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DATRI CONNECT

CORPORATE NEWSLETTER



MANAGEMENT DESK

Dear Friends of DATRI,

I am happy to share the latest edition of our DATRI newsletter, a platform that brings impactful stories and initiatives that drive our mission forward. This newsletter highlights the vital role that corporate support plays in our lifesaving mission.

We begin with “**Interview Time**”, where we profile Nithin Livingstone from Amazon. Nithin's journey from registering as a stem cell donor to securing CSR funding from Amazon for DATRI is a testament to the profound impact one individual can have.

Next, we feature an innovative approach to donor registration in Virtual Stem Cell Donor Registration: “Drive in a Box” by Gayathri Shenoy, Head- Patient Relations. She talks about how this initiative has enabled us to reach potential donors even in a hybrid work environment, ensuring that our mission continues unabated.

Our partnership with Jindal Stainless has helped in multiple donor drives across several states, significantly expanding our registry and offering hope to countless patients.

Bindiya Sawhney, Regional Head, North, opines, how corporate support can transform lives, fulfilling not only legal obligations but also a moral imperative to give back to society.

The stories and initiatives featured in this newsletter are a call to action. We need more corporates to join us in this lifesaving mission. Your support, whether through financial contributions, employee engagement or advocacy, can make a significant difference. Thank you for your continued support.

Warm regards,

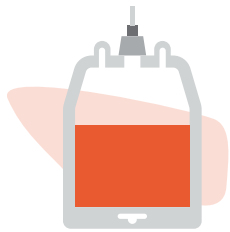
Claudia Rutt
Chief Financial Officer

Srinivasan Selvarajan
Associate Director



NUMBERS THAT MATTER

Collections



Number of donors who donated their blood stem cells
Mar 2024 - May 2024
70

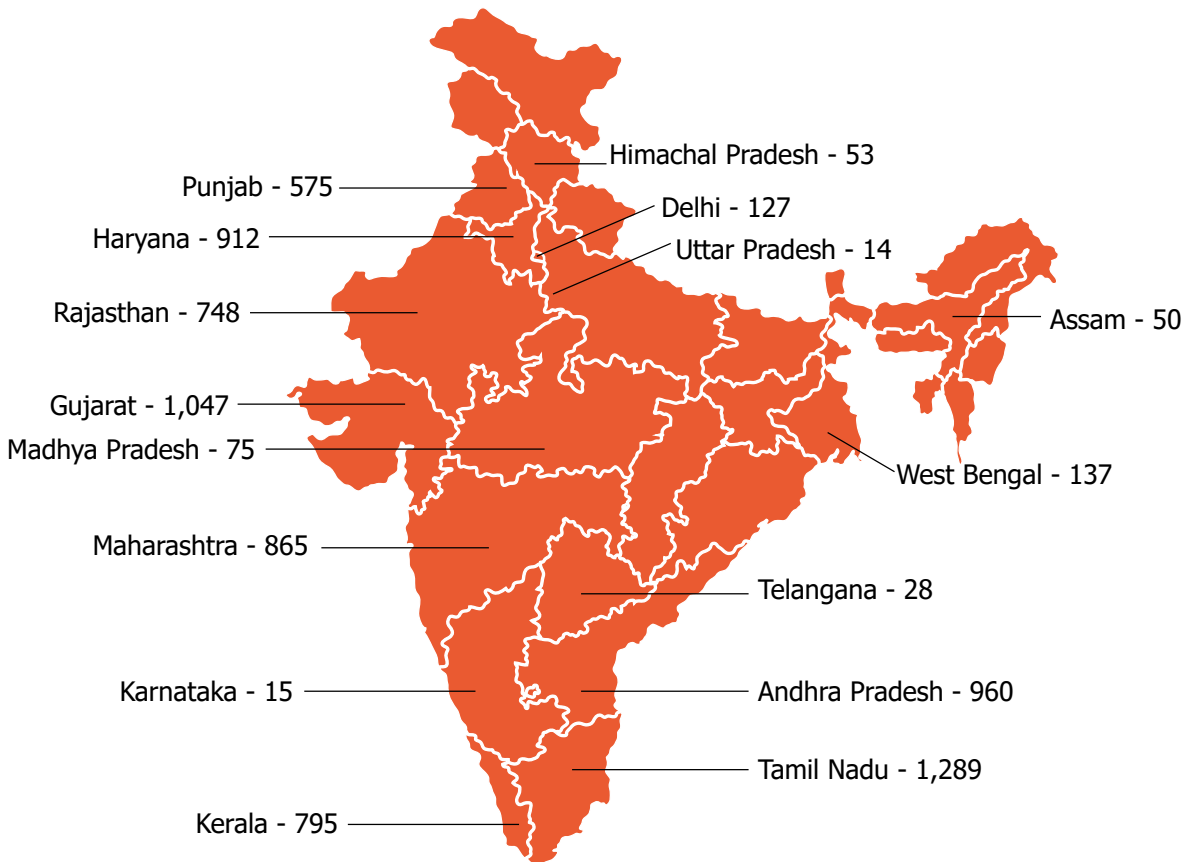
Funds Received



Mar 2024 - May 2024
38,86,109

Donor Registration Count Statewise:

Mar 2024 - May 2024



Walk-in/Online Drives - 103

*Data as on 13/06/2024





INTERVIEW TIME



We profile **Nithin Livingston, Technical Program Manager, Amazon** in our Interview Time section. Nithin has been a resourceful professional and more importantly, a compassionate person who believes that in our own little way, we can be a blessing to many in need. Nithin is a lifesaver. He gifted a life by donating his blood stem cells to a patient battling a form of blood cancer. Let's hear from Nithin:

You have come a full circle, from registering as a stem cell donor to your life saving donation and now helping DATRI secure CSR funding from Amazon. What inspired you?

Question 1:

My blood stem cell donation and later meeting the family of the patient has had a profound impact on me. That was definitely a primary inspiration. Additionally, in my previous organization, I was involved in similar social activities. When I joined Amazon, the initial idea was to conduct a donor recruitment drive. While working on that I realized that DATRI needed funds for its lifesaving work, so I decided to engage with Amazon for CSR funds.

Nithin

How were you able to secure funds for DATRI from your company?

Question 2:

It was possible to move forward quickly as this is part of Amazon's Employee Grants Program, where employees can nominate NGOs working in different areas corresponding to the SDG (Sustainable Development Goals). Because there was already a framework and a program in place, it was easier to approach and request funds for DATRI.

Nithin

How were you able to convince your company about DATRI and did being a donor help?

Question 3:

DATRI is a registered NGO with a good track record, and all its financial records and data were in order, which made the verification process easy. As an employee nominating the NGO, certainly helped.

Nithin

When did you register as a blood stem cell donor and did you inform your company about your donation?

Question 4:

I registered as a stem cell donor in 2014 when I was with TCS. My donation happened after I joined Amazon. When I went for the donation, I informed my line manager and my team, and they were very supportive.

Nithin

How inspiring is such a program at Amazon and how can it help bring difference in the life of someone in need?

Question 5:

In any organization, the company has resources, and employees can be resourceful. Amazon is a large company with a significant pool of employees. Amazon values its employees and relies on their suggestions for referring NGOs that they know are doing good work in society. While the company may have limitations in finding causes on its own, employees can help identify NGOs. Amazon takes forward the suggestions and this way the organisation strives to make a difference in society.

Nithin



VIRTUAL BLOOD STEM CELL DONOR REGISTRATION: "DRIVE IN A BOX"

Gayathri Shenoy, Head- Patient Relations.

During the pandemic, all corporate offices shut down their physical locations and shifted to remote work, connecting via calls. This transition meant that we lost the traditional venues for holding awareness sessions and recruiting stem cell donors. However, blood cancer didn't pause for the lockdown and continued to affect many lives, necessitating new ways to support our patients battling blood cancer and blood disorders.



Even post-pandemic, many corporates adopted a hybrid work model where, on any given day, some employees work from the office while others work from home. This means there is no single day when the entire workforce is present on campus. To address this challenge, we introduced our online drives with the "Drive in a Box" concept.



With "Drive in a Box," we conduct awareness sessions online and then send swab kits to the HR department. We create an online registration link featuring the partnering corporate's logo, providing a dedicated landing page to track employee registrations. This allows us to report the impact to the organization.

On the day of the 'online drive,' we log in via a video call, enabling all employees to participate from their desks, whether in the office or at home.

We noticed that attendance rates for such drives are higher in some cases because employees no longer need to go to an auditorium or cafeteria for the session; they can join from the comfort of their desks.

During the online session, we walk participants through a presentation, similar to an in-person session, followed by a Q&A session. We then share the registration link in the chat window, encouraging everyone to register as a blood stem cell donor and explaining the importance of contributing Rs 1800, which covers HLA (Human leukocyte antigen) typing cost. We also share contacts of DATRI coordinators who will follow up on their registration.

An option we offer is sending all kits in one box to the HR department, allowing employees to collect their kits, give their cheek swab samples and return them as a single set from the corporate office. This saves time and ensures efficient processing.

So far, we have successfully implemented this with HERE Technologies, Fourth Partner, Whatfix, and Lloyd's Register, among others. The "Drive in a Box" concept has been a blessing, enabling us to reach numerous potential donors who can become beacons of hope for those battling blood cancer and blood disorders.



If your corporate would like DATRI to conduct an awareness session and blood stem cell registration drive, we could do a physical session or also explore the "Drive in a Box" concept. To know more about this contact gayathri.s@datri.org



JINDAL STAINLESS FOUNDATION PARTNERS WITH DATRI TO CHAMPION LIFESAVING BLOOD STEM CELL DONATION

In a remarkable display of corporate social responsibility, Jindal Stainless Foundation has partnered with DATRI Blood Stem Cell Donors Registry to further its lifesaving mission. This partnership, which began in February 2024, has already led to 11 donor drives across Punjab, Gujarat, Delhi/NCR, and Rajasthan, significantly impacting the fight against blood cancer and other blood disorders.

Ankita Saumya, Manager, CSR Jindal Stainless Limited, emphasized the company's enduring commitment to community well-being: "Jindal Stainless Foundation has a legacy of giving back, which it continues to uphold through its various CSR initiatives. We invest in diverse healthcare programs because we value their importance in improving community well-being by ensuring access to essential medical services. DATRI, the largest blood stem cell donor registry in India, is a key partner in this effort. Through this collaboration, we aim to inspire more individuals to become potential donors and extend hope to those in need."



The support from Jindal Stainless Foundation has been instrumental in expanding DATRI's registry base. Bindiya Sawhney, Regional Head, North, DATRI, highlighted the impact of this support: "Through their support of Rs. 9 Lakhs, we are able to add 500 potential lifesavers to the database. Expanding our registry base facilitates the creation of a society in which every patient in need of lifesaving blood stem cells is provided with an opportunity to find an HLA-matched, willing donor."

This partnership underscores the vital role that corporate support plays in addressing critical healthcare challenges. By joining forces, organizations like Jindal Stainless Foundation and DATRI can create a beacon of hope for those battling severe blood diseases. Such collaborations not only enhance the reach and impact of vital healthcare initiatives but also inspire other corporates to support life-saving causes, ultimately making a profound impact in society.



OPINION: EMPOWERING CORPORATE SOCIAL RESPONSIBILITY TO SAVE LIVES

Bindiya Sawhney, Regional Head- North India.



In the bustling corridors of modern corporate India, where business strategies and profit margins often dominate conversations, there lies a heart-wrenching story that reminds us of our shared humanity. Paardhu, a vivacious four-year-old, has been diagnosed with Thalassemia Major, a severe and life-threatening blood disorder. His only hope for a healthy future is a blood stem cell transplant from a matching donor, a search that is both urgent and daunting.

As corporates, you possess the power to transform lives, to be the harbinger of hope for children like Paardhu. Your involvement in social causes not only aligns with your Corporate Social Responsibility (CSR) obligations under Section 135 of the Companies Act, 2013 but also positions your organization as a catalyst for societal change.

The Role of CSR in Modern Corporate India

Section 135 of the Companies Act, 2013, mandates that companies meeting certain criteria undertake CSR activities. This legislation has revolutionized how social responsibility is perceived within the corporate sphere, encouraging businesses to extend their influence beyond economic contributions to societal betterment. This paradigm shift underscores the importance of corporate involvement in addressing pressing social issues, including those that are lesser-known yet critically important.

DATRI's Mission: A Call to Action

DATRI Blood Stem Cell Donors Registry is dedicated to finding matching donors for patients suffering from blood cancer and blood disorders. Our mission is to expand the registry of potential donors, thus enhancing the likelihood of finding a match for every patient in need. However, achieving this goal requires substantial resources and widespread awareness - areas where corporates can significantly contribute.

By partnering with DATRI, corporates can support our life-saving mission in several impactful ways:

Financial Contributions: Allocating a portion of your CSR budget to DATRI helps fund donor registrations and awareness campaigns, directly contributing to saving lives.

Employee Engagement: Encouraging your employees to become potential stem cell donors not only boosts the registry but also fosters a culture of compassion and social responsibility within your organization. If an employee donates and gets the opportunity to become a lifesaver than DATRI honors the lifesaver and if possible get the CEO to be part of the event.

Advocacy and Awareness: Leveraging your corporate platforms to raise awareness about blood stem cell donation can influence a broader audience, creating a ripple effect of positive change.

The Impact of Corporate Involvement

Supporting DATRI aligns corporate values with tangible health outcomes. Your contributions can turn a potential death sentence into a story of survival and hope. For Paardhu and countless others, your involvement means a second chance at life, an opportunity to experience childhood joys and the promise of a brighter future.

Furthermore, your commitment to such causes enhances your brand reputation, strengthening community relationships and showcasing your dedication to making a meaningful difference. It's an amalgamation of corporate and individual responsibility, where every registered donor and every saved life becomes a testament to your corporate ethos.

A Plea for Action



The advertisement features a young boy in a grey t-shirt with a car graphic. The background is a soft, pinkish-red cloud-like pattern. At the top, the DATRI logo is on the left, and the slogan "SAVE TAX AND GIFT A LIFE" is written in a large, curved font. Below the boy, a red banner contains the text: "The possibility of finding a matching blood stem cell donor is 1 in 10,000 to over a million for patients like PAARDHU." At the bottom, there is a "Donate now:" button with the URL "www.datri.org/donate-now" and a QR code labeled "Scan to donate:". A small note at the bottom left states: "Your donation is eligible for 50% tax exemption under Section 80G of Income Tax Act".

I urge corporates to delve deeper into understanding the critical yet under-supported cause of blood stem cell donation. By supporting DATRI, you empower yourselves to be agents of change, to be the reason a childlike Paardhu gets to lead a healthy and fulfilling life. This is not just an act of charity; it's a profound investment in humanity.

Join us in our mission to save lives. The story of Paardhu is not just a call for help but an opportunity for corporates to step up and make a significant difference. By partnering with DATRI, you are not just fulfilling a legal obligation but embracing a noble cause that resonates deeply with the essence of human

compassion. Let us come together to save lives, one stem cell at a time.