

MEMORANDUM



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

FROM: TODD SEOG, ASSISTANT FIRE CHIEF

SUBJECT: BATTLE OF THE BADGES BLOOD DRIVE

DATE: OCTOBER 10, 2024

BACKGROUND:

On October 3rd, 2024, 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 event was promoted by the American Red Cross and our Novi Neighborhood and Business Relations group. Lieutenant Adam Elsen and Assistant Fire Chief Todd Seog led this effort as part of the Novi Fire Department's Strategic Plan. As donors check in, they are asked to choose who they represent – the Novi Police, Novi Fire, or City Employees as a friendly competition. After those votes are counted the winning team receives bragging rights until the next year. For this event, bragging rights go to City Employees receiving 7 votes, followed by Fire with 5, and Police with 2.

ATTENDANCE AND RESULTS OF THE BLOOD DRIVE:

This event had 19 units of blood that were collected, potentially helping up to 57 hospital patients. We have been honored to host this event since 2012 and have yielded 564 units of blood which has the capacity to help up to 1,692 patients.

RED CROSS ASSESSMENT OF THE BLOOD DRIVE:

This year the Red Cross has assigned Gerry Abejuro to our blood drive to help coordinate. Gerry noted that the blood drive went well, attendance was a little low and that 19 units were collected. Altogether the event was a success. Gerry was very pleased with the number of units collected.

RECOMMENDATIONS FOR THE NEXT EVENTS:

We will continue to coordinate with the Novi Police Department's Police Week in May and the Novi Fire Department's 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.