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DATRI CONNECT

CORPORATE NEWSLETTER

MANAGEMENT DESK

Dear Corporate leaders,

Welcome to a New Year of Life-Saving Partnerships!

As we step into the new year, we are filled with hope and enthusiasm to collaborate with organizations like yours to create more meaningful opportunities and provide second chances of life to more patients looking for a match.

In this newsletter, we celebrate the inspiring stories of companies that have stood by us with unwavering support over the years, enabling more individuals from their organizations to step forward and donate. We also shed light on the challenges we face when corporate support is absent during the donation process and provide transparency about why DATRI charges ₹8 lakh for a transplant.

This edition underscores the critical role corporates play in supporting DATRI's mission. By allocating CSR funds to this cause, organizations can help us save lives while enabling their employees to make a profound difference by becoming donors - and even save on taxes in the process.

As we embrace this fresh beginning, we sincerely hope more corporates join us in this life-saving mission. Together, let's work towards giving more people the gift of life in the year ahead.

Thank you for being an essential part of our journey!

Warm Regards,



Claudia Rutt
Chief Financial Officer



Srinivasan Selvarajan
Associate Director

NUMBERS THAT MATTER

Collections



Number of donors who donated
their blood stem cells

Apr 2024 - Jan 2025

201

Funds Received

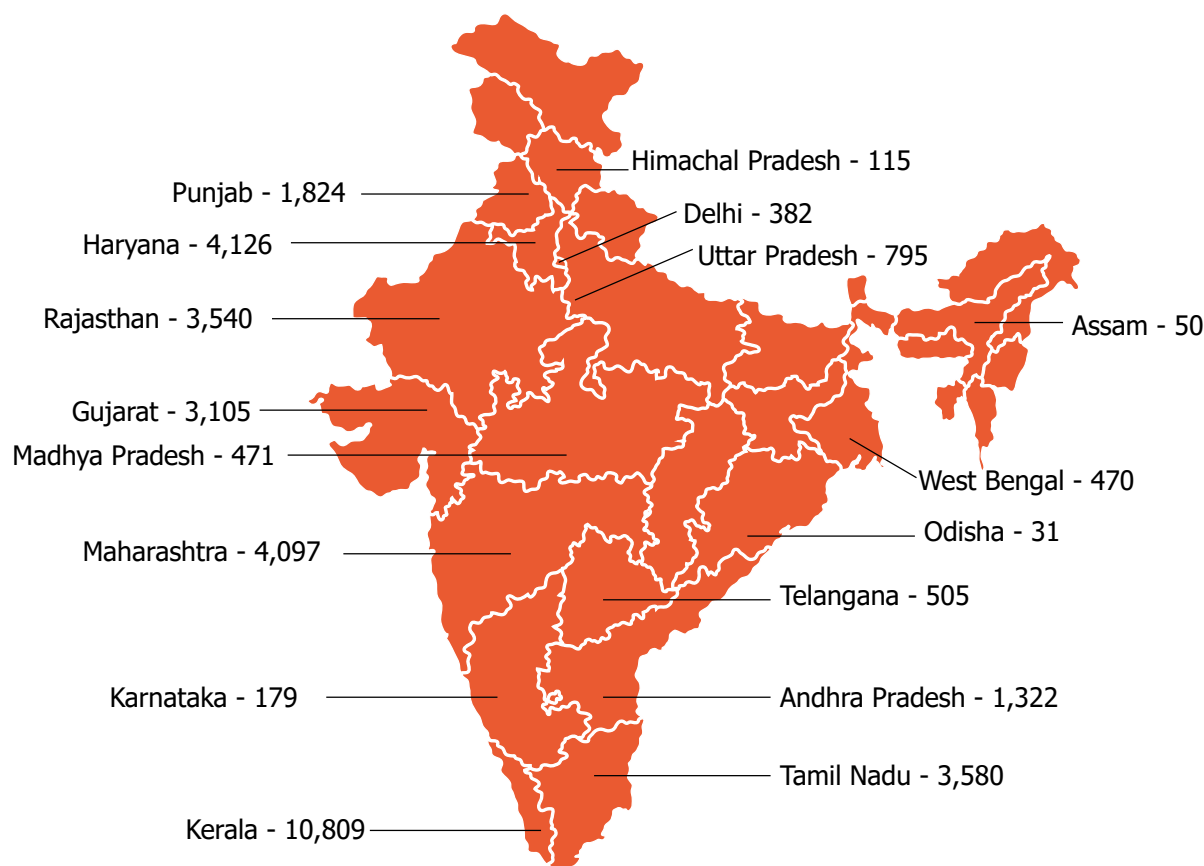


Apr 2024 - Jan 2025

51,23,508

Donor Registration Statewise:

Apr 2024 - Jan 2025



Walk-in/Online Drives - 354

*Data as on 31/01/2025

CELEBRATING THE LIFESAVING PARTNERSHIP BETWEEN DR. SHRI NANASAHEB DHARMADHIKARI PRATISHTHAN AND DATRI



At DATRI, we believe that every life is precious and that each one of us holds the power to give hope and a second chance to those in need. Over the years, we have been privileged to partner with organizations that share this vision, and one such remarkable ally has been the Dr. Shri Nanasaheb Dharmadhikari Pratishthan.

Since 2017, the Dharmadhikari Pratishthan has stood as a pillar of support for DATRI's mission to save lives through blood stem cell donations. Their

unwavering commitment to societal betterment is evident in their extraordinary contributions, including hosting one of the largest blood stem cell donor registration drives, where 6,500 individuals registered as potential blood stem cell donors. It doesn't stop here, the impact of this collaboration goes beyond numbers as they have produced more than 35 life savers who gave a second chance at life for the patients suffering from blood cancer and other blood related disorders.



The Dharmadhikari Pratishthan's dedication to serving society has been instrumental in amplifying DATRI's mission. Their efforts have not only brought hope to patients and their families but have also inspired countless individuals to come forward as lifesaving donors.

We extend our heartfelt gratitude to the Dr. Shri Nanasaheb Dharmadhikari Pratishthan for their unwavering support over the years. Together, we have created ripples of hope and healing, and we look forward to continuing this partnership to save even more lives in the future.

Let us celebrate this journey of giving and inspire many more to join the cause of gifting second chances at life.



HONOURING THE LIFESAVING CONTRIBUTIONS OF SURAT'S DIAMOND COMPANIES

At DATRI, we firmly v in the strength of partnerships to create meaningful change. Our mission to save lives through blood stem cell donations has been significantly bolstered by the incredible support we've received from Surat's esteemed diamond companies. These organizations have gone above and beyond, making a remarkable impact on patients and their families.

We are deeply grateful to Dharmanandan Diamonds Private Limited, Hari Krishna Hub Diamond LLP, Manan Diamonds, Shiv Diamond, and Shree Ramkrishna Exports Private Limited (SRK Diamonds) for their unwavering commitment to our cause. Together, these companies have supported the registration of more than 6,700 new blood stem cell donors, providing hope and a second chance at life to over 50 patients battling blood cancer and other life-threatening disorders.

Their contribution doesn't end with registrations. The HR teams and management of these companies have provided exemplary support when a match for a patient was found among their registered donors. Given the unique challenges posed by restricted use of cell phones within these companies, reaching donors promptly can be difficult. However, the proactive involvement of the HR and management teams ensured that these critical matches were facilitated smoothly, enabling us to save lives efficiently.

This kind of commitment and dedication to humanity showcases the exceptional values upheld by these organizations. Their willingness to go the extra mile for the greater good is truly inspiring.

On behalf of DATRI and the countless lives touched by your efforts, we extend our heartfelt gratitude to the teams at:



Your continued support not only strengthens our mission but also inspires others to join this noble cause. Together, we are building a legacy of hope, compassion, and second chances at life.

Thank you for your incredible partnership, and we look forward to achieving even greater milestones together.

THE CRITICAL ROLE OF CORPORATE SUPPORT IN SAVING LIVES

At DATRI, our mission is clear: to provide second chance at life to patients battling blood cancer and other life-threatening blood disorders. This mission relies on the invaluable contributions of donors who selflessly register to give hope to those in need. However, this life-saving chain can only succeed with timely action—and this is where corporate support becomes a critical link.

The Challenge We Face

One of the most significant challenges we encounter is reaching registered donors when a match is found. In many organizations, especially those with restricted mobile phone usage policies, it becomes difficult for DATRI to contact donors in a timely manner. When corporate HR teams and management do not extend their support to bridge this communication gap, the consequences can be heartbreaking.



For patients in need of a blood stem cell transplant, time is of the essence. A delay in reaching the donor can result in the loss of a life-saving opportunity, leaving families devastated and patients without hope.

The Impact of Corporate Support

Corporate support plays an instrumental role in overcoming these challenges. When organizations actively collaborate with DATRI, they ensure that:

- Donors are informed promptly when a match is found.
- Necessary arrangements are made to facilitate donor availability.
- Potential delays are mitigated, and the process runs smoothly.

This level of support from HR teams and management can literally save lives. It enables DATRI to act quickly and ensures that no patient loses their chance at survival due to logistical hurdles.

Why Your Support Matters

When corporates join hands with DATRI, they become partners in a noble mission of saving lives. Beyond the logistical support, it sends a powerful message to employees, stakeholders, and the community-that the organization values humanity and is committed to making a difference.

On the other hand, the absence of support can lead to missed opportunities to save lives. The lack of corporate collaboration can mean the difference between life and loss for someone’s loved one.

How You Can Help

We urge organizations to join us in this life-saving mission by:

- **Facilitating Communication:** Allow DATRI to connect with registered donors in urgent situations, even within restricted environments.
- **Encouraging Participation:** Educate employees about the importance of becoming blood stem cell donors and the impact they can make.
- **Championing the Cause:** Support donor registration drives and create a culture of life-saving awareness within your workplace.
- **Supporting Through Donations:** Organizations can contribute financially to DATRI, ensuring the sustainability of our efforts. Donations to DATRI are eligible for tax benefits under Section 80G of the Income Tax Act, allowing corporates to save on taxes while making a meaningful impact.

Together, we can ensure that no life is lost due to preventable delays. Your support can be the reason someone’s mother, father, sibling, or child gets a second chance at life.

At DATRI, we believe that every life is worth fighting for, and we are grateful for every organization that stands with us in this mission. Let’s work together to build a future where hope is never out of reach.

WHY DOES DATRI CHARGE FOR A STEM CELL TRANSPLANT?

As a non-profit organization, we believe in maintaining transparency in all aspects of our work, including the costs associated with facilitating a stem cell transplant. The ₹8 lakh charge for each transplant reflects the extensive efforts and resources required to ensure a safe and successful donation process for both the donor and the patient. Here's a breakdown of what goes into this process:



HLA Verification:

Once a donor-patient match is found, the donor's Human Leukocyte Antigen (HLA) is verified to confirm compatibility. This critical step ensures the best chance of a successful transplant. It also eliminates any manual errors during the donor registration process.



Counselling:

Donors and their influencers are counselled to help them understand the donation process, address any concerns, and ensure they feel completely safe. For privacy reasons, donors are informed only of general information, such as the patient's disease, approximate age, and gender, without sharing other personal details. This trust and confidentiality are vital to the process. This is a critical step, as in India, a donor seldom makes a decision alone. Many influencers are involved in the decision-making process - spouse, parents, family doctor, friends, etc. All these people can influence the donor's decision, so counselling them along with the donor is essential.



Health and Safety Checks:

A comprehensive health check-up is conducted to confirm the donor's fitness for the procedure. The donor's well-being is a core value at DATRI. The medical check-up is detailed and exhaustive, including not only blood tests but also imaging studies. If any values are abnormal, additional clearance from specialists is obtained.



Donor Support and Travel:

From answering questions to providing emotional support, the DATRI team accompanies the donor at every step. DATRI facilitates the donor's travel and accommodation throughout the donation process to ensure a smooth experience. As this is a voluntary process, the donor's act is filled with concern for an unknown patient, based purely on trust in the DATRI team. In India, most donors are accompanied by a family member or friend, and the travel, stay, food, etc., of the accompanying person is also handled by DATRI.



Stem Cell Collection:

The final step of collecting stem cells begins with mobilization using GCSF injections, which are administered by a trained professional. The collection is done at our partnered Apheresis Centres (AC). This procedure is conducted under the highest medical standards to ensure both the safety of the donor and the viability of the cells for the patient. DATRI has partnered with well-known hospitals for this procedure, and it is carried out under the guidance of trained physicians.



Delivery of the Product:

Once the stem cells are collected, they are delivered by a human courier in a temperature-controlled box to the transplant center. To ensure timely delivery, all modes of transport—cab, bus, flight, etc.—are used. In India, the product is delivered within 10-12 hours of collection, and internationally, we aim to deliver the collected stem cells within 24 hours.



Keeping the Registry Relevant:

Each donor who has donated stem cells is removed from the registry for a year, in accordance with international registry association rules. To keep the DATRI registry relevant and updated, a portion of the billing is recycled back to recruit more donors. Each donation sponsors the recruitment of 100 new donors to the registry.

Each of these steps requires meticulous planning, dedicated personnel, and financial resources to execute seamlessly. Every donation is unique - some may require additional tests and clearances, while others may not. The ₹8 lakh charge from DATRI represents the average cost for a collection. This is why DATRI charges ₹8 lakhs for a stem cell transplant. But that's not all - DATRI goes a step further by offering waivers for patients who are in urgent need of a transplant but lack the financial resources at that moment. This ensures that life-saving treatments are not delayed due to monetary constraints, giving patients a fighting chance at survival.

DATRI AT THE FRESHWORKS MARATHON

On January 3rd, DATRI had the incredible opportunity to participate in the Freshworks Marathon, one of Tamil Nadu's largest and most prestigious marathons. This event brought together thousands of participants, providing us with a powerful platform to spread awareness about the life-saving importance of registering as blood stem cell donors.

During the marathon, our team engaged with participants, sharing impactful stories and educating them on how a simple act of registering as a donor can be a chance of someone's life. Thanks to the enthusiasm and support from the attendees, we were able to register over 250 potential donors—each one a beacon of hope for patients waiting for a match.

Such events not only help create awareness but also provide an opportunity for organizations to actively contribute to a noble cause. We invite other corporates to partner with DATRI and support our mission during their events. Whether it's a marathon, a CSR initiative, or a company gathering, you can help us:

- Facilitate donor registration drives at your events.
- Provide a platform for DATRI to engage with your employees or participants.
- Allocate CSR funds to support donor recruitment and awareness campaigns.

Together, we can amplify our efforts and give more patients the chance to find their life-saving match. A special thanks to Freshworks for championing this cause and giving us this opportunity. We look forward to more collaborations with organizations dedicated to making a difference.



HOW CORPORATES CAN SUPPORT DATRI AND SAVE LIVES WHILE SAVING TAXES

Corporate Partnerships with DATRI: A Lifesaving Opportunity

Corporates have a unique opportunity to create a lasting societal impact by supporting DATRI's mission to save lives through blood stem cell donations. By partnering with us, your organization can contribute meaningfully while also enjoying financial benefits such as tax savings under Section 80G of the Income Tax Act.

Here's how your company can make a difference:

1. Corporate **Social Responsibility (CSR)** Initiatives:

Support DATRI by organizing awareness sessions and sponsoring HLA typing for your employees. This initiative not only fulfils your CSR goals but also empowers your employees to become potential lifesavers, showcasing your organization's commitment to social causes.

The process is simple:

- **Awareness Drive:** DATRI will conduct an informative session to educate employees about the importance of blood stem cell donation and its life-saving potential.
- **Registration Camp:** Interested employees can register by providing a simple cheek swab for HLA typing.
- **Sponsorship:** Your company sponsors the HLA typing cost for participating employees, allowing them to join the registry seamlessly.

If organizing an internal drive is not feasible, your company can still contribute by sponsoring HLA typing drives outside your corporate premises. Through your CSR funds, DATRI can conduct donor recruitment in schools, colleges, and public locations, helping expand the registry and save more lives.

The poster features a group of five children of diverse ethnicities. In the top left corner is the DATRI logo with the tagline 'ACT NOW. GIFT A LIFE.' and the website 'www.datri.org'. The central text reads 'Gift a life while you Save tax' with a heart rate line graphic. Below this, a red box contains the text: 'Your generous donation can bring us closer to finding a lifesaving match for blood cancer and blood disorder patients.' At the bottom left is a QR code, and at the bottom right, it states: 'Your donation is eligible for 50% tax exemption under Section 80G of Income Tax Act. Scan to Donate Now'.

DATRI provides detailed reports on how your sponsorship is utilized, including the number of donors added and the lives impacted through your support.

2. Employee Engagement and Support:

Encouraging your employees to actively participate in DATRI’s mission strengthens their sense of purpose and corporate social responsibility.

- **Awareness Sessions:** Educate employees about DATRI’s mission, share success stories, and explain how their involvement can directly impact lives.
- **Highlight Dual Benefits:** Emphasize that their contributions not only save lives but also provide tax exemptions under Section 80G.
- **Engagement Activities:** Organize internal campaigns such as “Gift a Life Week,” featuring department challenges, fundraising goals, and employee recognition to boost participation.
- **Transparency and Updates:** Keep employees engaged by sharing regular updates on the impact of their contributions, including the number of HLA typing sponsored and lives impacted.

3. Tax Savings and Social Impact:

Your financial contributions to DATRI qualify for tax exemptions under Section 80G of the Income Tax Act. By aligning your CSR initiatives with DATRI’s mission, your organization achieves a dual impact: making a tangible difference in patients’ lives while optimizing tax benefits.

We request HR teams to send a mailer to employees highlighting how each individual can save tax by donating to DATRI. Donations to DATRI are eligible for tax savings as per the Income Tax Department of India, with 50% exemption under Section 80G. Employees looking for tax-saving options can not only benefit financially by donating but also contribute to giving patients in need a second chance at life. This act of generosity can be deeply satisfying and rewarding for employees.

Make a Lifesaving Commitment Today:

Supporting DATRI means empowering your organization and employees to make a meaningful difference. Together, we can give more patients a second chance at life while demonstrating your company’s commitment to societal well-being.

Let’s collaborate to create a world where no patient dies waiting for a blood stem cell donor. Reach out to us today, **marcom@datri.org** to learn more about how your organization can get involved!