



**GLOBAL
BLOOD
HEROES**



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HEROES LIKE NO OTHER

27th August saw thousands of individuals across the globe coming together to save lives. Selflessly donating blood in the name of Hussain ibn Ali, they were true heroes. Global Blood Heroes.

18 months of preparation culminated in an intense 36 hours. Starting in Auckland, New Zealand, and ending in California, USA, Global Blood Heroes came out in their masses on this one calendar day eager to save lives. A world record was broken, however the impact of this campaign was far beyond what we could have ever imagined. Read on to find out how...

IMPACT SNAPSHOT

27

Countries, spanning 6 continents participated

125

Blood donation organisation partners

380

Locations, including blood donation & community centres



2,190

Dedicated volunteers worldwide

24.1K

Website hits (collectively on the WiH & GBH websites)

19.4M

Reached worldwide through the web & social media



ADDRESSING A GLOBAL NEED

A matter of great concern worldwide, blood reserves are in extremely short supply. Health organisations around the world are reporting critical levels. From the US to Australia, blood donors are needed to meet rising demands, especially as the world recovers from the coronavirus pandemic.

With widespread shortages, this was an opportunity to help serve the need, and more importantly, save lives. Factoring in the possibility of breaking a world record would further amplify the timeless legacy of Hussain ibn Ali, whose principles this organisation seeks to share. Thus, the Global Blood Heroes campaign was borne.

18 MONTHS IN THE MAKING

From early 2021, a dedicated team were intensely preparing for what would be the organisation's first-ever coordinated global event. Engaging global teams and volunteers and establishing relationships with blood donation organisations worldwide, preparing for this event was no easy feat. Setting a target too, felt ambitious. However with the intention of saving 150,000 lives this would surpass the then-current world record of 35,000 blood donations

RAISING AWARENESS

Through myth-busting videos and sharing targeted information, we intended to encourage those who had never donated blood before and were able to, to roll up their sleeves and partake in this selfless act. Encouraging new donors, specifically from BAME communities, whose blood types are in high demand, was a key objective to marketing efforts.

DONATING BLOOD FOR THE FIRST TIME?



WE EACH HAVE
96,500 KM
OF BLOOD VESSELS IN
OUR BODIES,
ENOUGH TO STRETCH
TWICE AROUND
THE WORLD.

enough to give back.

blood.whoishussain.org



BABIES CAN OCCASIONALLY
NEED BLOOD TRANSFUSIONS
WHILST STILL IN THE WOMB
DONATE BLOOD ON AUGUST 27 TO PREVENT
POTENTIALLY FATAL ANAEMIA IN BABIES.

blood.whoishussain.org



HOW TO PREPARE
FOR BLOOD
DONATION

BIUSTING THE MYTHS

PRONE TO INFECTION?



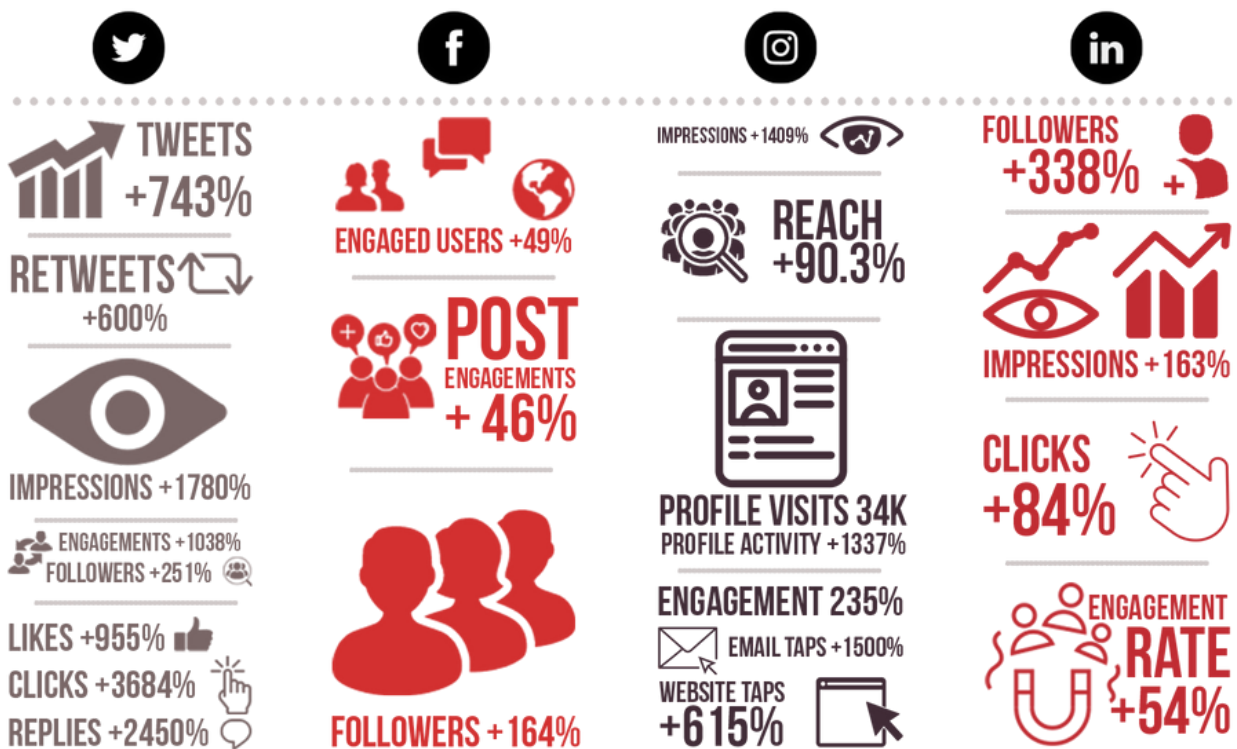
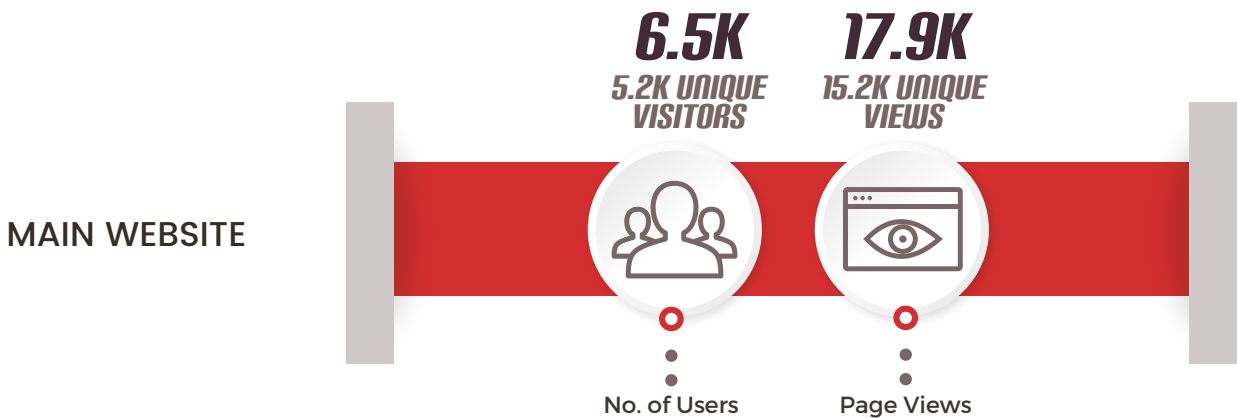
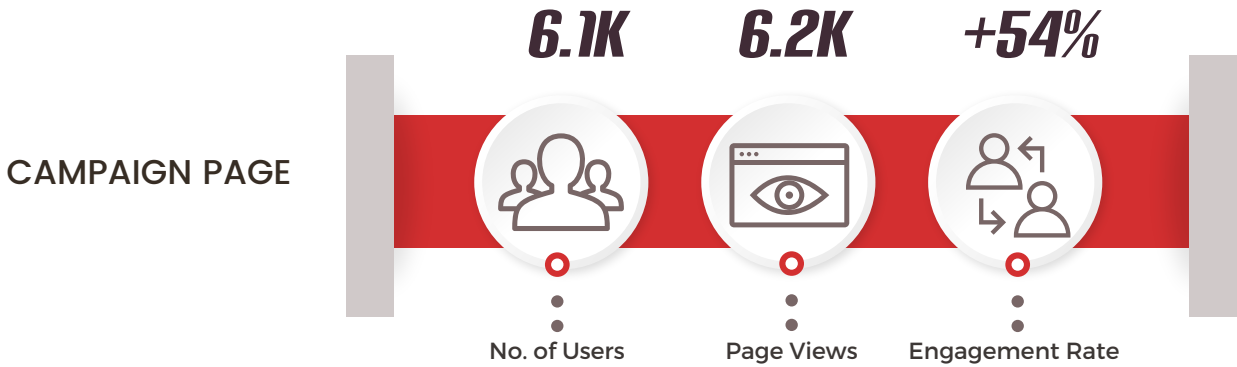
3 TEASPOONS OF BLOOD CAN SAVE A BABY'S LIFE

BREAK A RECORD
AUGUST 27, 2022

blood.whoishussain.org

UNPRECEDENTED IMPACT

From global media coverage to incredible social media engagement*, the impact of this campaign was phenomenal.



*statistics from 24 hours of the campaign

TOP POSTS



Who is Hussain?

Impressions: 65,088
 Reach: 57,092
 Reactions: 1,425
 Engagement Rate: 10.05%



whoishussain_

Impressions: 37,309
 Reach: 30,119
 Engagement: 6,630
 Engagement Rate: 17.77%

whoishussain

Today really is a historic day, as #whoishussain have brought people together from all over the globe for the sole purpose of saving lives through the #globalbloodheroes campaign!

Impressions: 1,841
 Engagements: 92
 Engagement Rate: 5%

WholsHussain

Just logging in? Here's what you've missed! Around the world thousands of people are rolling up their sleeves to give the gift of life - through blood donations. [Learn more:...](#)

Impressions: 136,529
 Engagements: 322
 Retweets: 20



THE OUTCOME

With all your support, and from blood donation organisations worldwide we facilitated the collection of **37,018 blood units**, saving more than **110,000 lives** and breaking the world record in the process. Officiated by the Official World Record organisation, this was a momentous achievement in Who is Hussain's short existence.

Through the campaign, we are also delighted to announce that national records were officially broken in Uganda and Australia - what an incredible feat!



Featured in national news, the Uganda team receive official accreditation for breaking the national blood donation record from the Director of the Nakasero Blood Bank



Australia too, through the campaign, broke the national record for most blood donations in a single day. Our team in Adelaide created a state record in South Australia

IN PARTNERSHIP WITH...

Through this campaign, relationships with over 125 blood donation organisations, hospitals and blood centres were established globally. Amongst these were the Red Cross (US & Australia), NHSBT (UK) and CBS (Canada)



EXTENSIVE COVERAGE

From global media outlets to social media, there was considerable coverage of the campaign worldwide, both in the lead-up and on the day itself, some of which are featured below (click icons to read more)



'Break the stigma': Blood donations encouraged for migrants in Australia amid world record attempt

Australians have taken part in an attempt to set the first world record for the most participants taking part in a blood drive in a single day.



Ismail Haraghi and his father, Yasser, take part in the world record attempt in Sydney on 27 August 2022. For 18-year-old Ismail, it is his second time donating blood, and for his father 38th donation. Credit: Who is Hussain Sydney



ACTION HUMANITAIRE – Appel à don de sang par l'organisation internationale Who is Hussain pour enrichir la banque de sang de Madagascar et pour marquer le dernier jour de l'Arbeen

par 2424.mg Actualité & Reportages – 25 août 2022 dans

0 0 0

SAUVONS DES VIES, BATTONS UN RECORD DU MONDE ET DEVENONS DES HÉROS



INDEPENDENT

News > UK

British charity's blood donor record bid aims to save 150,000 lives

Donors from 350 health centres in 23 countries joined forces to give blood on Saturday.

Lottie Kilraine • Sunday 28 August 2022 14:40



THE TIMES OF INDIA

Mumbai: Global blood donation campaign on August 27 aims to set new record, save 1.5 lakh lives

MOHAMMED WAJIHUDDIN / TNN / Aug 25, 2022, 19:03 IST



ARTICLES

- Mumbai: Global blood donation campaign on August 27 aims to...
- Pearl Academy Mumbai hosts first-ever Graduate Fashion...
- Mumbai: CAG denounces poor performance of BMC in property...
- Mumbai: Two Nigerian nationals held with mephedrone...

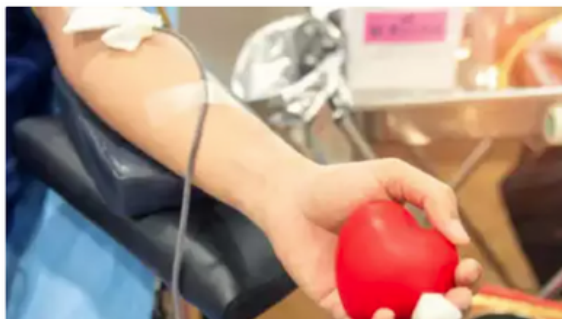


Image used for representational purpose only.

MUMBAI: A global grassroots social justice organization Who Is Hussain? is holding a massive global blood donation drive on August 27, and attempting to set a new record for the most blood donations in one calendar day.

EXTENSIVE COVERAGE

For more links to media coverage from the campaign click here.

Stuff ≡ national

New Zealand starts global blood donation campaign to draw 50,000 units

André Chumko · 13:38, Aug 27 2022



Muslim charity holds blood drive in GTA as part of attempt to break world record on donations



Who is Hussain says it is trying to set new record of most blood donated in 1 day

CBC News · Posted: Aug 27, 2022 3:49 PM ET | Last Updated: August 27



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DISION

Who is Hussain: World Record Smashed as British Charity Recruits over 37,000 Blood Donors On Single Day



British Charity Breaks World Record For Most Blood Donations In A Day

With more than 37,000 people donating blood in a single day, the event broke the previous record set in 2020.

World News | Edited by Amit Chaturvedi | Updated: September 19, 2022 7:13 pm IST



British Muslim charity breaks world record for most blood donations in a day

The event was led by Who Is Hussain, a social justice charity that worked with NHS Blood and Transplant



The Who Is Hussain team in Australia. Photograph: Who is Hussain

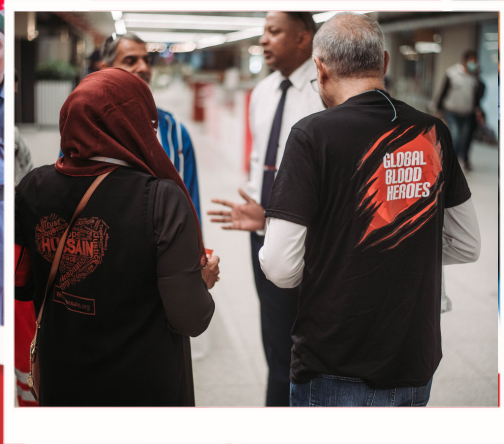
SIGNIFICANT ONLINE ENGAGEMENT

More notably, there were over 1,900 mentions and uses of #GlobalBloodHeroes across all social media platforms. Blood donation organisations, politicians and media personalities, all encouraged participation and shared words of encouragement. This is just a mere snapshot...



A TRULY GLOBAL CAMPAIGN

From the West Coast of America to New Zealand, local teams and community groups participated in this ultimate act of selflessness... and defined what it meant to be a Global Blood Hero, potentially saving not just 1 but 3 lives





WE COULDN'T HAVE DONE IT WITHOUT YOUR GENEROUS SUPPORT.

Thank you to all our volunteers who worked tirelessly behind the scenes for months and on the day, to our donors and blood donation organisations who made this momentous project possible, and finally to our global blood heroes, for you have not only saved countless lives, but provided hope where it is needed the most.



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