



## Web Site Content and Postcard Campaign

[HOME PAGE]

[HEADLINE]

### **HemoSolutions: Compassionately providing blood for dogs in need**

[COPY]

Let's face it: Your dog is part of the family. And like any family member, you want to keep your dog happy and healthy. You're part of a community of pet lovers who care for and enjoy their four-legged friends on a daily basis.

Dogs, like humans, occasionally need blood transfusions in case of injury or disease. If your dog is qualified, s/he can save lives and help other dogs around the country.

HemoSolutions was established to address the nationwide shortage of blood for dogs. Our goal is to ensure that dogs have a safe, reliable source of blood available to them when they need it. This blood can be the difference between life and death, yet it takes only minutes to donate. Both you and your dog will [benefit](#) from the experience. [LINK TO DONOR BENEFITS]

Why recruit donors from the community?

HemoSolutions accepts blood donations from healthy dogs who live with caring owners rather than solely using kennel-kept dogs as other blood banks do. We feel this approach is more ethical, but also more challenging as we work to find enough suitable donors. In spite of this challenge, we are deeply committed to our purpose.

Why should your dog [become a donor](#)? Because heroes come in different shapes and sizes. And sometimes, they even have four legs and fur. [LINK TO DONORS PAGE]

[ABOUT US PAGE]

### **Mission Statement:**

HemoSolutions acquires and provides quality component veterinary blood products in an ethical and humane manner. HemoSolutions believes blood donors should live in private homes and lead normal lives. HemoSolutions also believes owners and veterinarians should be provided with complete information concerning blood donation and blood administration. All blood donors, pet owners, referring veterinarians and HemoSolutions staff should be treated with dignity and respect.

### **Background**

HemoSolutions was established in 2004 when Dr. James Gaynor saw the need for an ethical, community-driven blood bank for dogs. He wanted to address the chronic shortage of dog blood, but didn't feel that creating another "dog farm," where the dogs are raised solely to provide blood, would be a humane choice.

Instead, Dr. Gaynor decided on a more compassionate alternative: Recruiting blood donors from loving, caring homes. He knew the generosity of dog owners would create the momentum needed to get HemoSolutions started. What he didn't anticipate was the overwhelming response from the community, the media and pet lovers in general.



## [DONORS PAGE]

For just a few minutes every other month, you'll experience the satisfaction of knowing you and your dog are saving lives and providing quality-of-life for dogs locally and throughout the United States.

### **Becoming a donor**

The process for becoming a donor is simple. First, your dog's blood will be tested by your veterinarian or HemoSolutions, free-of-charge. Criteria for donors are:

- Be healthy, obedient and even tempered
- Be between the ages of 1 and 8 years old
- Weigh at least 50 pounds
- Have all vaccinations up-to-date
- Receive heartworm preventative April through October
- Females must have never have had puppies
- Be willing to donate at least 6 times a year

Once your dog is approved as a donor, s/he will be scheduled to donate a minimum of six times a year at a local veterinary clinic or other designated location. Occasionally, you may be called for emergency donations with the understanding that any donations beyond 6 times a year are voluntary. Your dog can safely donate as frequently as once a month or more, assuming good nutrition and iron supplementation are regularly provided.

The procedure takes 10 to 30 minutes and is not painful to your pet. The most common side effect may be mild bruising at the site of collection. Upon completion, you can take your dog home, however, strenuous exercise should be avoided for 1 to 2 days.

### **Donor benefits**

Free blood screening and priority status

As a donor, your pet will receive a free blood screening for blood type, and multiple organ abnormalities and blood-borne diseases. Your dog also receives priority status for blood in case a transfusion is needed because of injury or disease.

### **Donor dog tags**

The donor dog tags with your pet's blood type and a unique ID number can help in emergencies. If your dog is hurt and needs a transfusion, no time will be wasted in determining the correct blood type. If your dog is lost, the ID number can provide a way to track your dog faster and easier.

### **\$150 reimbursement for preventive care**

You'll receive a reimbursement for annual preventive veterinary care up to \$150, depending on blood type and number of donations. After your dog donates 6 units of blood, simply submit receipts from your dog's preventive health care along with a simple form we provide. We'll send you a check or, if your prefer, we'll make a contribution to the animal-related organization of your choice.

### **Making a difference**



Perhaps the most important benefit of having your dog become a blood donor is knowing you're making a difference in the nationwide community of pet lovers.

[HOSPITALS PAGE]

At HemoSolutions, we understand the importance of having quality blood available when your patients need it. We go to great lengths in our screening process to ensure only healthy dogs participate in our program. Our goal is to provide hospitals nationwide with a safe source of uncontaminated blood, along with transfusion-related products, in a timely, efficient manner.

Our screening process includes:

- Complete blood count
- Blood chemistry profile
- Heartworm test
- Complete blood typing for dog erythrocyte antigens
- Titer screening for red blood cell-borne diseases and tick-borne diseases including: Leishmania donovani, Borrelia burgdorferi, Babesia canis, Babesia gibsoni, Ehrlichia canis, Rickettsia rickettsii

In addition to providing quality blood, we also encourage veterinarians to perform [quick blood typing tests](#) as part of a preventive medicine program. Our hope is to have dogs throughout the U.S. typed and tagged in case of emergency. [LINK TO BLOOD TYPING KITS ON PRODUCT PRICE PAGE]

Let HemoSolutions be your primary resource for all your transfusion-related needs. For more information on our products, [click here](#). [LINK TO PRODUCT AND PRICE PAGE]

*Postcard #1*

[HEADLINE]

**HemoSolutions: Quality canine blood. Ethical, humane treatment.**

[COPY ON REVERSE SIDE]

When you need quality blood components, just about any veterinary blood bank will do. But when you order blood through HemoSolutions, you can be assured of a safe, reliable blood source that's drawn only from donors within the community. Donors who lead healthy lives with loving families. Owners who care deeply about helping others. A community effort that saves the lives of dogs every day, throughout the U.S. and Canada.

HemoSolutions offers:

- Overnight delivery nationwide
- A full inventory of canine blood and transfusion-related products
- In-depth screening of donors

Visit our products and price list page at [www.HemoSolutions.com](http://www.HemoSolutions.com).

By phone (fastest): (719) 380-1900 (Colorado Springs area) or toll-free at (800) 791-2507  
Online: Email us at [info@HemoSolutions.com](mailto:info@HemoSolutions.com)



Postcard #2

[HEADLINE]

**Your time is valuable. Use it wisely.**

[COPY ON REVERSE SIDE]

When you're short on time, HemoSolutions is the answer for all your blood-transfusion needs. Packed red blood cells, fresh frozen plasma, blood typing kits, blood bags, cross-matching kits – You name it, we have a full line of canine and feline transfusion products available.

HemoSolutions also provides veterinarians and hospitals with a safe, reliable canine blood source that's drawn only from healthy donors who live in loving homes. We feel this approach is more ethical than using kennel-kept dogs as donors.

Why take the time to order from different companies? Contact us today, and we'll get your blood and transfusion-related products to you the next day, as you request.

- Overnight delivery nationwide
- A full inventory of canine blood and transfusion-related products
- In-depth screening of donors

Visit our products and price list page at [www.HemoSolutions.com](http://www.HemoSolutions.com).

By phone (fastest): (719) 380-1900 (Colorado Springs area) or toll-free at (800) 791-2507

Online: Email us at [info@HemoSolutions.com](mailto:info@HemoSolutions.com)

