



American Red Cross & Bob's Outreach High School Scholarship Program

Newsletter Article

There's an exciting new scholarship program out there and it's a life-saver!

Every two seconds, some one in America needs blood. The American Red Cross, in partnership with Bob's Discount Furniture's charitable extension, Bob's Outreach, has developed a new scholarship program to recognize Connecticut high school seniors for their outstanding leadership, as demonstrated by their commitment to the Red Cross blood program.

On any given day in our country, about 38,000 units of blood cells are needed to treat accident victims, children and adults undergoing surgery, and patients receiving treatment for cancers and other diseases. High schools that sponsor Red Cross blood drives make a vital contribution to the community and play an integral part in replenishing our community blood supply. High school students' participation in the blood program fosters community involvement, volunteerism and commitment to service, which are values that make for a well-rounded young adult. The students involved in the blood program can feel proud of their contributions to society and the fact that they will help save lives in the process! The American Red Cross and Bob's Outreach High School Scholarship Program is designed to celebrate the dedication and civic contributions of high school seniors who better their community by helping to ensure that blood is available to hospital patients in need.

Bob's Outreach will award **\$100,000 in scholarship money** to high schools in Connecticut and Massachusetts as a representation of their dedication to the youth in our community and their long standing commitment to the Red Cross and its blood donation program. Scholarships will be awarded to high school seniors who demonstrate a high level of dedication and leadership in support of the Red Cross blood program during the 2009-2010 academic year. The highest achieving schools in Connecticut will be awarded up to \$10,000 in scholarship money to be divided between high school seniors who achieve the greatest contribution to the blood supply. High school seniors that host at least two high school blood drives per year and achieve an annual participation rate of at least 30% will be eligible to win a base scholarship of \$250 (participation rate is determined by dividing the total units of blood collected throughout the school year by the total age-eligible student population).

Schools that achieve the base scholarship requirements plus the highest participation rates and collect at least 100 units of blood during the academic year are eligible for the Grand Prize Scholarships: Grand Prize – (10) \$1,000 scholarships awarded to one school; 1st Prize – (5) \$1,000 scholarships awarded to one school; 2nd Prize – (5) \$500 scholarships awarded to two schools; 3rd Prize – (2) \$500 scholarships awarded to 12 schools.

American Red Cross Account Managers will be making appointments to review the details of the program.