



SAVING LIVES

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# ONE HERO AT A TIME

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2013 ANNUAL REPORT

CELEBRATING 60 YEARS IN OUR COMMUNITY

COMMUNITY  
BLOOD SERVICES  
*Life Shared. Life Saved.*



## A MESSAGE FROM COMMUNITY BLOOD SERVICES' CHAIRMAN AND CEO



It was a transitional year in 2013 for Community Blood Services (CBS), a year defined by change and challenges. With a sluggishly growing economy and introduction of the Affordable Care Act (ACA), hospitals continued to put pressure on blood suppliers like ours to reduce costs and increase services. Coupled with the institution of new transfusion guidelines designed to reduce blood utilization and improve patient outcomes, these challenges were significant but challenges we were able to meet.

In 2013 our Blood Services Division resigned its top hospital clients to new multi-year agreements. Those agreements ensure there will be no disruptions in service to patients in our hospitals and provide stability for both our clients and our blood center during these turbulent economic times. In addition, our Blood Services continued to develop strategies to better target our hospitals' specific needs and to boost and ensure more efficient collections. We increased our use of automated technology and implemented new donor programs, like our multi-plasma program which can collect multiple plasma products from a donor during a single donation.

The cord blood program in our Stem Cell Division saw one of its best years ever, shipping 36 lifesaving stem cell units nationally and

internationally. Just as importantly, thanks to the hard work of the division's management team, the program became profitable and showed a positive cash flow for the first time in many years.

The Stem Cell Division also was the recipient of a major financial gift through the Irving and Doris Gamow Estate. That generous funding will augment our stem cell efforts by providing the necessary capital required to expand our stem cell research program and establish our center as a major and significant force in the New Jersey stem cell research arena.

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“...the Affordable Care Act  
put pressure on blood suppliers to  
reduce costs and increase services.”

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This was also the year the blood center jumped into the world of cellular therapies with both feet. We assisted a Czech Republic biotech firm with its efforts to bring a dendritic cell clinical trial for prostate cancer to the U.S. Those mononuclear cell (MNC) collections also allowed us to reinstitute our Peripheral Blood Stem Cell (PBSC) program with the National Marrow Donor Program (NMDP) which is

expected to enhance our HLA bone marrow Registry efforts and speed the collection of these life-giving stem cells to help transplant patients worldwide.

Dominating our changing landscape in 2013 was our move in March to our new headquarters in Montvale, New Jersey. For the first time in many years, our CBS family is together under one roof. Moving a family to a new home can be a major life event; moving a

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*“As we celebrate 60 years of service to our community, we look back with pride at all we achieved in 2013 and look forward to all we’ll achieve in the year ahead.”*

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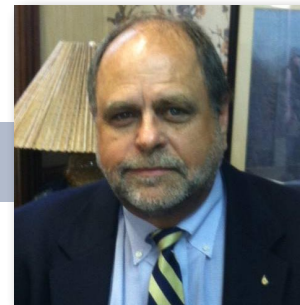
company from a home of 50 plus years can be trying and disruptive to any organization providing the type of lifesaving services we provide. But as we bid farewell to our Linwood Avenue home and relocated to our new headquarters at 102 Chestnut Ridge Road we did so with surprising ease. The staff did an amazing job during the transition. Our hospital clients saw no service disruptions during the move and we were able to quickly open a donor room at our new location for the convenience of our Montvale-area donors.

The blood center’s trustees and management team remain committed to providing the high-quality service expected by the hospitals we serve and the community in which we live. As our industry continues to transform itself, we will strive to improve and expand our services so that our community will have access to the best treatment options available.



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

Dr. Grossman is president and chief executive officer of Genesis BPS LLC and National Hospital Specialties in Ramsey, NJ, manufacturers/providers of medical and laboratory devices and biopharmaceuticals. Previously, he was vice president of marketing and sales at Immuno US, Inc. and Immuno Canada, Ltd. and held a number of executive positions at the New York Blood Center. He has been a Community Blood Services Board of Trustees’ member for 12 years and chairman for eight years; a member of the Blood Bank Task Force of New Jersey, New Jersey Society of Blood Bank Professionals and Board of Directors of Pascack Community Bank; chairman of Washington University’s North Jersey Regional Cabinet; and vice chairman of ADMA Biologics Inc.



**Dennis M. Todd, PhD**  
President and Chief Executive Officer

Dr. Todd has served as president and CEO of Community Blood Services for the past 13 years. Previously, he was with St. Joseph’s Regional Medical Center in Paterson (NJ), where he was director of research and directed the Division of Hematology and Oncology’s molecular biology laboratory and its cytogenetics and special hematology laboratories. Dr. Todd sits on the Board of Directors for the National Marrow Donor Program and the Foundation board at Icla da Silva Foundation and is past president of the NJ Academy of Science.



# ABOUT COMMUNITY BLOOD SERVICES: OUR COMMUNITY TIES RUN DEEP

## COMMUNITY BLOOD SERVICES BOARD OF TRUSTEES

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Community Blood Services is a non-for-profit organization that has been serving our community's transfusion medicine needs since 1953. It takes all types of donors and the dedication of many to support the lifesaving mission pursued by our three diverse lines of business - our [Blood Services Division](#), our [Stem Cell Division](#) and our [HLA bone marrow Registry](#).

Community Blood Services is a family - our volunteer donors are our family, our highly trained staff is our family, and the hospitals and patients we serve are our family. Every day we celebrate all those on our family tree who make the choice to help save lives in our community "one hero at a time." Our volunteer blood donors, bone marrow stem cell donors and umbilical cord blood stem cell donors, as well as our individual and corporate financial contributors, all help ensure we continue to meet the healthcare needs of our community members.

"We take pride in knowing the blood we collect stays in our community so there is always an adequate supply available for the patients who need it."





## COMMUNITY BLOOD SERVICES ORGANIZATION

Day in and day out, our Blood Services Division recruits and collects blood, platelets and plasma from donors to distribute to more than 18 hospital partners in New Jersey and New York, improving and saving lives in our shared community. Hoping to facilitate matches for patients locally and worldwide who need lifesaving transplants, The HLA Registry tirelessly recruits and manages potential bone marrow stem cell donors, while our Stem Cell Division’s public New Jersey Cord Blood Bank (NJCBB) collects and saves umbilical cord blood stem cells from newborn babies. In the midst of performing these everyday tasks, we are also moving headfirst into the future in the fields of cellular therapy and regenerative medicine so we can be at the forefront of medical advances in our community.

In 2013 Community Blood Services celebrated it’s 60th anniversary. As we enter our seventh decade, we pledge to continue to provide the highest quality blood and blood products to our hospital partners. This is only possible because of Community Blood Services’ life-giving programs and services and the “[simple acts of giving](#)” continuously provided by the many members of our Community Blood Services family.

### OUR MISSION

Promote the health of our community by providing high-quality blood and tissue services, education and innovative research, utilizing state-of-the-art technology in synergy with strategic partnerships and alliances

### OUR VISION

Inspire hope in the communities we serve by offering an evolutionary approach to cellular therapy and transfusion services for the healthcare industry



## OUR COMMUNITY BLOOD SERVICES FAMILY: BACK UNDER ONE ROOF



In March of 2013 Community Blood Services completed the sale of our Linwood Avenue property in Paramus to The Valley Hospital in Ridgewood (NJ) and moved our staff to our new headquarters at 102 Chestnut Ridge Road in Montvale. This has allowed our blood services, cord blood stem cell and bone marrow operations to be back together under one roof, increasing our efficiencies in the areas of operations and communication.

In August Community Blood Services welcomed many of our volunteer donors to visit our new corporate offices and state-of-the-art donor center. Our staff provided guided tours and thanked our donors for the life-giving blood and blood products they donate each and every day.

Our organization-wide move also signaled the opening of our newest donor room where we welcome our volunteer blood, platelet and

plasma donors from the Montvale area and nearby New York towns to donate in Montvale five days a week.

This newest donor room also will serve as the collection site for specialty blood products like granulocytes, used for patients fighting serious infections, and for peripheral blood stem cells (PBSCs), used for lifesaving transplants that restore stem cells destroyed by chemotherapy or radiation therapy. In addition, mononuclear cells (MNCs) for manufacturing process engineering are being collected for a clinical trial underway with SOTIO, a Czech Republic biotechnology company that hopes to introduce a vaccine to treat prostate cancer.

The year ended with plans well underway to relocate our Linwood Avenue donor center less than a mile away to the Bergen Medical Center at 1 West Ridgewood Avenue, Paramus in early 2014.



# OUR BLOOD SERVICES: MAKING A DIFFERENCE IN OUR COMMUNITY

66<sup>TH</sup>  
*Anniversary*



Community Blood Services helps improve and save the lives of thousands of patients in our community hospitals. In order to accomplish this, we must collect 250 essential blood donations every day for the hospitals in New Jersey and New York that count on us. Volunteer donors who donate whole blood, platelets or plasma at one of our convenient donor centers or mobile blood drives help ensure an adequate supply is always available for patients who need life-giving transfusions.

Open 24 hours a day, our Hospital Services Department supplies blood and blood products to more than 18 hospitals and medical centers in New Jersey and New York and provides the highest level of customer service to our hospital clients. Our Recruitment Department works tirelessly to schedule individual donations and vital mobile blood drives, while our professional, highly skilled Clinical Services staff ensures the safety and comfort of our volunteer donors as they donate.

In addition, our state-of-the-art laboratories provide value-added health screenings to our volunteer donors, including non-fasting glucose and cholesterol screenings, and the technical services staff in our Immunohematology Reference and HLA Platelet laboratories are available to our clients around the clock.

The need for blood is constant. Eighty percent of the population will need transfusions during their lifetimes, yet less than 5% of the population nationwide donates blood.

The demand for blood will ultimately increase and create further shortages as the “boomer” generation ages, the availability of healthcare increases and new advances in technology prolong life. As a result, the need for additional donors will increase to meet the needs of our hospital clients. In response, we have implemented programs and services to improve our collection efficiencies and attract and retain new donors. These include our automated technology, which can target the most-needed blood types and products and collect multiple products at one time, along with programs like our Academic Blood Challenge and KidzKare programs to encourage elementary and high school students to become lifelong blood donors.



## BLOOD SERVICES HIGHLIGHTS



- Successfully relocated our corporate offices from Paramus to Montvale, increasing our operational efficiencies and allowing us more room to grow
- Collected **32,014** red blood cells for our hospital clients
- Collected blood products from **17,582** first-time volunteer donors
- Collected **19,030** red blood cells at **739** mobile blood drives
- Collected **12,984** red blood cells at our donor collection sites
- Collected **8,588** single donor platelets
- Collected **12,595** plasma units
- Achieved a **100%** fill rate for requests received for **13** pediatric open heart blood products
- Achieved a **100%** fill rate from local inventory for specialty products requested from our Reference Laboratory
- Achieved a **96%** fill rate on all products requested
- Re-signed our top five hospital partners to multi-year contracts
- Increased membership in all of our special donor clubs which focus on collecting specific blood products for patients in need and on rewarding frequent blood donors ([see page 10](#))
- Hosted **113** high school blood drives with **69** high schools scheduling multiple drives and **39** of those schools qualifying for our Academic Scholarship Program



## HIGHLIGHTS CONTINUED...



- Recognized **12** high school and college student coordinators who together collected **307** units of blood at drives they hosted in June, July and August as part of our summer academic scholarship program to help ease the summer blood shortage. Participating schools included Ramsey High School, Northern Highlands High School, Pascack Valley High School, Frisch Yeshiva High School, Leonia High School, New York University and Hoboken High School
- Launched HemaConnect-CRM technology to create and monitor email campaigns and telerecruitment call lists and allow donors and coordinators to schedule appointments
- Collaborated with Becton Dickinson in support of its FDA submission for clearance of a new blood collection tube by providing donors and performing the antigen phenotyping studies in our reference laboratory
- Awarded a **\$10,000** per month grant from Google Adwords, a tool used to gain new visitors by having our website link displayed first on search forms. There were **4,218** website inquiries with thirty email requests and fifteen blood drives added to our calendar since we began running Google Adwords
- Implemented new Vista software, which automates donor eligibility and determines a donor's optimal donation based on inventory needs, to more efficiently serve our hospital clients and donors
- Completed staff training in automated technology collections on Haemonetics and Trima for higher collections efficiency



## A WINNING TEAM: BLOOD DRIVES & THE SUPER BOWL

Community Blood Services was proud to co-host New Jersey's Super Community Mega Blood Drives held throughout the fall leading up to Super Bowl XLVIII in February 2014. The NY/NJ Super Bowl Host Committee partnered with the New Jersey Workplace Blood Donor Coalition on the campaign. As one of six blood centers statewide, we provided blood donors the unique opportunity to participate in a campaign that included a raffle to win tickets to the Super Bowl. Those donating at the Super Community Mega Blood Drives included men and women from our armed forces who, as first responders, understand every day the essential need for an adequate blood supply, along with residents statewide who were motivated to donate blood.





# When donating blood is a family affair...



Dave Dubin

## Son Follows in Dad's Footsteps Dave & Zach Dubin

Every day we celebrate the dedication of our volunteer donors who often make donating blood a family affair. Donors like Dave & Zach Dubin, a father/son team from Bergen County who pay it forward to spread the word about blood donation.

"I grew up watching my Dad faithfully donate blood my whole life and wanted to make the same commitment," said Zach, a senior at Northern Valley Regional High School in Demarest (NJ) and student blood drive coordinator for their blood drives. The Norseman of NVRHS, who have run blood drives since 2003, donated over 80 units at two drives this year!



Zach Dubin & Donor at NVRHS

High school, college and vocational school students are an essential link in our volunteer donor chain. In 2013 they donated 6,458 red blood cells at 137 campus-based blood drives.

Dave Dubin, founder of [Alive and Kickin](#), a colorectal cancer support organization and himself a colon cancer survivor, is a former blood donor and longtime advocate for Community Blood Services who helps educate the public about the acute and constant need for blood.

"Giving blood is simply about saving lives," said Dave.

## Daughter Joins Parents As Blood Donor The Ament Family

For the Ament family of Little Falls (NJ) donating has become a family affair! For more than 30 years husband and wife Ed and Sharon Ament have been dedicated volunteer donors and now their 24-year-old daughter Samantha is donating, too! Sharon knows firsthand the importance of donating blood because she herself has received two life-giving blood transfusions during two pregnancies.



## "Sweet 16" Celebrates New Blood Donor Catherine Dvorak

Catherine Dvorak, a student at Passaic County Technical Institute in Wayne, became a first-time blood donor in December when she celebrated her Sweet 16 birthday party with friends and family by making her first blood donation at the Paramus Donor Center.



# OUR UNIQUE PROGRAMS HELP MEET PATIENT NEEDS

66<sup>TH</sup>  
Anniversary

'In this rapidly advancing technological society, high school students especially tend to welcome automated procedures.'

- Denise Ross, senior manager  
Clinical Services



Throughout 2013 we worked non-stop to better meet the anticipated transfusion needs of patients in our community hospitals, focusing on specific blood types and products. Our unique special donor clubs and programs help us to do just that.



Our [BloodLinks](#) rare donor program allows us to maintain an inventory of special, extensively typed blood from diverse donors to help seriously ill patients who have made antibodies as a result of prior transfusions or pregnancies and need these unique units for transfusion. In 2013, membership tripled to **1,963**.



Our [Special Delivery Donor Club](#) encourages regular donations from Type O negative-cmv negative donors to ensure we can meet the needs of seriously ill babies in our local hospitals. Cytomegalovirus (cmv) is a common virus found in the environment that is not generally serious except for patients with compromised health conditions, including critically ill babies. Currently, there are **519** members.



Our newest program, the [MVP \(Most Valuable Plasma\)](#) multi-plasma club, uses the latest technology to collect up to four patient-ready units during one donation for use by trauma patients and those with bleeding disorders. AB male plasma donors are especially needed because they are universal plasma donors who can donate to any patient regardless of their blood type. AB donors represent only 4% of the population so the supply must constantly be replenished. Club members total **69**.



Our [Donorplus](#) rewards program is an online recognition program which encourages donor members to donate more frequently, rewarding them each time they donate with points to shop in an online gift store. Membership reached **4,791** in 2013, an **8%** increase from 2012.



Our [Divide and Multiply](#) automated technology optimizes each blood donation by allowing ONE person making ONE donation to donate full transfusable units of the most-needed components (red blood cells, platelets and/or plasma), helping us to better meet hospital demands.



# OUR HLA REGISTRY: MAKING MATCHES IS OUR MISSION



The HLA Registry at Community Blood Services, a member of the National Marrow Donor Program's (NMDP's) Be The Match Registry, is one of the largest non-governmental bone marrow donor centers in the U.S. and the only donor center in New Jersey. HLA stands for human leukocyte antigens, the genetic information encoded on white blood cells.

For patients who have blood-related diseases like leukemia, lymphoma or other life-threatening diseases, finding a donor match for a bone marrow or cord blood stem cell transplant may be their only hope for a cure. The national registry is searched by patients and doctors worldwide hoping to find these lifesaving matches so patients can have the transplants they so urgently need.



Since its inception in 1987, The HLA Registry has recruited and registered more than **230,000** potential stem cell donors to the national Be The Match database and has facilitated **1,550** bone marrow and stem cell transplants. The HLA Registry actively recruits donors 18 to 44 years of age at live bone marrow registration drives. Anyone 18 to 60 years of age can register online. When you join The HLA Registry you automatically join the national registry and will remain active until age 60.

The HLA Registry's donor management team includes the search specialists who contact potential matching donors and guide them through the donation process. These specialists coordinate the donor's donation of bone marrow in compliance with NMDP standards and local, state and federal laws and the post-donation process with respect to the safety and well-being of the volunteer marrow donor.



Seventy percent of patients who need a transplant will not find a matching donor in their family and will have to turn to the national Be The Match registry to find a match to save their lives.



COMMUNITY BLOOD SERVICES  
EXECUTIVE TEAM

**Dennis M. Todd, PhD**  
President  
Chief Executive Officer

**Matthew Katus, MD**  
Medical Director

**Colleen Hurley**  
Vice President  
Human Resources

**Kathleen McKenna, MLT (ASCP)**  
Vice President  
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**Brian McLaughlin**  
Vice President  
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**Susan Mysliwicz**  
Vice President  
Strategy & Business Development

**Karen Schwarz Ferriday**  
Director  
Community Affairs

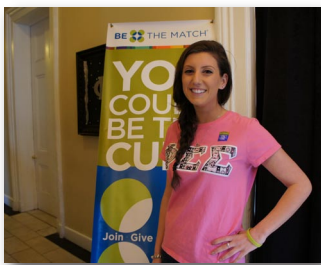
**Misty Marchioni MLT (ASCP)**  
Director  
Operations & Business Development  
Stem Cell Division

**Roger Mrowiec PhD**  
Scientific Director  
Stem Cell Division

HLA REGISTRY HIGHLIGHTS



- Focused registry recruitment efforts on 18 to 44 year olds because this age group is the first choice for many transplant physicians and studies have shown that this age group produces the best possible outcome for transplant recipients. Sixty-six percent of registrations in 2013 represented this age demographic.



- Added more than 4,000 new members to the Be The Match database – 2,000 through HLA Registry recruitment efforts and 2,000 through our partnership with the Icla DaSilva Foundation, a recruitment group for the Be The Match registry focused on adding desperately needed diverse members to the registry



- Raised more than \$34,000 to fund recruitment efforts
- Identified 1,550 potential donors as potential transplant recipients; 67 of these potential donors donated to help cure patients both domestically and internationally
- Launched the new Community Blood Services Apheresis Center in Montvale to collect and expedite donor peripheral blood stem cell (PBSC) collections for Be The Match patients



# *Anthony Daniels is in a fight for his life...*



Anthony Daniels (center, with brother Vincent and mother Lori), a Fordham University student and Ridgewood High School (NJ) alum, was the focus of much press coverage in 2013 as he battled cancer and searched tirelessly to find a bone marrow stem cell match for a life-giving transplant.

In December 2011 at age 19, Anthony was diagnosed with Hodgkin's lymphoma. Today, 23-year-old Anthony is still awaiting his transplant. What makes Anthony's search even more difficult is that less than 1% of the population will match Anthony's DNA markers.

The HLA Registry held a community bone marrow drive for Anthony in December 2013 in Ridgewood, New Jersey - the largest one-day drive it has ever held. A record-breaking 500 community members turned out to register in hopes of finding Anthony his life-saving match. The search for Anthony's match continues, with additional drives planned in 2014 at Rutgers and Fordham universities.

As Anthony awaits his miracle match, he continues his cancer fight in a very personal way. Many days Anthony steps into a boxing ring and punches his way through weakness and despair. And, in true hero form, Anthony has also become a patient advocate for bone marrow registration.

"I like the idea that other patients may find their match at one of my drives," said Anthony. To date, those drives have identified six potential matches for other patients on the Be The Match registry. And Anthony's compelling story even prompted Bergen County filmmakers Ken Spooner and Mike O'Brien to film a documentary, "[To Be Strong](#)," about Anthony's valiant fight and how boxing can make a cancer patient stronger.



# MORE DIVERSITY = MORE LIFESAVING MATCHES

66<sup>TH</sup>  
Anniversary



The push to educate minority individuals and community groups about the important need for diverse bone marrow stem cell and umbilical cord blood donations is a major focus of both The HLA Registry and The New Jersey Cord Blood Bank (NJCBB).

Seventy percent of patients in need of life-giving transplants will need them from unrelated donors. With only 7% of the national bone marrow registry represented by diverse potential marrow donors, patients with ethnically diverse backgrounds who need transplants face the biggest challenge in finding their matches.

Together The HLA Registry and the National Marrow Donor Program (NMDP) are working hard to raise awareness of the acute need for signups by committed donors with diverse ethnic backgrounds to help patients like Mattie (pictured above left). Mattie, a mother and grandmother of African American descent, needs a lifesaving transplant to treat her chronic lymphoblastic leukemia (CLL) but is still waiting for her hero donor to be found.

Only 7% of the Be The Match registry is ethnically diverse.

More diverse cord blood donors are also needed. Since cord blood is an abundant source of stem cells, aggressive recruitment of ethnically diverse cord blood donors could increase the odds of successfully treating minority patients with illnesses such as leukemia and sickle cell disease. Thanks to the NJCBB's 2009 contract with the federal Human Resources Services Administration (HRSA) we have been able to focus on increasing collections of minority units. As of 2013, 31% of our stored cord bloods are African American, with 21% Hispanic, 5% Asian and 11% mixed race.

To become an HLA Registry hero, [click here](#) to join the registry or call 1-800-336-3363 to set up a marrow drive with your organization, school, church or business.



## OUR STEM CELL DIVISION: CORD BLOOD IS SAVING LIVES



The division's umbilical cord blood program meets the needs of a growing population of cancer patients who become candidates for stem cell transplants after their stem cells are damaged or destroyed during aggressive treatment for cancer or other diseases.

Community Blood Services operates the State of New Jersey's only non-profit public cord blood bank, the New Jersey Cord Blood Bank (NJCBB). In addition, we provide processing and storage for private cord blood companies through our contract laboratory services and our cord blood laboratory offers a variety of high-quality products for research purposes. The New Jersey Cord Blood Bank is a participating bank in the National Marrow Donor Program (NMDP) network.

The promising chatter about stem cells resides in understanding the progression of disease, the ability to cure disease and reverse injury, and to target therapies that optimize human health outcomes.

Cord blood stem cells are being used today to treat a host of hematologic diseases and inborn errors of metabolism and may be the treatment of choice in the near future for such diseases as diabetes, heart disease, Alzheimer's disease, Parkinson's disease, as well as spinal cord injuries and many other serious diseases.

Parents delivering at participating hospitals can arrange for the safe and painless collection of their babies' umbilical cord blood, which contains lifesaving stem cells, after their babies are born. Parents can donate their babies' cord blood to the NJCBB for use by any child or adult in the U.S. and throughout the world with a life-threatening disease, such as cancer, leukemia, sickle cell anemia, or another rare genetic disease or immune deficiency.

Since 2009, under a contract with the Human Resources Services Administration (HRSA), the NJCBB has been collecting cord bloods at [designated hospitals](#) to fulfill an urgent need for more ethnically and racially diverse cord bloods from minority communities currently under represented on the national registry. That HRSA contract has been renewed for 2014.



## CORD BLOOD HIGHLIGHTS



- Shipped **36** publicly donated units for transplant bringing the total shipped to **270** since the program's inception
- Tallied more than **6,000** cord blood units in our inventory listed on the NMDP Registry
- Registered **2,000** members in our LinkedIn Cord Blood Banking Group
- Awarded a **\$100,000** grant by the NMDP and HRSA to expand the NJCBB's collection program at Temple University Hospital in Philadelphia
- Received a **\$50,000** National Marrow Donor Program award to support software program changes used to register cord blood units in the NJCBB for search by transplant centers throughout the world
- Received a major financial gift from the Irving and Doris Gamow estate to support research efforts in the stem cell field
- Partnered in clinical trials with SOTIO, a biotechnology company developing a prostate cancer vaccine for the U.S. market which involves next generation Active Cellular Immunotherapy based on activated dendritic cells for the treatment of cancer and autoimmune diseases
- Prepared for submission of the Biologics License Application (BLA) to the federal Food and Drug Administration (FDA) to license our public umbilical cord blood units

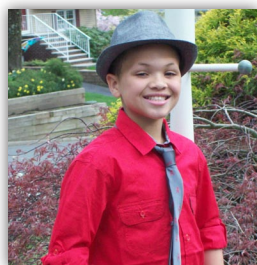
## AMANDA SALAZAR CELEBRATES TWO BIRTHDAYS!



Since 2009, Amanda Salazar (left in photo) has celebrated two birthdays – the day she was born on August 5, 1994 and the day she received her lifesaving cord blood stem cell transplant on August 6, 2009. Diagnosed with sickle cell disease at birth, Amanda's parents knew there would be many blood transfusions and surgeries to follow. As a high school freshman, Amanda's condition deteriorated and a bone marrow transplant was recommended. Amanda was fortunate to find an umbilical cord blood match on the national registry that resulted in her lifesaving stem cell transplant. This year 19-year-old Amanda celebrated four years post transplant. Now a student at Fairleigh Dickinson University, Amanda is studying to be a clinical laboratory scientist with a focus on hematology. She is vice president of her sorority, Alpha Sigma Tau, and of the HERO campaign at FDU. Today, Amanda gives back as a "Face" for Community Blood Services, heralding how becoming a potential donor on the [Be the Match](#) registry can help save a life.



# CATCHING UP WITH THE “FACES” OF COMMUNITY BLOOD SERVICES



## SHAYNE JAMES

Shayne was just 18 months old when he was diagnosed with acute lymphocytic leukemia. Dozens of blood transfusions were needed by Shayne and many blood drives have been held in his name since he was first diagnosed. Today, 10-year-old Shayne, who has been in remission for more than eight years, is a fourth-grader who loves baseball, basketball and throwing the shot put for the USA Track and Field Youth Division, where he finished 11th in NJ during his first year of competition! His parents still run annual blood drives to help other patients in need like Shayne.



## ELEANOR HAHN

Eleanor, who needed blood after being diagnosed at age 15 with bone cancer, just celebrated six years cancer free. A senior at St. Michael's College (VT), she will graduate with a B.A. in history and political science in May 2014. Eleanor, now 21, believes it's important to pay it forward because so many individuals helped her when she needed it. So she co-chaired and emceed the Relay for Life in Vermont which raised more than \$50,000. Eleanor, along with her mom, Lisa, a Board of Trustees member, continues to spread the word about the importance of blood donation. [Hear Lisa](#) speak about how blood donations helped Eleanor.



## ELIZABETH ANNE FASCIANO

It is with a heavy heart that we mourn the loss of one of our tiniest “Faces.” In March, 8-year-old Elizabeth lost her valiant fight with a brain tumor. Elizabeth and her Uncle Anthony were the perfect team, tirelessly raising awareness of the need for blood and platelet donors. Anthony continues to support our mission and Elizabeth's memory through his community outreach as a blood center trustee, reminding community members why their donations are so important and how the need can touch anyone's life at any time. Donors who donate on one of the beds contributed by Anthony in Elizabeth's memory when they visit our Montvale donor room can know they are helping other patients who need life-giving blood products, just like Elizabeth.



## HELP SPREAD OUR MESSAGE – CONNECT TO OUR SOCIAL MEDIA!

Community Blood Services is all about connecting with our community. The ever-changing world of social media helps us do just that by providing a two-way street that allows us to communicate our center's activities and blood needs through postings and photos and directly engage those connected to us. In 2013 our Community Affairs department focused on online marketing and social media to help spread the word about all we do, regularly updating our website ([www.communitybloodservices.com](http://www.communitybloodservices.com)) and expanding our use of Facebook (3,388 Likes), Twitter (382 followers) and Instagram (158 followers).

Through social media community members can be the first to know when there's an urgent need for a specific blood type or product; get the latest news regarding promotions, events and donor clubs; locate a blood or bone marrow drive; view pictures, stories and videos of our patients, donors, events and outstanding employees; learn fun facts about blood donation; and participate in contests. Your connection to us helps us help even more patients in our shared community.

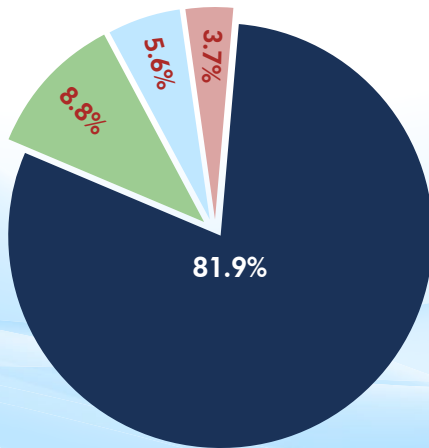
We hope you will “Like” us on Facebook, connect with us at Twitter and post photos on Instagram, then share our postings on your own social media pages and ask your social network to help spread the word.



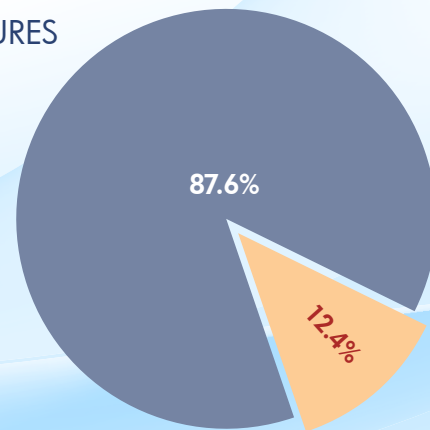
# 2013 REVENUES & EXPENDITURES









## REVENUES



## EXPENDITURES



	Transfusion Products	81.9%
	Cord Blood Products & Services	8.8%
	Laboratory Services	5.6%
	Other	3.7%

	Patient & Donor Services	87.6%
	Management & General	12.4%

Community Blood Services is a 501 (c) (3) not-for profit charitable organization. The center is dependent on the generosity of volunteers who donate their blood and blood products. There are significant costs related to the recruitment, collection, processing, testing and storage of blood for distribution to our community hospitals. Community Blood Services charges a processing fee to cover the costs of our mission to keep our community healthy. As a non-profit tax exempt organization we exist for the benefit of the community. No one individual benefits financially. We strive to be financially fit to carry on the mission bestowed upon us by our community.

## GIVING COMES IN MANY FORMS

In addition to volunteer blood, stem cell and bone marrow donations, we rely upon the generous financial contributions made by individuals like you, as well as by corporations, foundations and other community groups, to support our not-for-profit organization's life-giving programs and services. Your tax-deductible contribution directly supports such services as:

- **The HLA Registry**, which tissue-types donors for potential bone marrow transplant matches.
- Our **KidzKare Program**, which provides elementary and middle school children with much-needed books for their schools.
- Our **New Jersey Cord Blood Bank (NJCBB)**, which provides transplants for patients diagnosed with life-threatening diseases, including leukemia, lymphoma and sickle cell disease.
- Our **Blood Services**, which provides blood products to more than 18 hospitals in New Jersey and New York for patients in need of transfusions.

Every little bit helps. Financial contributions from community-based organizations, corporate neighbors, academic and civic leaders and donors like you will ensure we can continue our tradition of caring for the next 60 years.

To learn more about making your tax-deductible donation, please call Lauren Rosano at 201-705-1663 or email her at [lrosano@cbsblood.org](mailto:lrosano@cbsblood.org). You can [click here](#) to make a donation online.



## OUR HOSPITAL PARTNERS

We are the sole or primary supplier of blood and blood products to 18-plus NJ & NY hospitals.

### NEW JERSEY

#### Atlantic Health System

Chilton Medical Center, Pompton Plains  
Morristown Medical Center, Morristown  
Overlook Medical Center, Summit  
Newton Medical Center, Newton

#### Hackensack University Health Network

Hackensack University Medical Center (HUMC), Hackensack  
HUMC Mountainside Hospital, Montclair  
HUMC Pascack Valley Medical Center, Westwood

#### St. Joseph's Healthcare System

St. Joseph's Regional Medical Center, Paterson  
St. Joseph's Hospital, Wayne

Bergen Regional Medical Center, Paramus  
Englewood Hospital and Medical Center, Englewood  
Holy Name Medical Center, Teaneck  
JFK Medical Center, Edison  
Meadowlands Hospital, Secaucus  
Palisades Medical Center, North Bergen  
Robert Wood Johnson Medical Center, Rahway  
St. Peter's University Medical Center, New Brunswick  
The Valley Hospital, Ridgewood  
Trinitas Regional Medical Center, Elizabeth

### NEW YORK

Hospital for Special Surgery, NYC  
New York Methodist Hospital, Brooklyn  
New York-Presbyterian Hospital, NYC  
Orange Regional Medical Center, Middletown  
St. John's Episcopal South Shore Hospital, Far Rockaway

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### CORPORATE HEADQUARTERS, BLOOD SERVICES, STEM CELL DIVISION & THE HLA REGISTRY:

102 Chestnut Ridge Road  
Montvale, New Jersey 07645

#### DONOR CENTERS:

One West Ridgewood Avenue, Suite 208  
Paramus, New Jersey 07652

63 Beaverbrook Road, Suite 304  
Lincoln Park, New Jersey 07035

102 Chestnut Ridge Road  
Montvale, New Jersey 07645