

HIGH SCHOOL CHALLENGE PROGRAM

A PROGRAM AIMED AT RECRUITING BLOOD DONORS AT LOCAL HIGH SCHOOLS



The goal of Southern California Blood Bank High School Challenge is to spark the interest of young donors with the hope of maintaining that commitment for years to come.

Here's how it works.

Throughout the year, your school's blood drive achievements will be posted and updated on the Southern California Blood Bank's website.

Students can track their school's standing in several categories, including highest number of donations for the entire year and highest school performance ratio for the year.

You will also be able to monitor other school's blood drive activities online to see how your achievements measure up.

Each school's achievements will be tallied at the end of the school year. Winners will be announced on our website: SanDiegoBloodBank.org

IT TAKES THREE SIMPLE STEPS TO SIGN UP

1. **Commit** to participate in the High School Challenge.
2. **Form** a committee of talented people to assist in your recruiting efforts.
3. **Encourage** pre-scheduling of appointments online.



HOW TO BECOME ELIGIBLE

Important - To be eligible for the High School Challenge Program, the participating high school must conduct at least **three** blood drives with Southern California Blood Bank from August 1–June 10 and achieve their annual goal.

There are two components:

Component 1 – Annual Goal

High schools will be divided into five groups based on senior class population (data to be obtained in September). Any school that meets their annual goal will receive a grant award* as follows:

Annual Goal Achievement Breakdown (goal assigned by SCBB)

<u>Senior Class Size</u>	<u>Grant Amount</u>
0-150	\$500
151-300	\$600
301-450	\$750
451-600	\$1000
600+	\$1250

Component 2 – Highest Number of Collected Units

Each high school will be eligible to win the grant amount specified for its population group by achieving the highest number of collected units during the period August 1–June 10 and attaining goal. One award will be given at each level. The groups and grant award* amounts are:

Highest Number of Donations Per School Year

<u>Senior Class Size</u>	<u>Grant Amount</u>
0-150	\$1000
151-300	\$1200
301-450	\$1500
451-600	\$2000
600+	\$2500

**Note: FDA regulations prohibit Southern California Blood Bank from issuing actual checks or cash as an award to winning high schools. Rather, Southern California Blood Bank makes checks payable directly to vendors providing goods or services to the winning schools. Please contact your Southern California Blood Bank Account Marketing Manager for more details.*



GENERAL INFORMATION

Nine \$500 scholarships will be awarded. Any high school blood drive committee member is eligible to apply for SCBB scholarship opportunities. Contact your Account Marketing Manager for more information.

Student Scholarship Program Eligibility and Application Requirements

To be eligible for the Student Scholarship

- Applicant's high school must hold at least one blood drive during the school year, and applicant must participate in the planning and execution of successful blood drives at his/her high school
- Applicant must maintain a minimum 2.5 GPA
- Applicant must demonstrate leadership by encouraging blood donations and increasing student participation at his/her high school
- Applicant must plan to attend an institution of higher learning in the year following the scholarship

How to Apply for the Scholarship

- Complete a Southern California Blood Bank High School Challenge Scholarship Application. Download Student Scholarship application at SanDiegoBloodBank.org
- Include an official high school transcript
- Include a letter of recommendation from non-relatives (letter must specify actual relationship with applicant)
- Include one page, single-spaced essay which includes strategies that were used to encourage blood donations and increasing student blood drive participation at applicant's high school
- All application materials must be postmarked or hand-delivered no later than April 1 in one envelope to:

**San Diego Blood Bank
Attention: Director, Donor Recruitment
3636 Gateway Center Avenue, Suite 100
San Diego, CA 92102**

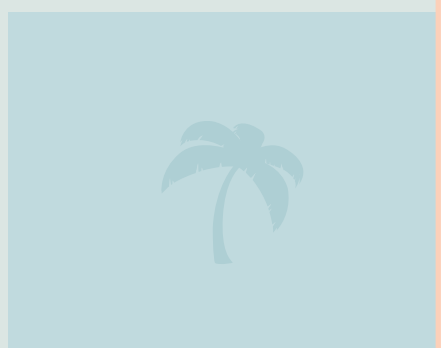
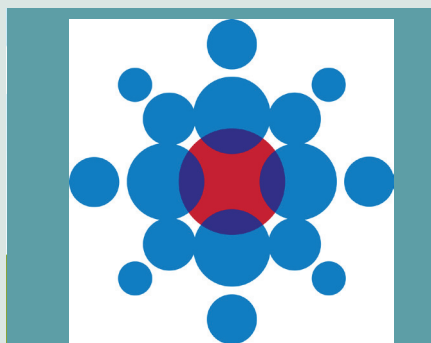


STUDENT SCHOLARSHIP PROGRAM

Selection Process

- A committee selected by Southern California Blood Bank will choose the High School Challenge Scholarship recipients. Each application will be validated for confirmation of blood drive participation as stated in the essay by a San Diego Blood Bank Account Marketing Manager. Essays misrepresenting the applicant's actual level of participation or effectiveness will be disqualified.
- The winners will be selected by review of all contents submitted with specific focus on the essay and letters of recommendation.
- The selection of scholarship winners will not be based on gender, race, creed, national origin, religion or sexual orientation.

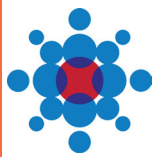
After scholarship recipients are selected and notified, award checks will be sent directly to the educational institution that the student designates.



STUDENT SCHOLARSHIP APPLICATION

STUDENT INFORMATION
STUDENT NAME
ADDRESS
CITY, STATE, ZIP CODE
PHONE
EMAIL ADDRESS
SCHOOL INFORMATION
NAME OF SCHOOL
ADVISOR / CHAIRPERSON
ADDRESS
CITY, STATE, ZIP CODE
PHONE
EMAIL ADDRESS
FAX
AFFILIATED GROUP (I.E. ASB, KEY CLUB)

Please send to:
San Diego Blood Bank
Attention: Director, Donor Recruitment
3636 Gateway Center Avenue, Suite 100
San Diego, CA 92102



HOW TO RECEIVE A RED CORD

Southern California Blood Bank also offers a High School Red Cord For Life Program. The program awards students who give multiple blood donations at high school blood drives. Eligible students will be awarded Southern California Blood Bank Red Cords that they may wear at graduation.

Eligibility and Requirements

- The student must have donated five or more times at their high school blood drives with the Southern California Blood Bank by the end of their senior year
- A regular blood donation equals one unit. Double red cell donations equal two units
- Students that are not eligible to donate blood can participate in this program by recruiting five donors (other than students, faculty or staff) to give at your school blood drives

Eligible Seniors

Eligible seniors will be determined by the chairperson after reviewing the Southern California Blood Bank list of qualifying donors. Red cords will be provided before your award night event or graduation.

If requested, a Southern California Blood Bank representative will be available to present the red cords to students at the awards event.

