A STUDENT WITH A MISSION
Chloe Koch and the Power of Giving Back

During Blood Donor Month, we celebrate everyday heroes who step up to save lives. One of those heroes is Chloe Koch, a college student who recently hosted a student scholarship blood drive—combining her passion for helping others with a commitment to strengthening the blood supply in our community.

Chloe, who is studying psychology and business management with a minor in finance, has been donating blood since she was a junior in high school. She first learned about LifeServe's student scholarship blood drive through donor text alerts.

"At first, I signed up because I'm a broke college student and the scholarship helps," Chloe said. "But when I learned more, I realized we're in a massive blood shortage—and my family has personally benefited from life-saving blood donations. That's when it became bigger than just the money."

While organizing her blood drive, Chloe noticed a shift in how younger generations view donating.

"Life is really busy," she said. "Donating blood takes a little inconvenience—but it saves lives."

Even though her drive didn't reach every goal she hoped for, Chloe measures success differently. "Even if only 10 people donated, that's blood that wouldn't have been there otherwise," she said. "That's still a lot of lives helped."

For Chloe, the motivation goes beyond scholarships.

"I don't want people to think I did this just for the money," she said. "If I had the chance to host a drive without it, I still would—because helping people is what really matters."