

# ANNUAL REPORT TO FINANCIAL DONORS 2018-2019



Cameron  
*Blood recipient*

# THANK YOU

## A message of thanks from our chief executive officer, Dr. Graham Sher



In 2018, we marked the 20th year that Canadian Blood Services has kept its promise to help every patient, match every need and serve every Canadian, by making lifesaving connections between generous donors and grateful recipients. We used the anniversary as an opportunity to reflect on our journey so far and to plan for our future.

As we continue to celebrate the many changes and improvements made to the transfusion and transplantation system over the years, one fact remains clear: our organization cannot function without the selfless commitment of financial, blood, plasma, platelet, stem cell, organ and tissue donors.

That's why it's so important for us to take the opportunity each year to extend our sincere gratitude.

With your financial support, we can continue to drive world-class innovation in blood transfusion and transplantation research, recruit ethnically diverse donors to the national stem cell registry and inspire the next generation to join **Canada's Lifeline**.

As you may know, when we celebrated our 20th anniversary we also renewed our brand. Our new logo is based on the universal symbol for infinity and represents the infinite lengths to which we must always go to save lives. It also reminds us of the many ways that we are all connected. As a financial donor, your contributions connect you to hundreds of thousands of other Canadians from coast to coast to coast. Your generosity has a long-standing impact on those patients who depend on our country's transfusion and transplantation system.

In 2018–2019, your financial donations kept us at the forefront of innovation. Our commitment to maintaining the highest possible standards in blood transfusion, cellular therapy and transplantation means that we continuously monitor for new threats and conduct research to identify opportunities to enhance quality and safety. This year, our efforts in research and innovation led us to examine emerging threats, such as the Babesia parasite, and to seek out leading-edge technology that will help identify how to best serve the donors of the future.

To save and enhance the lives of all Canadian patients who require blood and blood products, we are also working hard to find donors of all ethnicities, so that patients like Aary — a child of mixed-race parents — can find a stem cell match. Your financial support helps us develop initiatives to engage and recruit people from diverse backgrounds and effectively strengthen **Canada's Lifeline**. Thanks to you, we have been able to make important strides toward meeting the changing and growing needs of Canadian patients.

We are tremendously grateful for the gifts that every financial donor contributed in 2018–2019. Every dollar can change and save a life.

Thank you sincerely for your generosity and for trusting us to make the best use of your philanthropic gift.

**Dr. Graham D. Sher**  
Chief Executive Officer

**WE ARE TREMENDOUSLY GRATEFUL FOR THE GIFTS THAT EVERY FINANCIAL DONOR CONTRIBUTED IN 2018–2019. EVERY DOLLAR CAN CHANGE AND SAVE A LIFE.**

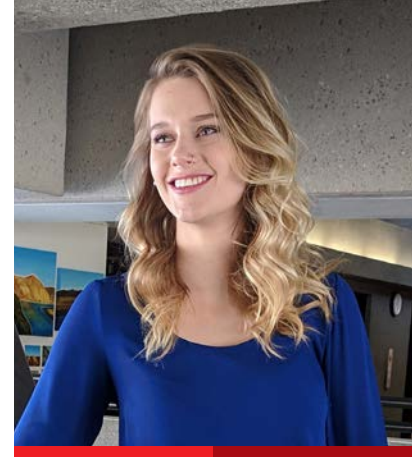
# The impact of every donation

## RECRUITING A NEW GENERATION OF BLOOD DONORS

When Kate Potts was four years old, she was diagnosed with acute myeloid leukemia, a rare and aggressive form of leukemia in children. She was given a 25 per cent chance of living — a rate that increased to 50 per cent only thanks to a new treatment protocol. Over the course of her treatment — which included four rounds of chemotherapy and during which she suffered a heart attack and several lung infections — Kate received close to 70 blood transfusions.

Your financial donations have a significant impact on the lives of patients like Kate. Your dollars help save lives by supporting programs designed to attract the 100,000 new blood donors we require every year to meet patient need.

This year, we launched a new program aimed at recruiting university students to become blood donors. The program is called NextGen Lifeline, and it wouldn't have been possible without the generous support of our founding sponsor, Canada Life. As a national partner, Canada Life has also run an employee-led blood drive for 50 years. Expanding its commitment by supporting this important



Kate Potts, blood recipient and advocate

recruitment program has allowed us to engage and inspire more Canadians to make lifesaving blood donations — and effectively strengthen **Canada's Lifeline**.

The unique part of the NextGen Lifeline program? Recruitment events are planned and run by student volunteers. It's a chance for youth to gain leadership and volunteer experience while meaningfully engaging with **Canada's Lifeline**. Participating students are truly donors for life, and their advocacy helps build the next generation of committed donors, whether the gifts are monetary or in the form of blood, plasma or stem cells.

Kate, who has been cancer-free for 17 years, is the past president of the Lethbridge Lifesavers Club, the University of Lethbridge branch of the NextGen Lifeline.

"These transfusions were vital to my treatment, and I wouldn't have survived without them," says Kate. "I am continually thankful for the donors that gave me my life back. Although I can't donate blood myself, I am proud to give back to Canadian Blood Services through my work with the Lethbridge Lifesavers Club."



**"In times of tragedy or disaster, it is important to the Modern Niagara team that we are able to give back and support our community. When we learned about a devastating bus accident in Ottawa, Ontario, we knew we had to do something to help. In response, our offices across the country came together to make a financial donation in support of Canadian Blood Services' national blood recruitment program. This will help ensure that in times of emergency, our blood system can always respond. While this response is part of our corporate social responsibility mandate, we also believe it is simply the right thing to do."**

—Chris Hill, chief operating officer, Modern Niagara Group Inc.



**"We are honoured to keep Mary's legacy alive through the Mary Parkinson Charity Classic, a one-of-a-kind, non-profit hockey tournament that supports Canadian Blood Services. Before she passed away, Mary required many blood and platelet transfusions, showing us how important it is to support Canadian Blood Services through blood and financial donations."**

—Krysta and Julian Peticca, organizers/founders, Mary Parkinson Charity Classic

## INSPIRED GIVING

# JACOB INGHAM: MAKING SAVES AND SAVING LIVES

Hockey goaltender Jacob Ingham made 1,393 saves in the first 50 games of the 2018–2019 season with the Ontario Hockey League’s Mississauga Steelheads. For each of those saves, he donated \$4 to Canadian Blood Services in partnership with Hockey Gives Blood — \$5,572 in total.



Jacob Ingham (second from right) presents a cheque for the \$5,572 he donated to Canadian Blood Services following the Mississauga Steelheads’ Bleed Blue fundraising event in March 2019.

The Hockey Gives Blood movement has caught fire across Canada, with grassroots support giving rise to leaders like Jacob. Dedicated to educating and engaging the hockey community on the importance of donating blood and stem cells, Hockey Gives Blood is having a positive impact on players at every level, as well as their families and fans.

The organization was co-founded by Stu Middleton and Tanner Murray, two former hockey players who each found themselves linked to **Canada’s Lifeline** and wanted to give back. Stu’s father, Tom Middleton, was on his way to watch one of Stu’s games in 2000, when he was killed in a highway accident. Years later, Stu witnessed the hockey community and all of Canada come together to mourn the Humboldt Broncos hockey team following their fatal bus crash in 2018. Stu and Tanner decided to start Hockey Gives Blood as a way of making a lasting difference.

Jacob, too, has a personal connection to blood donation. He was resting for a training camp in August 2018 when he learned that both his grandparents had been in a car accident. His grandma needed about 10 units of blood throughout her recovery. She wouldn’t have survived without them.

Inspired by his grandma’s experience as a blood recipient, Jacob and his team joined Hockey Gives Blood to support Canadian Blood Services. The team used the opportunity to raise awareness about blood and stem cell donation and raised funds by auctioning off their “Bleed Blue” jerseys at the end of the game to boost Jacob’s support through his saved goals. Jacob has also started to donate blood himself.

Jacob was awarded the first-ever Dayna Brons Honorary Award through the Hockey Gives Blood–Canadian Blood Services partnership for his roles as a leader, ambassador and player. The award is named in honour of the Humbolt Broncos’ team trainer who lost her life in the tragic accident. It recognizes an individual from Canada’s hockey community who exhibits outstanding dedication toward patients who rely on blood and stem cell products in Canada, and who has made a significant positive impact regarding the awareness and necessity of **Canada’s Lifeline**.

“We are so proud of Jacob for the difference he’s making,” says Stu. “Seeing him take this leadership role has really reinforced how interconnected those values of teamwork and philanthropy truly are.”



**“If it had not been for the people who donated blood, I would not be here. I have a blood disorder called alpha-thalassemia. It’s a genetic condition that affects the way my body makes hemoglobin, the protein found in red blood cells that carries oxygen throughout my body. I’m grateful and knew I wanted to do something. When I received a promotion and my living standards improved, I called to increase my monthly financial donation. I know that with my gift I am making a difference.”**

–Caroline Liu, blood recipient and financial donor



# Finding a match: your gifts, their lives



## Tom's stem story

After being diagnosed with a rare form of blood cancer, Tom learned that his best chance for a cure was a stem cell transplant. Finding a match can feel like searching for a needle in a haystack, but thanks to your financial donations, which help connect patients with the lifesaving products they need, a match for Tom was found.

Today, he is a proud cancer survivor and has turned his own gift of life into a gift for others.

In addition to making monthly financial donations to Canadian Blood Services, Tom shares his story to help recruit young and diverse donors to join the stem cell registry and invite new moms to donate their babies' cord blood.

"After my transplant, I realized that I needed to help build awareness," says Tom. "Not everyone can donate blood or stem cells, but we can all be heroes in our own way."



## Aary's stem story

Since being diagnosed with aplastic anemia — an extremely rare blood condition that causes the body to stop producing adequate red blood cells — 13-year-old Aary has received more than 100 blood transfusions.

A stem cell transplant offers his best chance at survival; however, his unique genetic heritage has made finding a donor match extremely difficult. Stem cells work best when they are from either relatives or people with the same ancestral background.

Because Canadian Blood Services Stem Cell Registry is currently 68.3 per cent Caucasian, recruiting donors of diverse backgrounds is a critical priority.

With your financial support for education and recruitment initiatives, our stem cell registry continues to grow and better reflect Canada's ethnic diversity — providing hope to Aary, his family and other patients searching for their match.

## FINANCIAL DONATIONS HELP RESEARCH "TICK"

Little ticks have the potential to cause big problems for blood systems — but thanks to innovative research funded by financial donors like you, we can rest assured knowing that babesiosis, a new disease carried by infected ticks, does not present a risk to Canada's blood supply.

Babesiosis is caused by a tiny parasite called *Babesia* that infects red blood cells. Most people with babesiosis don't get sick, and some may experience only mild, flu-like symptoms and recover completely. For those patients who end up hospitalized and in need of a blood transfusion, however, babesiosis can be

a severe and life-threatening infection.

That's why, in November 2018, your financial donations supported our large-scale research study held in partnership with the American Red Cross and Héma-Québec to investigate whether *babesiosis* presented a high level of risk to Canada's blood supply. If the parasite had proven to be a significant risk, innovative research could have helped us introduce new testing for blood donations.

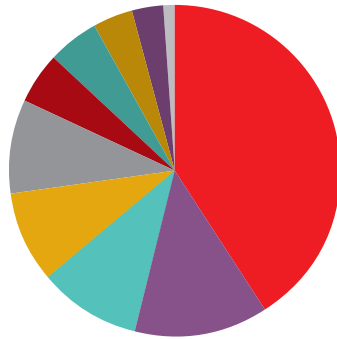
"We are using the results of the 2018 study to support a formal risk-based decision-making process,"

explains Dr. Steven Drews, associate director, microbiology. "A preliminary analysis of the data and discussion with external experts suggest that the *Babesia* parasite poses minimal risk to the blood supply, and that additional routine testing of blood donations for this parasite is not needed at this time."

Thanks to donors like you, we can stay at the forefront of scientific knowledge and ensure that any emerging diseases like babesiosis are quickly detected thanks to Canadian Blood Services' rigorous blood testing and donor screening system.

Total cash donations received for the year ending March 31, 2019, were \$1,277,621 compared to \$1,667,715 in 2017–2018 due to the completion of pledges to the Campaign For All Canadians.

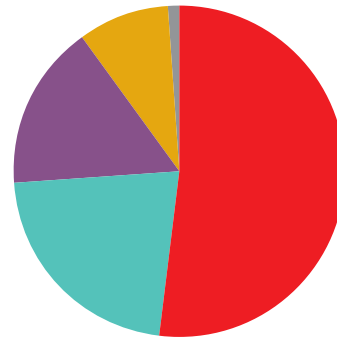
### Our 2018–2019 fundraising programs:



Major gifts	41%
Events	13%
Events Gifts in kind	10%
Tribute gifts	9%
Online gifts	9%
Direct mail	5%
Unsolicited gifts	5%
Cornerstone monthly gifts	4%
Foundation grants	3%
Legacy gifts	1%

This graph does not include Campaign For All Canadians donations  
Cash and Gifts in kind included

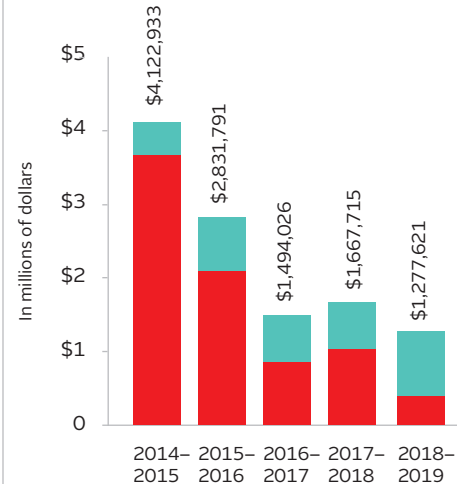
### In 2018–2019, your donations supported the following:



Area of greatest need	52%
Research and development	22%
Blood	16%
Stem cells	9%
Organs and tissues	1%

Our policy is to keep administrative costs below 20%  
This graph does not include Campaign For All Canadians donations  
Cash and Gifts in kind included

### Last five years of donations:



■ Campaign For All Canadians  
■ Annual fundraising programs

Cash gifts only

We are grateful to all individuals, corporations, associations and community groups for your generous gifts. Through your financial support, you are helping to save and improve the lives of Canadian patients. While space does not permit us to acknowledge all those who deserve recognition, our 2018–2019 community, corporate and third-party event partners that donated over \$1,000 are listed below.

#### Community and corporate supporters

Airline Hotels, Makin' a Difference Program  
Allstate Foundation of Canada  
Bayer Inc.  
BD2 Productions Inc.  
Bio Sculpture Canada Inc.  
Boyden Executive Search  
Canada Life  
CN  
Disciple Methodist Church  
Enterprise Holdings Foundation  
Erin Mills Mazda  
Grand & Toy Limited, Pause and Affect Program  
Humans for Peace Institution

IG Wealth Management Group Charitable Giving Program  
Jon Witzel Contracting Ltd.  
Knights of Columbus 2438 (Trenton, Ontario)  
Konica Minolta Business Solutions (Canada) Ltd.  
Manulife Financial Corporation  
Michael & Nancy Czorny Charitable Trust  
Modern Niagara Group Inc.  
Nova Chemicals Corporation  
Provincial Employees Community Services Fund, Province of British Columbia  
RBC Financial Group  
Rotary Club of Streetsville  
Scotiabank  
Scotiabank Ottawa District

Skelton Truck Lines  
Ste. Anne Co-op Oil Ltd.  
The Pendle Fund at the Community Foundation of Mississauga  
Toyota Canada Inc.  
Vancouver Police Community Fund  
VieFUND Corporation  
Wawanesa Insurance

#### Gift-in-kind supporters

Manulife Financial Corporation

#### Third-party events

28th Annual Jim Davenport Golf Classic  
Birthday Blood Drive, in honour of Greg Black  
Blood Spin, in memory of John Fawcett

Boardgame Bash of Blood  
Calgary Corporate Challenge  
Charlesglen Toyota, Steel Dreamz Show 'n' Shine  
Donate for Dustin Golf Tournament  
Foodicure  
In memory of John Slegers  
In memory of Valentino Carlucci  
Mary Parkinson Charity Classic  
Mississauga Steelheads, Bleed Blue Game  
Pedal for the Bevel 2018  
Swift Current Broncos Hockey Club, Broncos Strong Night  
William Aberhart High School, in memory of Kevin Pelehos

## A HEARTFELT THANK YOU FROM MARGARET MIEDEMA, DIRECTOR, PHILANTHROPY



There are two truths that we stop to consider every year about the financial donors who support Canadian Blood Services. First, you make a difference in the lives of patients every time you make a financial contribution. This impact has a far-reaching effect on people you will likely never meet. And second, you do so many things in any given year, and yet you still find the time and resources to give to our organization. It's humbling to know that you've trusted us with the incredible gift of your financial contributions.

Some of you will have heard from me or other members of the philanthropy team during our thank-a-thons. It's the best part of our jobs, and I wish we could speak with each and every donor. We are truly grateful for your support and feel that it's a tremendous privilege to serve as a link in **Canada's Lifeline**, connecting your generosity to the people

who rely on our products and services to live a healthy life — and in many cases, to stay alive.

Financial donors are a critical link in the lifeline. With your commitment, we are able to adapt to change and keep our promise to help every patient, match every need and serve every Canadian.

I hope that as you have read the stories in this report, you've reflected on the difference that you continue to make in so many lives. Whatever your reason for giving, we thank you. It's an honour to have you by our side.

A handwritten signature in black ink that reads "Margaret Miedema".

**Margaret Miedema**  
*Director, Philanthropy*

## An unexpected gift gives local recruitment a boost, when it's needed most



Janet Sullivan, associate  
director, donor relations,  
Ontario & Nunavut

Janet Sullivan, Canadian Blood Services' associate director of donor relations in Ontario & Nunavut, manages a team responsible for recruiting blood donors. At certain times throughout the year — particularly in the summer months, when folks are away on vacation — there is a notable decline in blood donations.

Through the generosity of Enterprise Holdings Foundation and their employees who support **Canada's Lifeline**, we were able to run a targeted campaign in 2018–2019 that promoted blood donation and helped to recruit new donors in the region.

After enhanced advertising on television, on the radio and on mobile signage around the community, we saw more consistent pre-booking for blood donor appointments — even during the summer months. Thank you to our financial donors, including Enterprise Holdings Foundation, who continue to help recruit the 100,000 new donors required each year!

# You are extraordinary!

## Thank you for being an integral part of Canada's Lifeline.

What you do matters. As a financial donor, you fuel transformation in four key areas: blood, stem cells, organs and tissues, and research and innovation. With your help, we are growing and expanding our lifesaving programs to help more patients each year. Thank you for making a difference for Canadian patients by giving in whichever way you choose.

### Ways to become a financial donor

#### Interested in saving lives with a single click?

Visit [give.blood.ca/donate](http://give.blood.ca/donate) to make your financial gift online.

#### Celebrating a birthday, anniversary, or reaching a milestone?

Consider making a financial donation to honour the occasion.

#### Double your impact.

Find out if your employer will match your charitable contributions, facilitate charitable payroll deductions or honour your volunteer work or blood donations with a corporate gift.

#### Seeking an affordable and flexible way to make a difference?

Become a member of our monthly giving program to create a lasting impact.

#### Looking to grow the impact of your blood donation event?

Create a fundraising page at [give.blood.ca/diy](http://give.blood.ca/diy) and rally the support of your friends and family to help save lives.

#### Interested in a tax-effective way to support patients?

Make an immediate impact and enhance your tax benefits by giving the gift of publicly traded securities.

#### Are you a sought-after speaker?

Direct your honorarium to help patients in need.

#### Looking to create a lasting impact for generations to come?

After you've taken care of your loved ones, consider leaving a gift to Canadian Blood Services in your will.

#### Prefer to send your donation by mail?

Canadian Blood Services  
Philanthropy Department  
1800 Alta Vista Drive  
Ottawa ON K1G 4J5

#### Have questions? We're here to help.

Contact us at 1 888 2 DONATE and ask to speak to a member of our philanthropy team. You can also call us directly at 613-739-2339, or email [philanthropy@blood.ca](mailto:philanthropy@blood.ca).

**"There are multiple ways to help patients beyond our core responsibilities as employees. I'm not able to donate blood, but I am able to contribute financially. Even a modest amount can really add up over time and I feel a greater sense of connection to the results."**

—Aiden Beattie, analyst, IT strategy and execution, program management

