

Critical Needs & How You Can Help

Each year, more than 500,000 lives are positively impacted because of LifeServe blood donors and the work that you do as a chairperson. The blood needed by cancer patients, surgery patients, car accident and trauma patients, newborn babies, and so many others is already on the shelf thanks to blood donors who selflessly give to help others in need.

Unfortunately, we often see donations decrease due to inclement weather, the holidays, or busy summer schedules; many times causing blood levels to drop to dangerously low levels forcing LifeServe to make a critical need appeal to our donors and media partners. There are many factors that can lead to a critical need for blood, for example this past winter we experienced extremely cold temperatures and significant storms. This type of weather has major implications on LifeServe's collection efforts and can impact our donors' ability to travel to your destination to give a donation.

We encourage you to share this information with the donors in your communities to help create awareness about the importance of maintaining a stable blood supply throughout the year. We also challenge you to encourage donors to schedule just one more appointment throughout the year to reach their maximum number of donations. You can also inform donors of the importance of bringing a new donor, family member or friend with them to the blood drive to help ensure the right blood product is available for the right patient the moment they need it.

Your participation in the volunteer blood donor program is vital to maintaining a stable blood supply for our community. Help us encourage our donors to give one more time this year than last and boost the blood supply throughout the year.



The Importance of First-Time Donors

In order to meet the needs of hospital patients in our tri-state area, more than 3,000 units of blood are needed each week. While we are grateful for the loyal blood donors who selflessly give of themselves on a regular basis, we also encourage new, first-time donors to give blood and make it a lifelong habit.

First-time donors are necessary to sustain the donor base. Only 38 percent of the population is eligible to donate, and of that, less than 10 percent actually do; making first-time donors vital to the volunteer blood donor program.

The number one reason people donate blood is because someone asked them to. Do you know someone who has never donated blood? Talk to them about the importance of the volunteer blood donor program and invite them to your next blood drive!

Making A Difference

Since 1987, Bob and Verlena Oliver have been active volunteers, hosting 151 blood drives in their communities. The Oliver's know the importance of the volunteer blood donor program so when they relocated from Arkansas to Grimes in 2006, they immediately contacted LifeServe Blood Center to get involved and help plan blood drives. Since then, they have helped the Grimes community grow from holding two blood drives a year to holding six per year!



Bob and Verlena Oliver

This loving couple knows first-hand the importance of donating blood. Verlena has experienced eight different reoccurrences of cancer since 1997, and even while undergoing chemotherapy has missed just one blood drive. Bob loves the opportunity to connect with donors over the phone. He personally makes over 100 phone calls encouraging donors to schedule appointments and remind donors of their upcoming appointment. Bob and Verlena also enjoy volunteering in the snack area during the blood drives - it is an opportunity for them to visit with donors and exchange stories.

Giving back is at the heart and soul of their everyday lives. Bob and Verlena are true blood drive ambassadors and create awareness of the importance of the volunteer blood donor program everywhere they go. They also love to give back to the community in many other ways, including spending their time shopping for items to donate their local food pantry. Bob is also a loyal blood donor! Their dedication to LifeServe is invaluable and has helped save countless lives.



Save our Summer Scholarship Opportunities

High school and college students help supply more than 20 percent of all blood products to the blood supply. In an effort to encourage them to stay engaged in the blood donor program throughout the summer, LifeServe will once again be offering six \$750 Save our Summer Scholarships to students pursuing higher education. By hosting one Save our Summer Blood Drive between Memorial Day and Labor Day, students will be eligible to win a scholarship. The blood drive must be held between Memorial Day and Labor Day and a minimum of 50 units is required for the student to be eligible to win. Do you know a student that would be interested in hosting a Save our Summer Blood Drive? Please share this information with them and contact us for more information!