



Joe McDonough Inducted into Worldwide Blood Donation Hall of Fame

Blood Bank member Joe McDonough has become one of only 13 people in the world to be inducted into the 2011 Fenwal Blood Donation Hall of Fame. Inductees, who span the globe from Canada to China, were chosen based on their demonstrated commitment to and passion for donating blood. A brief induction presentation took place at the Christiana Center while Joe made a platelet donation.

Although Joe McDonough has always been a blood donor, his lifelong mission to help others reached new heights after he lost his 14-year-old son, Andrew, to leukemia in 2007. Throughout Andrew's battle with the disease, Joe says blood and platelet transfusions prolonged his son's life and helped him through brain surgery and multiple life-threatening infections. In fact, less than two weeks after Andrew's death, Joe visited the Christiana Center to donate blood and thank donors.

"People were surprised that I would thank them," says Joe. "I wanted to let them know that blood donors gave a precious gift to Andrew and our family. Their donations helped him be more comfortable—and to be with us longer. We're extremely grateful for that."

Since Andrew's death, Joe, his wife, and daughter formed The Andrew McDonough B+ Foundation (www.BePositive.org) which provides financial support to families of children with cancer. The foundation name was inspired by Andrew's positive outlook and his blood type.

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University of Delaware Recaptures CAA Blood Challenge Title

Not only did the University of Delaware make history on November 16, 2011 when they hosted the state's biggest blood drive ever, that effort turned gold!

UD captured the Colonial Athletic Association Blood Challenge title, defeating the other 11 conference schools in a contest to save lives by collecting the most blood donations in one day. UD won this competition the first four years but lost the last five to Drexel University.

Blood Bank of Delmarva and UD focused on taking the competition to the next level. The recruitment goal

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Blood Bank Marks Four Years of Diabetes Testing

It has been just over four years since Blood Bank of Delmarva became the first organization of its kind in the world to screen blood donations for diabetes. Since the program began in October of 2007, more than 214,000 blood donations have been screened for the disease. Of those, about 11,000 had elevated glucose levels, and another 1400 had levels over 200 and the donor was referred to a physician for follow-up. Recently, a donor expressed her gratitude for the program: "You did me a favor when I participated in your diabetes screening several years ago. Needless to say, I was alarmed when you gave me the red alert. Thanks to the Blood Bank I am on insulin therapy and hopefully have prevented or substantially delayed significant health problems."

Matt O'Donnell, WPVI Channel 6 morning anchor, and also a UD alumnus, gave blood at the Trabant University Center during the CAA drive. (He is shown with BBD employee Cathy Nickle.) Thank you, Matt!



A Message to our Members and Donors

Every day on Delmarva, people from all walks of life take the time to involve themselves with Blood Bank of Delmarva. They donate blood. They volunteer. They help recruit members and donors. They allow us to visit their places of employment. They contribute their time, resources, and talents. Despite the many demands on their time, they help us so that others can be helped. This Annual Report will provide you with a snapshot of the many "ventures" and activities that have been part of this past year. While those who help us have varying roles, responsibilities, and levels of involvement, they all share one significant attribute in common—their unselfish and generous loyalty to the Blood Bank of Delmarva.

We invite you to peruse this Annual Report and see what we've been up to. We think you'll be pleased and as excited as we are with the degree of excellence achieved. None of it could be possible without the one constant we've enjoyed for over 55 years—support from all of you. We express great gratitude to: the caring donors who respond whenever we call them to give blood; to the volunteers who serve at our centers and on our mobiles; to our board members who provide a wealth of knowledge and counsel; to our corporate sponsors and partners who have provided a means for us to do our jobs; and to the hospitals we serve, for your continued loyalty as our customers—again, thanks and appreciation to all of you. Finally, to the Blood Bank of Delmarva staff, the best of the best, who work diligently every day to ensure our members and donors are protected, we thank you. With the continued support of all those who strive to continue Blood Bank of Delmarva's reputation as a preeminent organization, the future looks promising. We thank you for making a difference in the lives of patients in our community who require blood for their survival.

We have enjoyed many successes this past year. We have also weathered some challenges. One of our biggest challenges remains the recruitment of enough members and donors to help us well into the future. The future is now. As our population ages, it is imperative that we ensure enough new donors are available. If you have never donated blood, we urge you to give it a try. We think once you do it, you'll become a donor for life. It's a great feeling.



Roy Roper
President and CEO



Daniel Lindley
Chair, Board of Directors

A handwritten signature in black ink that reads "Roy Roper".

Roy Roper
President and CEO

A handwritten signature in black ink that reads "Daniel Lindley".

Daniel Lindley
Chair, Board of Directors



Peter Klosiewicz

Peter Klosiewicz Named Executive Director of Human Resources

Peter Klosiewicz is the new Executive Director of Human Resources. In his role, Peter provides day-to-day management of the HR department, supports and collaborates with others on achieving the Blood Bank's strategic mission, and provides insight and content to Blood Bank leaders.

Peter's background encompasses more than twenty years experience in Human Resources at several different companies, including Sanofi-Aventis, AstraZeneca, PriceWaterhouse Cooper and Computer Sciences Corporation.

In his previous roles, Peter's accomplishments include implementing new performance management and talent development systems, as well as building training and development delivery for all levels of the organization. As an external consultant, his major focus was on organizational change for large-scale Information Technology implementation projects.

Peter, a Delaware native, attended Salesianum School, the University of Delaware and the University of Virginia. He currently lives in North Wilmington.

Goal: 50 by 50

Meet 38-year-old Bill Klein (shown with Blood Bank employee, Terry Vadala). This father of four has been donating platelets for years and has a personal goal to donate 50 gallons before he turns 50. He got started after watching his dad donate regularly. Thanks, Bill!



Blood Bank Extends Community Reach with New Partnerships

As part of its strategic plan, Blood Bank of Delmarva has formed partnerships with other community organizations to build relationships and work together toward similar goals. The Blood Bank sponsored tents at various “walk” events for the American Heart Association, American Diabetes Association and the American Cancer Society. These tents were staffed by the Marketing & Community Relations Department to educate participants about BBD, its mission and the need for blood in this community.

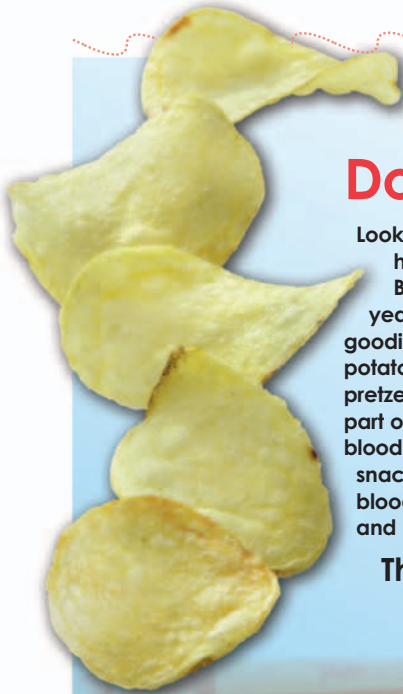
Blood Bank Account Executive Linda Popper attended the American Diabetes Association's “Step Out: Walk to Stop Diabetes” event to help promote the Blood Bank.



Herr's Donates Snacks

Look at all these snacks! Herr's Foods has agreed to donate snacks for all Blood Bank canteens for at least a year. The wide selection of Herr's goodies includes regular and baked potato chips, popcorn, cheese curls, and pretzels. These snacks have also become part of the hydration stations at school blood drives. A bottled water and salty snack just five minutes prior to giving blood can help a donor have a healthy and positive first-time donation.

Thank you, Herr's!



LifeSaver Donors Receive Special T-shirts

The Blood Bank recently rolled out a new initiative designed to thank its most loyal donors. All LifeSaver donors are now being given a special t-shirt when they give blood. (LifeSaver donors are those whole blood donors who agree to be available to donate when called, often on very short notice.) The designs on the shirts will be changed quarterly so that very frequent donors will have the opportunity to collect different shirts.

This new initiative is the result of many factors, including donor feedback and the practices of other blood programs. All donors in the Blood Bank's automated programs have received shirts for many years. Giving shirts to LifeSavers is a natural extension of that practice. There are currently more than 35,000 LifeSaver donors each year.

Interested in becoming a LifeSaver donor? Call the Blood Bank at 1 888 8-BLOOD-8 or visit http://www.delmarvablood.org/special_donors.html



A Letter to the Editor

John DiBenedictis is a member of the Blood Bank. He recently found out firsthand how important blood donation is. He is so grateful that he wrote a letter to the editor of the *News Journal* (Wilmington, DE). Here is an excerpt:

"My 'routine' hernia procedure turned into a very serious condition that was rectified with the transfusion of two units of Type B+ blood. During my hospital stay I wished over and over again that I could thank the person who took the time out of his or her schedule to stop by the Blood Bank and enable my life to continue. I wish all who read this know that I and untold others who are the beneficiaries of these unselfish acts of kindness, greatly appreciate what you do."

**Thank you,
John and
thank you
blood
donors!**

Joe McDonough Inducted... *(continued from page 1)*

Joe now donates platelets several times a year and helps raise awareness for the ongoing need for blood products.

Only three Blood Bank of Delmarva donors have been chosen for this Hall of Fame honor in the 13-year history of the program.

CAA Blood Challenge... *(continued from page 1)*

was raised by 40% and several donation locations were added throughout campus. As four UD blood drives took place simultaneously, more than 1,350 blood donors registered to give blood. That resulted in 1,086 donors drawn, which was a school and state record, as well as a higher total than any other school in the competition.

"This is an incredible achievement, and we are thrilled to bring the trophy back to the University of Delaware," said Roy Roper, Blood Bank President and CEO.



CAA Commissioner Tom Yeager presented the University of Delaware with an award in recognition of its outstanding achievement during a basketball game last month.

For more photos from this year's event, visit <https://www.facebook.com/delmarvabloodbank>.

All twelve CAA schools had at least 115 donors participate. The final rankings:

- 1st University of Delaware (1,086 donors)
- 2nd George Mason University (1,004 donors)
- 3rd Drexel University (909 donors)
- 4th Virginia Commonwealth University (590 donors)
- 5th Georgia State University (484 donors)
- 6th Hofstra University (264 donors)
- 7th Towson University (225 donors)
- 8th UNC Wilmington (159 donors)
- 9th James Madison University (156 donors)
- 10th Northeastern University (120 donors)
- 11th Old Dominion University (118 donors)
- 12th College of William & Mary (117 donors)

Delmar the Bloodhound, YouDee, and Baby Blue posed with UD's Football Coach K.C. Keeler as he donated.



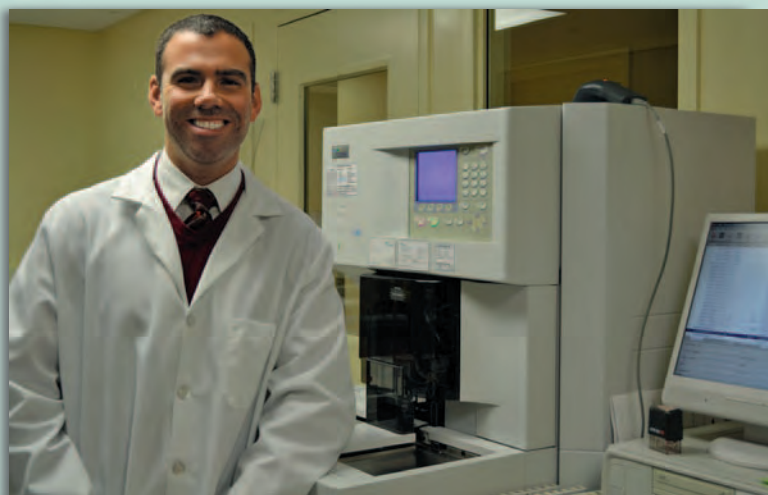
Eye on Innovation

Michael Healy has been named Director of Technology, Research and Analysis for Blood Bank of Delmarva. In this capacity, he is responsible for the successful execution of the Blood Bank's strategic initiative toward innovation by leading all technology and business development activities. Healy is charged with providing input, guidance and appropriate data analysis to evaluate and implement future business and research development opportunities for the Blood Bank.

"Because the blood industry is highly regulated and tends to be risk-adverse, innovation activities at our centers have tended to be more incremental in scope," said Healy. "An ongoing investment and measured implementation of innovation, such as those in the area of cellular therapies, molecular testing, data management, pathogen reduction, etc., whether alone or through partnerships and/or alliances, will likely pave the way for continued success and growth for traditional blood collection establishments."

Mr. Healy began his career in blood banking after graduating from the Medical Technology program at University of Delaware in 1994. He worked for several years at Temple University Hospital in Philadelphia, PA before gaining acceptance into the joint SBB (Specialist in Blood Banking) graduate studies program at the American Red Cross Southern Region and Georgia State University in Atlanta, GA.

He held supervisory roles in the transfusion services of both Grady Memorial and Piedmont hospitals in metropolitan Atlanta, before returning to Delaware in 2000 to lead the laboratory operations at Blood Bank of Delmarva. In addition, Mr. Healy served as an adjunct professor from 2001 to 2006 at the University of Delaware where he taught immunohematology lecture and laboratory courses to undergraduate medical technology students. Mr. Healy earned his MBA from the University of Delaware in 2011.

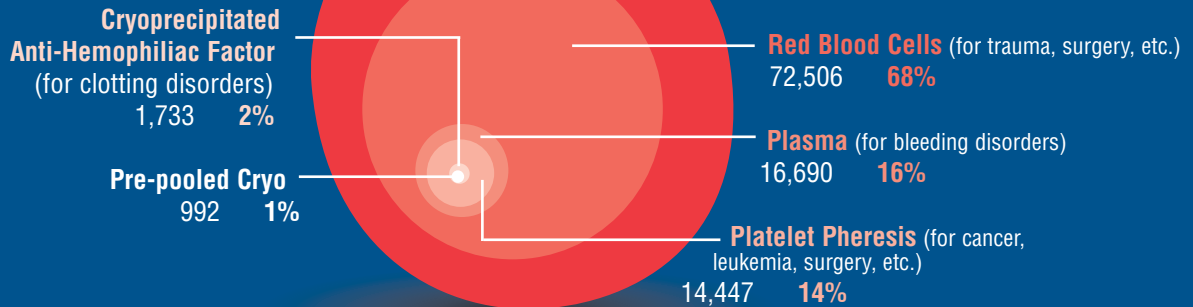


Michael Healy, Director of Technology, Research and Analysis

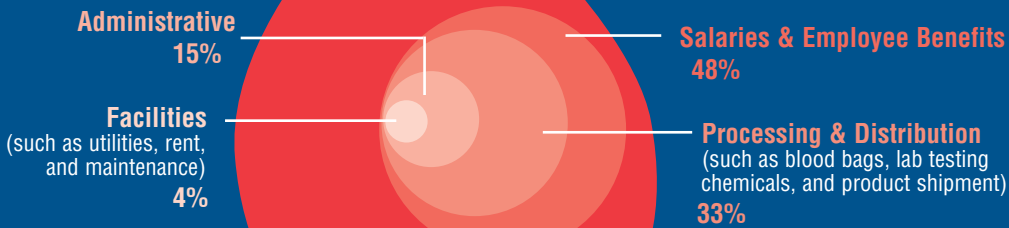


4-year-old twins Olivia and Sophia recently visited the Blood Bank's Christiana Donor Center in their special holiday outfits. These two girls are living examples of the power of blood donations. They became the second set of twins in the world diagnosed with Diamond Blackfan Anemia, a rare disease that prevents red blood cells from being produced in the bone marrow. Olivia and Sophia rely on blood transfusions every three weeks to survive.

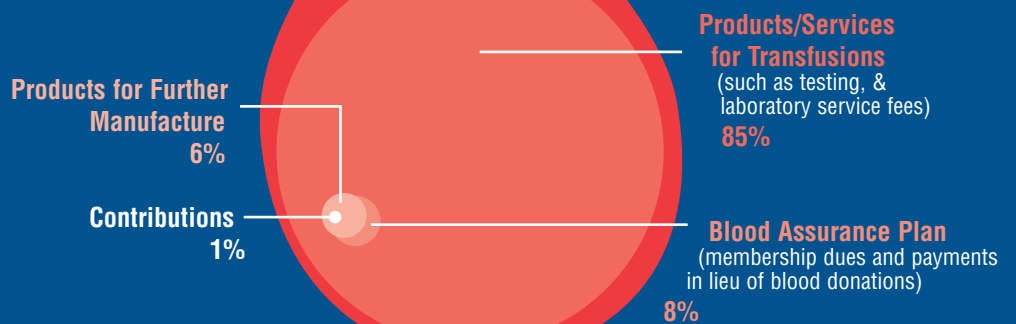
Products Distributed FY 2011 106,368



FY 2011 Operating Expenses \$25.1 Million

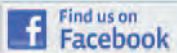


FY 2011 Support & Revenue from Operations \$25.7 Million



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Cookie Drop at Blood Bank of Delmarva

**Thank you, DoubleTree,
for the generous donation!**

In honor of National Cookie Day recently, donors at the Blood Bank's centers in Wilmington, Christiana, Dover and Salisbury were treated to DoubleTree by Hilton Wilmington's famous, freshly-baked chocolate chip cookies.



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