



ACT NOW. GIFT A LIFE.

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DATRI CONNECT

CORPORATE NEWSLETTER

MANAGEMENT DESK



Dear Corporate leaders,

We are thrilled to reconnect with forward-thinking companies like yours that are partnering with DATRI in our crucial mission of saving lives!

In this edition, we want to highlight the significance of collaboration between corporations and DATRI, and how these partnerships can positively impact both organizations and the communities we serve.

We are proud to announce the remarkable support from KOCH, a dedicated partner committed to assisting DATRI in registering potential blood stem cell donors. Their involvement plays a vital role in our efforts to save lives.

We also would like to highlight the inspiring stories from our recent Donor Recipient Meet (DRM), organized in collaboration with the Gitam Institute of Medical Sciences and Research in Vishakhapatnam. During this event, we had the privilege of hearing from the donor and the recipient, who survived blood cancer.

This Newsletter also highlights the opportunity provided by Aspire systems to raise awareness about the need of blood stem cells donors, alongside our celebration of World Marrow Donor Day'24 activity with few of our key stakeholders from HCG Hospital in Vizag and K.L. Mehta Dayanand College for Women in NIT Faridabad.

As the festive season approaches, we invite companies like yours to partner with DATRI in making a meaningful difference in the lives of patients battling blood cancer through our Diwali campaigns. Your involvement can bring hope and joy to those who need it most.

Thank you for being an essential part of our journey!

Warm Regards,

Claudia Rutt
Chief Financial Officer

Srinivasan Selvarajan
Associate Director



ILLUMINATE LIVES THIS DIWALI WITH DATRI



Every Donation is a Light of Hope!

Your contribution can bring hope to patients waiting for a life-saving blood stem cell transplant.

Let's brighten their lives!

DONATE NOW



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Diwali symbolizes joy and the triumph of light over darkness. This year, DATRI invites companies to join our mission of saving lives through generous donations.

Every act of kindness counts, whether it's a blood stem cell donation or financial support. No contribution is too small; each one fuels DATRI's vital work for patients battling blood disorders. Your generosity can spark hope and bring light to those in need.

Imagine the lives we can change together. Let's make a lasting impact this Diwali!

To participate, simply scan the QR code below and share videos of your donation experience with us at **marcom@datri.org**. We would love to highlight your support and inspire others to join our cause.

NUMBERS THAT MATTER



Collections



Number of donors who donated
their blood stem cells

Apr 2024 - Sept 2024

127

Funds Received

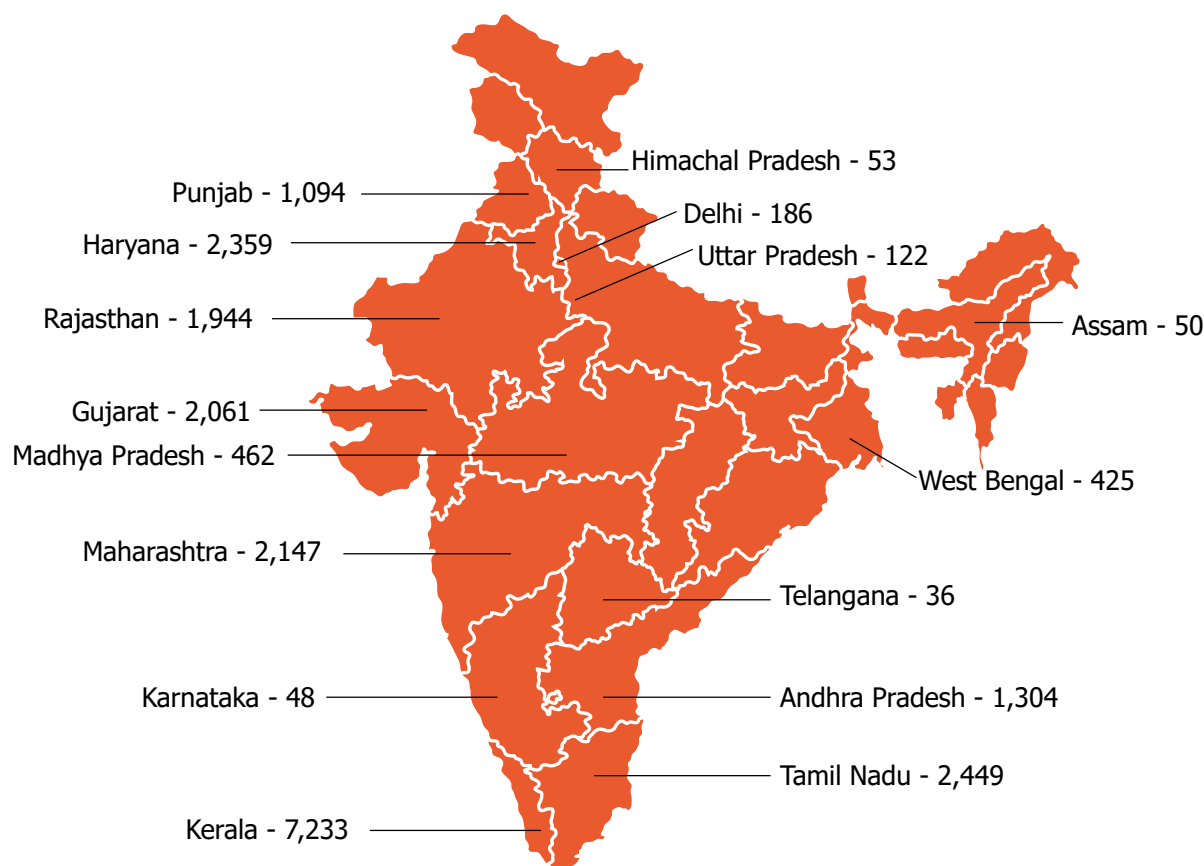


Apr 2024 - Sept 2024

31,18,606

Donor Registration Statewise:

Apr 2024 - Sept 2024



Walk-in/Online Drives - 277

CORPORATE COLLABORATION – PARTNERING WITH DATRI FOR LASTING IMPACT

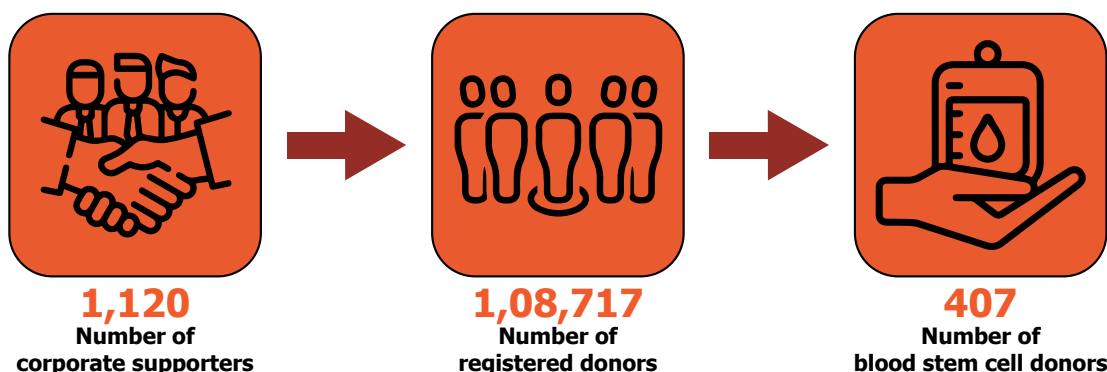


As we envision a future filled with possibilities, we want to highlight the incredible strength found in collaboration. At DATRI, our mission is to save lives through our blood stem cell donors registry, and we believe that partnerships with corporates can drive positive change for countless individuals.

Imagine the difference we can make together—not only in transforming health outcomes but also in enriching your organizational culture. This journey goes beyond achieving goals; it's about building communities, fostering connections, and creating meaningful impact.

The Power of Partnership

Partnering with DATRI enables you to contribute to a cause that transforms lives, particularly for patients facing blood disorders or leukemia. Aligning with our mission enhances your company's commitment to social welfare. Corporates can initiate awareness drives, encouraging employees to register as blood stem cell donors. This initiative is especially valuable for anyone affected by blood cancers or thalassemia even within your organization.



The effects of this partnership extend beyond immediate contributions. By supporting a sustainable blood stem cell registry, companies can improve patient outcomes and public health over the long term. This commitment generates inspiring, life-saving stories that resonate with consumers and stakeholders alike.

Engaging Employees to Make an Impact

Your employees can find meaningful ways to volunteer with DATRI. They can help spread awareness about blood stem cell donation, organize drives, and assist potential donors with the straightforward registration process. By launching awareness campaigns, they can educate colleagues and the broader community about the importance of blood stem cell donation, inspiring others to join the cause.

Personal stories from donors can serve as powerful motivators, encouraging others to consider becoming donors and fostering a compassionate, responsible society.



Impact of Fundraising through Corporate Social Responsibility (CSR)

Corporates can also enhance DATRI’s services through their CSR initiatives. DATRI utilizes CSR funds to organize donor recruitment drives, increasing the base of our registry with potential donors and the chances of finding matches, even in remote areas. Awareness sessions and patient drives help identify matches, especially since ethnicity plays a critical role in donor compatibility. Your support could save not just one life but significantly expand the donor base, improving survival chances for those in need across India and its communities abroad.

Additionally, CSR funds support our Donor Recipient Meet, held a year after donation. This poignant event allows recipients to meet their donors, celebrating the invaluable gift of blood stem cell donation.

We encourage more individuals to register as donors and invite support for our life-saving mission. Together, let’s create a lasting impact and make a difference in the lives of those in need.

If you’re inspired to donate or need more information, please contact us at **marcom@datri.org**.

DATRI'S PARTNERSHIP WITH KOCH: A LIFESAVING MISSION



For the third consecutive year, DATRI has partnered with KOCH Engineered Solutions (KES) in an initiative that exemplifies corporate social responsibility and compassionate action.

KOCH's Generous Contribution

In our most recent collaboration, KES recognized the significant impact they could make in the fight against blood disorders. They stepped forward to generously sponsor 500 additional donors as part of their Corporate Social Responsibility (CSR) initiatives. This commitment led to successful donor drives in Maharashtra on World Marrow Donor Day (WMDD), where we registered another 500 donors, amounting to an incredible contribution of ₹9,00,000.

Transformative Impact

The partnership with KOCH Engineered Solutions has been transformative for DATRI, enabling us to advance our mission in several key areas

HLA Typing of Potential Donors: With KOCH's support, DATRI has conducted HLA typing for 2000 potential donors so far (for the last 3 years), greatly increasing the chances of finding suitable matches for patients in need.

Raising Awareness of Blood Stem Cell Donation: KOCH's collaboration has played a crucial role in spreading awareness about the importance of blood stem cell donation, inspiring more individuals to come forward and make a difference.



KOCH's Ongoing Commitment

For the past three years, KOCH has been a generous supporter of DATRI, helping us save more lives with each passing year.

As we move forward, DATRI and KOCH remain united by a shared vision: a world where every individual has the opportunity to live a healthy and fulfilling life, made possible through the selfless generosity of those who believe in the power of giving.

CELEBRATING LIFE: A PATIENT MEETS THE DONOR WHO SAVED HIS LIFE



A Donor Recipient Meet is a poignant occasion that showcases the profound impact one donor can have on the lives of those affected by blood cancer. On August 28th, Suman Jain and her husband, Jeetender Jain, were deeply moved as they met Ganapathi Rao, the donor who saved their son, Arpit Jain, by donating his blood stem cells. This emotional encounter took place at a Donor-Recipient Meet organized by DATRI and the Gitam Institute of Medical Sciences and Research in Vishakhapatnam, Andhra Pradesh.



 **Recipient: Arpit Jain**  **Donor: Ganapathi Rao**

Overwhelmed with gratitude, the Jains bowed before their son's savior, struggling to find words to convey their appreciation. Suman, holding back tears, said, "You have given my son a new life when he was at death's door. Our family will forever be indebted to you. You are like a God to us."

Ganapathi Rao expressed his own joy in being able to help, stating, "It brings me immense happiness to know that something as simple as this could bring so much joy to your family. I feel humbled and overwhelmed."

This heartwarming event emphasized the priceless gift of life that blood stem cell donation provides and encouraged others to consider becoming donors, making a life-changing difference for those fighting blood cancers and disorders.



**Sribharat Mathukulili,
Member of Parliament**

The event's chief guest, **Sribharat Mathukulili, Member of Parliament**, expressed his joy in witnessing such a beautiful moment of recovery from life-threatening blood cancer, commending DATRI's crucial role in saving lives. He highlighted the urgent need for greater awareness about blood stem cell donation and urged more individuals to register as donors.

Dr. Gitanjali Batmanabane, Prof, Vice Chancellor of the Gitam Institute of Medical Sciences and Research, remarked, "It's heartwarming to see a patient recover from a life-threatening disease because one donor chose to perform the noble act of donating blood stem cells. I hope this event raises awareness about blood stem cell donation and inspires more people to register as donors."

Ganapathi registered as a blood stem cell donor in 2017 during a drive at the jewellery showroom where he worked. The showroom's head, Rana Uppalapati, a strong supporter of DATRI, encouraged Ganapathi throughout his donation journey. Rana said, "It is a privilege to witness the profound impact of a blood stem cell donation. More people should come forward to support DATRI, whether through donor registration or fundraising."

Over 300 medical students from the Gitam Institute of Medical Sciences and Research attended the event, and many chose to register as potential blood stem cell donors.



MAKING A DIFFERENCE: WITH OUR BLOOD STEM CELL DONOR DRIVE



We are thrilled to share the success of our recent Donor Recruitment Drive held at Aspire Systems. Thanks to the enthusiastic participation of employees and the dedication of our team, we registered 35 potential blood stem cell donors. Each of these individuals is now part of a life-saving network, offering hope to patients in need of transplants.

We are also proud to announce that the event raised ₹63,000 to further our efforts in educating and supporting donors and patients alike. Funding's from corporates often help us continue our vital work in increasing awareness about blood stem cell donation and improving the lives of those battling serious illnesses.



A heartfelt thank you to everyone at Aspire Systems for their support and participation. Together, we are making a difference, one life at a time!

LIFELINE LADDERS: THE DONOR'S JOURNEY



World Marrow Donor Day is celebrated on the third Saturday of September to raise awareness about blood stem cell donation and to express gratitude to donors for their lifesaving contributions. DATRI's mission of saving lives aligns with that of the World Marrow Donor Association (WMDA), of which we are a proud member. To amplify this message, we organized an engaging game called "Lifeline Ladders," which emphasized the importance of donors and the challenges they face in the donation process.



We recently held activities at HCG Cancer Center in Vizag, successfully registering 82 new donors. Additionally, at K.L. Mehta Dayanand College for Women in NIT Faridabad, we engaged the Principal and faculty in discussions about the donation process, leading to 55 new registrations in Phase 1. We plan to continue with this initiative, aiming to partner with more organizations to expand our registry and support more patients in need.



We invite corporates to join us, to help raise awareness and recruit potential lifesavers from your organization using our game. You never know who might become a superhero in the fight for life!

To organise a Donor Recruitment Drive in your workspace and to request for the game kit, Please write to us at marcom@datri.org