

Be the One to Save a Life: Be The Match Firehouse Challenge

Introduction



- Frances Lee – Be The Match Community Rep, Northwest District, SF Bay Area
- Jennifer Sawle – Be The Match Volunteer and Advocate

Who We Are



Everett, transplant recipient

- For the thousands of people diagnosed every year with life-threatening blood cancers like leukemia and lymphoma, a cure exists.
- Over the past 25 years Be The Match[®] has managed the largest and most diverse marrow registry in the world. We work every day to save lives through transplant.

How We Help Patients



Clarissa and her donor, Alan

- Connect patients with life-saving bone marrow donors
- Support patients, caregivers and families
- Provide clinical education for healthcare professionals
- Conduct research that is saving lives today

The Need is Great

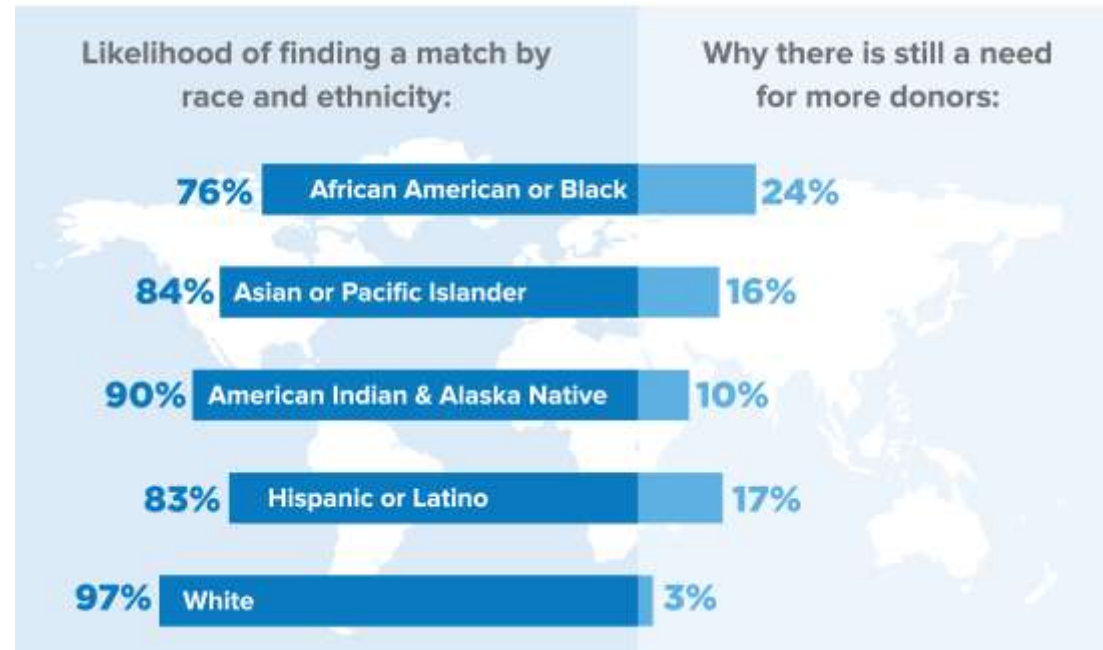
- Every 4 minutes, someone is diagnosed with a blood cancer.
- For many of these patients, a marrow transplant is their only hope for a cure.
- Yet, most patients do not have a matching donor in their family.



Jennifer, transplant recipient (second from left), with her family

Registry Diversity

- The registry is 11 million members strong, but there is still a great need for committed members of diverse heritage.



2013 Year at a Glance



Transplant recipients, Elias and Ashanté

- 6,300 patients received a marrow transplant
- \$3.2 million in patient assistance was provided to 1,800 families
- Advanced 254 research studies

At Work Locally



Teresa, left, with her donor, Lydia

- In 2013:
 - 126 Bay Area patients received a transplant
 - In California, 893 patients searched for a match
- Since 2005:
 - 583 patients in California have received \$696,700 in patient assistance grants

Firefighters



- During firefighting, there is exposure to many known carcinogens.
- NIOSH study of firefighters in San Francisco, Chicago and Philadelphia confirmed a higher risk of cancer.
- University of Cincinnati study found 50 % higher risk for multiple myeloma and non-Hodgkin's lymphoma.

How You Can Help



Be The Match Firefighters Challenge

- August 11 - September 30, 2014
- Compete against other Bay Area Fire Districts to raise funds and recruit donors to the marrow donor registry.



Challenge details

- Awards for top fundraising district, top donor recruitment district, and top individual fundraiser.



The Fun in Fundraising



Danielle, recipient, and her son, Jaylen

- Create fundraisers around activities your team would enjoy.
- Be The Match will provide coaching and support.

Benefits

Presents a life-saving opportunity for all, enhancing morale.

Encourages firehouse involvement.

Provides a positive team-building experience.

Increases a sense of pride and responsibility in your group.

Heightens recognition of your group with those you serve.

Strengthens relationships in your community.

Becomes a part of who you are and what you stand for.

Best Practices and Brainstorm session



Louis, registry member

- Form a planning committee.
 - Include your PR/Communications person
- Partner with businesses in your community who can provide donations and promote your events.

Thank you!



Rachel, transplant recipient