

MEMORANDUM



TO: ERICK W. ZINSER,
DIRECTOR OF PUBLIC SAFETY/CHIEF OF POLICE

FROM: CAPTAIN TODD SEOG

SUBJECT: BATTLE OF THE BADGES BLOOD DRIVE

DATE: OCTOBER 9, 2023

Mayor and Council –

FYI on the summary of the most recent blood donation drive here at the City.

- Victor

BACKGROUND:

On October 4, 2023, the Novi Fire and Novi Police Department partnered with the American Red Cross to host our bi-annual Battle of the Badges Blood Drive at the Novi Civic Center. The event was held from 9:00 AM to 3:00 PM. The American Red Cross and our Community Relations team promoted the event. Lieutenant Adam Elsen and Captain Todd Seog led this effort as part of the Novi Fire Department's Strategic Plan. As donors checked in, they were asked to choose who they were representing, Novi Police, Novi Fire, or the rest of the City Employee population, as a friendly competition. After those votes are counted, the winning team receives bragging rights until the next year. For this event, bragging rights are a tie, with Police and Fire both receiving 7 votes a piece and City Employees receiving 6 votes.

ATTENDANCE AND RESULTS OF THE BLOOD DRIVE:

This event had 24 units of blood that were collected, potentially helping up to 72 hospital patients. We have been honored to host this event since 2012, and in that time the blood drive has yielded 545 units of blood, which has the capacity to help up to 1,635 patients since one unit of blood typically can help up to three hospital patients.

Historically, this compares to prior Novi Blood drives as follows:

of Units Donated at Each Event

	May	October	Annual Total
2023	32	24	56
2022	33	23	56
2021	22	33	55
2020	Cancelled	24	24
2019	25	27	52
2018	26	26	52
2017	34	33	67
2016	24	31	55
2015	19	Cancelled	19
2014	20	13	33
2013	35	22	57
2012		19	19

RED CROSS ASSESSMENT OF THE BLOOD DRIVE:

This year the Red Cross had assigned Gerry Abejuro to our blood drive to help coordinate. Gerry noted that the blood drive went well and that 24 units, including 3 power reds, were collected, and altogether, the event was a tremendous success. Gerry was very pleased with the number collected, 1 unit over their goal of 23 units.

RECOMMENDATIONS FOR THE NEXT EVENTS:

Future events will continue to coordinate with the Novi Police Departments Police Week in May and the Novi Fire Departments Fire Safety Week in October. Both Police and Fire Departments will continue to utilize the City of Novi's advertising media to help promote this event, as well as meeting with our coordinator from the Red Cross to help strategize on how to recruit more donors. The current efforts have resulted in all, or just about all, appointment times being filled in advance of the drive.