

## CORE VALUES - ETHICAL STANDARDS OF LAVIE BLOOD:

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**HUMANITY:** OUR AIM IS TO EASE THE HUMAN SUFFERING BY PROVIDING DONORS AT THE TIME OF NEED. COOPERATIVE, ALTRUISTIC, CARING, AND DEFENSIVE BEHAVIOUR MOTIVATES HUMANITY. IT MOTIVATES THE RESCUE AND NOURISHMENT OF STRANGERS IN ADVERSITY. BASIC HUMANITY HELPS US TO CONSIDER OTHER PEOPLE'S INTRINSIC WORTH.



**UNITY:** WE AIM TO CARRY ON ITS HUMANITARIAN WORK THROUGH OUT THE COUNTRY



**COMASSION:** WE ASPIRE TO TURN COMPASSION INTO ACTION TO HELP PEOPLE WITH EASY ACCESS TO LIFESAVING BLOOD WITH GENEROUS NUMBERS OF BLOOD DONORS.



**NEUTRALITY:** IT DOES NOT DISCRIMINATE IN TERMS OF RACE, GENDER, RELIGIOUS VALUES, CLASS OR POLITICAL VIEWS. IT AIMS TO ALLEVIATE PEOPLE'S PAIN, TO BE DIRECTED SOLELY BY THEIR NEEDS, AND TO GIVE PRIORITY TO THE MOST URGENT CASES OF DISTRESS.