



It's that time of the year again, time to "fall" back into the habit of donating blood following the lazy days of summer and before the holidays arrive to ensure there is always enough available to help patients in our community hospitals. Every few seconds someone needs blood...it could be a friend, a family member or maybe even you!

With autumn in full gear, we hope dedicated volunteer donors like you are once again making regular blood, platelet and plasma donations, or running blood drives with your schools, businesses, places of faith and community organizations so we never come up short should our loved ones need life-giving transfusions.

This past summer posed a real challenge to the stability of the blood supply. That challenge continues as we plan for the holiday season ahead. We have all come to expect that when we or our loved ones need blood or blood products in an emergency situation it will be available but if the supply continues to dwindle that might not be the case.

Every year New Jersey transfuses more blood than it collects, operating at a deficit of about 60,000 units annually. Too often

we must turn to donors outside of New Jersey to get the blood we need and, unfortunately, it is often difficult to find. Did you know that only 37 percent of the population nationwide is eligible to donate blood and that less than 10 percent of Americans do so? And that drops to less than 3 percent in New Jersey! If we could increase blood donations by just 1 percent we could end national shortages for the foreseeable future.

The need for Type O donors, along with platelet donors, is expected to continue. Type O negative blood is in most demand by the hospitals we serve because it can be used by any patient who needs blood regardless of their blood type. Platelets only have a five-day shelf life so they must constantly be replenished. This is why we must regularly reach out to you, our most dedicated donors, for your help.

We hope you will answer our calls for help this fall and during the upcoming holiday season when it is so crucial to maintain a robust blood supply. As an individual donor, you can help boost the supply by donating just once more each year. You can also run a high school blood drive or a KidzKare drive at your elementary or middle school or participate in our <u>Divide & Multiply</u> automated donation program (see page 2), our <u>Special Delivery Club</u> for Type O cmv negative blood donors, our <u>Most Valuable Plasma</u> (<u>MVP</u>) club for plasma donors or Delaney's Platelet Donor Club **(see page 4)**. Information about these programs are also available at our donor centers.

For more than 60 years we have been serving the health care needs of our shared community and look forward to continuing to do so for 60 more. We're in it for life – and we hope you are too!



Kathleen McKenna Kathleen McKenna Vice President of Operations



Automated Donations: A Smart Way to Donate & Help Save More Lives!



"Automation is the future of blood donation," says Rose Shaw, director of Clinical Services at Community Blood Services. "Eligible donors can join our Divide & Multiply automated program and donate multiple blood products during a single donation, allowing us to better meet the needs of patients by targeting the specific blood types and products so desperately needed by our community hospitals."

"The goal is to educate and raise awareness among our eligible volunteer donors about our automated

technologies so they make automated donations in the future. Automated donations can help ease the critical, ongoing blood shortage in our community," Shaw added.

During an automated donation, blood is drawn from one arm and channeled through a sterile single-use tubing set to an automated cell separator system. The automated system separates and collects the most needed components and safely returns the remaining blood components back to the donor. "Automated donations can help ease the critical, ongoing blood shortage in our community."

"One platelet donation using automated technology can save up to three patients, while double red cells – two units instead of one – can be collected during one sitting," Shaw explained. She said community hospitals are transfusing at least 250 units daily and automation can help meet their needs.

"Just one hour of your time donating can truly make the difference between life and death for a critically ill or injured patient," Shaw said.

<u>Click here</u> to read about the advantages of automation, "frequently asked questions" and if you are eligible to become an automated donor. You can also call **201-251-3703** to learn more or to schedule your automated donation.

We Invite You to Help Spread Our Message!



If you are a social media participant we're hoping you will help spread the word about our lifesaving programs, services and daily blood needs by connecting to our Facebook, Twitter and Instagram pages and sharing our postings and photos with your own social media network. Every day we use these platforms to communicate our center's activities and blood needs and directly engage those connected to us. Our Facebook currently has 3,500 followers, while Twitter has 400 and Instagram has more than 180.

Our social media community is often the first to know when there's an urgent need for a specific blood type or product. We also share news about our donor promotions, special events and donor clubs; where to find a blood or bone marrow drive; pictures, stories and videos about our patients, donors, and outstanding employees; and fun blood facts.

We hope you will "Like" us on <u>Facebook</u>, connect with us at <u>Twitter</u> and comment on our <u>Instagram</u> photos, then share our postings with your social media friends and family to help spread the word about our lifesaving mission.

Mobile Community Blood Drives

Saturday, November 22

Women of Smoke Rise 9 a.m. – 1 p.m. Kinnelon Library 132 Kinnelon Road Kinnelon, NJ

Sunday, November 23 Johnny Damato Donor Awareness Drive

12 noon - 6 p.m. Fort Lee Community Center 1355 Inwood Terrace Fort Lee, NJ

Tuesday, December 2

Little Falls Blood Donors 3:30 p.m. – 7:30 p.m. St. Agnes Church Hall 65 Union Ave Little Falls, NJ

Thursday, December 4

Mombasha Fire Company 4 p.m. – 8 p.m. 526 Route 17 M Monroe, NY

Sunday, December 7

Gary Stevens TaeKwonDo Bloodmobile 10:30 a.m. – 2:30 p.m. 175 Rock Road Glen Rock, NJ

Monday, December 8 Dumont Community

3:30 p.m. – 8 p.m. Calvary United Methodist Church 185 West Madison Ave. Dumont, NJ

Monday, December 15 Annual David Cocks Memorial Blood Drive

11 a.m. - 5 p.m. Orange Chamber of Commerce 30 Scott's Corner Drive Montgomery, NY 12549

Sunday, December 21

West Milford Monthly Drive 8 a.m. – 2 p.m. First Aid Squad Building 619 Ridge Road West Milford, NJ

Call 201-389-0350 for additional information.

Open House Celebrates Our New Paramus Donor Center



The Paramus mayor, Chamber of Commerce, blood center staff and volunteer blood donors celebrated the opening of our new Paramus Donor Center with a ribbon cutting and open house on Friday, April 25 at the new center.

Mayor Richard LaBarbiera, Community Blood Services President/ CEO Dr. Dennis Todd and Chamber Chairperson Linda Panagia joined Community Blood Services' staff members to cut the ribbon in the morning, officially welcoming donors to the new center which opened in March. Festivities continued at night with an open house for community members and volunteer donors.

"The new blood center at 1 West Ridgewood Avenue is less than a mile away from our previous center on Linwood Avenue, still conveniently located near Route 17," Dr. Todd noted. "We are committed to staying in the community we've been serving for more than 60 years and are pleased the new facility allows us to do just that."

"The importance of the Paramus Donor Center is immeasurable in our community," said Mayor LaBarbiera, himself a life-giving blood donor. The mayor, who donated when a borough police officer was shot a few years ago, said it "is very rewarding to give back to the community."

"I encourage community members to donate a pint and help someone in our area," Mayor LaBarbiera added.

An informative presentation was given by the center's medical director during the open house, touching on the importance of the center's lifesaving blood services, bone marrow registry (The HLA Registry) and public cord blood bank (New Jersey Cord

"The importance of the Paramus Donor Center is immeasurable in our community."

- Mayor LaBarbiera

Blood Bank) and how specific blood products help patients in our community hospitals. The benefit of health screenings donors receive when they donate blood, which include a blood pressure check, hemoglobin count and non-fasting cholesterol and glucose screenings, was also discussed and the presentation was followed by a question and answer session with the donors.

The new center, located in Suite 208 of the Bergen Medical Center, is open seven days a week. Volunteer blood, plasma and platelet donors are invited to call **201-251-3703** for donation hours and to schedule their donation appointments at the new center. Or you can <u>click here</u> for hours and <u>click here</u> to schedule your appointment online.

Your Financial Support Can Help in Many Ways!

In addition to blood, bone marrow and cord blood stem cell donations from volunteer donors, we rely on the generous financial contributions made by individuals like you, as well as by corporations, foundations and other community groups, to support our not-for-profit organization's life-giving programs and services.

Your tax-deductible contribution directly supports The HLA Registry, which tissue-types donors for potential bone marrow transplant matches; our KidzKare Program, which provides elementary and middle school children with books for their school libraries; The New Jersey Cord Blood Bank (NJCBB), which provides transplants for patients diagnosed with life-threatening diseases like leukemia and sickle cell disease; and our Blood Services, which offers many programs to help provide blood products to more than 18 hospitals in New Jersey and New York for patients in need of transfusions.

To learn more about making your tax deductible donation, please call Lauren Rosano at **201-705-1663** or email Lauren at <u>lrosano@cbsblood.org</u>. You can also click here to make a financial contribution online.

Membership Now Open for Delaney's Platelet Donor Club



Our mission to ensure an adequate supply of platelets for patients in our area hospitals led us to the perfect little ambassador to inspire donors to join our newest donor club. Her name is Delaney and she is president of <u>Delaney's Platelet Donor</u> <u>Club</u>. At 3 months old Delaney was diagnosed with stage IV neuroblastoma. She needed weekly platelet transfusions during chemotherapy and radiation to treat her cancer. Today, this bright, adorable four-year-old is in remission but still fighting the after effects of her treatments.

Did you know that one cancer patient can use up to 8 platelet units a week, or that at least 50 platelets must be collected each and every day to meet the needs of patients in our area hospitals? Delaney's Platelet Donor Club invites everyone to join Delaney and become members. As a member, you will pledge to make at least two (2) platelet donations before December 31, 2014 (your September/October platelet donations already count towards the two you need). Once you donate two platelets you will receive an extra-special wristband designed especially for Delaney's Club House members.

Delaney and her mom Kaitlin want everyone to know how important your platelet donations are. "Delaney has needed platelets her entire life", says Kaitlin. "Your pledge to donate platelets can make you another child's hero. We can do it together!" For more information call **201-251-3703**.

Donor Club Members Recognized At Special Event in Montvale







On June 18 our Special Delivery and Most Valuable Plasma (MVP) club donors were recognized for fulfilling their commitment to donate throughout the calendar year at an event at Community Blood Services' corporate office in Montvale, New Jersey. Currently, there are 83 members in the MVP club and 725 members in the Special Delivery club. Those in attendance at this special event received Certificates of Achievement for fulfilling their 2013 commitments.

The <u>Special Delivery Club</u> encourages regular donations from Type O negative cmv negative donors to help our tiniest hospital patients; at least 60 baby units must be collected each week. <u>The MVP Club</u> is looking for for Type A or AB positive male plasma donors to ensure plasma is always available for the patients who need it.

Donors enjoyed a light buffet and a tour of the Montvale donor center to hear about exactly what happens to their blood once donated. Dr. Dennis Todd, president and CEO of Community Blood Services, and Grace Gehrke, recruitment senior manager, addressed the attendees and thanked them for their significant contributions to the patients in our local hospitals who count on their donations.

Some donors shared their experiences about why they donate, including a Special Delivery Club donor who spoke about how he accompanied his own father when his father donated blood. After losing his father, he continued to donate in his father's honor. Dr. Todd, himself a member of our MVP club, explained how he started donating during his military service and why being a plasma donor is important. Many donors stayed to participate in a brief Q&A.







North Bergen High School's Bruins Set Another Blood Drive Record!

Community Blood Services knows its high school students are an essential part of maintaining an adequate supply of blood and blood products for area hospitals and their patients. Each year North Bergen High School (NBHS) stands at the head of the class with the greatest number of blood units collected by a high school at its National Honor Society sponsored blood drive.

NBHS held its first blood drive with Community Blood Services in 2002, collecting 72 units. Their most recent blood drive, held last February, registered a staggering 307 donors with 242 collected units. Principal Pascal Tennaro and the drive coordinator, Ed Nepil, were both on hand to congratulate and support this extraordinary effort by their faculty and students.

The drive unites teachers and their students in support of this life-giving initiative. The National Honor Society does an outstanding job publicizing the need for blood donation and providing materials to students and faculty. In addition, Miriam Grippo, an account manager at Community Blood Services, educates NBHS students about the importance of giving blood.

"We registered between 55 and 70 donors per hour at the February drive, and our collections staff worked tirelessly to collect blood throughout the day," said Grippo.

Community Blood Services is most appreciative of the support we get each year from our high school, college and vo-tech students. These students, who can donate at age 16 with parental consent or at age 17 without, represent the future of our mission - to always have an adequate supply of blood and blood products available for patients in our community hospitals.

High school students who run blood drives at their schools will be eligible for scholarship awards that reward their commitment to blood donation. Community Blood Services also offers elementary/middle school students the chance to make a difference and earn books for their libraries by running KidzKare blood drives at their schools. Call 201-389-0409 or <u>click here</u> to learn more or to schedule a drive at your school.

The Church of God Gives Back As Sponsor of Mega NJ Blood Drive



On Sunday, August 24, Community Blood Services and The HLA Registry took part in the most ambitious blood and bone marrow event ever held in New Jersey. The Super Community Mega-Blood Drive was conceived by The World Mission Church of God to help blood collections during the traditionally lighter summer months. The church reached out to all blood centers in the state and the result was an historic effort.

(continued on pg. 6)

HOSPITALS WE SERVE

We are the sole or primary supplier of blood and blood products to the following hospitals.

New Jersey

Atlantic Health System

Chilton Medical Center Morristown Medical Center Newton Medical Center Overlook Medical Center

HackensackUMC

Hackensack Mountainside Pascack Valley

St. Joseph's Healthcare System

St. Joseph's Regional Medical Center

St. Joseph's Wayne Hospital

Bergen Regional Medical Center

Englewood Hospital and Medical Center

Holy Name Hospital

JFK Medical Center

Meadowlands Hospital

Palisades Medical Center

Robert Wood Johnson University Hospital Rahway

The Valley Hospital

Trinitas Regional Medical Center

New York

New York Methodist Hospital Orange Regional Medical Center St. John's Episcopal Hospital



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(The Church of God ... continued from pg. 5)

The Bergen County Law and Public Safety Institute in Mahwah, New Jersey, was selected as the ideal site. Church of God members came from more than 30 World Mission Society churches on the East Coast with one purpose - to save lives. Seven blood centers from New Jersey and Pennsylvania, including Community Blood Services, registered over 1,300 potential donors and collected 1,058 units of blood in an eight-hour period. In addition, The HLA Registry added 57 brand new members to the bone marrow registry.

"We registered 205 donors and collected a total of 178 units of blood, which included double red cells from 21 donors," said Grace Gehrke, senior recruitment manager. "When asking donors if they would be willing to donate a double unit to help save more lives, the answer many times was an enthusiastic yes!"

Each center, including Community Blood Services, also agreed prior to the drive to make a financial contribution to support antibullying programs at the Bergen County Technical Schools – a contribution that totaled \$3,720.





Andrew



Craig



Cynthia (right)

Donors Make a Difference During Breast Cancer Awareness Month

Community Blood Services recognized Breast Cancer Awareness Month in October by asking staff and blood donors like Andrew Borgersen of Park Ridge, NJ, to wear pink on Fridays throughout the month in honor of breast cancer survivors and their loved ones battling breast cancer. Volunteer blood and platelet donations help many cancer patients who need transfusions when they go through radiation and chemotherapy treatments. One of our regular platelet donors, Craig Witkowski of Chestnut Ridge, NY, has been dedicating his platelet donations to his favorite phlebotomist at Community Blood Services, Cynthia Fermin, who herself is waging a battle against breast cancer. Craig, who has donated platelets more than 200 times, also made a financial contribution to have Cynthia's name placed on racecar driver Danica Patrick's special #10 GoDaddy pink car which she raced at the Martinsville Speedway on October 26th in support of the National Breast Cancer Foundation. Thank you, Craig, for your dedication and ongoing support as a donor. Here's wishing Cynthia a speedy recovery and return to Community Blood Services.

Volunteer Cory Bartlett Makes the Calls for Life

At Community Blood Services, we count on everyone to make a difference, including those dedicated volunteers who make phone calls to help us get in the donors who provide vital blood products to hospital patients in desperate need.

One such volunteer is Corland (Cory) Bartlett, a 23-year-old Westwood, NJ resident who joined our volunteer team in June. Cory decided he could make a difference by using his love for speaking to people by calling donors to make their donation appointments as a member of our telerecruitment team.

Although Cory has some physical challenges, he never misses his scheduled shift. Robin Gathers, the administrative assistant in telerecruitment who trained Corland, knew immediately that "Cory" was a special person.

"I met Cory and could not get over his positive energy in wanting to call donors. He makes such an impression and everyone loves him, from his co-workers to the donors he speaks to," Robin said. "He is so dedicated he even has a message on his personal phone about the importance of donating blood!"

Cory was inspired by a nurse who spoke at his church and donates faithfully every 56 days. "I knew she was doing something that made her feel special and I responded to that," he said. "My disabilities could have stopped me from volunteering but I chose not to let them stop me from being productive."

Every day blood center volunteers like Cory make phone calls, care for donors in our donor center canteens, assist at blood

and bone marrow drives throughout our region and perform administrative duties to help staff members. Our volunteer team members ensure that the entire donation process, from that first telephone call right through a blood donation, is a positive experience for our donors and makes them feel appreciated.

Our volunteers contribute an average of 370 hours per month in many capacities. We invite you to join the volunteer team of Community Blood Services.

More volunteers like Cory are always needed, and there are many different volunteer opportunities available in Paramus, in Montvale or at blood and bone marrow drives. To find out more, <u>click here</u>, call 201-389-0429 or email <u>volunteers@</u> <u>cbsblood.org</u>.



Jim Gilligan: West Milford's Pied Piper of Blood



Community Blood Services is indebted to our blood and bone marrow drive coordinators, the engines that get these events up and running. Coordinators conceptualize, organize and motivate their communities, companies and schools to donate blood and register on the bone marrow registry and we would be lost without each and every one of them, including Jim Gilligen, a.k.a. The Blood Guy!

Jim is the coordinator for the Monthly West Milford Blood Drive held at the First Aid Squad Building on the third Sunday of every month from 8 a.m. to 2 p.m. Jim and his team welcome an average of 75 blood donors at every drive.

"Sixty to 70 percent of our donors are regulars who make this drive part of their routine," Jim says. "Even after doing this for

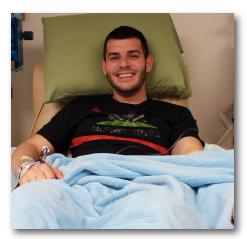
almost 15 years, our team remains motivated and focused to make each drive bigger and better."

The West Milford blood drive began in 1999, collecting 363 units of blood that year. Those numbers have grown significantly each succeeding year, averaging over 850 units annually! So far in 2014, they have collected more than 600 lifesaving blood, platelet and plasma units.

The Blood Guy's team includes his wife Ana and sons Dan and Kevin. Both sons are veteran coordinators themselves, hosting blood drives at their respective colleges, Widener and Seton Hall universities. Marianne Goerig, canteen chairwoman, and Maria-Elene Grant, organizer and greeter extraordinaire, along with West Milford First Aid Squad Captain Bev Lujbli and squad President Ken Cuneo, help make the monthly drives successful.

"An event is only as good as the core people who share the mission," Jim notes. "I could never pull these drives off without their combined energy and determination." The next Monthly Blood Drives will be held November 15 and December 20. Learn how you can <u>organize a blood drive</u>.

Stem Cell Donor Shares His Dream With Man Who Needs Lifesaving Transplant



"I wanted to make my recipient's dreams a reality too." Morristown (NJ) resident Michael Faro, 25, recently spent a day preparing to save someone's life after answering the call to donate his peripheral blood stem cells (PBSCs) which were a match for a 41-year-old man who needed a lifesaving transplant. PBSCs can restore stem cells in patients which have been destroyed by chemotherapy or radiation therapies.

For five days before his donation, Michael, who had joined the <u>BeTheMatch</u> bone marrow registry while a student at Fairleigh Dickinson University in Madison (NJ), was given a drug called filgrastin to increase the number of stem cells in his bloodstream. During Michael's PBSC donation in our Montvale donor room, blood was removed through a needle in his arm and passed through a machine that separated out the bloodforming cells. The remaining blood was returned to Michael through his other arm and his cells were then transported to the transplant location for use by the patient.

Michael, who recently moved to California to start a new chapter in his life, said, "Having my good health means I get to live my dream and that's really why this donation means so much to me. I wanted to make my recipient's dreams a reality too."

Tim & Marianne are Heroes for Life



HLA Registry members were thrilled to attend a very special reunion between bone marrow donor Marianne Luchetta of Wayne (NJ) and her patient recipient, Timothy Handler of Ohio, at Marianne's home this summer. Twelve years ago Marianne made the lifesaving choice to donate her bone marrow stem cells to Tim and they have been in close contact for several years.

"I feel like I did something very special," said Marianne. "It made my life so much more precious after I donated my bone marrow to Tim. I just knew I was meant to meet him and be a part of his recovery." Today, Tim is healthy and living life to the fullest with his wife and sons.

"Marianne saved my life," echoed Tim. "I cannot begin to explain how I treasure each day and donors like Marianne who donate with such joy."

Upcoming HLA Registry Bone Marrow Drives:

Childhood Leukemia Foundation

Monday, November 24 12 p.m. – 5 p.m. Busch Campus @ Rutgers University 604 Bartholomew Road Piscataway, NJ

Fairleigh Dickinson University Madison Campus

Tuesday, December 2 10 a.m. – 2 p.m. 285 Madison Avenue Madison, NJ

Allied Health Professionals

Rutgers UniversityFriday, December 5
10 a.m. – 3 p.m.
College Avenue Student Center
126 College Avenue.
New Brunswick, NJ

Allied Health Professionals

Rutgers UniversityFriday, December 5
10 a.m. – 3 p.m.
Livingston Student Center
84 Joyce Kilmer Avenue
Piscataway, NJ

Friends of Judah – Virtual Drive

November 17, 2014 through January 17, 2015 Virtual Online Drive <u>Click here</u> to view flyer

Ms. Claire's Montessori - Virtual Drive November 1 through December 31, 2014 Virtual Online Drive <u>Click here</u> to view flyer

Friends of Eric Hou – Virtual Drive Now through December 31, 2014 Virtual Online Drive <u>Click here</u> to view flyer

Call 800-336-3363 for more information.



<u>The HLA Registry</u> is a division of Community Blood Services and one of the largest independent members of the National Marrow Donor Program's Be The Match bone marrow registry. Anyone interested in registering as a potential bone marrow donor can <u>click here</u> to register.

PARTNERING WITH OUR COMMUNITY TO HELP SAVE LIVES



Ringwood Ambulance Corps Blood Drive

Thumbs up to Karen Phillips for coordinating the very successful Ringwood Ambulance Corps blood drive in October with Senior Account Manager Rob Hatch (photo, bottom right), and to the many donors and volunteers who supported the drive! More than 90 pints of blood were collected and 17 potential bone marrow stem cell donors registered with the national registry at the HLA Registry bone marrow drive. The best news is that Karen's son Chris "Moose" Fife (top photo, left), who has been battling cancer and needs a lifesaving bone marrow stem cell transplant, has found his match and will have his transplant in December!



Temple Israel Mitzvah Day Blood Drive

Forty one life-giving blood products were collected at Temple Israel's Mitzvah Day blood drive on Sunday, November 2. Thanks to all those who donated, coordinated the drive at the Ridgewood (NJ) temple and worked at it to make a difference in our community, including Donor Tech Nicole Vidal, RN, shown with Rabbi David Fine (top photo); the dedicated blood center staff members (bottom left); and longtime coordinator and former temple member Jerry Birenz (bottom right). Kudos also to Temple Israel member Lee Brown, who helped ensure the drive ran smoothly.



Light the Night Blood Drive

On Saturday, October 18 our own Bernie the Blood Drop encouraged walkers at the Leukemia and Lymphoma "Light the Night" Walk at Verona Park in Verona (NJ) to make lifesaving donations at our blood drive held during the walk. When Bernie came upon Star Wars' Imperial Guard interacting with the children, it made a great Kodak moment!



JDRF/Walk to Cure Diabetes

Bernie also mingled with walkers at Overpeck Park in Ridgefield Park (NJ) who were supporting the efforts of the Juvenile Diabetes Research Foundation (JDRF) to raise awareness and funds for diabetes. Community Blood Services helps our donors track their glucose levels by offering non-fasting glucose screenings each time they donate.