



W M D D 2 0 2 0

WORLD MARROW DONOR DAY GLOBAL CELEBRATION

EU DELIVERABLE D2.4

Grant Agreement number: 881553

Project acronym: SAVDON

Work Package number: WP1

Periodic report: 1st □ 2nd □ 3rd □ 4th □

Period covered: 1st January to 31st December 2020

Organisation: World Marrow Donor Association

LEAR: Caroline van Veen

Project coordinator: Lydia Foeken

Tel: 0031 88 505 7900

E-mail: lydia.foeken@wmda.info

Organisation website address: www.wmda.info



Co-funded by
the Health Programme
of the European Union

This Deliverable D2.4 of an activity received funding under an operating grant from the European Union's Health Programme (2014-2020)."

Disclaimer: "The content of this Deliverable D2.4 represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Consumers, Health, Agriculture and Food Executive Agency or any other body of the European Union. The European Commission and the Agency do not accept responsibility for use that may be made of the information it contains."



WMDD 2020

WORLD MARROW DONOR DAY GLOBAL CELEBRATION

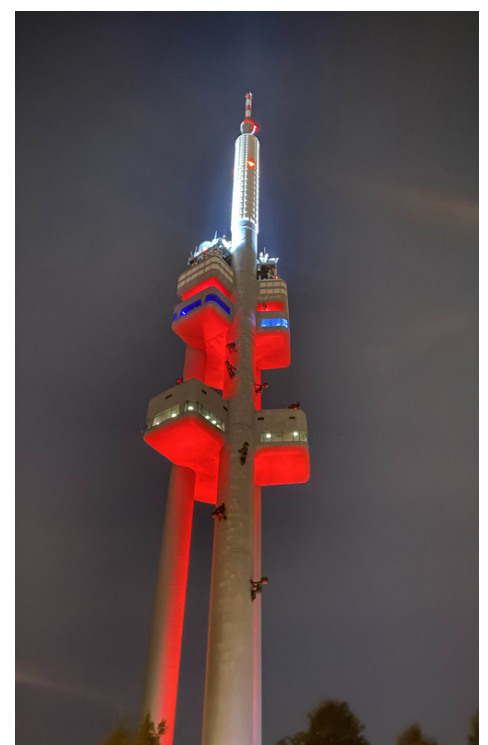


INTRODUCTION 2

Thank You Donor video	3
Virtual global donor drive	3
Translated logo's	4
WMDD materials	4
Event map and summary	5
World wide events and campaigns	6-9
Donor patient stories	10
WMDD statistics	11
WMDD 2021	12
WMDD prizes	12

World Marrow Donor Day is a unique day to thank all donors who have signed up to donate blood stem cells, bone marrow or cord blood for patients in need of a transplant. World Marrow Donor Day is celebrated globally on the third Saturday of September, in 2020 on 19th September.

A special edition this year, because the COVID-19 pandemic is hindering us from organising big events. Fortunately, our community was extremely creative in organising the 2020 edition of World Marrow Donor Day virtually. To give you an idea, please read this impact report.



Global Thank You Donor video

To celebrate this virtual World Marrow Donor Day edition a special 'Thank You Donor' video was launched. Participants from all corners of the world sent in their contribution for this compilation video to send a massive thank you to all blood stem cell donors. You can watch this global effort [here](#).

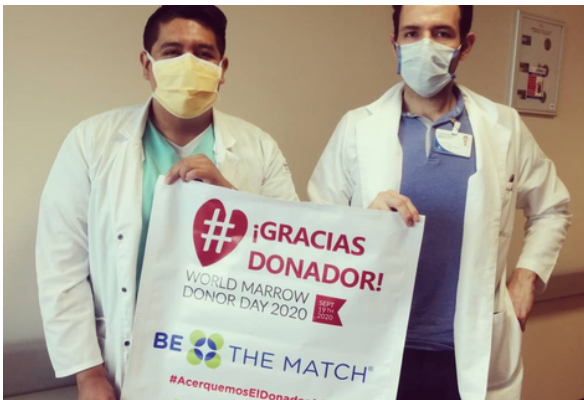


Virtual Global Donor Drive

With the slogan: 'Register online, save a life', we encouraged organisations to recruit donors online during World Marrow Donor Day. To facilitate this virtual global donor drive, a [special landing page](#) was set up on the World Marrow Donor Day website featuring donor and patient stories, a donor tool which leads you to the registry information in your country, and more information on how, why and who can become a donor.

The landing page and the donor tool were visited over 1500 times on World Marrow Donor Day, and many organisations featured the graphic and the URL on their website and/or shared it to social media.





Translated logo's

This year we translated the World Marrow Donor Day and Thank You Donor logo's into over 30 languages. The logo's were available for download from [our website](#) and many organisations used them. See below a selection:



Media materials

Like every year WMDD provided an array of print and social media materials to organisations and the general public for the promotion of their events or to raise awareness online. These include posters, flags, banners, social media headers, logo's, WMDD facts and infographics. All materials can be downloaded from [our website](#). See as an example one of the WMDD facts below.



While the majority of the world population lives in the red area, only 33% of all potential donors are from there.

Event map

In addition to over 125 events reported on [our event map](#) in all parts of the world, we saw many online campaigns and video content for this virtual edition. See below and the next pages for more virtual campaigns that were shared online to celebrate World Marrow Donor Day 2020.



Match for Life Singapore kicked off three weeks of online sport events and educational webinars. Visit all events on their [youtube channel](#).

Japan made an impressive [educational movie](#) featuring a Nobel prize winner, a football player and an actress.

A special [South African song by George Kalukusha](#) was launched to mark the 1,2 million transplants worldwide.

Strength 2 give, the Australian registry and the Melbourne rebels made a special [thank you video](#).

Buildings were lit up in honour of WMDD in South Africa, Paraguay, Czech Republic and other countries.

A cooking book with '[recipes for a life](#)' was sent to all Dutch donors.

[Donor drives](#) on the game platform Twitch were organised by Gift of Life and a digital Gift of Life cake was offered to the WMDDA office to celebrate the day.

Several organisations sent their donors thank you emails.

The Hong Kong BMDR made a [beautiful video](#) to tell recipient Sophie's story.

Anthony Nolan created a [world map](#) showing all the donations that were done in 2019.

Save a Life Greece made a [promotional video](#) to encourage people to become a donor.

[Digital mosaic](#) - new donors who registered in Canada could upload their profile to fill a mosaic.

CEOs from DKMS and [Be the Match](#) were thanking donors on social media.

All over Russia events were organised, Rusfond organised an [outdoor exhibition](#) with patient/donor stories.

In Taiwan [an event](#) was organised to pay a tribute to all donors, and a baseball game was kicked off by a recipient.

Masks were designed with the WMDD logo's in [Paraguay](#) and [Brazil](#).

Czech Registry registered the 100,000 donor in their database.

Many organisations shared WMDD materials (translated Facts and infographics) and/or created their own educational content.

The Chinese registry (CMDP) organised a special event to celebrate the 10,000th donor who donated.

Ezer Mizion organised a [virtual light show](#) at the Tower of David in Jerusalem and held donor patient meetings at the roof of their office.

Unlike any other WMDD celebration we also saw many Zoom gatherings with the subsequent Zoom screenshots.

There were even a few celebrities talking about blood stem cell transplantation, like [Hugh Jackman](#).

We saw an increase of participation outside WMDD members. Professional societies, companies and donors/patients posted the WMDD materials and promoted our World Marrow Donor Day.

Events and campaigns from all over the world

Please have a look at this visual representation of all the different ways WMDD 2020 was celebrated globally. On this page: Austria, Belgium, Taiwan, UK, Australia, Argentina, Canada, Brazil, Chile and China.



WERELD STAMCELDONOR DAG 2020

82.677 stamceldonoren in België
22.059 navelstrengbloedjes in België
64% van de donoren zijn vrouwen

De afgelopen 31 jaar ...
gaven **837** Belgische donoren stamcellen
hebben **3.754** Belgische patiënten stamcellen ontvangen



WORLD MARROW DONOR DAY 2020



19 de septiembre
Día Mundial del Donante de Médula Ósea

Ser donante de médula ósea es simple y podés salvar la vida de otra persona.

Canadian Blood Services

WORLD MARROW DONOR DAY



Events and campaigns from all over the world

Please have a look at this visual representation of all the different ways WMDD 2020 was celebrated globally. On this page: India (2x), Greece, Hong Kong, Iran, USA (2x), Cyprus, Hungary and Germany.

FIGHTING BLOOD CANCER IS NOT A PIECE OF CAKE. But spreading the word can be!



Bake a Blood Cancer Awareness Month/WMDD themed cake to join the fight against blood cancer.



WORLD BONE MARROW DONOR DAY

Meet Kaushik Patnaik who saved the life of Akshaya

Events and campaigns from all over the world

Please have a look at this visual representation of all the different ways WMDD 2020 was celebrated globally. On this page: Israel, Mexico, Japan, Italy, Netherlands, Russia (2x), South Africa, Saudi Arabia and Singapore.



MARROW 101: WEBINAR SERIES BONE MARROW DONATION



26 September 2020 | Saturday, 11am - 12pm

Featuring:

Scary or Not?



Dr. Koh Liang Piu
Senior Consultant
National University
Hospital



Events and campaigns from all over the world

Please have a look at this visual representation of all the different ways WMDD 2020 was celebrated globally. On this page: Thailand (2x), Turkey, Taiwan (2x), Sweden, Spain, Paraguay (2x) and USA.



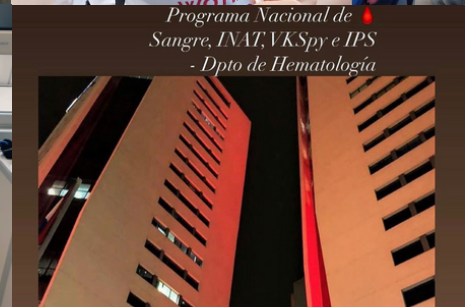
THANK YOU! DONOR
WORLD MARROW DONOR DAY 2020

Var är killarna?

I Sverige lever fler män än kvinnor, men samtidigt är bara ca 30 % av de registrerade givarna hos Tobiasregistret män. Hur kan det komma sig undrar vi? Och kanske viktigast av allt, hur kan vi nå dem?

TOBIAS REGISTRET

Skälen till att vi behöver få in fler unga män är enkla: Först tenderar man att få ut större mängd celler från yngre, friska vuxna (oavsett kön). Dessutom är unga manliga donatorer de mest eftertraktade eftersom man får ut mängden blodstamceller i förhållande till kroppsvikt vilket betyder att en storvuxen patient behöver en donator med ungefär samma kroppsvikt för att kunna få ut



When a simple "thank you" isn't enough

Whitney,

Your unwavering commitment to Be The Match® and the patients we serve will never be forgotten.

But considering that today is **World Marrow Donor Day**, we thought you deserved a little something special. Let's just say it's **a tribute** of sorts.

SOPHIE CELEBRATED HER 3RD 'LIFE DAY'

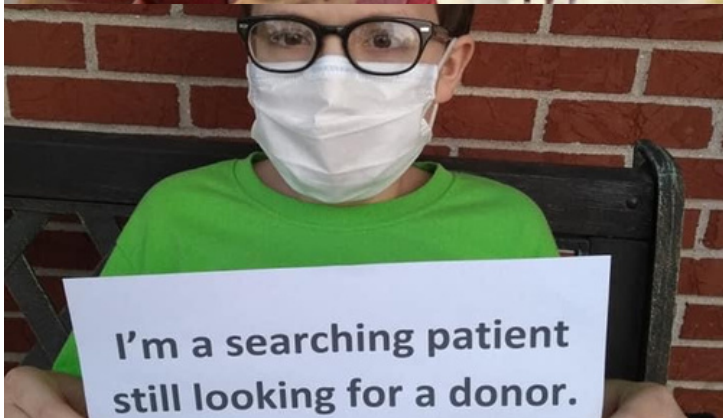
READ HER STORY AND REGISTER



Donor and patient stories

World Marrow Donor Day provides a platform for donors and patients to tell their story. On our social media platforms we shared 6 stories, 1 from each continent, to promote the virtual donor drive. You can find all stories [here on our website](#).

Many other donors and patients took to the internet as well to share their stories and spread awareness on World Marrow Donor Day 2020. See some wonderful examples here:

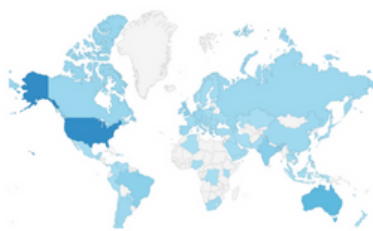


WORLD MARROW DONOR DAY 2020



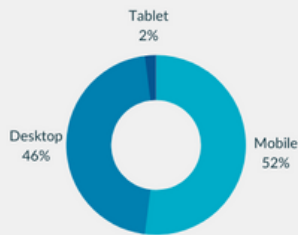
Virtual edition

WORLDWIDE PARTICIPATION



WMDD WEBSITE STATS

United States	29.49%
Australia	13.50%
India	5.31%
Brazil	5.17%
Hong Kong	5.04%
United Kingdom	4.64%
Canada	2.71%
Germany	2.54%
Russia	2.17%
Argentina	2.04%



4,7K users

15,5K views

SOCIAL MEDIA IMPRESSIONS



37K



62K



20K

WWW.WORLDMARROWDONORDAY.ORG



WMDD 2020 Statistics

These numbers represent the statistics from the WMDD social media platforms and the WMDD website during WMDD.

The statistics and reach from each organisation or individual which/who participated in the celebrations are not reflected in these numbers. Taking this into account the reach of the global WMDD celebration is believed to be much higher.

We saw two upcoming social media platforms this World Marrow Donor Day; LinkedIn where our hashtags were used over 150 times, and TikTok where we discovered several people and organisations posting videos about World Marrow Donor Day.



WMDD 2021

The WMDA office is working with a special WMDD Task Force, comprising of communication experts from a variety of organisations, to make the 2021 WMDD edition an even bigger success. In 2021 WMDD will be celebrated on Saturday 18th September.



WMDD prizes

Every year WMDA will hand out 3 prizes; WMDD incentive prize, WMDD originality prize and WMDD grand prize, to the 3 organisations that have celebrated WMDD in an exceptional way.

A jury is formed and by the end of 2020, 3 nominees in each category will be announced. The winners will have the opportunity to present their campaigns to the WMDA membership via a special webinar, which will be scheduled in the first quarter of 2021. The winners of the previous years can be found on the [memory pages](#) of our website.

2019 winners were:

Grand prize: Ezer Mizion (Israel)

Originality prize: Gift of Life (USA)

Incentive prize: DKMS (UK, USA, India, Chile, Germany, Poland, South Africa)

You can watch the 2019 prize winners educational webinar [here](#).

