



Monroe Supports Community and Team Through Red Cross Blood Drive

March 3, 2020

Monroe Truck Equipment is hosting their first Blood Drive event on March 16th on site at Monroe Truck Equipment Inc. headquarters in Monroe, WI. The event planning team started with 56 appointments available and had over half booked by Monroe Truck Equipment employees within a few weeks of announcing the event.

The goal is to support the local Red Cross and bolster the local blood bank reserves. Donations will be used for a variety of life-saving treatments, including surgeries, cancer treatments, chronic illnesses and traumatic injuries.

The Red Cross provides about 40% of our nation's blood and blood components from generous volunteer donors who feel compelled to give back to their communities. A single donation can save up to 3 lives.



Amanda Field, Monroe Team Member and Blood Drive Chairperson

First of Many, Monroe Truck Equipment Commits to Blood Donation

Monroe Truck Equipment plans to host a blood drive every 8-12 weeks. This gives our team the time and opportunity to donate regularly without the hassle of scheduling and driving to an outside donation center.

"I figured if we could make it easy by having it on site, we might get more people involved," said Amanda Field, Graphic Artist at Monroe Truck Equipment's headquarters in Monroe, WI.

Amanda spearheaded the initiative because the cause is one that is close to her heart; at one point, donated blood saved her life. Amanda was born with an RH incompatibility, and required a blood transfusion shortly after birth. Unlike many recipients, Amanda actually had the opportunity to meet her donor.



Gottlieb Brändli's blood donation saved Amanda's life as an infant.



"In a small community like ours, it wasn't that surprising. He was a friend of my grandfather's," said Amanda. Through her grandfather, she was introduced to her donor, Gottlieb Brändli. They stayed in touch throughout her life until he passed away. "He hand-carved a Christmas ornament for my daughter when she was born that will always have a special place on my tree," said Amanda.

Through his act of life-saving generosity, Amanda grew passionate about donating blood and committed to trying to spread the word on the importance of donation. She approached Monroe earlier this year to see if it would be possible to host a blood drive on site.

"It means a lot to me that Monroe is taking a cause that ... employees are passionate about and take it and run with it."

In an effort to strengthen our community and team members, Monroe Truck Equipment is excited to support Amanda's blood donation initiative.

"It means a lot to me that Monroe is taking a cause that I am passionate about and running with it," said Amanda. "It shows the employees that their passions and actions really do matter."

In addition to regular blood donation, Amanda encourages community members to donate platelets if they can. "It's a much more time consuming process," said Amanda. "But for many people, it can be the difference between life and death."

We are excited to continue to support our community and team members through blood drives and other community initiatives throughout the coming years.

The American Red Cross volunteers and staff work to deliver vital services – from providing relief and support to those in crisis, to helping you be prepared to respond in emergencies.



Monroe Truck Equipment distributes, manufactures and installs truck equipment and pickup truck accessories, in addition to manufacturing a complete line of Snow & Ice Control equipment. Founded in 1958, Monroe Truck Equipment is dedicated to the success of our customers across the country.