

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.



THE NEED FOR

LIFESAVING RESEARCH

From bench to bedside—Versiti accelerates medical breakthroughs.

5,000,000

Americans need blood transfusions yearly.

20.000

living with hemophilia.

By The Numbers:

1,300,000

affected by leukemia and lymphoma. 3,000,000

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

100,000

estimated cases of sickle cell disease.

Versiti is dedicated to advancing blood health through cutting-edge research,

providing hope for individuals affected by blood diseases.

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 2 3





Collaborate on Impact

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



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	V	VV	~	~	×
Logo Featured on High Level Donor Wall at VBRI	~	×	×	×	X
Feature in "BRILights" e-newsletter	/	×	×	×	×
Premium Placement at events	~	~	×	×	×
Exclusive Roundtable with Versiti Leadership & Researchers	~	~	/	×	×
Customized Employee Engagement	~	~	/	~	X
Recognition in Annual Research Impact Report	~	~	/	~	/
Lab Tour Invitation	✓ 8	~	/	/	/

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.

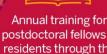
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MAKE A

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.

Research & **Innovation Metrics:**





127 active grants as of December 2024.

19 new investigators

& their teams will join the VBRI over the next seven years. -









"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

Christine Sadowski
Chief of Staff & VP, Advancement
Phone: 262.951.6637
Email: csadowski@versiti.org

Rachel Margolis-Goodman Director, Advancement Phone: 414.202.8223 Email: rmargolis@versiti.org