

July 1, 1969

Dear Mrs. Meagher:

Will you join us in an effort of vital importance?

A close friend and colleague is a victim of leukemia. Not acute, but chronic leukemia, which means his health can be sustained indefinitely by periodic transfusions that shore up his red corpuscle count. On the strength of biweekly transfusions he has been working efficiently -- and you may well have been working with him -- for the better part of a year. It is Bob Ockene.

Transfusions are enormously expensive, and ultimately they depend on a banked supply of blood. For months now, Bob and his wife have been asking friends to donate to the bank on which his life quite literally depends. For those who have donated it has been a brief and painless matter, but finding donors has been an increasing and nerve-wracking job.

Recently, when some of us discussed the problem, we saw a solution in the fact that any reasonably healthy person can donate periodically without adverse effect -- just as the chronic leukemia victim must draw from the bank periodically. The intervals are different, but no matter. Almost anyone can donate at two-month intervals. Sixty donors who can be relied on for three donations during the year will put an abrupt end to a nagging problem.

So this is to invite you to become one of sixty regular donors. Our aim is to enable you to hold to a regular schedule of donation -- both to simplify the procedure for you and to ensure a constant bank account. (We will also help you hold to an irregular schedule.)

If you have already given you know that a donation is an altogether undramatic affair. It calls for approximately one half hour of your time, exclusive of coming and going to the bank but including ample allowance for precautionary recuperation. You may donate from noon to 7 P.M. any weekday at the Beth Israel Hospital at 16th Street and First Avenue (where you will be entertained by a nursing staff soon to be tested for TV and regaled with frozen orange juice and Stella D'oro cookies).

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If you have not given previously you may want to have your own doctor's approval, but you can count on a thorough check from the Beth Israel nurses before each donation to determine whether they want to proceed. Blood type makes no difference; all types are suitable for this banking project.

The reply postcard enclosed with this letter enables you to become formally associated with the project and to set a date for your first donation. It also provides the opportunity for alternative participation. (You may, for instance, offer to help find other donors.) We will appreciate its prompt return.

We hope that you will join us.

Sincerely yours,

*M. J. Gladstone*

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