City Corporate Challenge Blood Donation Award**.

But the **real winners** are the patients whose lives are saved through your donations!

<p>For more information regarding the Blood Donation Challenge, contact the KCCC Office at 913.831.2222 / <a href="mailto:kccorporatechallenge@gmail.com">kccorporatechallenge@gmail.com</a></p>
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