



GROWING *With Our* COMMUNITY

2008 - 2009



COMMUNITY
BLOOD SERVICES
Life Shared. Life Saved.

A Letter To Our Friends in the Community

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We are pleased to present you with our 2008-2009 Annual Report which celebrates the ongoing lifesaving efforts of Community Blood Services within our community. When you turn its pages we hope you will recognize all YOU do to help us make a difference in so many individuals' lives. Our report to the community is just one way for us to express our gratitude for your support of our commitment to always be there with the blood and blood products so vitally needed every day by patients at our community hospitals and around the world.

For the past two years, growth has been the cornerstone of our blood center, whether speaking about our Blood Services, our New Jersey Cord Blood Bank or The HLA Registry, our bone marrow stem cell registry. Not only have we expanded our outreach and added Sunday donation hours to make it easier and more convenient for our volunteer donors, we have

added new programs and services to attract even more lifesaving donors.

At the same time, we have increased our commitment to the health of our community by expanding our WeCare health screenings program. Our wellness program now provides additional screenings vital to the health and well being of our community members. It also enables us to connect with more individuals who can benefit from these screenings. While we ready our center to meet the challenges of the next decade, we are improving our efficiencies, implementing new technologies, forming new partnerships, and laying the foundation for a capital campaign that will bring all of our operations under one roof.

As we continue to grow, we also must continue to spread our message about the vital need for more volunteer blood donors. Recent data shows a decline in volunteer donors so we are placing special emphasis on encouraging our younger generation of donors and our many ethnically and racially diverse community members to participate in the programs that we offer. We want to assure that no one, ever, has to worry that the transfusion or transplant needs of their loved ones might not be met.

We humbly and gratefully recognize the contributions of all who loyally support our mission and share in our achievements. These achievements would have been impossible without the exemplary leadership and guidance of our boards of trustees, our inspired staff, our dedicated volunteers, our generous donors, and the hospitals who partner with us. We want to thank you all for your continued devotion to our blood center and the patients whose lives you help save every day. Those who participate and share in our efforts are the very embodiment of our motto – "Life Shared. Life Saved."

Dennis M. Todd, PhD
President and Chief Executive Officer

Jerrold B. Grossman, PhD
Chairman of the Board of Trustees



Our Mission



Our Mission

To advance the quality of health care in the communities we serve by continually increasing the supply of blood and providing safe, high-quality products and services.

Our Vision

High quality-blood products to more patients

Our Goals

To serve patients, physicians and hospitals with the highest quality transfusion products and services

Our Values

Our values support our mission and vision and dictate what is right, what is seen as important and what is acceptable behavior, while providing direction and guidance now and in the future at Community Blood Services.

- **Quality** - We all are committed to excellence in the results we achieve and in how we achieve them.
- **Integrity** - We all strive for the highest ethical standards.
- **Respect** - We all promote a diverse culture and are committed to treating every internal and external relationship with mutual respect and dignity.
- **Teamwork** - We all value our collaborative efforts.
- **Innovation** - We all encourage new ideas and strive for continuous improvement.

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About Us

Executive Team

Dennis M. Todd, PhD

President & Chief Executive Officer

David E. Sharp, MD, PhD

Medical Director

Ronald Walsh, MD*

Medical Director

**as of 7/2010*

Vernon Reed

Vice President, Development

Colleen Hurley

Assistant Vice President

Human Resources

Susan Mysliwicz

Assistant Vice President

*Business Planning &
Information Technology*

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**Diane Langschultz,
MS, MT (ASCP), ASQ
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Director, Technical Laboratories

Misty Marchioni, MLT (ASCP)

*Director, Stem Cell Division
Operations & Business Development*

Roger Mrowiec, PhD

*Scientific Director,
Stem Cell Division*

Cora Ventura, BS, MT (ASCP)

Corporate Compliance Officer



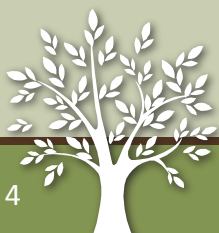
Making a Difference – We’re Here For Life!

Community Blood Services, a not-for-profit organization, has been devoted to serving our community’s transfusion medicine needs for more than 50 years, since 1953. Donations of blood and blood products, along with lifesaving bone marrow, umbilical cord blood and peripheral stem cells, join individuals, communities and organizations together in partnership with us to help save lives.

It takes all types of generous donors and the concerted efforts of many every day to support our mission. The hospitals we serve have a constant need for all blood types and products. Umbilical cord blood collected from newborns, along with stem cell donations facilitated through our public and private family banks and our bone marrow registry, provide lifesaving options to patients suffering from leukemia, sickle cell anemia and many other life-threatening diseases.

Individuals, businesses, organizations, schools and places of worship, along with our generous financial contributors, work with us everyday to offer hope and, ultimately, life. As we continue to expand our services and the range of people whose lives we touch, we will need to increase our partnerships with community members. Whether you are a donor or recipient, blood drive coordinator or volunteer, business or hospital, whatever you have to share will help save lives.

The following pages tell the story of our achievements, which would have been impossible without your help, and illustrate why we continue to be the lifeblood of our community.

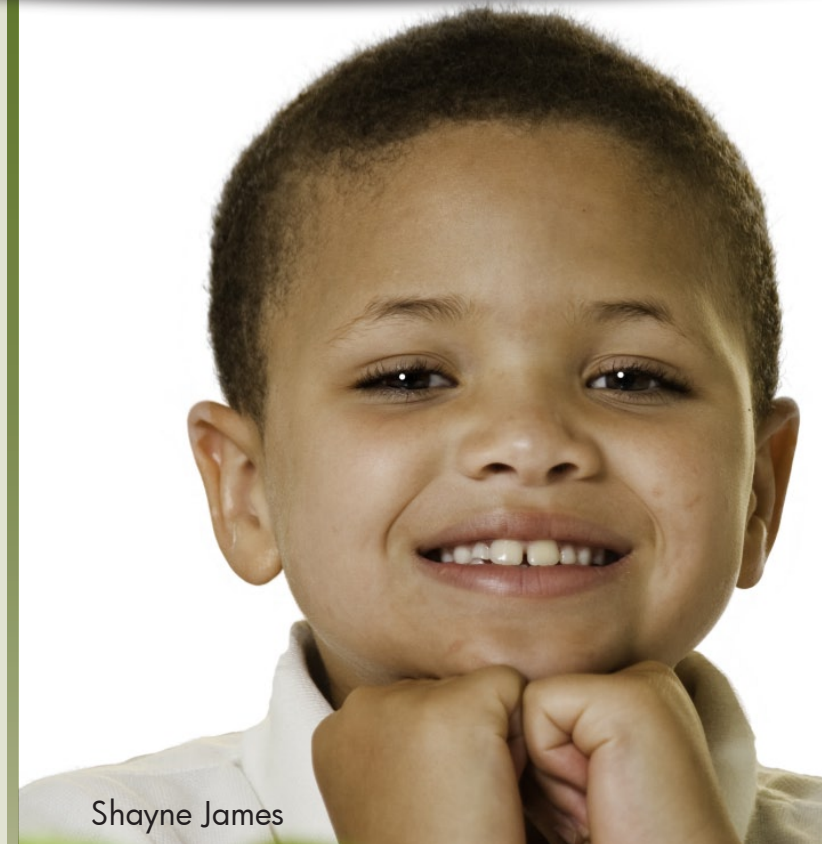


Our Many Faces of Hope

It's the many "Faces" of Community Blood Services willing to share their inspiring stories with others who provide hope and paint the true picture of the important role Community Blood Services plays in the community:

- » The once seriously ill "Faces" of those who depend upon blood and blood products to treat their illnesses, like 6-year-old Shayne James Jr., 3-year-old Delany Brown, 5-year-old Elizabeth Fasciano and 17-year-old Eleanor Hahn, and share their stories of how their lives were saved.
- » The "Faces" of all of our volunteer blood and platelet donors who have touched the lives of so many patients in need, like Amelia Terpstra and Linda Slocum, who have more than 300+ platelet donations apiece.
- » The "Faces" of blood drive coordinators like Howard Schlesinger who with his marketing students at Clifton High School has held multiple blood drives each year for the past eight years - registering more than 1,500 lifesaving donors - to encourage a younger generation of donors to step up to the plate and donate.
- » Or "Faces" like Marvo Smith and Rekhoben Mistry who donated their babies' umbilical cord blood so their stem cells are available for transplant should they be a match for someone in need anywhere in the world - someone like little Jeremy Stewart who today is an 8-year-old 3rd grader who enjoys playing video games, basketball and spending time with his older sister Valerie thanks to a lifesaving cord blood stem cell transplant seven years ago.
- » And it's the "Faces" of Lea Rosenberg and Jeffrey Roth who both became bone marrow stem cell donors after they were found to be matches for two patients, one in England and another in Israel, with life-threatening diseases who needed transplants.

Our "Faces Family," which continues to grow as we expand our community outreach, also includes our many generous financial donors whose charitable contributions help ensure we can continue to pursue our mission, as well as our devoted staff, volunteers and community ambassadors who spread the word about the importance of blood and stem cell donations as they share our message, "Life Shared, Life Saved."



Shayne James

At 18 months old Shayne was diagnosed with Acute Lymphocytic Leukemia. Dozens of blood transfusions were needed to treat his disease. Today, Shayne is an active and energetic 5-year-old who enjoys playing with his older sister Sydney and little brother Sean. Volunteer blood donors make a difference for many patients like Shayne, giving them all another chance at life.



Faces of Hope



Next Step: College!

Eleanor Hahn, Glen Rock, NJ

Eleanor Michele Hahn had just turned 15 when she experienced sudden, inexplicable pain in her upper left arm. Soon she received startling news that would turn the Hahn family's life upside down: Eleanor had bone cancer. During the next eight months, Eleanor spent 150 days in the hospital undergoing chemotherapy treatments, an eight-hour surgery on her arm, and transfusions of whole blood to keep her strong and able to fight the dreaded disease she was battling. To help ensure an adequate blood supply for Eleanor and patients like her who needed it, the family's friends at West Side Presbyterian Church in Ridgewood quickly arranged a blood drive that registered many first-time donors who now donate regularly.

Since then, her mom and dad have become strong advocates of the importance of blood donation and have continued to assist with community blood drives. Today, mom Lisa supports the center's lifesaving mission as a trustee on the Foundation Board and 17-year-old Eleanor has been out of treatment for two years. Eleanor has nearly full use of her arm, earned her driver's license and will attend St. Michael's College in 2010.

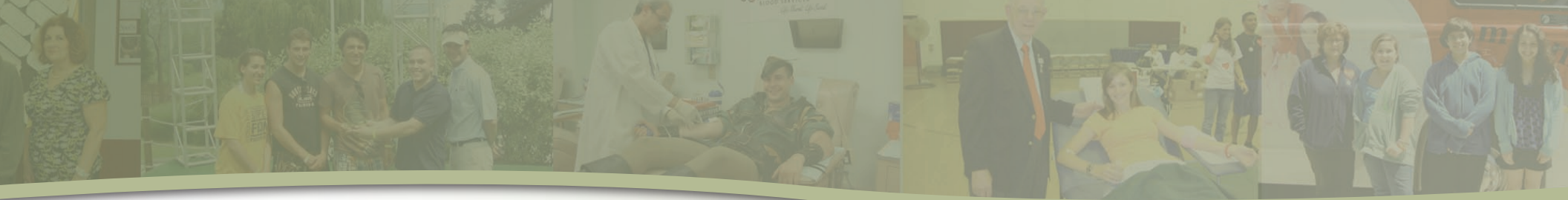
Tennis, Anyone?

Vernon Reed, Wanaque, NJ

One day in November 2004 Vernon was playing tennis as he did every Saturday when he suddenly realized he was having difficulty chasing the ball that went over the head of his doubles partner. "My brain wanted to get the ball, but my legs did not," Vernon recalls. Afterwards, he had trouble climbing the stairs, getting out of his car and walking uphill. After several MRIs, a CATSCAN and a biopsy, a simple CPK blood test, which measures inflammation of the muscles, showed his blood count was 9,464 (a normal count is 0-200). Vernon was diagnosed with polymyositis, a rare autoimmune disease resulting in muscle weakness.

Vernon began a course of treatment that requires him to receive two monthly transfusions on back-to-back days of the blood product gamma globulin to keep from becoming bedridden. Because 5,000 donors are needed for each product transfused, Vernon estimates he owes his thanks to more than 670,000 donors for helping him to stay active and healthy since his diagnosis. Today, Vernon is back on the tennis courts, and now tells his story as development vice president at Community Blood Services to inspire others to donate.





Today They're a Team!

*Dr. Anthony Fasciano, Ridgewood, NJ
Elizabeth Anne Fasciano, Westwood, NJ*

It's been four years since then 14-month-old Elizabeth developed a brain tumor that required emergency neurosurgery. Following surgery, she underwent six months of chemotherapy and received many blood and platelet transfusions. The tumor returned seven months later, which led to more chemotherapy and still more blood and platelets, and radiation treatments followed at age 3. "Rugra," as Uncle Anthony is called by little Elizabeth, immediately jumped in to become the "super recruiter" by mobilizing friends, family, co-workers, old college friends – virtually everyone he knew - to donate blood and platelets. Hundreds heeded his call and thus began his ongoing partnership with Community Blood Services.

Anthony, an endodontist in Englewood Cliffs, NJ, has since become a committed blood and platelet donor and joined the Foundation Board of Trustees so he can continue to spread the word about how being a volunteer donor saves lives like little Elizabeth's. "Rugra" and now 5-year-old Elizabeth, who today is in remission and enjoys horseback riding and playing with her younger sister, Mary Faith, have become a "super recruitment" team, sharing their story on the road during monthly tours at the Paramus Donor Center and thanking volunteer donors for all they do to help save lives.



Linda Slocum



Delany Brown



Jeremy Stewart & his family

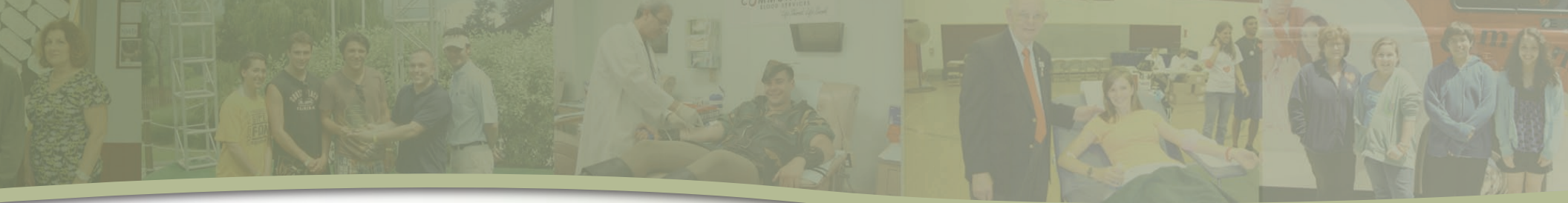


Highlights



- » RecruitTrak was introduced, an online appointment scheduling system that also allows us to communicate through emails with our donors and lets donors track their health screening histories at an online Wellness Center
- » Our not-for-profit New Jersey Cord Blood Bank (NJCBB) was designated a National Cord Blood Inventory (NCBI) Bank and awarded \$1.7 million to increase minority umbilical cord blood collections (see p. 15)
- » New technologies were introduced, including Haemonetics and Trima, which allow collection of multiple blood products and specific blood types targeted to patients' needs
- » Introduced eQue™ electronic donor registration on our mobile blood drives, cutting the time it takes to register and check in to donate blood products
- » Legislation was drafted in partnership with Assemblywoman Connie Wagner (D-38) proposing that a \$5 surcharge be added to each birth certificate to help fund the NJCBB, the state's public cord blood bank
- » Partnered with Rhode Island Blood Center in May 2009 on a 12-month pilot program to determine the feasibility of establishing the first public cord blood bank in New England, similar to our NJCBB
- » Partnered with Auxocell Laboratories, Inc. to form the first Wharton's Jelly derived stem cell bank in the United States where fetal mesenchymal stem cells from the gelatinous portion of donated umbilical cords are stored for cutting edge research and therapeutic use
- » Redesigned our website (www.communitybloodservices.com) to make it more people-focused and easier to navigate
- » Launched our Facebook page to better connect and communicate with our community
- » Partnered with EndGenitor to optimize the use of donated cord blood by isolating cord blood units that might not be transfusable but could be valuable to researchers investigating therapeutic options for serious diseases like cardiovascular disease
- » Expanded our health screenings to include a glucose screening for pre-diabetes
- » Dedicated our new WeCare Health & Wellness Mobile Center and began offering complimentary health screenings to community members (see p. 13)





- » Implemented a new web-based training and competency program for nurses and doctors so they can better partner with the NJCBB to collect umbilical cord blood
- » Completed renovations of Hospital Services' new dispatch and components processing area - the Wells Family Room named in honor of former Board Trustee Raymond Wells –designed to make operations more efficient
- » Received back-to-back grants from the U.S. Department of Homeland Security for security-related improvements, including a temperature monitoring system for refrigerators and freezers during times of emergency, installation of satellite phones, and a computer backup system to support the current system in the event of a terrorist attack or natural disaster
- » Changed eligibility requirements for donors to help increase the donor pool, including eliminating the waiting period to donate after getting a tattoo at a licensed facility under sterile conditions and after getting a flu shot
- » Honored Tiffany & Co., UPS, Pearson Education, The Valley Hospital, Holy Name Hospital, Trinitas Hospital and Save Latin America for supporting our programs at our 60's-themed recognition event in 2008

Platelets Across America's Al Whitney Shares Message at Paramus Donor Center

"In 2007, while making one of my regular platelet donations, I decided I could do even more. That's when I began my campaign to raise awareness about the critical need for platelet donations to help cancer patients by donating in every state."



Community groups, volunteer blood and platelet donors, and Community Blood Services' employees all had a chance to hear Al Whitney, founder of Platelets Across America, tell his story of how he came to criss-cross the U.S. with the goal of donating platelets in all 50 states when he donated at our Paramus donor center in June 2008. Platelets, which can be donated more frequently than whole blood (24 times a year rather than every 56 days), are used by seriously ill patients, including cancer patients undergoing chemotherapy. They are only good for five days so the supply must constantly be replenished. Al, a 71-year old retired factory worker from Avon Lake, Ohio, inspired all who met him, and even rallied employees he met at his hotel and at a local restaurant to become volunteer donors. For many years, Al ran blood drives for his hometown blood center in Ohio. He has donated more than 5 gallons of whole blood and 600 platelets as a volunteer donor.

At a Glance: Age of Our Donors

Age Range	2008	2009
< 25	5,101	6,070
25 - 39	4,783	4,770
40 - 59	12,672	12,044
60+	3,849	3,417

You Can Follow in Al's Footsteps!

Call [201-251-3703](tel:201-251-3703) to find out how you can become a platelet donor or to make an appointment to donate, or call [201-444-3900](tel:201-444-3900) to schedule a blood drive with your community organization, school, place of worship or business.



2007-2008 ABC WINNERS

1st place:
Hackensack High School
(275 registered donors)

2nd place:
Indian Hills High School
(274 registered donors)

3rd Place:
Ridgewood High School
(228 registered donors)

2008-2009 ABC WINNERS

1st place:
Ridgewood High School
(320 registered donors)

2nd place:
Pine Bush High School
(283 registered donors)

3rd Place:
Hackensack High School
(265 registered donors)

In the 2008-2009 school year, 5,542 high school students registered to donate blood at 84 high school drives, many of them first-time donors.

Nurturing Our Next Generation of Donors

Can the younger generation help turn the tide of blood donor recruitment challenges?

You bet! High school students account for more than 40 percent of all new donors.



With current statistics on declining blood donations an ongoing cause for concern, Community Blood Services is focused on nurturing and growing our relationships with the next generation by building strong, meaningful connections that communicate the importance of giving blood throughout adulthood.

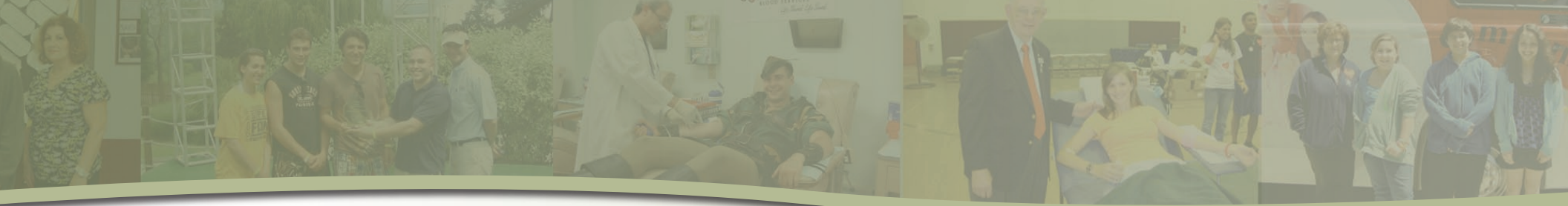
Our young people are listening. We have seen solid evidence to suggest that the next generation may embrace a lifelong commitment to giving blood with energy and passion, provided that we continually work at developing a shared connection and building relationships. Hundreds have given blood for the first time through the high school Academic Blood Challenge (ABC), which works with teacher advisors and students to conduct school-based blood drives, and many are continuing to give.

One way to connect to the students' desire to make a difference is by offering exciting incentives, including a day at the popular Mountain Creek Water Park in Vernon, NJ, to the top three high schools with the most productive blood drives. The chance for high school coordinators to win a \$1,000 scholarship from the New Jersey Society of Blood Bank Professionals (NJSBBP) has also helped fuel the bond between our blood center and our students.

Similarly, our KidzKare™ program for elementary and middle school students channels the idealism and altruism of younger students toward a lifesaving cause. While too young to give blood (the minimum age is 16 with parental consent and 17 without), KidzKare™ students (see p.12) organize drives at their schools and encourage teachers, parents and neighbors to give, while learning about the importance of giving blood. Students who successfully meet their blood drive goals receive one new book for their school library or classroom for every unit of blood collected.

How do we plan to keep our young donors, born into an on-line age, connected to our lifesaving mission? By continuing to build our relationships through a decidedly digital spin and staying current with the ever-changing world of social networking. Our new Facebook page and e-mail messaging systems can help us network with high school and college-age donors, provide information, publicize promotions and news, link Community Blood Services' friends, help them make appointments and track their donations and health screenings, and reach thousands with our message. Together, we look forward to blogging, texting, and messaging our way into the future.





New Legislation in NJ Allows 16-Year-Olds to Donate Blood

Community Blood Services' high school blood drives are now bringing in fresh blood thanks to a law that went into effect in May 2009 allowing 16-year-olds to donate with a parent's or guardian's approval. Under previous law, anyone 17 years of age and older could donate blood without parental consent.

The aim of the law is to increase the potential donor pool among our younger generation of donors to help combat severe, ongoing shortages and, ultimately, save more lives. High school donors currently provide about 10% of the blood supply for Community Blood Services.

New Jersey joins New York State and more than 20 other states in the United States that allow 16-year-olds with signed parental consent forms the opportunity to donate blood. Two other states, Oregon and Kansas, do not require parental consent. In the first year of the NJ legislation, 788 young donors were added to the donor base, many donating multiple times.

"Providing 16-year-olds with the opportunity to demonstrate their altruism by donating blood is an important step in their road to becoming responsible citizens who care about the well being of their community. So many young people want to help make the world a better place, but often don't know how to make a real difference. Now they have an outlet to do just that."

*-- Vernon Reed
Vice President, Development*



The Next Generation

KidzKare™



Scooter Tells His Story

My name is Scooter, and I am 13 years old. I have had GóPD anemia since I was a baby, a blood disorder that doesn't let me produce any red blood cells. I have some symptoms, such as getting tired, thirsty, and turning yellow. In sports I have to keep fluids in me and can't do as much as other people. As of now there is no cure for my blood disorder, which I share with my brother Michael. The only treatment is receiving a blood transfusion. This is why it is important for me to teach people like my friends and you how important it is to donate.

My school (Ridgefield Park's Roosevelt School) and I sponsored a KidzKare™ blood drive so my friends, family and community could come together to learn not only about my blood disorder but how blood donations are vital to me and others. We collected 70 pints of blood, which meant a bunch of new books for my school's library. Just look at what I can do today with the help of your generous blood donations!

KidzKare™ Goes on the Road

After an extensive review, a poster abstract was accepted by the AABB (formerly the American Association of Blood Banks) for display at its 2008 annual meeting in Montreal, Canada. The abstract demonstrates that KidzKare™ significantly increased donor recruitment rates for adults from age 35 to 54 – targeting an underrepresented age category as a way to introduce new donors into the donor base. In addition, the KidzKare™ program was selected for presentation at the Association of Donor Recruitment Professional's (ADRP) 2009 annual meeting in Florida.



The KidzKare™ program proved an outstanding success in 2008 and 2009, registering almost 900 volunteer donors at 40 blood drives.



A Commitment to Your Health

WeCare Health and Wellness Program

WeCare Mission Statement:

To promote health & wellness in individuals through neighborhood partnerships by offering education, health screenings and resources, with a focus on our underserved communities

WeCare: A Commitment to Our Community's Health

To demonstrate our continued dedication to the well being of our community members, we have expanded our WeCare health and wellness program to better serve our communities by:

- » offering additional health screenings, including a non-fasting glucose screening for pre-diabetes and periodic screenings for the sickle cell trait and prostate cancer
- » creating an online Wellness Center so our volunteer blood and platelet donors can track their donations and health screening results
- » acquiring a new, mobile health and wellness center staffed largely by volunteer medical personnel under the guidance of our medical director.

At the time of their donations, our volunteer blood and platelet donors receive an array of valuable health screenings, including non-fasting glucose, non-fasting cholesterol, hemoglobin, blood pressure, pulse and temperature. Our traveling WeCare vehicle will allow us to screen even more individuals and identify abnormal results early enough to help those individuals maintain their good health. Our WeCare vehicle will also enable us to raise awareness and educate even more of our community members about the important need for blood, cord blood and stem cell donors, especially from within our under-represented ethnically and racially diverse communities, to help save the lives of critically ill patients worldwide.

For further information about WeCare call 201-705-1604.



NY Sen. Bill Larkin, R-Cornwall-on Hudson, (2nd from left) helped acquire funding for the new WeCare mobile center and attended its dedication ceremony in December 2009 with (L-R) Stanley Siegel, Foundation executive director; Dr. Dennis Todd, CEO; and Lynne Warshaw, Foundation Chair.



AT A GLANCE (2008/2009)

- » 26,000+ donors donated each year
- » 47% were female donors, 53% were male
- » 9,225 first-time donors in '09 - a 6% increase from '08
- » 83,762 red blood cells donated
- » 16,879 apheresis platelets donated
- » 97,794 blood products distributed
- » 5,652 umbilical cord bloods collected by New Jersey Cord Blood Bank (NJCBB)
- » 98 cord blood units released by NJCBB for transplant
- » 1,503 potentially lifesaving cord blood units banked with NJCBB in '08/'09
- » 7,916 cord blood units currently banked with NJCBB
- » 44 hospitals in New Jersey, New York and Delaware collected cord bloods
- » 308 bone marrow drives held by The HLA Registry
- » 8,666 potential stem cell donors recruited by The HLA Registry
- » 1,661 individuals on The HLA Registry identified as potential transplant matches
- » 230,000+ potential donors currently registered on the national Be The Match registry
- » 182 individuals on The HLA Registry donated lifesaving stem cells
- » 190 volunteers logged 7,000 hours of service
- » 700+ news articles, TV and radio broadcasts promoted blood center activities

Building Diversity

We're All Connected: New Efforts Build Diversity

The minority recruitment effort at Community Blood Services is gaining greater momentum, with new initiatives and grassroots relationship-building in all of our communities. Through a combination of educational awareness and comprehensive value-adding testing to screen for diseases that are highly prevalent within minority populations, we are addressing ethnic and racial disparities in our blood and stem cell programs by working hard to increase donations from diverse community members.

The need is great: blood types, as well as bone marrow and peripheral and umbilical cord blood stem cell typing, are often determined by one's racial or ethnic profile. It is far more likely that patients will find matches from individuals within their own racial or ethnic groups so the low percentage of minority representation in the national stem cell registries is a grave concern.

Only 25 percent of bone marrow donors are non-white; only one-third of cord blood donations come from minority donors; and minority bone marrow stem cell donations fall well below 10 percent for the Hispanic, African-American and Asian communities. Meanwhile, Type O blood (the "universal donor") - most prevalent in the Hispanic community - is often in short supply at hospitals.

Sickle cell disease, heart disease, diabetes, leukemia and prostate cancer are all more prevalent in minority communities. Sickle cell and leukemia are treated with blood transfusions or stem cell



transplants, while patients with heart disease, diabetes and cancers often need medical procedures and surgeries that require blood.

Maintaining a plentiful blood supply is at the heart of our business and our mission, but we need to do more to address the growing needs of our communities' minority patients. Our efforts align with an ongoing National Marrow Donor Program (NMDP) initiative to increase diversity on the national registry and the NJ Department of Health and Senior Services' efforts to eliminate health care disparities.

We will continue to address the future needs of our richly diverse communities by building our partnerships with representatives of those communities, as we did when we met with the Legislature's Black and Hispanic caucuses to educate them about the need for diverse cord blood and marrow stem cell donors. We plan to continue working hand-in-hand with local community activists like those on our Sickle Cell Leadership Committee.





New Jersey Cord Blood Bank (NJCBB) Designated National Cord Blood Bank

The NJCBB at Community Blood Services has been working tirelessly to increase the number of high-quality umbilical cord blood donations to be included in the National Cord Blood Inventory (NCBI) bank from genetically diverse mothers delivering at participating hospitals with large ethnically and racially diverse populations.

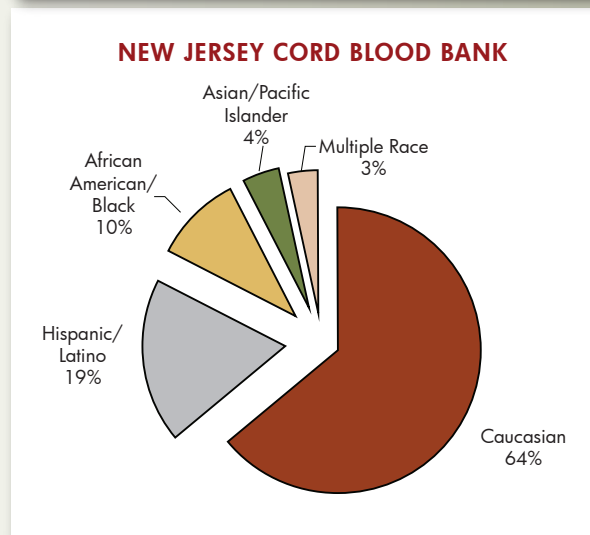
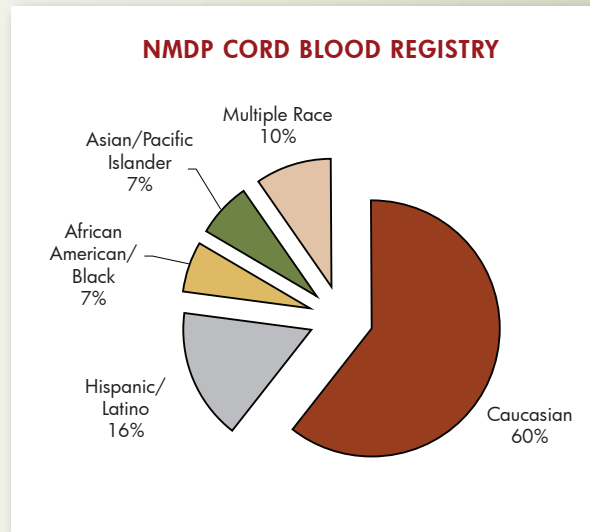
In 2009, the NJCBB was one of 13 public cord blood banks nationwide awarded three-year contracts by the federal Health Resources Services Administration (HRSA) to participate in the NCBI bank and designated to receive \$1.7 million in funding to enhance its public cord blood collection program. Cord blood units collected through this contract are to be made available through the C.W. Young Transplantation Program and the NMDP for patients in need of stem cell transplants.

The funding is helping to support collection, processing and storage of umbilical cord bloods donated primarily by black, African American, Hispanic and Asian newborns for the NCBI. The NCBI, established by HRSA as part of the Stem Cell Therapeutic and Research Act of 2005, was created to make available 150,000 high-quality cord blood units.

“Receiving this award is allowing us to enhance our current cord blood stem cell collections to target vitally needed cord bloods from minority moms delivering at our diverse participating hospitals in the Northeast region. This will in turn increase the chances of more lifesaving matches for patients from those communities,” said Misty Marchioni, director of operations and business development at the NJCBB.

By the end of 2009, Community Blood Services had shipped more than 180 lifesaving cord blood units, and more than 7,500 units were stored in the NJCBB public bank.

2008 Cord Blood Donations By Diversity



Saving Lives With Cord Blood Stem Cells

Umbilical cord blood collected after a newborn's birth contains lifesaving stem cells that can be used to treat patients suffering from more than 90 life-threatening diseases, including leukemia, lymphoma, sickle cell disease and other rare genetic diseases or immune deficiencies.

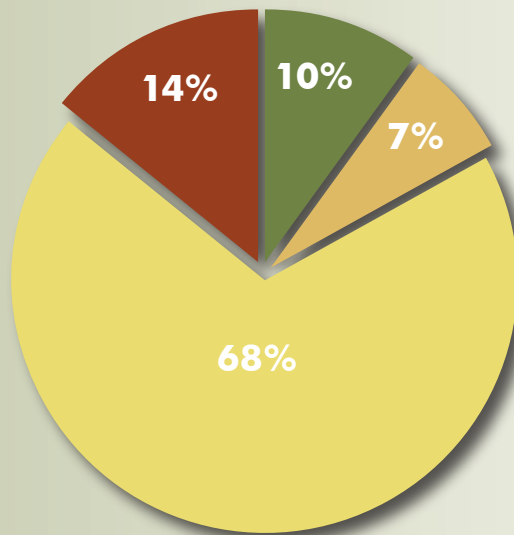
In the future, cord blood stem cells may be the treatment of choice for many other serious diseases, such as diabetes, cerebral palsy, heart disease, Alzheimer's and Parkinson's disease.

Some blood types are more prevalent in certain ethnic and racial groups, and are often in short supply.

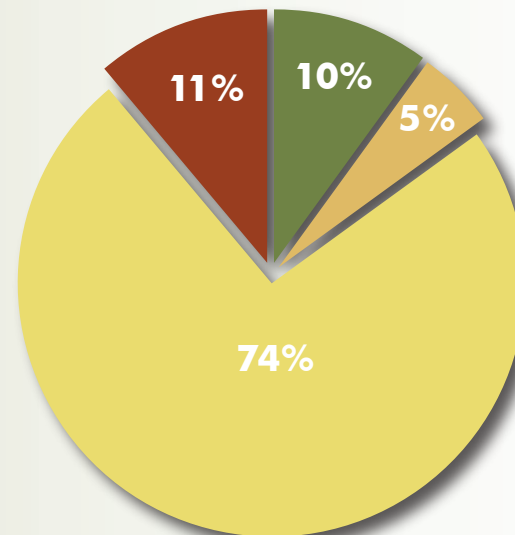
- » 25 percent of Asians and 18 percent of African Americans have B positive blood types but only 9 percent of whites and Hispanics have that type.
- » Some African American patients have rare blood types like U negative or Duffy negative. These blood types are rarely found in other donor groups so patients with these types must depend on other African Americans to supply this lifesaving blood.



2008-2009 Expenditures



2008



2009

Divisions



Investments in Technology and Facilities



Recruitment and Recognition of Volunteer Blood Donors



Cost of Collecting, Manufacturing and Distributing Blood Products



Administrative Overhead

Percent in 2008

10%

7%

69%

14%

Percent in 2009

10%

5%

74%

11%

Community Blood Services is a 501 (c) (3) not-for-profit, charitable organization. Although volunteers generously donate their blood and blood products, there are significant costs tied to the recruitment of blood donors and the collection, processing, testing and storage of those products before they are delivered to our participating hospitals. Blood centers charge hospitals a processing fee to cover those costs. As a non-profit, tax-exempt organization, no one individual benefits financially from the work of our organization - no individuals are owners or shareholders. Whether an organization is for-profit or not-for-profit, as ours is, it must be financially fit to carry on with its mission.



Our Hospital Partners



- » *Bergen Regional Medical Center, L.P., Paramus, NJ*
- » *Chilton Memorial Hospital, Pompton Plains, NJ*
- » *East Orange General Hospital, East Orange, NJ*
- » *Englewood Hospital Medical Center, Englewood, NJ*
- » *Hackensack University Medical Center, Hackensack, NJ*
- » *Holy Name Hospital, Teaneck, NJ*
- » *Jersey City Medical Center, Jersey City, NJ*
- » *Meadowlands Hospital, Secaucus, NJ*
- » *Morristown Memorial Hospital, Morristown, NJ*
- » *Overlook Hospital, Summit, NJ*
- » *Palisades Medical Center, North Bergen, NJ*
- » *Raritan Bay Medical Center, Old Bridge, NJ*
- » *Raritan Bay Medical Center, Perth Amboy, NJ*
- » *Robert Wood Johnson University Hospital, New Brunswick, NJ*
- » *St. Joseph's Wayne Hospital, Wayne, NJ*
- » *St. Joseph's Regional Medical Center, Paterson, NJ*
- » *St. Michael's Medical Center, Newark, NJ*
- » *The Valley Hospital, Ridgewood, NJ*
- » *Trinitas Regional Medical Center, Elizabeth, NJ*
- » *Bon Secours Community Hospital, Port Jervis, NY*
- » *Columbia Presbyterian Medical Center, New York, NY*
- » *Good Samaritan Hospital, Suffern, NY*
- » *Hospital for Special Surgery, New York, NY*
- » *New York Methodist Hospital, Brooklyn, NY*
- » *New York Presbyterian Hospital, New York, NY*
- » *Orange Regional Medical Center – Horton Campus, Middletown, NY*
- » *Orange Regional Medical Center – Arden Hills Campus, Goshen, NY*
- » *St. Anthony Community Hospital, Warwick, NY*
- » *St. John's Episcopal Hospital South Shore, Far Rockaway, NY*
- » *St. Luke's Cornwall Hospital – Cornwall Campus, Cornwall, NY*
- » *St. Luke's Cornwall Hospital – Newburgh Campus, Newburgh, NY*

New Jersey is short almost 40,000 units of blood annually and must regularly import blood from other states to meet our patients' needs.



Community Blood Services Foundation



The Foundation, our fundraising arm, has seen tremendous change during the past two years, with more than a half dozen new, illustrious members joining its Board of Trustees. One such member is Lynne Warshaw of HoHoKus, NJ, who has taken over the reigns as chair of the board. Lynne is a longtime volunteer, former platelet donor, and vocal advocate of the center's many programs and services. In addition, a longtime "friend" of the Foundation, former executive director Stanley Siegel, once again holds that position. And former executive director Vernon Reed is now vice president of development, overseeing both the Foundation's undertakings and those of the recruitment department it helps support.

Thanks to the expertise and enthusiasm of our highly energetic and committed board and executive team our achievements include:

- » Receiving \$100,000 in funding from New York State towards the WeCare Health & Wellness Mobile Center bloodmobile thanks to the generous support of N.Y. Sen. Bill Larkin (D-39) and the NY Legislature
- » Holding two successful golf outings at White Beeches Country Club in Haworth, NJ
- » Successfully hosting elegant fundraising Galas at The Estate at Florentine Gardens, River Vale (NJ) in 2008 and the Sheraton Mahwah Hotel (NJ) in 2009 (see pp. 20 & 21 for honorees). Assemblywoman Connie Wagner helped present awards at the 2009 Gala and NBC TV's Pat Battle was emcee. The Galas together raised over \$85,000.
- » Forming the Life Shared, Life Saved Giving Society following our first-ever Simple Acts of Giving: Life Shared, Life Saved breakfast, which raised pledges of over a quarter million dollars (see p.21)
- » Raffling off a Harley Davidson motorcycle worth more than \$15,000 to raise funds to help support our WeCare health and wellness program
- » Creating an award-winning Life Shared, Life Saved video with Erbach Communications featuring our lifesaving endeavors
- » Raising funds to buy books for our KidzKare program through an employee bowling competition in partnership with AMF Wallington Lanes
- » Recognizing our blood donors and financial contributors at a "Four or Six Hands, One Piano" concert sponsored by United Water at Maggiano's Restaurant in Hackensack, NJ.





Capital Campaign's Goal: Bring Everyone Together

For some time the Board of Trustees of Community Blood Services has recognized the importance of relocating the various business operations and staff within one facility. The board would like to increase the organization's efficiency and enhance communication between the staff and the community we serve. Efforts began in 2008 to develop a relocation plan that would enable staff and volunteers from our New Jersey facilities in Paramus, Oradell, and Allendale to operate out of one new building.

NK Architects, headquartered in Morristown (NJ), was retained to determine the size and layout of a new facility. The architects worked with management from Community

Blood Services to design a building that would meet the needs of the organization. A rendering of the new building and specifications for the new facility were developed, which will enable the planners to ensure that a suitable building is found.

The Foundation Board of Trustees commissioned a feasibility study, conducted by Rutolo & Associates of Cresskill (NJ), to determine how to finance the proposed new facility. Rutolo led focus groups and conducted personal interviews with our center's many stakeholders to determine the likely success of a capital campaign. As a result, the study recommended a 3-5 year capital campaign to begin within the upcoming year.

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Vice Chair

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Anthony Labozzetta

Joseph McHale

Steven A. San Filippo

Richard Stanard

John A. Uzzi





2008 Gala Honorees:

Humanitarian Award

David F. Bolger

owner & president of Bolger & Co., Inc.,
president of the Bolger Foundation

Spirit of Community Award

The Martin Family:

Warren J. Martin, Sr. (posthumous)

Warren J. Martin, Jr

Lawrence Martin

- former Board of Trustee members and longtime supporters of Community Blood Services



2008 Gala proceeds benefitted the
New Jersey Cord Blood Bank (NJCB)

Save The Date



Simple Acts of Giving

Life Shared, Life Saved Breakfast

Tuesday, November 16, 2010
8 a.m. - 9 a.m.

Sheraton Mahwah Hotel
1 International Boulevard
Mahwah, NJ

RSVP with your table captain or contact Arleen Kearns at (201) 705-1669 or arleenk@cbsblood.org

Tours of Paramus Donor Center Offer Firsthand Look at the Work We Do

You can learn firsthand how Community Blood Services, with your help, saves lives in our community when you attend one of our monthly Life Shared, Life Saved tours and presentations at the Paramus Donor Center, 970 Linwood Avenue West.

Tours are scheduled for the last Thursday of each month through October. Tours will start up again in January 2011.

If you are interested in attending a presentation to hear some actual stories about how your blood donations have helped save lives, and about the impressive work being done by our staff and volunteers, please call 201-705-1669.



Life Shared, Life Saved Giving Society

Life Shared, Life Saved Giving Society Founding Members

Following are the founding members of the Life Shared, Life Saved Giving Society, started in 2009, who have made five-year pledges or gave one-time cash contributions to help support and sustain the Foundation's activities.

Providing Hope - \$50,000

Insera Family Foundation

Dr. Jerrold B. Grossman

Sustaining Life - \$25,000

Peter O. Hanson

Warren J. Martin, Esq.

The Saldarini Family Foundation

Steve and Carolyn San Filippo

Reaching Out - \$5,000

Mr. and Mrs. Malcolm A. Borg

David Broadnax, MD and Luay Broadnax

The Croonquist Family

Douglas H. Dittrick

Erbach Communications Group, Inc.

Patricia and Ken Espenak

Dr. Anthony Fasciano

Esther and Warren Feldman

William Hanson

Sheila Kelly, Event Makers

Joseph M. and Eileen McHale

Bart Mongelli, Esq.

Brett S. Moore

Dr. Norma Murray

Vernon and Laura Reed

Russo Dev. Michael Pembroke

Stanley Siegel

Andrew and Cathy Somple

Linda and Dennis M. Todd, PhD

Lynne and David Warshaw

Joanne Wynne



2009 Gala Honorees:

Humanitarian Award

Dr. Arnold Rubin

Professor of Medicine – Cancer Institute of NJ,
UMDNJ, Robert Wood Johnson

Spirit of Community Award

National Coalition
of 100 Black Women

Corporate Partnership Award

Medco Health Solutions, Inc.



2009 Gala proceeds benefitted the
WeCare Health & Wellness Program



Financial Contributors

Community Blood Services' Foundation warmly acknowledges and thanks all of its generous financial contributors, large and small, for their generous gifts in 2008 and 2009. Gifts are used for capital expenses, including bloodmobiles and our WeCare Health and Wellness vehicle; equipment and technology; community education and awareness; and to support our lifesaving programs. For more information on how you or your organization can contribute, please contact the Foundation at 201-705-1660.

\$100,000

State of New York

\$45,000

Dr. Jerrold and Marsha Grossman

\$10,000 - \$20,000

Cranston Associates
Inserra Supermarkets, Inc.
Merck-Medco Managed Care
Pall Medical
The Hyde and Watson Foundation

\$5,000 - \$9,999

Jan M. & Eugenia Krol Charitable Foundation
The Aaron & Rachel Meyer Foundation, Inc.
Norma Murray, M.D.
Saldarini Family Foundation
Mr & Mrs. G. Thomas Croonquist
Peter O. Hanson
Capital One Bank
Lillian P. Schenck Fund
NAI James E. Hanson, Inc.

\$2,500 - \$4,999

Aztec Corporation
Cole Schotz Meisel Forman & Leonard

Dr. & Mrs. Dennis Todd
Encon Mechanical Corp.
Genzyme Foundation
Go Pro Waste Services, Inc.
Haitz Electric
Jersey Tile, LLC
Marsh U.S.
Mehl Electric Company, Inc.
Mercer Health Benefits
Mr. & Mrs. David Warshaw
Mr. & Mrs. James Matrisciano
Mr. & Mrs. Vernon Reed
Mr. & Mrs. Warren J. Martin
Pulse Medical Transportation
River Drive Construction
Stanley Siegel
Stars and Stripes
TD Bank
The Century Group
The Valley Hospital Foundation
United Water New Jersey

\$1,000 - \$2,499

Aetna, Inc.
Amptek Electrical Contractors
Anthony Fasciano
Anthony J. Pacchia
Applebee's Neighborhood Grill
Aspen Heating & Air Conditioning


Bfi

Bravante Automatic Sprinkler
Brett Moore
Brian Saxton
Charles L. Kileen
Coalition of 100 Black Women
Corporate Environments
Englewood Pathologists, Inc.
Enviro Mechanical Technologies
Enviro-Floor, LLC
Feldman Charitable Foundation
Frank Gaul
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Sheila A. Kelly
Topcon America Corp.
William C. Hanson

\$500 - \$999

Abbott laboratories
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Willie H. Robinson
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\$100 - \$499

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Zbigniew Mrowiec



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*Headquarters & The
HLA Registry:*
800 Kinderkamack Road,
Suite 300
Oradell, NJ
07649

Cord Blood:
1 Pearl Court, Unit C
Allendale, NJ
07401

403 Haddon Avenue
Camden, NJ
08103

NJ Donor Centers:
970 Linwood Avenue West
Paramus, NJ
07652

63 Beaver Brook Road,
Suite 304
Lincoln Park, NJ
07035

General Information:
(201) 444-3900

Appointments:
(201) 251-3703 (NJ)
(845) 220-2030 (NY)

NY Donor Centers:
575 Hudson Valley Avenue
Suite 206, 2nd floor
New Windsor, NY
12553

20 Grand Street
Warwick, NY
10990

Other Donor Sites:

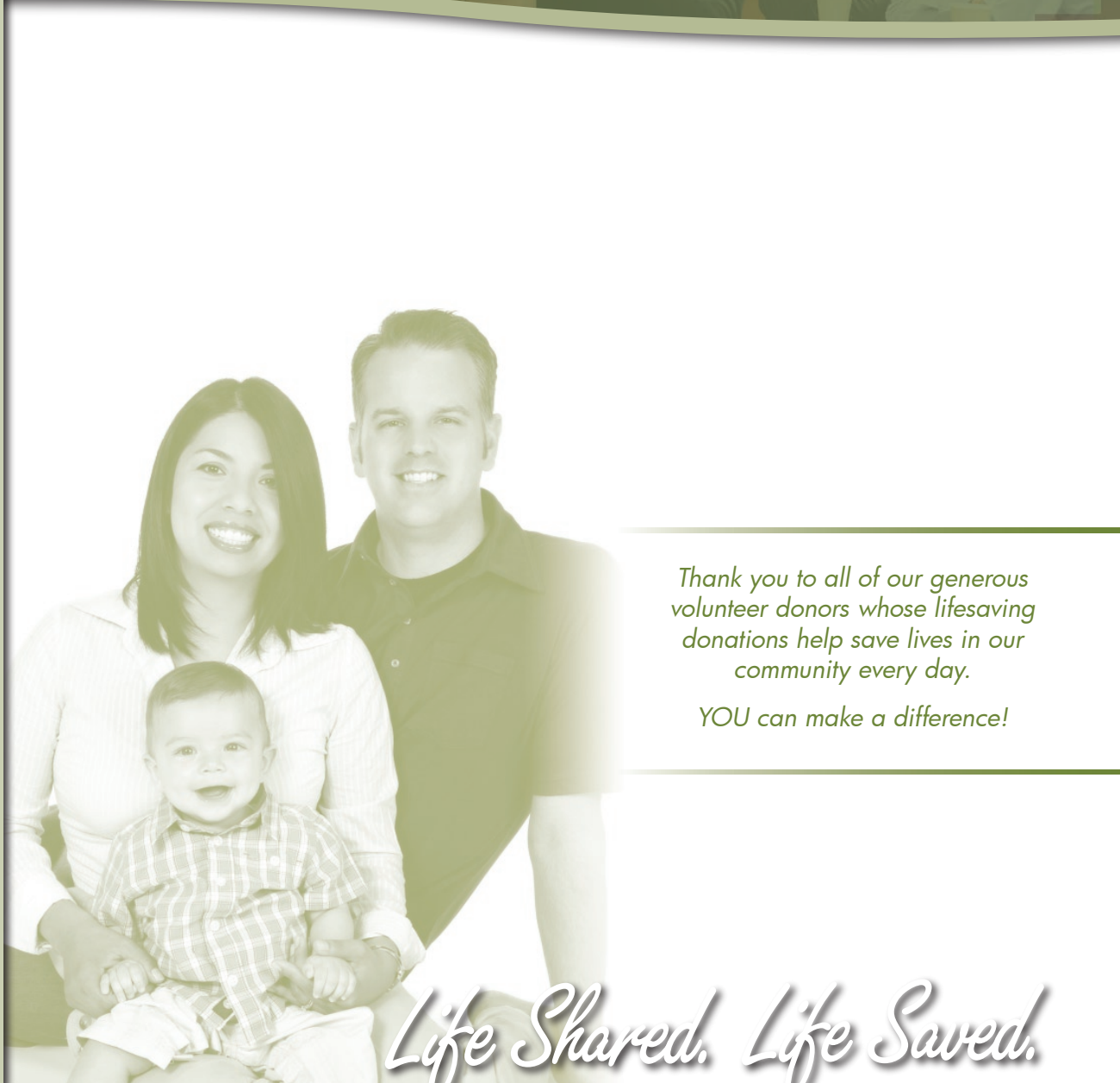
- » Englewood, NJ
- » Lyndhurst, NJ
- » New Milford, NJ
- » Palisades Park, NJ
- » Secaucus, NJ
- » West Milford, NJ
- » Florida, NY
- » Monroe, NY

Toll Free:
(866) 228-1500

Cord Blood:
(866) SAVCORD

The HLA Registry:
(800) 336-3363

To Volunteer:
(201) 389-0459



*Thank you to all of our generous
volunteer donors whose lifesaving
donations help save lives in our
community every day.*

YOU can make a difference!

