



Canadian  
Blood  
Services

BLOOD  
PLASMA  
STEM CELLS  
ORGANS  
& TISSUES

# ANNUAL REPORT TO FINANCIAL DONORS 2019–2020

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## ADAPT, INNOVATE & OVERCOME



Roshind,  
*blood and stem cell recipient*

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



In normal times, when we reflect on the past fiscal year at Canadian Blood Services, a multitude of milestones, successes and touching recipient stories stand out, reminders of how financial donors like you support us in our quest to help every patient, match every need and serve every Canadian.

Looking back on 2019–2020, we can point to many examples of the infinite power of connections that our supporters help to forge. However, one key event sticks out in everyone's mind: the start of the COVID-19 pandemic. In the context of Canadian Blood Services, what's significant about this global health crisis is not so much the challenges it has posed, but rather the ways in which financial donors have helped us to overcome them.

When COVID-19 became widespread in Canada in March 2020, our national blood supply system was affected almost immediately.

Thanks to the unwavering support of Canadians, however, our organization was able to adapt and innovate to overcome new challenges, while continuing to meet ongoing patient needs. Not that we needed the reminder, but the COVID-19 pandemic has very much emphasized the critical role that you, our donors, play in helping to keep **Canada's Lifeline** strong.

Your gifts during this past year allowed us to pivot quickly and implement new recruitment and education strategies that have brought blood, plasma and platelet donors through our doors at a critical time. When the logistics of stem cell donations were hindered by international border

closures at the beginning of the pandemic, our national public cord blood bank — a valuable, made-in-Canada resource that financial donors helped to build — proved to be a lifesaving resource for patients.

At the same time, your generosity has allowed us to continue funding important programs and initiatives to recruit and retain the next generation of donors and drive innovation in transfusion and transplantation medicine.

Year-round — and year after year — your financial gifts aid us in saving lives, in a multitude of ways. In 2019–2020, your role in helping us respond to the COVID-19 pandemic was just a small aspect of the overall impact that your gifts have had on patients across Canada, but it has been a hallmark example of just how crucial you are to our organization.

As we continue working hard to strengthen our national systems for blood, plasma, stem cells, organs and tissues and other life essentials, please know that your support is making an important difference in the lives of your fellow Canadians.

Thank you for your generosity, your partnership and your vision — and for always being there to help us adapt to the ever-changing health-care environment.

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

“Your generosity has allowed us to continue funding important programs and initiatives to recruit and retain the next generation of donors and drive innovation in transfusion and transplantation medicine.”

## THROUGH FUNDRAISING, SUPPORTERS TURN THEIR COMMITMENT TO PATIENTS INTO A COMMUNITY AFFAIR

Every day, generous donors across the country make a commitment to help improve the lives of patients by choosing to make a financial gift, donate blood products, join the stem cell registry or register their consent for organ and tissue donation.

For many, it simply feels good to give back. For others, it feels even better to rally their friends, families, co-workers and communities to share and cultivate that special feeling of supporting a cause.

Whether they're honouring a loved one's life, celebrating a significant milestone or channelling their passion into an engaging event or online campaign, our growing community of do-it-yourself (DIY) fundraisers demonstrated last year that there are countless creative ways to help save lives.

### Busy business owner amplifies his impact

For Armin Ghayyur, it's important to give back to the organization that helped his mother while she battled lymphoma.

Over the course of a year, Armin watched his mother, Mahbubeh Vahdati, receive countless blood and platelet transfusions, while doctors tried to figure out why her red blood cell counts kept plummeting.

That's why, after his mother's death, Armin wanted to honour her memory in a meaningful way, by supporting other patients who rely on the same important life essentials.

Armin was already an active blood donor, but as a busy physiotherapy clinic owner in British Columbia, he found himself unable to get out to donate blood as often as he would have liked. Having recently witnessed just how critical lifesaving products can be for patients fighting illnesses or experiencing major trauma, he also wanted to do more to support the national blood supply.

So, Armin launched a fundraising campaign, with Canadian Blood Services as the beneficiary.

Every Monday in October 2019, Armin donated a portion of the proceeds from physiotherapy treatments given at his clinic to **Canada's Lifeline**. He also used the opportunity to share his personal story with clients and build greater awareness in his community about Canadian Blood Services' need for supporters of all kinds.

“Being a clinic and business owner, I can appreciate that things like recruitment, advertising and other activities cost money,” said Armin. “I'm a busy guy, so I thought, instead of just going to donate blood myself, maybe my financial gift can encourage 10 more people to donate, too.”



Armin Ghayyur chose to honour his mother's memory by launching a fundraising campaign in October 2019 in support of Canadian Blood Services.

*Continued on page 4*

# Adapt

## Community “races” to improve patient outcomes

While supporters like Armin fundraise to honour the memory of their loved ones, others, like the Ahmadiyya Muslim Jamā'at, are driven by a desire to help the community at large.

Each year since 2009, the Ahmadiyya Muslim Youth Association — an auxiliary youth organization within the Ahmadiyya community — has held the Run for Calgary event to raise awareness and funds for various local organizations. In 2019, all proceeds from this annual event were directed to Canadian Blood Services.

In addition to donating the funds from registration fees, Run for Calgary organizers secured event sponsors and launched an online fundraising campaign leading up to the September 2019 event. The DIY fundraising component allowed those from the Ahmadiyya Muslim community who could not attend in person to contribute financially — and gave participants a way to make an even bigger difference.

The funds raised went to directly support our national programs and initiatives, which seek to engage ethnically diverse groups in blood and stem cell donation and recruit the next generation of donors.

“As Ahmadi Muslims, we deem it our duty and honour to serve the communities in which we reside,” said co-organizer Qamar Ahmad, of the Ahmadiyya Muslim Youth Association.

“Whether that is through food drives ... or blood drives, these efforts add value in our communities and align with our faith.”



Runners take off from the starting line during the 2019 Run for Calgary event on Sept.14, 2019.

For event co-organizer Bilal Bin Tanweer, the community connection hits particularly close to home.

In 2011, Bilal's 10-year-old son, Aizad Bin Bilal, was struck by an SUV as he was crossing the road on his way home from school in Calgary, Alta. Aizad suffered several injuries during the accident and experienced severe blood loss. During his two months in hospital, Aizad needed more than 100 units of blood and blood products.

“It's a miracle that Aizad survived the accident, and Canadian Blood Services played a vital role in saving Aizad's life,” said Bilal. He hopes that the funds raised from the 2019 Run for Calgary will ultimately help more patients like his son.

By inspiring others through their own personal stories and motivations and by rallying their communities to give financially, DIY fundraisers like Armin and the Ahmadiyya Muslim community are helping to save and transform lives.

## Thinking about launching your next (or your first) DIY fundraiser?

Through our new online portal [give.blood.ca/diy](https://give.blood.ca/diy), you can now easily set up a dynamic personal or team page to share campaign goals with others, track fundraising progress and seamlessly thank those who have offered their support.

The portal also makes it easy to promote your campaign or event on social media and spread the word far and wide about how financial donations can make a lifesaving impact for patients across Canada.



Aizad, blood and plasma recipient

## How CIBC's culture of giving inspires its employees to make a difference

"Can one person really make a difference?"

Anyone who has ever asked this question should meet CIBC employee Grant Fitz — and then ask to see his "ball of bandages."

Grant, a longtime blood, platelet and financial donor, has made more than 260 donations to **Canada's Lifeline** since the 1970s. Since the 1980s, he's been collecting the bandages from his blood and platelet donations, forming them into a commemorative ball.

Aside from being a unique conversation starter, Grant's bandage ball is an everyday reminder that many seemingly small efforts can, together, make a meaningful difference. For the past decade, since he started working at CIBC, his collection has also served as a symbol for the even greater impact that can be achieved by rallying many people around a common purpose.

CIBC is a corporate leader in supporting research, treatment and other programs for those affected by cancer. The financial institution has been partnering with Canadian Blood Services for more than 20 years to help improve the lives of patients across the country.

Blood, platelets, stem cells and other life essentials are often crucial for patients undergoing cancer treatment, which is why CIBC supports and inspires employees like Grant to donate.

Charitable gifts donations from CIBC and its employees have helped to strengthen our national blood supply

system, build our national public cord blood bank and support research and innovation initiatives that will improve patient outcomes and save more lives.

This past year, CIBC and its employees went even further to make a lifesaving difference for patients across Canada:

- During National Blood Donor Week 2019 (June 10-16), efforts led by CIBC employees to promote blood donation helped to bolster our inventory. CIBC also made a generous gift of \$50,000 to further support blood donor recruitment and research.
- Canadian Blood Services was one of the top three charitable causes supported by CIBC employees on National Philanthropy Day (November 15, 2019). On this day, financial gifts from staff made a significant impact.
- When the COVID-19 pandemic hit in March 2020, CIBC acted quickly in response to Canadian Blood Services' call for aid. Many employees prioritized donating blood, and CIBC amplified their individual generosity by pledging \$150,000 (*Note: this donation was received in fiscal 2020-2021 and not reflected in the 2019-2020 financial summary on pg.11*)

"Our global team of over 40,000 people genuinely cares about helping others and knows from experience that it just takes one person to make a difference," said Andrew Greenlaw, vice-president, community and client relationships, CIBC.



Grant Fitz, a CIBC employee and long-time blood and financial donor has been collecting the bandages from his blood donation appointments since the 1980s.

**Did you know you can increase the impact of your financial contributions by teaming up with your employer?**

Some companies may double (or triple!) charitable gifts on behalf of their staff by honouring your volunteer work or blood donations with a corporate gift or by facilitating charitable payroll deductions. Find out today if your workplace has an employee corporate giving program – and let us know.

***We welcome corporate matching gifts!***

## FINANCIAL SUPPORTERS HELP RECRUITMENT OF PLASMA DONORS THROUGH AN INVESTMENT IN SOCIAL SCIENCE RESEARCH



Dr. Kelly Holloway is a social scientist whose plasma donor research is being made possible thanks to the support of financial donors.

Even though one of every two Canadians is eligible to donate life essentials such as blood, plasma and platelets, roughly one in 60 actually does so. That means approximately four per cent of our country's eligible population supports 100 per cent of the patients who require a lifesaving transfusion or transplant.

Each year, Canadian Blood Services must recruit over 112,000 new donors to keep up with the constant demand for blood and blood products, so there is a critical need to explore new strategies and approaches to educate and inspire the next generation of donors. To successfully meet this need, it is important to understand what motivates someone to roll up their sleeve to donate in the first place — or what deters them from doing so.

**Enter Dr. Kelly Holloway.** A medical sociologist by training, Dr. Holloway's research at Canadian Blood Services was made possible thanks to the visionary support of financial donors.

She is currently engaged in cutting-edge social science research that will lead to new, evidence-based strategies and approaches to plasma donor recruitment.

Here, Dr. Holloway explains how applying a fresh, social science lens is critical to strengthening our national blood supply system and garnering better support for current and future patient needs.

### **Q: Can you explain in a nutshell the objective of your research?**

**A:** Yes! At Canadian Blood Services, plans are underway to increase plasma collection in our country and bolster the domestic supply of plasma (the protein-rich, straw-coloured liquid in your blood that helps improve your immune system) through three proof-of-concept sites, located in Sudbury, Ont., Lethbridge, Alta., and Kelowna, B.C. I'll be going to those sites and speaking with donors, volunteers, staff and other key informants.

I'm studying what's unique about plasma donors, how we can communicate effectively with them, how we can

encourage people who have been donating whole blood to donate plasma and how we can retain plasma donors. By developing a better understanding of the donor's experience and identifying the associated challenges, we'll be able to inform plasma recruitment in both the short and the longer term.

### **Q: Your study is still in the early stages, but is there anything that stands out from the research you've done so far that is unique to plasma donation?**

**A:** Plasma donors are a really interesting group. They seem to be motivated by the same kinds of things as other donors, in that they want to save lives and do something good. However, a lot of the newer social science research is saying that altruism isn't really enough of an explanation, that often, there's more going on [in terms of why people donate]. Plasma donors seem to really like the idea that the product they're donating is special. They like knowing how it is being used for treatments and that there is a heightened demand for it. Being aware of these interests can help us promote plasma collection.

### **Q: What impact do you ultimately hope your research findings will have on patients?**

**A:** I hope that by understanding donors in a social, political and economic context and learning about their various motivations, my work will help to increase donations of plasma and other valuable blood products for patients across the country.

### **Q: Financial donors interested in the areas of research and blood donation have provided support for your position. What does this support mean to you?**

**A:** I feel an enormous amount of gratitude and respect for those who have made this work possible. Their generosity is what really inspires our faith in our ability to overcome the challenges that we are facing during this pandemic and to really thrive as an organization.

*This interview has been edited for length.*

## How Toyota Canada's "unlikely" partnership has become a critical link in **Canada's Lifeline**

When Toyota Canada began sharing its manufacturing processes with Canadian Blood Services in 2015, to help strengthen and improve our blood supply chain, the collaboration was initially meant to be a short-term knowledge-sharing project, Toyota's first Canadian endeavour of this kind.



Fast forward five years, and what was once referred to as an "unlikely" partnership has evolved into a relationship of unmatched and ongoing support that has had a lasting impact on our national blood supply system and on patients across the country.

"We didn't set out five years ago to be where we are today," said Stephen Beatty, vice-president, corporate, at Toyota Canada. "Through the evolution of our partnership, Toyota Canada came to understand how complex it is to operate a national blood system, and we now have a profound appreciation for the critical importance of getting blood products where they are needed, quickly."

Toyota Canada's contributions to Canadian Blood Services began when our organization set out to make improvements and create efficiencies within our manufacturing processes through a collaboration with the Toyota Production System Support Center (TSSC), a

not-for-profit arm of the automotive manufacturing giant that works with various organizations to help them become more productive, maximize available resources, and improve quality and safety.

Canadian Blood Services has utilized the expertise gained from our work with Toyota Canada to turn donated blood into high-quality blood products faster than ever before.

Over the past five years, Canadian Blood Services has made dramatic changes in the four main areas of collections, testing, production and distribution, according to Rick Prinzen, chief supply chain officer and vice-president, donor relations.

Improvements have included a 40 per cent reduction in packing time and a 30 per cent reduction in the number of steps taken by employees each day, achieved through reorganization of workstations in facilities across the country. By putting new mechanisms in place to simplify the sorting process, for example, employee steps have been

*Continued on page 8*

reduced by 88 per cent, which has resulted in a gain of one hour of production time per day. As such, tasks that previously required three hours of work, now require only two.

All the small advancements that have been achieved add up to a big difference in terms of our ability to get orders out the door exactly as scheduled, to meet hospital demand and patient needs.

“Our ability to shorten lead times and more consistently meet delivery times means that hospitals are now in a better position to serve patients,” said Rick.

In addition to getting blood products to patients faster, learnings from Toyota Canada have helped Canadian Blood Services to establish a culture of continuous quality improvement and ensure better stability of the national blood supply.

“At Canadian Blood Services, you have a situation where demand and supply vary every day,” said Jamie Bonini, vice-president TSSC at Toyota Engineering and Manufacturing North America.

“The Toyota production system is based on standardization and doing things consistently, but at Canadian Blood Services, circumstances change based on donors. Setting up a system to effectively adjust to those ever-changing variables on both ends has been a fascinating and rewarding experience.”

## From quality improvement to health system investment

As Toyota Canada's relationship with Canadian Blood Services evolved over the years and its understanding of the complexity of our operations grew, the company began looking at ways to further extend its support, so as to have a

greater impact on patients and the health-care system as a whole.

That's why, since 2015, Toyota Canada and its dealers across the country have supported Canadian Blood Services through financial contributions totaling more than \$1 million dollars, further strengthening our national programs and initiatives.

Toyota dealers also regularly support their communities by providing shuttle vehicles for blood donors, hosting blood donor events and donating advertising space to help Canadian Blood Services recruit donors at the local level.

Earlier this year, when Toyota Canada heard that Canadian Blood Services was facing cancellations of blood donation appointments because of the COVID-19 pandemic, the company stepped up again to remind Canadians that the need for blood is constant.

At that time, Toyota Canada and Lexus Canada together donated \$1 million in television advertising to highlight the ongoing need for blood products and to encourage Canadians to book a blood donation appointment during the pandemic.

Despite the significant impact that Toyota Canada has had on our national blood supply system, however, Stephen is reluctant to take credit for the positive changes that have come about through this partnership.

“From our standpoint, we've simply helped Canadian Blood Services do what it has pledged to do. Our hope has never been that our knowledge-sharing and financial giving would make a difference directly, but rather that we would share our tools and resources so that Canadian Blood Services would make a difference for itself,” he said.

“I always get a bit emotional when I visit Canadian Blood Services' distribution or production centres. Every product that leaves these plants could be somebody's life. Each unit has got to be perfect.”

– Jamie Bonini, vice-president TSSC at Toyota Engineering and Manufacturing North America.





## OTHERHALF—CHINESE STEM CELL INITIATIVE HELPS PATIENTS FIND THEIR PERFECT MATCH

It was back in 2008 that Susan Go and a group of her close friends first heard about a Chinese Canadian patient in their community who was having a difficult time finding a stem cell donor match.

When Susan dug a bit deeper and learned that the number of Chinese stem cell donors on the national registry at the time was only about 2,100 — representing less than one per cent of all potential donors — she knew she had to do something to change the odds.

The knowledge that many of her own friends, family members or neighbours of diverse ethnicities could also run into life-threatening barriers should they ever require a stem cell transplant is what prompted Susan and her friends to form OtherHalf—Chinese Stem Cell Initiative.

The volunteer-led group partnered with Canadian Blood Services and quickly set out on its mission to educate Chinese Canadians about the urgent need for more ethnically diverse stem cell donors.

The group's first national drive in 2009 resulted in more than 4,000 Chinese donors joining Canadian Blood Services Stem Cell Registry. In the years since then, regular national swabbing events, student ambassador initiatives, appeals through Chinese-language media and other educational efforts have helped communicate more widely the message about the need for greater diversity within the stem cell registry and the national public cord blood bank.

"We found that there was a lot of misunderstanding about stem cell and cord blood donation in the Chinese community and other diverse communities," said Susan.

"Many people had been hesitant to sign up because they thought [stem cell donation] would be detrimental to their own health. We have helped to educate them that not only is donating safe, but it also can help save a life."



Representatives from Canadian Blood Services celebrate the fifth anniversary of cord blood partnerships with OtherHalf—Chinese Stem Cell Initiative at BC Women's Hospital, Vancouver, January 2020.

### Fueling innovation to make more matches, faster

Since OtherHalf's inception, the representation of diverse donors on Canada's national stem cell registry has grown significantly.

Today, 32 per cent of Canada's potential stem cell donors are ethnically diverse, with Chinese donors representing seven per cent. As a longtime community leader in stem cell recruitment within the Chinese community, OtherHalf volunteers know that educating more ethnically diverse donors to join the national registry completes only part of the puzzle.

That's why, when they learned of Canadian Blood Services' plans to implement new technology at its testing facilities — technology that that would make more stem cell matches and make them faster — Susan and her colleagues reached out with a generous matching financial offer in early 2020.

OtherHalf matched, dollar-for-dollar, all financial gifts received through Canadian Blood Services' winter fundraising appeal. Thanks to their tremendous support and commitment to patients, we will be able to more quickly and accurately identify the best possible stem cell match for patients during the selection process.

This is especially encouraging news for ethnically diverse patients, for whom the matching process can be challenging.

*\*While OtherHalf's financial pledge matched donations to the end of the 2019-2020 fiscal year, their contribution will be reflected in fiscal 2020-2021.*

## A donor's connection to his community drives decades of giving

Once every couple of months, Bob Kerr wakes up a little earlier than usual on a Saturday morning and heads down to his local Canadian Blood Services donor centre.

He usually arrives around 6:45 a.m., giving himself just enough time to unlock the doors, turn on the lights and greet the driver, who pulls up at 7 a.m. sharp to set up for the monthly blood donation event.

While the beds and other equipment and supplies are being arranged, Bob takes his usual position at the refreshments table, meticulously laying out drinks and snacks in preparation for the hungry blood donors who will be stopping by throughout the day. By the time the donor centre doors open at 9 a.m. and people begin filing in, Bob's wide smile can't be contained as he prepares to meet new donors and catch up with some of his favourite regulars.

Despite the early morning start — and the fact that he has been volunteering at Canadian Blood Services events like this for two decades — Bob never gets tired of giving back to his community.

Bob first got involved with Canadian Blood Services 20 years ago, as a member of his local Masonic lodge. When he and his fellow Freemasons began providing volunteer assistance for various blood donation events in the area, Bob also started learning about the importance of the national blood supply system and felt compelled to make a difference.

He stepped forward to help coordinate other volunteers and collect financial donations, and he hasn't stopped since.

"Over the years, I just kept going because I enjoyed what I was doing so much — it just seemed natural to me," said Bob, who also fondly recounts spending many years volunteering alongside his wife, Audrey. Though she is no longer able to help at the events, Bob remains dedicated to carrying on this work for the two of them.

For the past 10 years, in addition to their volunteer efforts, Bob and Audrey have also been dedicated financial donors, giving monthly and year-end contributions that, over time, have had a significant impact on Canadian Blood Services' programs.

For Bob, his decades of support for Canadian Blood Services are connected to his love and passion for his community.

"As a volunteer, I've seen the generosity of members of my community first-hand, and it made me want to do even more," said Bob. "The clinics are practically in my own backyard, and that's what really motivated me to start contributing financially."

The knowledge that his financial gifts could one day help save or improve the lives of his friends, neighbours or fellow volunteers is what inspires Bob's ongoing, generous gifts.

Now in his 80s, Bob has taken a step back from his previously heavy load of volunteer commitments and coordination activities, but he's still the first volunteer to arrive at those Saturday donation events and the last



Bob Kerr has made monthly financial gifts to Canadian Blood Services for the past 10 years, to help support patients in need.

one to leave. He also continues to serve as volunteer coordinator for the regular blood donor clinics in Grimsby, Ont.

"I just love what I'm doing, so I'll just keep on going," said Bob.

### Why monthly giving matters

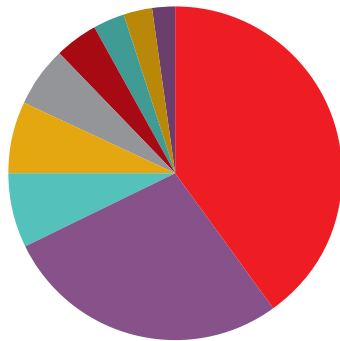
Monthly financial donors like Bob help connect patients with the lifesaving blood products and services that they need, year-round.

Knowing that we can rely on monthly financial gifts helps Canadian Blood Services meet the needs of today's patients while planning for a better tomorrow.

The continuous dedication of our monthly supporters helps to recruit the 112,000 new blood donors needed every year to keep **Canada's Lifeline** going.

# Total cash donations received for the year ending March 31, 2020, were \$1,265,845.

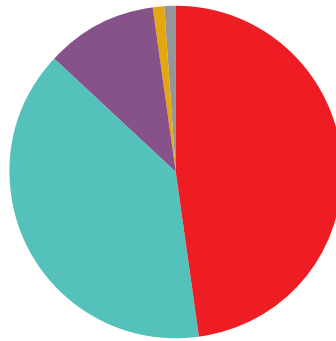
## Our 2019-2020 fundraising programs:



Gifts in kind	40%
Major gifts/Corporate giving	28%
Online gifts	7%
Events	7%
Tribute gifts	6%
Direct mail	4%
Monthly gifts	3%
Unsolicited gifts	3%
Foundation giving	2%

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

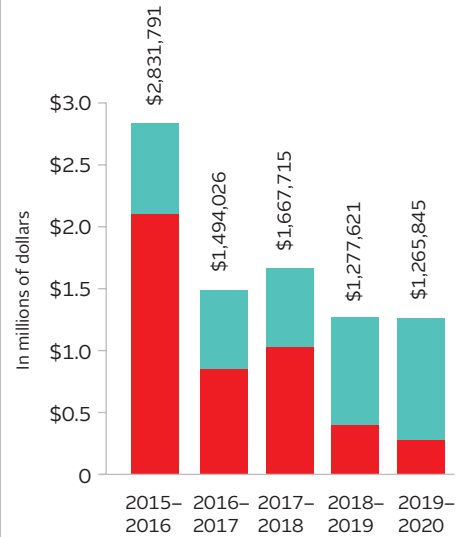
## In 2019-2020, your donations supported the following:



Blood	48%
Area of greatest need	39%
Stem cells	11%
Research and development	1%
Organs and tissues	1%

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

## Last five years of donations:



■ Campaign For All Canadians  
■ Annual giving

Cash gifts only

We are grateful to all individuals, corporations, associations and community groups for your generous gifts. Through financial support, you are helping to save and improve the lives of patients in Canada. While space does not permit us to acknowledge all those who deserve recognition, our 2019-2020 community, corporate and third-party event partners that donated over \$1,000 are listed below.

### Community and corporate supporters

Bayer Inc.  
BMO Financial Group  
Boyden Executive Search  
Canada Life  
CIBC  
CKM Law LLP  
ClaimSecure Inc.  
Clearview Consumer Co-op Ltd.  
CSL Behring Canada Inc.  
Dentons Canada LLP  
Disciple Methodist Church  
Domino's Pizza Victoria  
Dorel Industries Inc.  
Easy Therapy  
Enterprise Holdings Foundation  
Granite REIT  
GroupSource LP  
Growlers Give  
Inflector Environmental Services  
Joe and Nancy Thompson Family Fund, The Edmonton Community Foundation

Jon Witzel Contracting Ltd.  
Knights of Columbus 2438 (Trenton, Ontario)  
Knights of Columbus Father Cummings Council No. 2042  
Mediaplanet Canada  
Microserve  
Muslim Association of Newfoundland and Labrador  
Payworks  
Pembina Pipeline Corporation  
PlusOne Inc.  
Power Corporation of Canada  
Provincial Employees Community Services Fund, Province of British Columbia  
Redhead Equipment  
Ricoch Canada Inc.  
Ritchie Bros.  
Robinson Masonry Ltd.  
Scotiabank Ottawa District  
Skelton Truck Lines  
Skyline Group of Companies  
TC Energy

The "G" Foundation  
Toyota Canada Inc.  
VieFUND Corporation

### Gift-in-kind supporters

Afleet Media Services  
Anonymous (1)  
BCLC  
KIND Healthy Snacks ULC  
Manulife Financial Corporation  
Papa John's Pizza at Yonge St  
Pizza Palace  
Town of Essex  
Victoria Conference Centre

### Third-party events

28th Annual Jim Davenport Golf Classic  
Ahmadiyya Muslim Youth Association, Run for Calgary  
Airline Hotels, Makin' a Difference Program  
Annual Wellness Day Charity Classic

Boardgame Bash of Blood  
Calgary Corporate Challenge  
Chatham-Kent Professional Firefighters Association, Skate & Donate Event  
Donate for Dustin Golf Tournament  
Gillis Drive In Staff  
Jake Saves Campaign  
Jennifer McKay's Turning Silver into Gold – Summer 2019  
Mary Parkinson Charity Classic  
MediaCom  
Mississauga Steelheads, Bleed Blue Game  
Saskatchewan Rush, Geoff's Saves for Charity  
Savina In Honour Clinic  
Sport Clips Canada, Haircuts with Heart  
Tom's Turning 4 Fore Toys  
UBC Bhangra Club

# Thank you for making a lifesaving difference, every day



Every time one of Canadian Blood Services' financial donors shares their personal story and reason for giving, I feel humbled and inspired by their generosity and energized by their drive to make a difference for patients.

The ongoing COVID-19 pandemic means that it might be a bit longer before I can thank many of you in person for your financial contributions. Nonetheless, please know that every day, your gifts are having a tremendous, positive impact on the lives of patients.

As I reflect on the 2019-2020 fiscal year, what stands out for me is not only your generosity, but the many unique ways in which you choose to give and direct your dollars to catalyze meaningful change for patients in your communities and across Canada.

For example, our community of do-it-yourself (DIY) fundraisers grew significantly last year. We saw many of you rally your friends, families and colleagues to bike, run, celebrate a special occasion or participate in a virtual event to raise money in support of Canadian Blood Services.

Several of you also came forward to fuel change in areas that are meaningful to you. As described earlier in this report, OtherHalf—Chinese Stem Cell Initiative partnered with us to match gifts, dollar for dollar, during a fundraising blitz to help diversify the national stem cell registry.

Last year, your visionary support for research also helped us achieve a significant milestone in our journey toward fostering the next generation of donors to **Canada's Lifeline**, the recruitment of a social scientist whose research will help us understand how and why donors seek to help patients.

Finally, our dedicated and growing community of monthly donors plays a critical role in helping our organization adapt to the constantly changing health-care environment. You help us to strengthen Canada's systems of life essentials day after day, year after year, and ensure that we are always prepared to face whatever emerging issues or opportunities might come our way.

No matter the reason or the way in which you choose to give, what you have in common is a shared commitment to improving the lives of your fellow Canadians — and the lives of future generations of Canadians as well.

Thank you. I can't wait to see what we will accomplish together in the year ahead.

**Margaret Miedema**  
Director, Philanthropy

## Ways to become a financial donor

### Save lives with an online gift

Visit [give.blood.ca/donate](https://give.blood.ca/donate) to make your financial donation.

### Give the gift of securities

Make an immediate impact and enhance your tax benefits by donating publicly traded securities.

### Launch a fundraiser

Create a fundraising page at [give.blood.ca/diy](https://give.blood.ca/diy) and rally your friends, family and community to help save lives.

### Celebrate a birthday, anniversary or milestone

Mark a special occasion by making a financial gift to help patients in need.

### Honour a loved one

Pay tribute to the life of someone special in a meaningful way, with an in-memory gift or campaign.

### Consider corporate giving

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

### Become a monthly donor

Help connect patients with the life essentials they need year-round, by becoming a monthly financial donor.

### Donate your honorarium

If you're a sought-after speaker, you can direct your honorarium to support lifesaving programs and initiatives.

### Create a lasting impact

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