

14 JUNE
WORLD
BLOOD
DONOR DAY

The logo for World Blood Donor Day features the text '14 JUNE' in blue, 'WORLD' in red, and 'BLOOD' in large, bold, dark red letters. Below 'BLOOD' is 'DONOR DAY' in red. A central graphic is a red blood drop containing several stylized human figures in white and red, some appearing to be in a state of distress or being supported, symbolizing the life-saving nature of blood donation.

Every year on 14 June, **World Blood Donor Day** is observed to thank voluntary, unpaid blood donors for their life-saving contributions and to raise awareness of the ongoing need for regular donations to ensure safe, sufficient and accessible blood supplies. The day also highlights the responsibility of governments and health authorities to invest in robust blood systems that support voluntary donation, equitable access and safe transfusion practices.

Blood transfusions are essential for managing pregnancy-related bleeding, treating severe childhood anemia, supporting complex medical and surgical procedures, and providing lifelong care for conditions such as sickle-cell disease, thalassemia, hemophilia and immune disorders. They are also critical in emergencies, disasters and conflicts.

In addition, through fractionation technology, plasma components that are not required for transfusion can be converted into active pharmaceutical ingredients used to manufacture plasma-derived medicinal products. These include coagulation factors, immunoglobulins, albumin, and other therapies that are vital for treating bleeding disorders, infectious diseases and various chronic conditions, including cancers.

Yet many countries, especially low- and middle-income countries, continue to face shortages and safety challenges, underscoring the need for strong blood donor programmes, sustained institutional commitment and broad community participation to ensure timely and equitable access to safe blood for all who need it.

FOCUS OF THIS YEAR'S CAMPAIGN

This year's campaign slogan, “**One Drop of Humanity. Give Blood. Save Lives.**” places humanity at the heart of every blood donation, suggesting that each act carries compassion, solidarity, and care for others. Inspired by the idea that the whole of humanity can be reflected in a single drop, it elevates blood donation beyond a medical act to a deeply human gesture – highlighting how every donation helps form a lifeline that protects us all. The tagline anchors this message in clear action and impact, reminding audiences that giving blood directly saves lives. It resonates strongly with the values of **solidarity** and **collective responsibility**, aligning with the spirit of World Health Day 2026 “*Together for Health. Stand with Science,*” by combining human connection with the systems and practices that make blood transfusion safe and effective.

Campaign activities may include commemorative events, meetings and workshops, donor appreciation ceremonies, social networking campaigns, special media broadcasts, and cultural or artistic initiatives, as well as the publication of compelling human-interest stories to promote this year's theme.

This year, the **Drop Your Drop** initiative invites people everywhere to take part in a simple, collective act that saves lives. Through an interactive web platform, accessible via QR code, individuals can pledge to give blood and symbolically “add their drop” to a growing global movement.

Each pledge represents a commitment to contribute to something greater: a shared effort to strengthen safe and sustainable blood supplies. Participants are encouraged to turn their promise into action by joining others to form a collective “drop” – a powerful symbol of unity, solidarity and life-saving impact.

The objectives of this year’s campaign are to:

- drive sustained growth in regular, voluntary unpaid blood donation worldwide, supporting equitable access to safe blood and resilient health systems;
- raise awareness of the critical need for blood and plasma donations and their life-saving impact, while inspiring a new generation of donors;
- highlight the vital contribution of blood donors to health and well-being, and promote the values of solidarity, humanity and collective responsibility;
- mobilize governments and development partners to invest in and sustain national blood programmes, with a view to achieving universal access to safe blood transfusion.

