

Everyday Heroes

Blood Centers of the Pacific's Diversity E-newsletter

November 2011

This Thanksgiving, Blood Centers of the Pacific is thankful to you for saving lives through blood donation. Happy Thanksgiving, Blood Hero! Your generosity and compassion will allow other members of our community to celebrate this holiday with their loved ones! For that we say "[Thank you.](#)"

Donating Blood in Good and Bad Times



Jordan Lancaster is no stranger to hard times. In fact, it's hard financial times that brought him to blood donation.

Like many other donors, the first time Jordan donated blood was at his high school drive. It was the promise of being fed with juice, cookies and snacks that motivated Jordan to participate in the event. His family was going through a difficult financial time, and the post-donation snacks provided allowed him to save his lunch money for another day. From then on, Jordan would look

forward to the next time he could donate blood. Even when his financial situation improved, Jordan continued to donate blood "mostly because it became a habit."

Born and raised in Brooklyn, New York, the tragedy on 9/11 pushed Jordan and his family into another period of financial difficulty. Jordan was a messenger for the investment bank firm Bear Stearns, which had offices in the World Trade Center and other parts of New York City. He delivered packages to offices throughout the downtown area. Like some of his other family members and many people in that geographic area, Jordan found himself out of work. Not being able to find a job for years, he eventually became homeless. It was this situation that would ultimately force Jordan and his parents to leave New York.

Once in the Bay Area, Jordan went back to school to complete his education. He ended up at [City College of San Francisco](#) (CCSF) where he recently completed the prerequisites for the licensed vocational nurse program. Jordan will formally apply next fall and hopes to begin the

program in winter 2013.

Jordan continues to donate blood as often as he can, usually at CCSF blood drives. But now he donates blood because he is able to save lives and to [“help other African Americans who need blood”](#). He is a religious man who feels that "like Jesus, people should help one another."

Jordan believes that one way to do that is by donating blood. He expresses it this way, “donating blood might not get you into heaven but it sure looks good” on the resume that is one’s life. If that is the case, then Jordan’s resume looks pretty good!

Peak Performance at Everest College

Students at the San Francisco campus of [Everest College](#) (ECSF) enroll in programs that will lead to employment in such areas as massage therapy as well as medical, dental, or pharmaceutical assistance. These future healthcare professionals demonstrated their commitment to patient care with a strong turnout at the recent blood drive held on the Mission Street campus.



With 54 members of the campus community participating in the October 20th event, 30 units of lifesaving blood were collected for Bay Area patients.

The staff, students and faculty of ECSF have been strong proponents of community blood donation for years. In an effort to bring greater awareness to the specific blood needs of patients of color, [particularly African Americans](#), Lou Grauer, Director of Education, and Alex Esparcia, Student Services Coordinator, were enthusiastic about having BCP’s Diversity Blood Donor Specialist Fred McFadden speak to students a few days ahead of the drive. More than 200 people showed up to hear Fred, and sickle cell patient [Johnika Carter-Kiel](#) (who receives transfusions every two weeks until a marrow match can be found) and her family speak about how ECSF students could help save lives through blood donation. Johnika’s story was highlighted in a previous BCP newsletter. She suffers from [aplastic anemia](#) and [paroxysmal nocturnal hemoglobinuria](#).

On the day of the blood drive, the attitude of first-time blood donor Marlon Smith was typical of many of those who donated. After serenading his peers born in October with a soulful rendition of "Happy Birthday to You," the medical assistant student was excited when the time came for him to donate.



Marlon will be completing the medical assistant program at ECSF this December. One of Marlon's favorite quotes is by Christopher Wallace (Biggie Smalls), "Can't change the world unless we change ourselves," and with aspirations to continue his medical education, and a goal of becoming a cardiovascular surgeon, donating blood is consistent with Marlon's desire to save lives. Yet he also believes one doesn't have to be a doctor or work in the medical field to help patients, as individuals just need to "be able to put aside selfishness and think about someone

else" in order to do so.

In that case, we think Marlon and his peers at Everest College are already lifesavers!

Saving Lives at a Blood Drive Near You!

Save lives by donating blood at one of these community-sponsored blood drives or at any of our [center locations](#).

1) St. John's Lutheran Church
1360 E. Tregallas Road, Antioch, 94509

Sunday, November 13, 2011

9:15am – 2:15pm

Location: Bloodmobile in church parking lot

For Appointments Click [HERE](#)

2) Starting 11/28, the Oakland Community drive has a new location! We will now hold blood drives on the fourth Monday of every month at:

Greater St. John Missionary Baptist Church
1909 Market St (between 19th St & 20th St)
Oakland, CA 94607

Monday, November 28, 2011, 2pm to 7pm.

To make your appointment, click [HERE](#).



Donate Blood. Save Lives. | 1-888-393-GIVE | www.bloodcenters.org