

17 October

## Lifesaving Merch promotes a culture of blood donation in Ukraine



In just over two years, FUIB's social project We Are of One Blood has helped save more than 134,000 lives. Every month, the initiative provides funding for the delivery of blood components to conflict zones, the purchase of essential tactical medical supplies for defenders, and the procurement of medicines and equipment for paramedics. All of this is made possible thanks to the support of the project's advocates who, alongside this social brand, help

**cultivate a culture of donation and save lives through their contributions.**

Regular donations are now more vital than ever for Ukrainians. Lifesaving Merch stays committed to supporting the donorship as blood and its components remain vital for helping lots of wounded people. In addition to channelling money towards blood deliveries, the initiative organises public blood donations across Ukraine. LifesavingTruck mobile donation centre united Zaporizhia, Dnipro, Lviv, Odesa, and Kyiv with a shared goal.

We Are of One Blood project is not going to slow down, as consistency is key in donorship effort. Continuous donors help replenish the perishable blood stock. Systematic donorship ensures prompt supplies to hospitals, even outside of emergency calls or any contingencies. Thus, We Are of One Blood encourages everyone to donate blood every three months or support the mission by ordering merch, half of proceeds from which help meet the important needs.

With this support, the project managed to donate UAH 300,000 towards the following causes:

- to Donor UA for two blood deliveries to the front lines
- to Blood Agents for procuring 100 compression bandages and 35 QuikClot haemostatic bandages
- to Hospitallers for purchasing 300 pharmaceutical medicines for paramedic ambulances.

We may not know who is going to need our help, but we are certain that every blood donation and merch order can save a life.

There are many ways to support the project: partnering, donating blood, raising awareness, or buying Lifesaving Merch to support blood deliveries and procurement of tactical medicines. Let's join efforts to save lives together!