



GET PAID TO DO GOOD!

Times are tough, and everyone from stay-at-home moms to college students to corporate executives are looking for a way to make ends meet. However, most of them never think they'd get an opportunity to earn money helping to save someone's life. Well, that's just what you can do by joining **Become My Hero, the World's Largest Cord Blood Donor Recruiter Network** – a growing army of people dedicated to keeping a lot of deserving people from dying.

Who is Become My Hero?

Become My Hero was created to honor Natasha, our founder's daughter, who died from the complications of a bone marrow transplant while attending Yale Medical School. Bone marrow transplants are often the only way a person can survive if he or she has a disease like leukemia, sickle cell anemia or lupus. However, because such people need to find unrelated people that genetically match them to act as bone marrow donors, thousands (especially people of mixed heritage and minorities) end up dying because they can't find a match in a public registry – an organization that keeps a list of genetically typed volunteers willing to donate marrow cells. Become My Hero finds cord blood donors for anyone that needs a bone marrow transplant.

Why cord blood?

Cord blood is obtained from the umbilical cord that links a mother and child. The blood present in the umbilical cord is a rich source of the same stem cells found in bone marrow. They, however, offers the advantage of not causing the same life-threatening graft versus host response that frequently occurs with bone marrow stem cells. That means a person's chance of surviving a transplant and, therefore, being cured of their disease is much, much greater.

What do we do?

Become My Hero does four things. First, we work with the client's physician to determine which HLA haplotypes the donor can accept. We then determine what type of people (race, ethnicity, etc.) usually has these haplotypes and which do not. This allows us to figure out where a donor will most likely be found and who that donor will most likely be. Second, we act as the client's personal PR firm and create client-specific marketing materials that promote the client and explain what he or she needs to convince potential donors to action. Next, we tell our army of recruiters what type of donor the client will need and arm them with the marketing materials we've created. The recruiters then hand the brochures to pregnant women they believe are having babies that fit the bill among their friends, family, online social networks and people they encounter in daily life. Finally, we raise money to support the client's transplant and recovery.

What can you do to help?

Become one of our Facebook Managers and help us build an army of recruiters. Facebook Managers use their Facebook friends to grow the number of Become My Hero Facebook Group members to insure that we can find a potential cord blood donor for anyone that needs our help.

They survive and your bank account thrives!

To get started, contact lauren@becomemyhero.net

For more information please visit our website at www.becomemyhero.net