

HOMETOWN HEROES

Guidelines

Are you a Hometown Hero?

Nebraska Community Blood Bank (NCBB) is giving back to communities located outside the Lincoln and Omaha city limits who join in our mission to help save lives. Throughout the summer, the *Hometown Heroes* blood drive campaign rewards communities that pull together for the cause of blood donation. *Hometown Heroes* is a unique opportunity to earn monetary awards towards the funding of a community charity. Read these guidelines to see if your community could become a hometown of heroes.

Campaign Program Guidelines

- The *Hometown Heroes* campaign runs Memorial Day through Labor Day. This campaign helps encourage blood donation over the summer when the need for blood donors is great.
- Any community outside Lincoln and Omaha city limits is eligible to participate by hosting a blood drive in support of the *Hometown Heroes* campaign. There is no limit to the number of blood drives your community can hold. Awards will be allocated based on the total collections combined.

- Based on the success of your community's blood drive(s), you'll have the opportunity to direct up to \$1,200 toward funding a charity in your community. Awards may not be directed to the organization sponsoring the drive, nor used for a general fund.
- An NCBB Account Manager will work with you to identify your charity of choice and determine appropriate goals to be met.
- Examples of charities qualifying for funds include:
 - Police, fire, or other emergency service projects
 - Local community funds / foundations
 - 4-H foundations
 - Youth & community clubs
 - Student backpack programs
 - Food pantries or Meals on Wheels
 - In honor / in memory of groups or foundations
 - NCBB's High School Scholarship Program
- Approval for charity designation must be provided by NCBB at the time the drive is scheduled. This information, including participating communities, may be used for future promotion of *Hometown Heroes*.

Number of blood donations per drive	Award amount
30-60 donations	\$500
60-90 donations	\$750
91-120 donations	\$1,000
121 or more donations	\$1,200
Total possible award for your community	up to \$1,200

Funds awarded following program completion in the fall.

Become a Hometown Hero.

To get started, email us at blooddrives@ncbb.org or call 402-486-9414. Or visit NCBB.ORG/HEROES to learn more.

Austin

Learning your child has cancer—a living nightmare for any parent—inspires Super Hero Austin and his family to call upon their extraordinary powers of love and creativity in their fight to save his life.

 **Nebraska**
Community Blood Bank

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