



Canadian  
Blood  
Services

BLOOD  
PLASMA  
STEM CELLS  
ORGANS  
& TISSUES

# Sparkling Connections

Annual Report  
To Financial Donors  
2021–2022



PUBLISHED  
FOR  
SUPPORTERS  
OF CANADIAN  
BLOOD  
SERVICES

Gurjit,  
*kidney recipient,  
with her family*

# A message of thanks

from Dr. Graham Sher, our chief executive officer



Throughout the 2021–2022 fiscal year, we once again relied on passionate donors of all kinds to help us serve patients who depend on blood products. Like many other health organizations, Canadian Blood Services felt the strain of pandemic pressure for another year. But because of generous financial donors like you, in all corners of our country, we met immediate patient needs while continuing to innovate for the future. To you, a financial supporter who helped make this happen, I offer my deepest gratitude.

As a national organization, Canadian Blood Services has a responsibility to understand evolving patient needs and to constantly find ways — with donor support — to meet them. For example, when the impacts of the Omicron variant led to heightened demand for new whole blood donors in early 2022, financial donations fuelled opportunities for us to connect with new donors. The fact that we attracted more than 66,000 new blood and plasma donors last year, despite intense challenges, reflects the difference your generosity has made in keeping **Canada's Lifeline** strong.

Our efforts over the past year have been laser-focused on meeting the immediate needs of patients, but we never lost sight of the importance of innovation. Our team of world-class researchers continued to investigate ways to transform and improve patient outcomes, and some of their research projects were made possible with the support of financial donors like you. Your giving is critical to sparking

connections and fostering change that otherwise might not occur.

Every day, Canadian Blood Services has the honour of helping to save lives and restore health. But we also know that every day, we must continue to earn and keep the nation's trust.

This is an integral part of the work we've been doing to build a national transfusion and transplantation system that is diverse, equitable and inclusive for all. Although we have achieved some important milestones, which are described for you in more detail in this report, we are on a long journey. I am proud that alongside the newly established diversity, equity and inclusion (DEI) office and the contributions of countless community members, researchers and volunteers, financial giving has also supported meaningful change in our DEI work.

Thank you so much for being by our side as a dedicated financial supporter. You are an integral part of the collective effort to strengthen our national systems for blood, plasma, stem cells, organs and tissues, and other life essentials.

For believing in the important work of **Canada's Lifeline** and for further propelling our vision to help every patient, match every need and serve every Canadian, thank you.

**Dr. Graham D. Sher, O.C.**  
*Chief Executive Officer*

# Connecting innovative, award-winning research to an area of growing need



Every year, countless Canadians receive blood, plasma, stem cells, or organs and tissues through selfless donations from the community that makes up **Canada's Lifeline**. Thanks to financial gifts, the impact of donors doesn't end there.

It's because of financial donors, for example, that we were able to fund an award-winning research pilot. The results are showing promising outcomes for patients who rely on prescribed plasma protein and related products — therapies for which patient demand is increasing nationwide.

During the pilot, which was conducted in collaboration with CHEO, the pediatric hospital in Ottawa, Ont., a hospital pharmacist helped in delivering more personalized care for young patients who are living with hemophilia. Because pharmacists have not traditionally been involved in providing hemophilia care, this research was the first of its kind in Canada.

This groundbreaking approach, funded entirely by financial gifts to Canadian Blood Services, charts new territory for the role hospital pharmacists can play in prescribing plasma protein and related products. It also resulted in the joint team receiving the 2022 Excellence in Pharmacy Practice — Leadership Award from the Canadian Society of Hospital Pharmacists.

Hemophilia is a bleeding disorder in which the blood does not clot properly. For patients

Financial donations to Canadian Blood Services funded an award-winning research pilot, conducted in collaboration with CHEO, to better support patients like Laurier, who are living with hemophilia. Pictured with Laurier is CHEO pharmacist Dr. Alexandre Wong.

living with this disease, specialized medications made from plasma protein and related products help prevent and stop life-threatening bleeding episodes. During the research pilot, the pharmacist tailored each patient's medication regimen to their body's unique needs. "As a research team, we wanted to know if integrating a pharmacist into the hemophilia patient treatment setting would have a benefit," shares Dr. Sylvain Grenier, director of Canadian Blood Services' plasma protein and related products program. "Through the research project, we found that the answer is yes."

The study found that 100 per cent of hemophilia patients involved had either no change or a reduction in spontaneous bleeding events. It also resulted in health system savings and transformational effects for the patients.

Philanthropic donations from loyal corporate supporters of Canadian Blood Services helped to get this research off the ground. This work was also made possible in large part thanks to many individual donors who gave to the "area of greatest need." The success of this research shows how much of a positive impact the altruistic giving community of **Canada's Lifeline** can have in the lives of patients.

# Connecting diversity, equity and inclusion to new donor experiences



Ranjit,  
blood donor, plasma  
donor and Partner for  
Life Champion

Canadian Blood Services is on a dedicated journey to build and support a national blood system that is diverse, equitable and inclusive for all. We recognize that our future requires a significantly more diverse donor and registrant base to readily meet the needs of patients with rare blood types, ethnically diverse stem cell profiles and other complex medical conditions, groups that have been underserved by our blood system.

Financial donors and partners support various initiatives every year that allow us to better engage with communities. Through an extension of their generous multi-year financial commitment, Toyota Canada and its dealers helped our team build a “Super Champion” portal for recruitment of blood and plasma donors from diverse ethnic backgrounds. The portal was built in collaboration with, and piloted by, our largest national Partners for Life team, Sikh Nation.

A significant benefit of the new portal is the ease with which volunteer leaders can book and coordinate group and individual blood and plasma donations for their Partner for Life members. This has enabled the Sikh Nation Partners for Life team to communicate with its donors in Punjabi and to demonstrate the cultural sensitivity that will foster a deeper sense of belonging within the donation process. As a result, upwards of 1,500 more blood units were collected by this team last year than in previous years.

Toyota’s support also made it possible to recruit within multi-ethnic communities through marketing materials that were more culturally representative. Being as inclusive as possible through the stories we tell and the images we share is important in addressing and reducing barriers to donation. It helps us welcome more donors from equity-deserving groups to **Canada’s Lifeline** — engagement that is critical to meeting our vision of helping every patient, matching every need and serving every Canadian.

“There is so much more work that can be done collectively to address existing barriers that impact equity-deserving groups and Indigenous communities through the purposeful integration of DEI into all aspects of our organization and operations.”

### Our journey to a more inclusive blood system

Establishing a dedicated diversity, equity and inclusion (DEI) team and welcoming our first-ever chief diversity officer, Dr. Yasmin Razack, have been instrumental to building momentum on our collective DEI journey and enacting meaningful and sustainable change.

“I strongly believe in the co-creation of organizational DEI strategies that can foster community inclusion,” shares Dr. Razack. “There is so much more work that can be done collectively to address existing barriers that impact equity-deserving groups and Indigenous communities through the purposeful integration of DEI into all aspects of our organization and operations.”

Our strides over the past year have included developing a comprehensive Reconciliation Action Plan to

strengthen relationships with Indigenous communities and to improve the representation of First Nations, Inuit and Métis peoples within our donor and registrant bases. Also, in April 2022, after more than a decade of research, engagement and discussion, Health Canada approved our submission to remove donor criteria specific to men who have sex with men. Instead, beginning in September 2022, we’ll focus our screening protocols on recent sexual behaviours that are associated — among all donors — with a greater chance of infection.

As we continue on our journey toward meaningful engagement with equity-deserving groups across Canada, our supporters and partners are playing an important role in helping to create a more diverse and inclusive blood system that will better serve all patients.

### QUICK LINK

“You never really spend a lot of time thinking about the blood system until it becomes the difference between life and death for someone you love.”



After sharing Abigale Latozek’s story with financial donors in May 2021, we saw an outpouring of support in her honour. Abigale, who was turning seven at the time, asked for blood and financial donations to **Canada’s Lifeline** instead of birthday gifts. As a child living with acute lymphoblastic leukemia — for which she’s had countless blood transfusions — Abigale knew the importance of blood being available when it’s needed most.

Now in the “maintenance” phase of her treatment, Abigale is enjoying life as an eight-year-old who just finished second grade. “It’s important that she’s doing things a kid is supposed to do, like go to school or to the park,” says her mom, Staci. “I’m really happy she’s feeling well enough to do that.”

# Connecting new paths for stem cell awareness, education and research



In a year when recruitment for the adult stem cell registry was challenged by continued COVID-19 restrictions affecting in-person swabbing events and awareness initiatives, financial donors stepped in, helping us to chart new ways to connect with potential stem cell donors of the future and fuelling research and innovation to help patients who are counting on stem cell therapies today.



Trish Ganam, stem cell recipient and fundraiser for Canada's Lifeline

**“I know that 75 per cent of people looking for a stem cell match for transplant don't find a matching donor in their families like I did.”**

## Community fundraising meets stem cell recruitment

Trish Ganam had a stem cell transplant in 2015 to treat hypereosinophilic syndrome — an uncommon blood disorder. “I know that 75 per cent of people looking for a stem cell match for transplant don't find a matching donor in their families like I did,” shares Trish. So, when she heard that Canadian Blood Services had launched a new online tool to help Canadians fundraise for the area of stem cells and recruit more potential stem cell donors between the ages of 17 and 35, she jumped at the chance to use it.

The **online recruit-and-raise tool** builds on the do-it-yourself fundraising model that our passionate community fundraisers have been using for years. It has also created a new avenue for Canadians who may not be eligible to join the registry themselves to make a difference.

Using the new recruit-and-raise tool, folks like Trish are bringing hope to patients waiting for their match and are also fuelling further investments in crucial research, education and recruitment in the area of stem cells.

Thanks to support from financial donors and committed stem cell donors like Robbie, pictured right, we encouraged more young Canadians to consider and follow through on being lifesaving stem cell donors.



Robbie, stem cell donor

### Educating students on stem cells

According to evidence from the national and international transplant community, the best patient outcomes occur when a stem cell donor is between the ages of 17 and 35. With that in mind, Canadian Blood Services identified a need to modernize the ways we recruit and engage Canadians to become potential stem cell donors — especially youth and young adults.

Thanks to involvement from passionate volunteers, Canadian Blood Services was able to pilot a new program called **Students Saving Lives**. It invited high school students across Ontario to learn more about stem cell donation through a series of online modules. The goal? To inspire more youth from all ethnic backgrounds to join Canadian Blood Services Stem Cell Registry — and 167 young people did just that. Another 1,771 students learned more about stem cells through the pilot. Early financial supporters like CIBC and others are helping build on these statistics as we get this national program off the ground.

This innovative pilot also served as a volunteer opportunity, providing up to 10 hours of community service — toward high school graduation requirements — for students who completed the online modules.

### Committed donor spotlights

Financial donors have been instrumental in helping us find creative ways to recruit healthy adults to join the stem cell registry. Equally important for patients is ensuring that, once recruited, these potential stem cell donors follow through on the commitment they made when they joined the registry.

Thanks to a generous financial donation from The “G” Foundation, we **filmed and promoted a series of videos recognizing the commitment of stem cell donors**. “It was important we support this, as we want more people to know when you sign up on the registry, you are making a commitment for life,” shares a representative of The “G” Foundation. “Not just for your lifetime, but for someone’s else’s life.”

The videos feature stem cell donor Robbie Faraday explaining the commitment he knew he was making. “If you do get a call there’s a good chance you are the only match they have,” shares Robbie in the video. “Being a committed donor means understanding that.” The videos were shared in a popular online publication for young adults, *Narcity*, and attracted more than 500,000 video views and 120 new stem cell registrants.

“This experience allowed me to lead my first research project and successfully publish a manuscript,” shares Jasmine Candeliere, student researcher in Dr. Allan’s lab. “I am truly grateful because it is an important milestone as I build my career.”

### Developing future leaders in research

Clinician researcher, Dr. David Allan, and scientist, Dr. Nicolas Pineault, both work with Canadian Blood Services. Last summer, they welcomed students to their respective teams to work on research projects in the field of stem cell transplantation.

Involving students in these collaborative research projects was made possible by financial donors passionate about providing **opportunities for young scientific researchers to learn, grow and contribute to stem cell research.**

“This experience allowed me to lead my first research project and successfully publish a manuscript,” shares Jasmine Candeliere, student researcher in Dr. Allan’s lab. “I am truly grateful because it is an important milestone as I build my career.”

Under the leadership of Dr. Allan, Jasmine identified important genetic information that can be discovered in donor cells upon testing of recipients after a transplant. She developed a proposed framework to ensure appropriate donor disclosure is in place.

Under Dr. Pineault, Richa Kaushal helped test procedures aimed at protecting stem cells in cord blood during freezing and thawing. Both of these are new approaches that will be important to the many Canadian patients who undergo stem cell transplants every year.

### QUICK LINK



“She had so much empathy for others, and I know her last gifts are a testament to that.”



The late Janet LaForest (left) and her sister, Susan (right).

The late Janet LaForest wanted to make helping Canadians part of her life story. She left a generous gift in her will to do just that.

“Janet was always encouraging people to donate to Canadian Blood Services,” shares Susan, Janet’s sister and caregiver. “It became a family value and routine for all of us.”

Thanks to the gift Janet left in her will, her estate helped to recruit and empower a new generation of first-time blood and plasma donors through the Assignment Saving Lives bursary program in the Prairie provinces. By engaging youth in **Canada’s Lifeline**, this gift ensures that Janet’s legacy and the work she cared about live on.



# Connecting a passionate movement to lifesaving impact

Logan Nijhoff (middle) receives the Dayna Brons Honorary Award on April 18, 2022. From left to right: Stu Middleton, Lyle Brons, Carol Brons, Logan Nijhoff, Jenny Nijhoff, Jacques Nijhoff and Trevor Buhnai.



When tragedy struck the Humboldt Broncos and Canada's hockey community in 2018, a group of former players was fuelled by a desire to give back. Together, they established the Hockey Gives Blood movement to engage players and fans alike on the importance of blood and stem cell donation for patients in their greatest time of need.

Four years later, this movement and its dedicated roster of more than 50 player ambassadors make a big impact on and off the ice. "It's very fulfilling to see the hockey community support our vision and be part of a solution to not only sustain the national blood supply, but also raise awareness about the many ways Canadians can do more to help each other in a time of need," shares Stu Middleton, cofounder and president of Hockey Gives Blood.

Last year, players from men's and women's leagues shared the importance of blood, plasma and stem cell donation on social media and then took action. Their efforts resulted in 37 regional Hockey Gives Blood Partners for Life teams collecting more than 1,400 units of blood and plasma and recruiting 123 first-time blood donors. Moreover, their efforts during the #BeAHero stem cell campaign drew more than half the total of new registrants in just one month.

Some players also raised funds for Canadian Blood Services during their season. Together, Andrew Perrott, Brayden Guy, Dylan Garand, Logan Nijhoff, Logan Stankoven and Sebastian

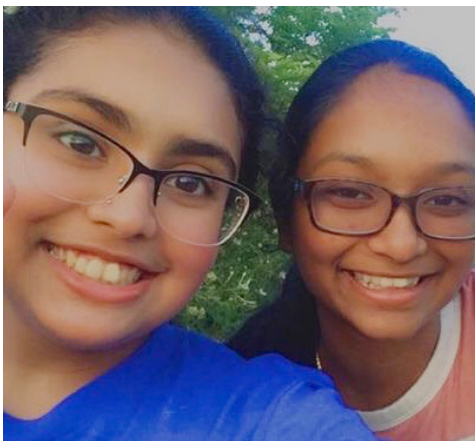
Cossa raised thousands of dollars in the 2021–2022 season of the Canadian Hockey League (CHL) to support patients who rely on **Canada's Lifeline**. They did it by collecting pledges from local businesses and community members for every faceoff, point, goal or save made during their playing season.

For players like Andrew Perrott of the Windsor Spitfires, the involvement was deeply personal. "My stepfather is a heart transplant recipient," shares Andrew. "His needing blood and tissue donations to survive throughout the process of receiving a new heart motivated me to join the Hockey Gives Blood initiative!" Logan Stankoven of the Kamloops Blazers, who was the CHL's Player of the Year for 2022, also shared his reason for giving back. "Over my life, so many people have contributed and helped me out in different ways," he says. "So, I believe that donating to an important cause makes me feel like I'm returning the favour."

Logan Nijhoff, who captained the Regina Pats last season, was also recognized with the 2022 Dayna Brons Honorary Award. This award, honouring the legacy of Humboldt Broncos athletic therapist Dayna Brons, is given to an individual who has gone above and beyond to raise awareness and further the vision of Canadian Blood Services. Like the award's inaugural winner, Jacob Ingham, Logan Nijhoff continues the tradition of making financial donations another important way for this passionate community to make a difference.

# Connecting inspired youth to the many ways to give

Connecting with donors of the future is crucial to keeping **Canada's Lifeline** strong for years to come. However, as another year of pandemic restrictions limited in-person awareness, education and recruitment efforts, we continued to rely on digital means to connect with the next generation of donors.



Heraa Muqri (left) and Deepika Sree Ramkumar (right) are youth leaders who started a movement encouraging more young Canadians to join **Canada's Lifeline**.

This is where passionate youth leaders and fundraisers like Heraa Muqri and Deepika Sree Ramkumar come in. These two women started encouraging young people to join **Canada's Lifeline** — by donating life essentials or financial gifts — after entering an app development competition in Grade 9.

“We realized that all of our classmates wanted to be doctors, lawyers, scientists and whatnot, all with the common goal of helping others in different ways,” shares Heraa. “But something as simple as donating blood to help others was something that they didn't know about. We wanted our app to address that.”

Deepika and Heraa's app advanced just shy of the competition's semifinals. Through that experience, they learned more about Canadian Blood Services' role in supporting patients who rely on blood, as well as plasma, stem cells, and organs and tissues. It inspired them to want to do more. So, the pair adapted their Android application into an organization called Project Life Bank.

Through the organization, they motivate youth to get involved with **Canada's Lifeline** in three ways: by donating blood, by joining Canadian Blood Services Stem Cell Registry or by making a financial donation. The latter is what Heraa and Deepika took on as a personal mission.

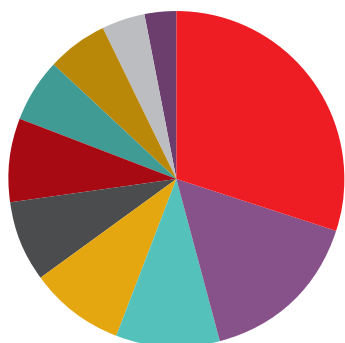
Together, they made virtual presentations to their teachers and classmates to encourage financial giving. They also launched a creative social media campaign, collecting funds in exchange for e-cards and successfully met their fundraising goal. Their efforts — and those of countless other community fundraisers this year — sparked greater awareness of the many ways Canadians can give to help patients.

Today, Project Life Bank spreads awareness through virtual learning workshops and social media accounts, which have attracted more than 1,200 followers between the ages of 12 and 17. Their work especially targets youth from ethnic communities, who are currently under-represented in the stem cell registry. Right now, only 33 per cent of potential stem cell donors in Canada are non-Caucasian.

“We chose to focus on youth because they're the future of the country,” says Deepika. “We want to make sure that Canada's bank of blood resources is sustainable for future generations.”

# Total cash donations received for the year ending March 31, 2022, were \$1,121,813.

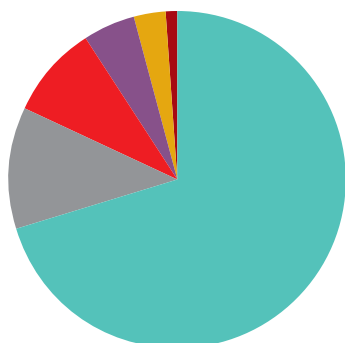
## Our 2021-2022 fundraising programs:



■ Corporate gift	30%
■ Events	16%
■ Online gifts	10%
■ Foundation giving	9%
■ Tribute gifts	8%
■ Direct mail	8%
■ Monthly gifts	6%
■ Major gifts	6%
■ Legacy giving	4%
■ Unsolicited gifts	3%

This chart does not include gifts-in-kind

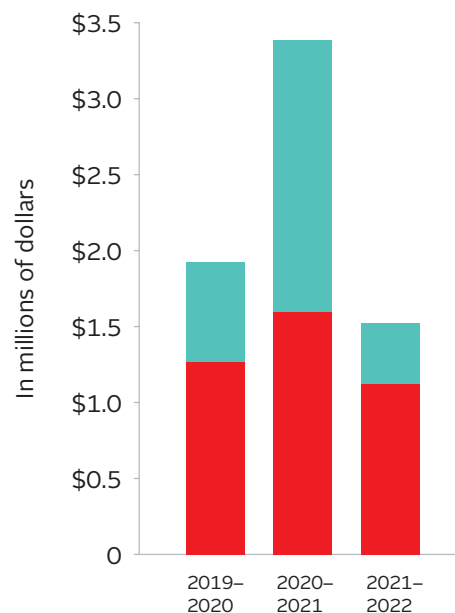
## In 2021-2022, your donations supported the following:



■ Area of greatest need	71%
■ Stem cells	12%
■ Blood	9%
■ Plasma	5%
■ Research and development	3%
■ Organs and tissues	1%

This chart does not include gifts-in-kind

## Last three years of donations:



■ Cash  
■ Gifts-in-kind

Gifts-in-kind valued at \$403,493 were received in fiscal year 2021-2022

## 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.

# Thank you!

We are grateful to all individuals, corporations, associations and community groups for your generous gifts. Many corporations have also chosen to honour their employee's volunteerism or charitable giving with a matching financial contribution. 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 2021-22 community, corporate and third-party event partners that donated over \$1,000 are listed below.



## Community and corporate supporters

Albourne Partners (Canada) Limited  
Boyden Executive Search  
Brian Taillieu Inc., in memory of Gerard Taillieu  
Canada Life  
Cerus Corporation  
CIBC  
Cisco Systems Canada Co.  
Community Fire Prevention (a division of Onyx Fire)  
Cotton Candy Inc.  
Enterprise Holdings Foundation  
First Alliance Church Toronto  
Gambrinus Malting Corporation  
Granite REIT  
Homes By Us Ltd.  
iA Financial Group  
Joe and Nancy Thompson Family Fund, The Edmonton Community Foundation

Knights of Columbus Father Cummings Council No. 2042  
McElhanney Ltd.  
Modern Niagara Group Inc.  
Nuclear Promise X (NPX)  
Oodle Noodle  
Orkin Canada  
Payworks  
Royal Canadian Legion Stonewall Branch 52  
Skelton Canada Inc.  
Stober Foundation  
Suncor and the Suncor Energy Foundation  
Teck Coal Ltd. Greenhills Operations  
The Roger and Edith Davis Foundation  
The Stollery Charitable Foundation  
Toyota Canada Inc.  
VieFUND Corporation  
Windsor CrossFit

## Gift-in-kind supporters

99.9 Virgin Radio, MOVE 101.5, AM 1150  
Branded Cities  
Cookies by George  
KIND Healthy Snacks ULC  
Master Soap Makers Inc.  
Sunnyshore Dunsmuir Howe Holding Ltd.  
Town of Essex

## Third-party events

Ahmadiyya Muslim Youth Association, Run for Calgary  
Always Ben — in loving memory of Ben Becker  
Blood Drive In Honour of Jocelyn McGlynn  
Brook's Hair Cut 2021  
Calgary Corporate Challenge  
Canada Border Services Agency Calgary  
Cory O'Connor Hat Fundraiser  
Creative Spirit Art Centre Auction in honour of Ellen Ayako Anderson

## Hockey Gives Blood Player Ambassador Campaign

In loving memory of David Prouse  
Miranda's One Year, One Cause  
Muslim Association of Newfoundland and Labrador  
Nintendo Project, In Honour of Brian Fraser  
Senators Community Foundation  
The Fraser League, In Honour of Brian Fraser  
Vampires of NPX

**Canadian Blood Services appreciates those who generously left a bequest or legacy gift in 2021-2022. We are honoured when individuals continue their charitable giving through a gift in their will and thank all those who have chosen to name us as a beneficiary of their legacy gifts. Your thoughtfulness and generosity will contribute to our work today and in the future.**

# Your support sparks connections that otherwise would not be possible



When I reflect on another year of supporting patients and their families, I'm struck by the importance of your financial contributions to **Canada's Lifeline** in helping us do that. Despite periods of uncertainty, financial donors like you continued to be there for patients whose need for blood, plasma, stem cells, and organs and tissues never subsided. Thank you for your steadfast belief in our work, which you demonstrated by trusting us with your financial gifts.

What's so powerful about your choice to donate financially is the flexibility you gave us to respond to real-time challenges and opportunities in our rapidly evolving health system. When we started to notice a decline in donation appointments, for example, financial gifts helped to fill the gap on promotional activities to give our recruitment efforts a needed boost. Financial support also enhanced donor experiences in our centres, helping to both attract new donors and motivate them to return regularly.

The important role that financial donors play in helping to recruit biological donors cannot be overstated, but your impact didn't end there. Your gifts also made possible some significant research discoveries and innovation this year.

As just one example, financial gifts directed to the "area of greatest need" supported an award-winning research pilot that is already creating benefits for patients living with hemophilia.

Your donations touch Canadians in every corner of our country, but I know that for many of you, the reason for giving is found closer to home. From people giving in tribute to loved ones to local businesses hosting fundraisers to honour patients in their own communities, the act of giving is personal. Many of you share your stories with us, and I am so touched when I hear of these special moments of generosity, which help to spark lifesaving connections for countless others.

Although the world around us remains uncertain, financial supporters like you will always be invaluable in keeping **Canada's Lifeline** strong. I offer my deepest thanks for all you do to help the patients whose lives depend on the generosity of others.

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

**Margaret Miedema**  
*Director, Philanthropy  
and National Partnerships*