

A close-up photograph of a young child with a shaved head, smiling broadly while holding a large, brown, plush teddy bear. The child is wearing a grey hoodie with a small cartoon character on the chest. The background is a soft-focus indoor setting. The overall image has a warm, positive feel, with a pink and orange gradient overlay on the right side.

# ***Bench to Breakthroughs***

*Community Partner Network*

**Uniting** visionary donors, community stakeholders, and business leaders **to fuel lifesaving breakthroughs.**



# ***YOUR INVITATION***

Bench to Breakthroughs is a collaborative network of corporate donors, philanthropists, and community partners supporting Versiti's lifesaving mission.

## **COLLECTIVE GOALS**

**Fund cutting-edge research.**

**Foster community engagement.**

**Amplify advocacy and awareness for blood health.**

A woman with curly hair and glasses is looking through a microscope. The image is overlaid with a pink and orange gradient. The text is in white and yellow.

# MEET VERSITI

*Advancing Research. Transforming Lives. Strengthening Communities.*

Versiti is a leading blood health organization dedicated to **improving patient outcomes and strengthening communities across the Midwest.**

We are blood health innovators **enhancing lives through discovery, diagnosis, and treatment.**

Our work spans research, diagnostic testing, and the sharing of lifesaving gifts, advancing personalized medicine while **providing care and support to our communities.**

As a catalyst for medical innovation for over 75 years, Versiti Blood Research Institute unites **leading researchers to understand blood diseases and develop effective treatments.**

Rare blood disorders remain incurable, **but research offers hope.**



# THE NEED FOR **LIFESAVING RESEARCH**

*From bench to bedside—Versiti accelerates medical breakthroughs.*

Versiti is dedicated to advancing blood health through cutting-edge research, providing hope for individuals affected by blood diseases.

## **By The Numbers:**

**5,000,000**

Americans need blood transfusions yearly.

**3,000,000**

affected by von Willebrand Disease (1 in 100 people).

**20,000**

living with hemophilia.

**1,300,000**

affected by leukemia and lymphoma.

**100,000**

estimated cases of sickle cell disease.

## **We Research Cures**

Blood Disease, Cancers, and Bleeding Disorders

Sickle Cell Disease

Precision Hematology

Pediatric Cancer



**LOCALLY & GLOBALLY**

# **ADVANCING BLOOD HEALTH**

*The Versiti Blood Research Institute plays a significant role both locally in the Greater Milwaukee area and globally in advancing blood health. Here's an overview of its impact:*

## **GLOBAL IMPACT:**

### **Research Advancements:**

Versiti's research drives global progress in treating blood disorders and finding cures.

### **Blood Donation Systems:**

Innovations improve global blood donation and distribution practices.

### **Training and Partnerships:**

Versiti trains healthcare professionals and collaborates internationally, sharing knowledge worldwide.

## **LOCAL IMPACT (GREATER MKE):**

### **Community Health:**

Versiti ensures a steady blood supply for local hospitals, supporting patients with conditions like leukemia and sickle cell disease.

### **Economic Contribution:**

The institute creates jobs and strengthens the local economy through partnerships with medical institutions and universities.

### **Education and Awareness:**

Versiti promotes blood donation and health awareness, fostering community involvement.



# JOIN THE **COMMUNITY PARTNER NETWORK**

Fuel the future of lifesaving blood health research.

**1**



## **Make Your Commitment**

Choose a partnership tier.

**2**



## **Collaborate on Impact**

Explore employee engagement, corporate giving campaigns, or custom initiatives.

**3**



## **Stay Connected**

Attend exclusive Bench to Breakthrough events, roundtables, and lab visits.

# ELEVATE YOUR IMPACT

*Collaboration that drives innovation, brand visibility, and meaningful outcomes.*



## **Showcase Your Commitment to Social Good:**

Make a meaningful difference in the community through active participation in volunteerism, charitable donations, and sustainable initiatives that directly contribute to local well-being.



## **Enhance Your Brand Reputation:**

Position your company as a leader in corporate social responsibility. By aligning with Versiti, you demonstrate your dedication to driving positive change and fostering long-term community development.



## **Champion Public Health:**

Support life-saving blood research and be part of groundbreaking scientific advancements that improve healthcare outcomes and save lives in your community.



## **Build Trust and Amplify Your Impact:**

Your partnership with Versiti directly supports our mission to provide life-saving blood products and drive critical research. Together, we can elevate your company as a trusted leader in community health and scientific innovation.

# LEVELS OF ENGAGEMENT

Flexible giving tiers to align with your goals.

TIER	VISIONARY (\$50,000+)	INNOVATOR (\$25,000)	CATALYST (\$15,000)	ADVOCATE (\$7,500)	SUPPORTER (\$5,000 - INDIVIDUAL ONLY)
Seating at Annual Research Gala	2 Tables, 20	1 Table, 10	4	2	2
Brand Recognition in publications, website, social	✓✓✓	✓✓	✓	✓	✗
Logo Featured on High Level Donor Wall at VBRI	✓	✗	✗	✗	✗
Feature in "BRILights" e-newsletter	✓	✗	✗	✗	✗
Premium Placement at events	✓	✓	✗	✗	✗
Exclusive Roundtable with Versiti Leadership & Researchers	✓	✓	✓	✗	✗
Customized Employee Engagement	✓	✓	✓	✓	✗
Recognition in Annual Research Impact Report	✓	✓	✓	✓	✓
Lab Tour Invitation	✓	✓	✓	✓	✓



# DIGITAL COMMS REACH

Stats provided summarize number of email and text messages sent to audiences in each state for one week.

## EMAIL/TEXT COMMS

STATE	EMAIL SEND	TEXT SEND	TOTAL COMBINED
Wisconsin	49,000	53,000	102,000
Illinois	51,000	34,000	85,000
Indiana	57,000	40,000	97,000
Ohio	8,000	3,000	11,000
Michigan	73,000	66,000	139,000

### FOOTPRINT TOTALS:



APPROX **238,000**



APPROX **196,000**

TOTAL: **434,000 /WEEK**

\*Numbers are provided as an estimate. Actual numbers may fluctuate

## SOCIAL COMMS



### Consistent Content Output:

**856 total posts** in the latest reporting period—keeping followers informed, inspired, and engaged every single day.



### Growing & Active Audience:

**123,345 total followers** across platforms.

**192 net new followers**

- Top growth seen in the **corporate (+123)** and **Wisconsin (+69)** accounts. Blood Research Institute had the highest growth rate at **1.34%**.



### Powerful Reach & Visibility:

**228,250 total impressions**

Corporate channels alone drove **18,991 impressions** from 124 posts.

Michigan had the **highest impressions per follower (2.8)**, showing effective reach.



### High Engagement Rates:

Overall engagement rate of **5.13%**, well above nonprofit benchmarks.

Top performing states by engagement rate:

Corporate: **6.53%** | Wisconsin: **6.31%** | Illinois: **5.48%**

**11,704 total followers** across posts.

**MAKE A**

# ***REAL WORLD IMPACT***

## **Collaboration & Education:**

**20+**  
active academic  
& clinical  
**partnership  
collaborations**  
with top  
institutions.



Annual training for  
postdoctoral fellows &  
residents through the  
NIH T32 Grant.



Focus on cultivating  
a diverse pool of  
skilled scientists.

## **Driving Research with Top Talent:**



**19 new investigators**  
& their teams will join  
the VBRI over the  
next seven years.



**Nationally Ranked**  
in grant funding for  
blood research.



**127 active grants**  
as of December  
2024.



**123 articles**  
published in 2023,  
with top-cited  
information  
for 2024.

## **Research & Innovation Metrics:**





*“Your generosity is a vital spark in our quest to transform patient care. Join us on the journey to conquer blood diseases, one breakthrough at a time.”*

**CONTACT US**

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