

Project Report for the month of March, April and May 2017.

Dear Donor,

Our project "Help Thalassemia Child get Blood - Their Lifeline" takes baby steps as it tries to motivate more number of people to Donate Blood Voluntarily and support Children with Thalassemia. We thank one and all who have supported us at our Camps, Awareness talks, Informal chats or social media and in making of the Short Film for creating Awareness on Thalassemia.

With your support, we continue to make improvements and achieve progress, as contemplated, in our road map for future. Our progress, with your support, is making us believe that we can achieve our goal of providing Blood free to children suffering from Thalassemia.

May 8th

World Thalassemia Day

Get Connected: Share Knowledge and Experience and Fight for a Better Tomorrow in Thalassemia



The banner features the Aarohi Blood Bank logo (a stylized 'A' with green and blue swooshes) and the tagline "Bringing dignity to life" and "Aarohi Blood Bank". It includes three small photos of children and a large image of a hand holding a child's hand. On the right, a large red blood drop contains a globe and the text "World Thalassemia Day" and "8th May". The bottom section contains contact information: "#6-3-182/1 to 3, Lake View Palace, Opp: Banjara Lake, Road No. 1, Banjara Hills, Hyderabad - 500 034. E-mail: aarohibloodbank@gmail.com, website: www.aarohibloodbank.org". It also includes phone numbers "040-2338 4212" and "81069 99686", and a circular "OPEN 24/7" logo.

Striving for a *Thalassemia* Free Society

Bringing dignity to life
Aarohi Blood Bank

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040-2338 4212
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OPEN
24/7

Keeping this year's theme in mind, Aarohi worked with renewed effort in creating Awareness about Thalassemia. A number of sessions were held to make people aware about the existence of Thalassemia. People were spoken to individually, in small groups and in sessions.

A short film with community participation and volunteers was made specifically to create awareness. This film tells a story of a mother of 2 children with Thalassemia, their dreams and aspirations, their struggle to get Blood, while striving to lead as normal life as possible. On the eve of World Thalassemia Day an Awareness Session with the Screening of this film was held at a Community Centre housing about 2000 families.

The film screening and awareness session was successful and the audience present thoroughly enjoyed the film.

The talk was well received and lots of people showed interest in knowing more about this disorder.

Please watch the short film on the link :

<https://www.youtube.com/watch?v=dtzDGuj-Kzo&t=723s>

Our target is to support 200 children with Thalassemia with Blood. In these 3 months we issued 552 units to Thalassemia Children free of cost. May was a difficult month for us and the children as we were short of Donors who came forward to donate Blood.

Month	No of Transfusions
March	239
April	166
May	147

Voluntary Blood Donation Drives for the basis for the Blood collected by Aaroohi. 18 camps were held in the last 3 months. Some big, some small. HSBC was a big supporter of Aaroohi. We had 3 camps in the different buildings of HSBC with 400 + Donors from these camps.

Camps conducted

Serial No	Date	Location	Number of Donors
1	06.03.17	D.S. Research Center	9
2	08.03.17	Volvo Service Center	24
3	15.03.17	DRDO	198
4	19.03.17	Sai Baba Temple	69
5	22.03.17	Mahindra and Mahindra	30
6	23.03.17	HSBC	216
7	01.04.17	Kone Elevators	26
8	11.04.17	Mahindra and Mahindra	30
9	12.04.17	Synopsis	42
10	16.04.17	Mayflower Apartments	26



Aarohi Blood Bank

Bringing dignity to life

11	18.04.17	HSBC	247
12	21.04.17	Rainbow Hospitals	46
13	04.05.17	GE	81
14	09.05.17	Mahindra and Mahindra	27
15	18.05.17	Seneca Global	28
16	24.05.17	ADP – LCC	134
17	25.05.17	ADP – F 9	82

The Happy Donors at HSBC



Motivated Donor





We have participated in the “Little by Little” Campaign of Global Giving and have managed to raise small amount of funds. We are thankful to the Donors who have shown faith in our activity and are supporting us. However, we are way short of funds needed and we appeal to all the generous donors out there to please contribute and help us reach out to more number of children.