



OUR WHY

The Jada Bascom Foundation Story

Share this with donors and supporters.

The Jada Bascom Foundation was born from love and loss. It carries forward the memory of Jada and Torsten and a simple, urgent belief: no patient should die waiting for a match that a stranger could have provided.

Today the Foundation is a 501(c)(3) nonprofit that helps people around the world join their country's bone marrow and blood stem cell donor registry, and supports patients and families through the search for a match. We are a registry referrer and educator - we open the door and point the way, connecting each person to the right registry, such as NMDP in the United States.

Our goal: Enroll a Million Heroes

Every person who joins the registry could be someone's cure. Our mission is to grow the pool of potential donors so that more patients - especially those from under-represented backgrounds - can find their match.

How to use this story

- Open your fundraiser or speech with why the cause matters to you personally.
- Explain the need: most patients don't have a family match and depend on the registry.
- Make the ask clear: join the registry, give, or share.
- Point people to jadabascomfoundation.org.