

## THE WE GIVE BLOOD SCHOOLS PROGRAM

### Program Mechanics

#### 1) PROGRAM MECHANICS - UNIVERSITIES

**1.1)** The University participating in the Big Ten Conference attributed with the highest number of blood donations per these Program Mechanics document will be awarded with the University Grant.

**1.2)** Conditions for blood donations be accounted ("Eligible Donations"):

- a) Blood donor must be age 18 or older at the time of donation.
- b) Blood donor must complete their blood donation registration naming the University, according to the following steps:
  - I. Donate blood at any blood drive or blood center in the period beginning 06:00:00 AM Central Standard Time ("CST") on Wednesday, August 12<sup>th</sup>, 2026 and ending at 11:59:59 AM CST on Friday, December, 4<sup>th</sup>, 2026 (the "We Give Blood Campaign Period"); or
  - II. Register the donation starting Wednesday, August 26<sup>th</sup> and no later than 11:59:59 AM CST on Friday, December, 4<sup>th</sup>, 2026:
    - a) At [www.bigten.org/abbott](http://www.bigten.org/abbott); or
    - b) By texting GIVEBLOOD to (ABBOTT) 222688 and following the instructions that will follow by text.
- c) Only complete registrations (with mandatory fields) will account for the University named by the blood donor.
- d) An individual donor may register multiple donations within the We Give Blood Campaign Period, provided that donation guidelines from relevant blood centers are observed. Donor frequency and other eligibility is set by the FDA in the Code of Federal Regulations:
  - a) [Whole blood, red cells and plasma for transfusions](#)
  - b) [Platelets](#)
- e) If it is discovered by Abbott that any person has attempted to use multiple names, multiple identities, and/or any automated, macro, script, robotic or other system(s) or program(s), and/or any other means to register an unique donation, not in keeping with the Sponsor's interpretation of the letter and spirit of these Program Mechanics document, to enter or otherwise participate in or to disrupt this Program, then the relevant donations will be disqualified and will not account for the named University(ies).
- f) Blood donors are subject to all notices posted online, including but not limited to the Sponsor's Privacy Policy, which can be found at <https://bigten.org/about/legal/privacy-policy/>.

#### 2) UNIVERSITY GRANT

The University with the highest number of Eligible Donations will receive from Sponsor \$1,000,000.00 (one million dollars), that must be used to advance student or community health ("University Grant").

The winning University will determine the use of those funds and will make it public how they are using the University Grant.

Receipt of the University Grant will be contingent upon the execution of a written agreement by the winning University and Abbott Laboratories. The winning University will forfeit the University Grant if it does not complete the written contract.

### **3) PROGRAM MECHANICS - ALUMNI ASSOCIATION**

**3.1)** Each Big Ten Conference University participating in the We Give Blood program may designate one (1) official, university-recognized alumni association or alumni organization ("Official Alumni Association") to participate in the Alumni Association program as set forth in Sections 3 and 4 of these Program Mechanics.

**3.2)** Each Official Alumni Association will be eligible to receive the "Alumni Association Grant" based on the number of donations identified as "alumni" by the blood donors.

**3.2)** Conditions for blood donations be accounted for the Alumni Association Grant ("Eligible Alumni Donations"):

a.) Donations must be considered eligible donations in the Universities program as outlined in section 1.2(a)-(f) of the Program Mechanics.

b.) Blood donor must register their donation as "alumni" at their submission set forth in Section 1.2(b). Only donations which select "alumni" during their submission will be counted for the Alumni Association program.

c.) Donors may include multiple identifiers when they register their donation as allowed by the registration website. Registration of a donation to qualify for the Alumni Association program does not disqualify that donation from any other part of this program.

### **4) ALUMNI ASSOCIATION GRANT**

At the conclusion of the We Give Blood competition, each Alumni Association will be eligible to receive a grant equivalent to \$1 (one dollar) per Eligible Alumni Donation up to a maximum amount of \$10,000 (ten thousand dollars) which must be used to advance student or community health ("Alumni Association Grant").

Each Alumni Association will determine the use of grant funds for either student or community health and will make public how they are using the Alumni Association Grant.

Receipt of the Alumni Association Grant will be contingent upon the execution of a written agreement by the Alumni Association and Abbott Laboratories. Alumni Associations that do not complete a written contract will forfeit their grant.