

LIFE

Stream

BLOOD BANK OF DELMARVA 



NEW CHRISTIANA DONOR CENTER TO SERVE NEARLY 50,000 DONORS ANNUALLY

Major expansion to include laboratory and administrative areas

Here's an external look (above) at what's to come at the Christiana Center. Staff, donors, and Blood Bank supporters officially broke ground for the new blood donor center on December 18. Over the next two years, the building will double in size, addressing many space issues and allowing room for expanded laboratory and administrative areas and enhanced technologies in processing and testing. As the demand for blood from area hospitals continues to rise, the new donor center will help the Blood Bank accommodate the number of blood donors necessary to meet those needs well into the future.



Official groundbreakers at the December event were (left to right): Eric Mayer, frequent plateletpheresis donor, Jim & Jean Mundy, canteen volunteers, Sharon Wiseman, Director of Donor Services, Robert Travis, President and CEO, U.S. Senator Thomas R. Carper, Richard Pearce, Executive Board Chair, Linda Kasinski, blood recipient and Fran Kasinski, regular donor.

LOOKING FOR DOWNTOWN HEROES!

New Wilmington Center Open

The Downtown Wilmington Center has moved from the ninth floor to the ground floor of the 913 Market Street building! The new center, which is conveniently located a half block from Rodney Square, in storefront space, features gourmet coffee, free Wifi, the same great cookies, AND validated parking. For a virtual tour, visit www.delmarvablood.org.

Wilmington Mayor James Baker was on hand for the formal ribbon cutting at the Blood Bank's new ground floor location at 913 Market Street. Joining him in the ceremony are Robert L. Travis, President and CEO, Richard D. Pearce, Chair, Board of Directors, Norman Griffiths, City Council President, and Diane Sparks of Wilmington Trust Co., immediate past chair.



DIABETES REVEALED BY BLOOD BANK SCREENING

446 potential diabetics identified in first 14 months of program

Don Lewis of Wilmington, Delaware donated blood on December 15, 2007 — just as he had done for years. This time he was offered free diabetes screening. Blood Bank of Delmarva had recently become the first blood center in the country to begin screening for the disease. Don agreed to be screened even though he didn't think he was at risk.

"Boy was I wrong! Blood Bank staff called me at home the next day and told me my blood glucose level was 530, which falls in the critical range," Don said. "To be that high is scary. I had no recognizable symptoms. I felt fine."

Don immediately went to his doctor for blood work and was diagnosed as a Type II diabetic. Since his diagnosis, he has changed his diet drastically and takes medication to control the disease.

"I feel lucky that the Blood Bank was able to catch the diabetes before it caused any other serious health problems," Don said. "I was the blood donor who helped save lives, but ironically, the Blood Bank may have saved mine."

HOW IT WORKS

The Blood Bank's non-fasting blood glucose test is offered to donors at no charge. During the first 14 months of the program, 59,129 blood donors were screened. Of those, 446 had elevated glucose levels of more than 200. Twenty-seven blood donors had dangerous levels greater than 400 and nine donors were in the critical range above 500.

PATIENTS HELPED BY BLOOD TRANSFUSIONS



Ke'Asia M., 5 (center), with her mother, Chanta, and sister, Elaysha, 6.

5-year-old Needs Blood Every 3 Weeks

Ke'Asia M. of Wilmington was diagnosed with sickle cell disease when she was just two months old. Ke'Asia, now 5, needs blood transfusions every 3 weeks — for the rest of her life.

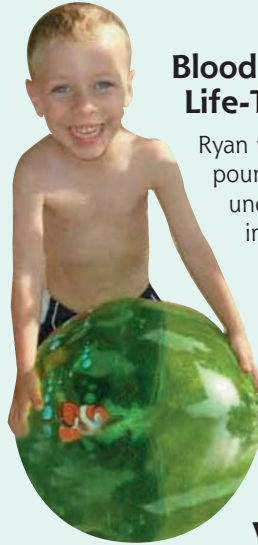
"We have a lot of family support, but unfortunately that's not enough to keep my daughter healthy," Ke'Asia's mother, Chanta, said. "Blood donors in this area keep her alive."

THE FACTS:

Sickle cell disease is an inherited blood disorder that changes the shape of red blood cells, making it difficult for them to pass through small blood vessels. It affects 70,000 Americans. 90% are of African descent.

Those with sickle cell disease must receive blood that is closely matched to their own. The best match often comes from African-American donors. Most people with the sickle cell trait qualify as blood donors.

Help patients like Ke'Asia. Make an appointment to give blood! Visit www.delmarvablood.org or call 1 888 8-BLOOD-8.



Blood Transfusion Helps Newborn Fight Life-Threatening Infection

Ryan was born nearly three months early, weighing just 2 pounds. Because his digestive system was so underdeveloped, Ryan developed a serious intestinal infection. His illness became more severe, and Ryan was given a 35% chance of survival. He needed a blood transfusion immediately. It took just one blood transfusion and Ryan was able to recover from his illness and go home. Ryan is now a healthy, energetic 4-year-old — thanks to expert medical care and an anonymous blood donor.

Elkton Family Learns Firsthand the Value of Blood Bank Membership

Fran Kasinski of Elkton, Maryland joined the Blood Bank 4 years ago to provide coverage for his family. He also became a regular blood donor. Then the unthinkable happened.

In November of 2007, Fran's wife, Linda, was diagnosed with leukemia. She began aggressive chemotherapy treatments and has needed 20 units of platelets and red blood cells since then. Those blood products also helped her recover from a cord blood transplant in July.

"The Blood Bank has saved us in more ways than one," said Fran. "Everything with Linda's health is looking great right now and even though I'm not expecting her to need any other blood transfusions, it's a relief to know we're covered if she does."



Fran Kasinski with his wife, Linda, and three children.

WELCOME NEW GROUP SPONSORS

3802 Middletown Wal-Mart
ABTB Blood Bank
Air Liquide
Bayada Nurses
Buchi Corporation
Children's Advocacy Center of DE
Commonwealth Trust Co.
Corn Products Specialty Ingredients
Coventry Health Care of Delaware Inc.
Davis-Smith Accounting Associates PA
Diamond State Youth, Inc.
Exceptional Care for Children
Guardian Environmental Services Company Inc.

Horizon Services
Johnson Controls
Life Science Products
Main Street Dental
Perryville Cold Storage
Rehoboth Beach/Dewey Beach Chamber of Commerce
Steele & Friends
The Wellness Community, Delmarva
TLK
Town of Elsmere
Townsend Fire Co.
Vehattire LLC
VFW Ocean City Memorial Post 8296

A MESSAGE FOR OUR LOYAL MEMBERS



Richard D. Pearce
Chair, Board of Directors



Robert L. Travis
President and CEO

Blood Bank of Delmarva is well positioned to meet the challenges of 2009 and beyond. This past year, we were able to honor all of our commitments to the 17 hospitals we serve on Delmarva, largely due to our members and donors who are the backbone of our organization.

Some highlights from Fiscal Year 2008:

Over 83,000 blood donations marked a new level of participation. Those donations translated into 105,109 products for transfusion. Over 1 million laboratory tests were conducted, with a new test for Chagas disease added during the year.

- We became the first blood bank in the nation to launch a diabetes screening program. In its first fourteen months, 446 individuals were alerted to potentially serious health complications, with over 59,000 screened.
- In order to make blood donation as convenient as possible, we have moved our Wilmington center and added bloodmobile sites in Claymont and Middletown.
- Our Summer Blood Challenge was a record-breaker, with 5896 blood donations and 2360 new members from participating employers. We are grateful for the ongoing support of our group sponsors.
- Eligible donors are now able to give whole blood, platelets and plasma. "ALYX" continues to grow. ALYX is a system whereby a donor can give two units of red cells. As a result of continued support for our various donor programs, patient needs continue to be met for products specific to their treatment.
- A major expansion of our headquarters and a beautiful new donor center at our Christiana location is underway. This project will address many of the space needs including space for new technologies in blood processing and testing. Look for completion by mid 2010.

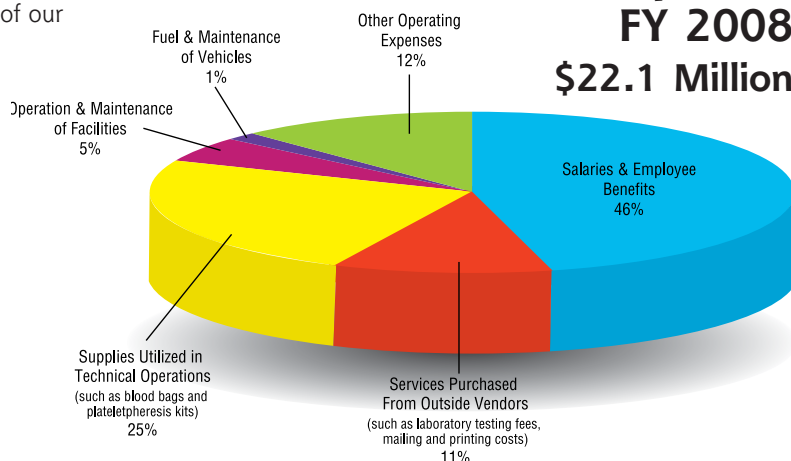
While we are proud of our accomplishments, challenges remain. One of the biggest is recruiting enough donors and members for the future. As the population ages, it has become imperative to ensure that new donors are available.

As always, we are thankful — to the caring people who stepped up and took the time to give blood last year; to our group sponsors who promote Blood Bank membership; to our volunteers, 250 strong, who serve at our centers, at our mobile locations and on our regional boards; and finally, to our employees who work diligently to ensure that our members and donors are well served. With the continued support from all of these individuals, supplying sufficient amounts of safe blood products to those in need will continue unabated on Delmarva.

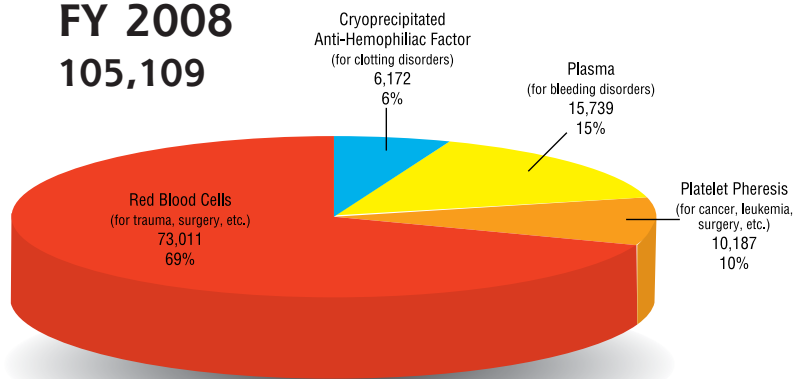
Richard D. Pearce
Richard D. Pearce

Robert L. Travis
Robert L. Travis

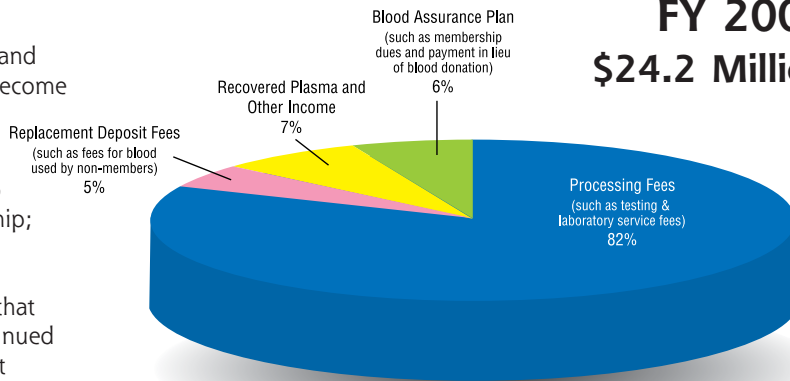
Expenses FY 2008 \$22.1 Million



Products Produced FY 2008 105,109



Support & Revenue FY 2008 \$24.2 Million

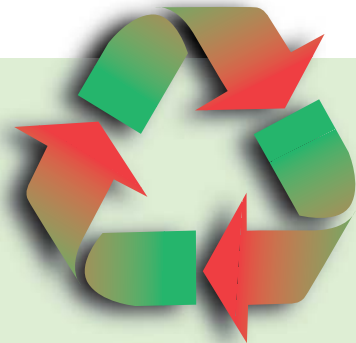


BLOOD BANK ADDS TWO NEW COMMUNITY MOBILE LOCATIONS

Do you live near Claymont? How about Middletown? Keep an eye out because the Blood Bank is coming to you! We are now holding community blood drives in those areas for the first time ever. Of course, that's in addition to the 31 other convenient locations to give blood all over Delmarva. For a complete list, visit www.delmarvablood.org.



This father/daughter team gave blood and a thumbs up to saving lives at the recent Claymont Blood Drive.



BLOOD BANK GOING GREENER

You may have noticed the canteens are looking a little greener these days.

The Blood Bank now uses new technology in recycling that allows you to throw your soda can, napkins and other trash into one container, which will be hauled to a recycling center instead of the landfill. Some trash, like food and banana peels, will have to be placed in separate containers.

The program, called "co-mingled recycling," has been launched at the Christiana Center and will ultimately be implemented at all the Blood Bank's donor centers.

UNIVERSITY OF DELAWARE RECRUITS 750 DONORS IN CAA BLOOD CHALLENGE

After recruiting 750 blood donors on November 12 in the Blood Bank of Delmarva's biggest one-day blood drive of the year, University of Delaware again placed second in the 7th Annual CAA Blood Challenge with a total of 604 donors drawn. Drexel University won the competition for the third year in a row with 826 donors drawn. Both UD and Drexel significantly outpaced the other schools in the CAA.



University of Delaware Head Football Coach K.C. Keeler with his spirit squad and Donor Services staff.



This UD student flashes V for Victory, his goal for UD at the CAA blood drive!



Blood Bank phlebotomists were able to draw 30 whole blood donors and 4 ALYX donors at a time.



UD won the Challenge the first four years!

UD students were excited to show off their good deed.



DONOR INTERVIEW GOES DIGITAL

Exciting technology has made its way to the Blood Bank donor interview booths! New software called Computer Assisted Self-Interviews (CASI) has been built into touch-screen laptops and is changing the way medical interviews are done. After staff conducts the mini-physicals, donors are now able to answer the pre-donation medical history questions electronically. They see the question on the screen, hear the question through headphones, and give their answer by touching the screen. Staff then reviews the answers and follows up with the donor when necessary. If a donor is unable or unwilling to use the new system, Blood Bank staff will ask the medical history questions face-to-face.

The donor interview is an important aspect of blood safety that identifies donors whose blood may present a risk to patients. CASI is expected to make donors feel comfortable answering questions about their medical history, while maintaining and improving the accuracy and completeness of the information—better protecting the health of donors and helping ensure the safety of blood products.

CASI was launched in December 2008 at the Christiana Center and will be phased in at the other centers over the next few months.

E-NEWS HELPS SCHOOLS KEEP IN TOUCH

Each month, Blood Bank of Delmarva publishes an e-newsletter for student blood drive coordinators called *Blood Drop*. This valuable communication keeps students and their advisors informed about what other schools on Delmarva are doing to make their blood drives a success. Valuable recruitment pointers, donor highlights, and other interesting tidbits make for fun and informative reading. Do you want to receive *Blood Drop*? Email lbacon@bbd.org.



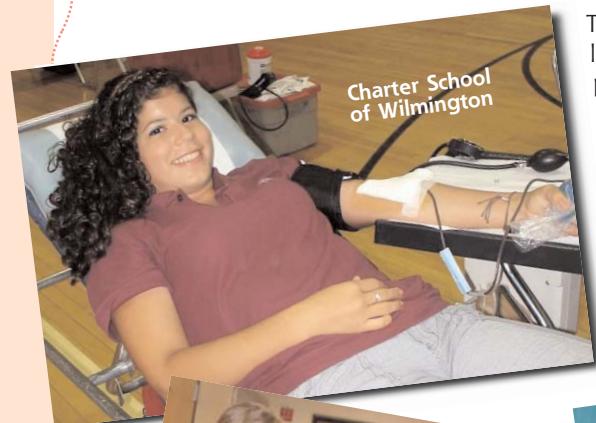
Students at area high schools and colleges have been busy saving lives this academic year. They are also on track to be record-breakers — again! Last year, more than 11,000 students and staff signed up to donate blood. A total of 76 schools hosted 115 drives. And the current school year is shaping up to be another success story!



Wicomico High School



Christiana High School



Charter School of Wilmington

The Blood Bank launched its high school blood drive program in 1984. That year just over 100 students gave blood at two participating schools. The program has grown significantly thanks to the dedicated support of student lifesavers.



Rising Sun High School



Parkside High School

PLANS UNDERWAY FOR SBC 2009!

Plans are underway for the 2009 Summer Blood Challenge, a much anticipated competition among Delmarva employers. Last year's challenge was a record-breaker and this year's promises to be equally exciting. If your company or organization is interested in participating, call Lisa Gravely, Marketing Manager at **(302) 737-8405, ext. 887** for more information.



The SBC 5K race is a fun event during the Summer Blood Challenge.

Summer Blood Challenge

Year	Number of Companies	Donors	New Members	SBC 5K Participants
2008	128	5896	2360	721
2007	95	5308	1977	719
2006	80	4794	2204	662
2005	51	2559	1739	570
2004	54	1369	849	335
2003	19	614	341	256

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