

winter 2003

lifelines

the Blood Centers of the Pacific Newsletter



**Blood Centers
of the Pacific**

a member of the Blood Systems Family

Doing Good All Year Round



**Foster City
Lions Club**

by *Angela Woon*

Try to jot down the projects the Foster City Lions Club has been or is involved in, and you'll need more than a single sheet of paper. From fundraising activities to supporting youth and senior programs to the Lions Eye Foundation, the club seems to have an endless list of "doing good" in its

36 year history. It should therefore, not come as a surprise to find that the Foster City Lions (FC Lions) is also an avid blood drive sponsor.

"Every other month, we sponsor the Foster City community blood drive," said Past-President Fred Kelley. "On average, we pull in about 50 pints of blood at each drive." According to Katie Stevens, who serves on the board of directors, the FC Lions have held blood drives since 1968.

The FC Lions have several means of getting more donors to their blood drive. "We advertise in the community newspapers, Foster City cable television, post flyers at the recreation center, place sign boards at key intersections and send letters to past donors," said Fred, who has been a member of the club since 1989.

The FC Lions have received a vast number of awards for their community service. This year, to add to their many accolades, the FC Lions received an award at Blood Centers of the Pacific's Annual Coordinators brunch for "Special Recognition – Community Sponsor." And, as if that weren't enough, they also won the Perpetual Blood Bank Trophy (and several other awards) at the annual Lions District convention and were named the "Top Club" among the 39 clubs of Lions District 4-C4 which covers San Francisco to Palo Alto.

The Foster City Lions Club has more than 70 members. Its purpose is to serve Foster City and the greater community. Members share a common goal of making the "community a better place to live through involvement at the local level." The goal of the Lions international, which has over 2.3 million members, is to prevent "preventable blindness," according to Fred.

The FC Lions is an example to follow as it truly lives up to the Lions' motto, "We Serve." To date, the Foster City Lions Club has collected 252 pints of lifesaving blood for the year 2003. "We have one more blood drive coming up," said Fred. "We hope to reach the 300 mark."

"People from every background, age group, race, ethnicity and profession come together to donate blood and help save lives. It's inspirational."

-Fred Kelley

Fred, who has been coordinating blood drives for the FC Lions for the past two years, finds it rewarding to do so. "It's a really wonderful thing," he said. "People from every background, age group, race, ethnicity and profession come together to donate blood and help save lives. It's inspirational."



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For more information or to schedule an appointment, please contact us at 1-888-393-GIVE.

www.bloodcenters.org

Quick Bits

Help Save Lives and Drive Customers to your Website!

BCP invites your company to link to our website and feature the cause of blood donation on yours! The BCP website, www.bloodcenters.org, is a great way to help drive customers to your site! Here are few great reasons why:

- BCP's website receives hundreds of hits every month;
- With brand-new technology, blood donors now schedule their appointments online;
- Individuals visit our site to look for donation locations, checking eligibility requirements, read patient stories and to simply learn more about blood;
- BCP's website is listed on all our publicity materials, in emails to blood donors – even on our blood donor coaches;
- It's a great way for you to show off your company's partnership with a well-respected nonprofit organization (studies show that consumers are more likely to patronize businesses they perceive as "good corporate citizens").

And having BCP's website link on your company's site is another great way to showcase your company's commitment to saving lives through blood donation. It can also make a direct impact on our blood donations, as we'll be able to welcome many new donors to the fold when they "click through" from your company's site.

So, help save lives and increase your business! Thanks for partnering with Blood Centers of the Pacific.

To learn more, contact your BCP Account Representative.

Downtown Center Expands to Better Serve our Donors

To better serve our Financial District blood donors, BCP's Downtown Center has been recently renovated and expanded. When FedEx vacated the office space next to the center, BCP was fortunate to have the opportunity to expand – and that's just what we did!

The center, located in the Mills Building on Bush Street, has been enlarged from 1,800 square feet to more than 3,300 square feet and will now feature four new enclosed donor history booths. The expanded center also has an updated and enlarged lobby with handicap accessibility and more storage space.

Another big change in the center is that our apheresis donor beds have been moved from the back of the facility to the front (a great way to showcase this wonderful and unique way of donating blood).

BCP is planning an open house for the "new" center this winter. Come check us out! The location is 264 Bush Street, Suite 136, San Francisco.



Help save lives

DONATE BLOOD

Shasta Blood Center Blood Donors Inducted into Donation Hall of Fame



Hall of Famers Judy and John McCauley

by *Allyson Bercegeay*

Redding blood donors Judy and John McCauley have been selected as the first husband and wife team to be inducted, along with only 10 other donors from across the country, into Baxter Healthcare

Corporation's Donation Hall of Fame. Judy and John were nominated by the staff of the Shasta Blood Center, and were chosen by Baxter representatives based on their extraordinary dedication to blood donation.

Judy and John began donating at the Shasta Blood Center in the early 70's because of a newspaper article about a local woman who needed more than 200 units of blood. Ever since their first blood donation, the McCauleys have almost always given blood together. In fact, on April 26, 1999, they gave their 100th donation together!

Judy continues to give blood to this day because she realized that "it wasn't as scary or as painful" as she had once thought. "It's a great feeling to help someone in need," Judy says.

Baxter representatives, Rebecca Wood and Chris Trussell, teamed up with a group of over 20 supporters at the Shasta Blood Center on Thursday, October 9th, 2003, to salute this husband and wife blood donor duo. Judy and John were honored at a breakfast for their many contributions to people in need of blood transfusions. They received a personalized award during the ceremony and will be featured in Baxter's blood banking newsmagazine, "Continuous Flow."

"It's a fitting tribute to two of our most dedicated donors," said Ellie Delgado, Director, Shasta Blood Center. "They have so selflessly given life to cancer patients, those receiving organ or bone marrow transplants, victims of traumatic injuries, and patients undergoing open heart surgery."

Baxter established the Donation Hall of Fame in 1998 to recognize top donors nationwide. "Blood donors are literally the lifeblood of our industry, and we are delighted to be able to thank them personally," said Kevin McCulloch, President, Baxter, Transfusion Therapies Business, North America. The Baxter Donation Hall of Fame honored apheresis donors in 1998 and 2000, whole blood donors in 1999 and 2001, and all donors and blood drive coordinators in 2002.



4962 Hours

by *Angela Woon*

Four thousand nine hundred and sixty-two hours. An equivalent of about 207 days. That's how much time Muriel Leland has devoted to Blood Centers of the Pacific (as of December 2003)! And she's still going strong...

"I first started volunteering in 1956 just after the war when a friend of mine who was involved told me about it," said

Muriel. "I partnered with other volunteers and used to drive to the hospitals to deliver blood." These days, Muriel, who just celebrated her 91st birthday in December and still goes on deliveries, jokes that she just "kind of sits in the car and tells her friend what to do."

Muriel is also a longtime volunteer with Mt. Zion Hospital. "I help the nurses there behind the scenes," said Muriel, who has two children, two grandchildren and two great grand children.

Over the years, Muriel has also spread the word about volunteering with BCP and managed to get a few others to join her. She also encourages people to donate blood as she was once a blood donor before she stopped giving due to health reasons.

Although it's been 47 years since she started volunteering, Muriel, who can be seen every Monday afternoon at the Irwin Center- San Francisco, has no plans on stopping anytime soon. "I believe that we should all do what we can to help each other," said Muriel, who also likes to play mahjong once a week. "Plus, I enjoy it. People at BCP are appreciative and pleasant."

At this year's volunteer recognition luncheon, Muriel was awarded with the first Bernard Haines award for her hard work and dedication to BCP and the community. The Bernard Haines award was named for a longtime volunteer who passed away in April 2003.



Blood Centers *of the Pacific*

270 Masonic Avenue
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lifelines



I gave blood
so that others may live.
I now understand
the precious gift I can give.

So few know
that shortages exist.
If only all would give,
no lives would be missed.

The injured and the sick
depend on my gift,

To help them through times
when something's amiss.

Every eight weeks,
my gift I can share.
Showing those who need it,
how much I do care.

I am a quiet hero -
always ready to give.
I give blood
so that others may live

*A poem by Sheree Ewing
Coastal Bend Blood Center*