



JOINT NEWS RELEASE BY THE HEALTH SCIENCES AUTHORITY AND THE SINGAPORE RED CROSS

ENHANCING PARTNERSHIPS WITH ORGANISATIONS TO “ADOPT A BLOODBANK” TO STRENGTHEN NATIONAL BLOOD SUPPLY

The Health Sciences Authority (HSA) and Singapore Red Cross (SRC) have launched an enhanced "Adopt a Bloodbank" programme and a new Blood Partner Award to forge sustainable partnerships to create a vibrant blood donation scene in Singapore. The announcement was made by Mdm Rahayu Mahzam, Minister of State for Ministry of Digital Development and Information & Ministry of Health at Bloodbank@Westgate Tower's (BB@WT) 10th year anniversary celebration today.

Enhanced 'Adopt a Bloodbank' Programme

2 The 'Adopt a Bloodbank' programme was launched in August 2023, with the objective of cultivating a sustainable pool of regular blood donors in the vicinity of the Bloodbanks. Currently, there are 35 adopters across all five Bloodbanks.

3 To increase participation in the programme and strengthen partnerships with organisations, the Singapore Red Cross has introduced an enhanced four-tiered partnership framework. This framework better recognises organisations contributing to the National Blood Programme whilst ensuring sustainable blood supply across Singapore. The structured approach enables organisations to advance through tiers based on their sustained commitment and demonstrable impact on recruitment efforts. The framework acknowledges that workplaces and organisations play a crucial role in bringing more blood donors into the programme.

4 Under the new framework, organisations receive digital badges to showcase their contributions across websites, digital platforms, and social media channels, providing valuable recognition for their corporate social responsibility initiatives. Partners in the upper tiers gain access to discounted first aid training courses and can collaborate with their adopted Bloodbanks on product and service showcases,

including donor appreciation initiatives. Top-tier partners enjoy the most comprehensive benefits, including profiling opportunities on Singapore Red Cross platforms and exclusive access to themed marketing events and loyalty programmes developed in partnership with the organisation.

5 This initiative represents a significant step forward in fostering deeper partnerships with corporates, professional and social organisations, ensuring both immediate impact and long-term sustainability of blood donation efforts nationwide. The enhanced framework moves beyond traditional public recognition to offer meaningful returns that align with partners' business objectives while supporting the critical mission of maintaining Singapore's blood supply. This collaborative approach creates opportunities for organisations to engage directly with the donor community through their adopted Bloodbanks. Interested organisations can register their participation at go.gov.sg/adopt-a-bloodbank.

6 "It is important that we engage workplaces as our valuable partners to foster a culture of blood donation among their employees. We strongly encourage CEOs and management teams to adopt a Bloodbank as a meaningful form of corporate volunteerism and contribution to this cause," said Adjunct Professor (Dr) Raymond Chua, CEO of HSA. "By creating structured, long-term win-win partnerships with corporates, we are also securing a sustainable blood supply for our patients, and this will greatly strengthen our healthcare resilience."

New Blood Partner Award

7 Beyond organising drives and group donations, HSA and SRC recognise that organisations may want to contribute in other meaningful ways – from sponsoring products, to offering advertising space and sharing expertise that helps attract more donors and promote Singapore's blood donation culture. These partnerships leverage the unique strengths and resources of different organisations to create a more vibrant and engaging blood donation ecosystem. For instance, Oatside and Popmart have sponsored their products to recognise blood donors during June's World Blood Donor Day celebrations and October giveaway respectively.

8 In recognition of this vital support, a new Blood Partner Award will be presented at next year's World Blood Donor Day. This award will celebrate organisations that support the National Blood Programme through their unique contributions. Interested

partners can email donate.blood@redcross.sg to explore how they can contribute their expertise and resources.

9 “The unwavering support and myriad contributions of our partner-organisations enable a stronger, more resilient blood donation community that supports all patients requiring life-saving blood transfusions in Singapore. We look forward to engaging with more brands, workplaces and groups to inspire and rally more individuals to begin their blood donation journey and make blood donation a regular part of their lives. When everyone comes together, we build not just a stable blood supply, but a stronger and more caring nation where every life counts,” said Mr Benjamin William, Secretary General and CEO of the Singapore Red Cross.

Decade of Service to Western Singapore

10 Since its opening in June 2015, BB@WT has established itself as a cornerstone of Singapore's blood donation network, serving the western region of Singapore in the past decade. BB@WT has successfully cultivated a strong regional donor base, with about 70% of its donors residing in western Singapore. It has welcomed more than 62,600 donors and hosted 563 group donations whilst collecting over 215,000 units of blood, contributing about 17% of Singapore's total blood supply.

11 Seven organisations have adopted BB@WT. They include KINDS Family, Lubrizol Southeast Asia, Republic of Singapore Air Force 6th Divisional Air Defence Artillery Battalion, Singapore Armed Forces Combat Service Support Command, SAF Personnel Hub West, and the Digital and Intelligence Service, Joint Intelligence Command. Collectively, they have contributed 267 units of blood since August 2023.

12 "Over the years, Lubrizol has built a strong relationship and connection with the staff at the Singapore Red Cross and Bloodbank@Westgate Tower. With our office located in close proximity, it is natural for Lubrizol to adopt the Bloodbank@Westgate Tower to encourage blood donation among our employees. In the last few years, we've seen an increase in donors and noticed our colleagues becoming more open to donating blood. The Bloodbank's staff and volunteers have also created such a safe, friendly and cosy environment for the donors that it encourages more colleagues to join in the meaningful cause. Our heartfelt congratulations to Bloodbank@Westgate Tower. We hope that more corporations and organisations will be able to join in this

meaningful cause and give blood to save lives," said Sng Kuo How, APAC Talent Administration Specialist, Lubrizol.

13 "What started as an initial contribution to the wider community has led to our adoption of the Bloodbank@Westgate Tower as a testament to our commitment of continuously serving the community and those in need. Since we started running group donations at Bloodbank@Westgate Tower, we noticed an increased participation by the younger generation. Our donor numbers have also gone up. Our most memorable drive was seeing twice as many people showed up compared to the initial sign-up numbers. As a society, this is a cause that we truly feel for and we are proud to be able to say that we have played our role in saving lives," said a KINDS Family spokesperson.

**HEALTH SCIENCES AUTHORITY
SINGAPORE RED CROSS
1 NOVEMBER 2025**

About HSA's Blood Services Group

The HSA's Blood Services Group, as the national blood service, secures the nation's blood supply by ensuring a safe and adequate blood supply. It is responsible for collecting, processing, testing and distributing blood and blood products to all hospitals in Singapore. It also provides specialised transfusion medicine services in immunohaematology and tissue typing.

About Singapore Red Cross

Singapore Red Cross is a homegrown humanitarian organisation, dedicated to relieving human suffering, protecting lives and dignity, and responding to emergencies since 1949. We serve the vulnerable through our blood donor programme, home and day activity centre for the disabled, senior services, community outreach for family, children & migrants, and civil response. We build capacity and resilience in the community through our training academy, volunteer and youth development.

Beyond our shores, we mobilise and translate contributions from the donor community to relief and recovery, rehabilitation and reconstruction efforts, with the aim of helping communities affected by disasters. For more information, please see www.redcross.sg.

Annex A: Adopt a Bloodbank Form QR and Partnership Tier Information



<https://go.gov.sg/adopt-a-bloodbank>

Our Partnership Tiers

Tier	Criteria	Incentives								
		Certificate of Appreciation	Digital Badge	Award Presented at World Blood Donor Day Celebration	Acknowledgement at Bloodbanks	Group Photo on Social Media	Priority Queue at Bloodbanks on Weekdays	Discounted First Aid Training by Singapore Red Cross	Opportunities to Showcase Products & Services	Featured Profile on Website and Newsletters
	Organise at least 1 centre booking with a total of 30-45 successful donations annually	✓	✓	✓	✓					
	Organise at least 2 centre bookings with a total of 46-60 successful donations annually	✓	✓	✓	✓	✓				
	Organise at least 3 centre bookings with a total of 61-75 successful donations annually	✓	✓	✓	✓	✓	✓	✓	✓	
	Organise 4 and above centre bookings with a total of 76 or more successful donations annually	✓	✓	✓	✓	✓	✓	✓	✓	✓