



**Mind:** Gift of Life

**Body:** How to Register for the Age-Friendly Business® (AFB) Partner For Life Program

**Spirit:** Unburden Others

## Gift of Life



### Age-Friendly Business® Becomes a Partner for Life (PFL) with Canadian Blood Services. Come join us!

This time of year we think about giving. Purchasing gifts, offering adventures, and extending intangibles such as our time, respect, and our recognition.

#### What about the gift of LIFE?

*“In February 2020, Peter suddenly felt very tired and was having trouble breathing, so he went to a hospital emergency department. Within hours, doctors diagnosed him with sudden onset acute myeloid leukemia. The next day, he began a three-week regime of daily chemotherapy.*

*Since then, Peter has also received more than 30 transfusions each of whole blood and platelets, and the leukemia went into remission. In August, doctors at London Health Sciences Centre successfully transplanted stem cells donated by Peter’s sister. His health continues to improve.”*

(go here to read and share the full story: <https://www.blood.ca/en/stories/london-ont-blood-donor-events-celebrate-patients-ongoing-recovery>)

And then there is baby Madison from Aldergrove, BC. Madison was born with congenital heart disease and respiratory challenges. During her first 6 months of life, she experienced many hospital stays, 2 months in a neo-natal intensive care unit, received donor tissue to surgically repair her pulmonary artery, and several blood products that helped save her life.

Madison’s mom, Christie, dad, Kyle and their extended family are forever grateful to donors.

*“Money can’t buy the blood that people need for surgeries, unexpected accidents and illnesses. Donations are coming from generous people who are saving lives. My husband and I have never donated blood; it was something that never crossed my mind until we were in this situation.*

*“We want to do our part to get the word out that blood is needed and how little babies like Madison benefit from it. We want something good to come out from all the struggles we’ve been through. A few of our family members said they would give blood, so we set up a blood drive.*

*“We know we’re going to need more blood*

**Appreciate      Respect      Value**

**Elevating the way the world sees and serves the age 50+.**

**[www.AgeFriendlyBusiness.com](http://www.AgeFriendlyBusiness.com)**

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*products for Madison as she goes for more surgeries. She didn't have the best odds and now Madison is just the happiest little girl."*

(go here to read and share the full story:

<https://www.blood.ca/en/stories/blood-drive-celebrates-recipients-first-birthday-honours-donors>)

**Christie and Kyle wanted to do their part to get the word out about the need for donors, and we do too!**

**To Help Make a Difference, Age-Friendly Business<sup>®</sup> Becomes a Partner For Life (PFL) with Canadian Blood Services. Come join us!**

**We are encouraging our members and their family, friends, clients and customers to continue to donate, become a new donor, make a contribution or volunteer.**

To make it fun, let's track our donations and set annual goals we can all celebrate!

Every time you make a donation, identify that you are with a Partner For Life and give them the **PFL ID AGE – 0091213 for Age-Friendly Business**. Perhaps you are already registered with a different PFL – No Problem! You can register with as many PFLs as you wish, and with each donation you offer, each PFL will be credited!

**NATIONAL TARGET for Month of December 2020: - 20 donations**

**NATIONAL TARGET for 2021: -- 250 donations.**

What can you donate? Whole Blood, plasma,

platelets, stem cells, organs and tissues, money, or time!

Together, let's meet and exceed this challenge! Someone's life depends upon it!

Rhonda Latreille, MBA, CPCA  
Founder & CEO  
Age-Friendly Business

**How to Register for the Age-Friendly Business<sup>®</sup> (AFB) Partner for Life Program**

Age-Friendly Business (AFB)<sup>®</sup> Partners for Life ID is AGE-0091213

**Members can join the AFB team in these three easy steps:**

Register as a new member of the AFB PFL team by clicking [here](#) or type the url:  
<https://blood.ca/en/ways-donate/donate-partner/becoming-partner/team-member-registration>

If you are a new donor, create an account or, if you already have donor account with us, enter your username and password to log in. Select 'PFL organizations' from the menu, add your PFL ID and select 'join the team.'

Then book an appointment to donate!

**Unburden Others**

"No one is useless in this world who lightens the burdens of another."

*Charles Dickens*

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