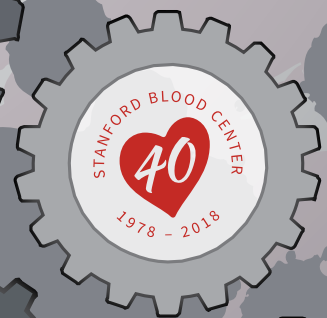


LifeLink



FORTY YEARS
OF INNOVATION





Dear Donors, Volunteers, & Friends,

Greetings and happy New Year! I'd like to welcome you to the Winter 2019 edition of *LifeLink*. 2018 marked Stanford Blood Center's 40th anniversary and, as the year has come to a close, I am honored to look back over four decades of achievement and look forward to exciting developments on the horizon.

As you may know, Stanford Blood Center started as an academic blood center in 1978, and quickly became a leader in transfusion and transplantation research. Since then, we have established ourselves as a blood center committed to supporting quality clinical patient care by offering world-class testing facilities and customized blood products. Last year, we supported approximately 65,127 transfusions, 222 bone marrow transplants, and 413 solid organ transplants. We look forward to continuing to lead our fields with two new additions to Team SBC: Dr. Suchitra Pandey, our newest Chief Medical Officer, and Dr. Melody Zhang, Assistant Medical Director for the Histocompatibility and Immunogenetics Lab.

In addition to transfusion and transplantation services, we are pioneering research and innovation to improve patients' lives every day. In fact, last year we provided over 23,300 products to research initiatives that could have a significant impact on medical advancement. (Read more about initiatives like Pathogen Reduction Technique, Next Generation Sequencing, and how you can get involved on page 6).

2018 also featured another key SBC milestone: the opening of our brand new South Bay donor center in Campbell (page 4). We are so excited that SBC has formally become a part of the South Bay community!

Of course, none of this would have been possible without the dedication of donors like you. Not only do you save patient lives every time you come in to donate, but your donations are also contributing to research that can help the patients of tomorrow.

While these developments are certainly exciting, it's important that we reflect on the incredible honor and responsibility we as Team SBC have to serve our patient community. As we continue to evolve and expand, we need your help now more than ever to ensure that we continue to provide local patients with the quality care that they need, while continuing innovation to help patients of the future.

Thank you all for your commitment and your continued support of Team SBC. We are incredibly grateful.

With appreciation,

Hapreet Sandhu

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WHERE WE'VE BEEN

40 Years of Saving Lives Together



What does 40 years as your community blood center look like? Let us take you on a journey through the history of Stanford Blood Center since its inception in 1978. In honor of our 40th anniversary, we created the SBC Timeline – a visual snapshot of some of our greatest achievements to date. Some featured events include:

- **1983 – the first AIDS virus test is developed by SBC**
- **1987 – the first bone marrow transplant is conducted at Stanford Hospital**
- **1995 – the inaugural Rivals for Life blood drive**
- **1997 – SBC hosts our first Precious Mettle Breakfast**
- **2003 – SBC begins screening for West Nile Virus**
- **2006 – The Tranfusion Medicine Fellowship Program is created**
- **2014 – SBC expands its research byproduct program**
- **2017 – SBC hosts the 17th International Histocompatibility and Immunogenetics Workshop**



To check out the full timeline, visit stanfordbloodcenter.org/timeline or find it under the “About” tab at the top of the website (stanfordbloodcenter.org).

When you look at it, we hope you are reminded of the integral part you have played in helping us serve our community these past four decades. Without your dedication and generosity, we could not do what we do.



WHERE WE ARE

Now Open: South Bay Donor Center

We are excited to share that our newest blood donation center has officially opened in Campbell!

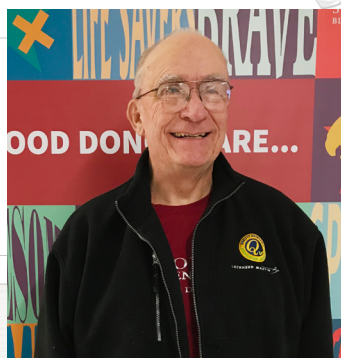


It has been quite a journey as we've worked through the construction of a new site and all that it entails. But on October 22, 2018, the hard work and patience paid off as we welcomed donors through the doors of our new location.

Why South Bay?

Since nearly 75% of our donors live in the South Bay region, we're bringing our donor center closer to you! We want the SBC donation experience to be as convenient as possible, so we've chosen a location that is transit accessible and close to the city center. Now, when you're out running errands, grabbing a bite, or catching up with friends in the community, we are only a few steps away. Plus, every detail of the South Bay donor center has been designed with you in mind, helping to create a comfortable donation experience in a modern, relaxing environment.





So stop
by and visit us
soon at 295 East
Hamilton Avenue
in Campbell!!

WHERE WE'RE GOING



NGS — Ushering in a New Era of HLA Typing

As most of you know, in addition to providing lifesaving blood products for local patients, Stanford Blood Center is deeply committed to research initiatives to help the patients of tomorrow. On the forefront of much of this research is our Histocompatibility and Immunogenetics Laboratory (HLA Lab), focused on histocompatibility and genetic testing for solid organ and bone marrow transplantation.

One way our HLA Lab is currently leading the field of transplantation medicine is through their use of Next Generation Sequencing (NGS), a breakthrough DNA sequencing methodology.

But what exactly is NGS, and how will it impact patient care? NGS stands for Next Generation Sequencing, a new form of DNA sequencing that will allow us to get more accurate HLA (Human Leukocyte Antigen) typing, much faster. DNA sequencing is the process through which we determine the exact order of nucleotides in a

DNA cell, then through HLA typing we try to match the sequences of a donor with the sequences of a patient to get the most precise match for a bone marrow, stem cell, or solid organ transplant.

NGS provides us with three things: higher accuracy, higher resolution, and fewer ambiguities, all of which result in the best possible match for a patient in a short amount of time. Using old methodology, we had to look at shorter segments of DNA and make assumptions about the rest, then perform tiered testing afterward to reduce ambiguities. With NGS, we can look at the entire gene, allowing us to determine one HLA type or another with less ambiguity. This, in turn, lessens the need for tiered testing after the fact, which reduces turnaround time for reporting a match (from 14 days to 10 days, to be exact). Read more on our blog:

stanfordbloodcenter.org/next-generation-sequencing.

Primary Cells Product Offerings at SBC Help Further Scientific Research

In addition to providing blood products to use for transfusion and transplants, SBC also collects blood products that play a major role in advancing medicine through research. Unlike most blood centers, we use every single part of your donation, including parts of your blood that might not be directly transfused into a patient.

“In research, we are always looking to minimize waste. We ask ourselves, ‘can this be used to help with research?’” said Marino Bozic, SBC’s Customer Relations Manager. “We want to make sure we use every part of your donation.”

When a whole blood donation is made, Components Lab staff test and process the whole blood donation, dividing it into several components: plasma, red blood cells, and a layer of white blood cells called buffy coats. Depending on need, the products are then shipped to partner hospitals or researchers.

During the platelet donation process, white blood cells are filtered from platelet products using a leukoreduction system (LRS), since white cells can cause a variety of transfusion reactions. Most blood centers often throw this product in the trash but a few organizations, including SBC, have determined a way to minimize waste by making these white blood cells available for research purposes. Read more on our blog:

stanfordbloodcenter.org/primary-cells-product-offerings.



WHERE WE'RE GOING



Genetic Sequencing

In addition to providing blood products for local patients, Stanford Blood Center is committed to providing researchers with products they need to make breakthrough discoveries and help the patients of tomorrow.

One way we are doing this is through our Genetic Sequencing Study. Genetic sequencing — which means reading sequences of DNA, the genetic material that instructs your cells on how to behave — is becoming a mainstay in the research community. We would like to invite you to participate in research studies that allow your blood (or blood components) to be made available to research groups that are conducting these sorts of studies.

What does participating entail? To participate, you simply sign a form that allows SBC to provide your blood products to researchers performing genetic sequencing studies.

Will my private information be shared? No. Your personal identifiable information (name, Donor ID number, contact information, date of birth) will not be shared with researchers, nor will any personal health information be disclosed outside of SBC, unless required by law.

How will my participation help? Your de-identified demographic and testing information may be used in connection to research studies including, but not limited to blood type, infectious diseases, gender, ethnicity, and age.

For example, Stanford Medicine's Goronzy Lab, whose research we often support, is currently working on an aging study to learn how to make older immune systems function better. They are also conducting studies on breast cancer, aging, rheumatoid arthritis, psoriatic arthritis, CMV infection, and shingles. Participating in Stanford Blood Center's Genetic Sequencing Study would provide researchers like these with materials they need that could lead to substantial medical advancements.

If you are interested in participating, please contact our Customer Relations team at sbc-clients@stanford.edu.

MILESTONES



Joseph Abrams
Richard Andrews
Frank Austin
Glen Balzer
Sema Bayla
Douglas Black
Jeffrey Booth
Robert Brown
Daniel Caton
Mark Christopherson
Steve Clark
Randall Cook
Laurence Coy
Patricia Daylollini
Kenneth Doering
Dennis Enstam
Dennis Feick
Allan Freese
Gregg Giansiracusa
Mary Grasshof
Mark Haman
Gaelen Harber
Dwight Hill
Michael Hoffman
Jeffrey Hotter
Wesley Irish
Dag Johansen
Roland Keffer
Warren Kirsch
Lisa Lacasia
Joanne Larson
David Lemire
Mona Litman
Michael Machado
Elizabeth Marshall
Boyd Mcdonald
Daniel Merget
Barbara Murray
David Olsen

David Adams
Mary Artibee
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Scott Barnum
Michel Baylocq
Thomas Blake
Christopher Botsford
James Brunsmann
Virginia Chambers
Dawn Chuck
Timothy Clark
Robert Cormia
William Crawford
Ralph Deadwyler
David Downer
Gail Enyeart
Richard Ferry
Deborah Gadzikowski
Paul Gillick
Kenneth Greenly
Peter Hammond
Rodger Harmon
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Juan Byron
Gail Chang
Diane Ciesinski
Marne Coggan
Victor Corsiglia
Keith Currier
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William Fisher
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Brenda Glover
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Charlotte Jackson
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Rosalie Layton
Eve Levine
Howard Look
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John Mayor
Lisa Mcmanis
Kevin Moeller
Gail Nelson
Qing Ong

Margaret Albrets
Richard Atkinson
Howard Baldwin
Harald Batista
Laurette Beeson
Bruce Blau
Alan Breakstone
Christie Canfield
Scott Chegwiddden
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James Colvin
Jonathan Cory
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Larry Dillard
Ralph Durham
Grace Evans
Tamara Fliess
Gregory Gardner
Paul Gonter
Michael Hacker
Janet Hanly
Kelly Hayes
Sandra Hinzmann
Russell Hora
Christina Ikner
Robert Jackson
Lenore Jones
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Tony Kramer
Edward Landefeld
Kevin Lee
Kathryn Levine
Dirk Maasen
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Carole Medica
Lisa Moulthrop
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Edward Onn

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David Schwartz
Robert Shinney
Marie Smith
Christian Stetz
Keith Thomas
Erik Toomre
Natalie Wahl
Kevin Weiby
George Wilson
Daniel Yamashita
Gary Zellweger

Donald Pund
Donna Revelli
William Rosenberg
Allen Sabahi
Joseph Scott
Patrick Shintaku
Larry Speckels
Barbara Stewart
Michael Thompson
George Tyson
Roger Wallace
Curtis Weil
James Wilson
Marian Yamashita
Ronald Zielinski

200th donation

Craig Anderson
Monica Doleshel
Barbara Halliday
Jan Laskowski
Steven Parkes

Paul Bene
Robert Eggers
Yoichi Hariguchi
Robert Laughead

Sam Boles
Richard Elder
Rosemarie Heitzinger
Kenneth Mckenzie

Ernest Boyd
Sherman Fu
Gordon Hughes
Wayne Mefferd

Craig Cornelius
Joseph Grippio
Timothy Kaveney
Albert Mouns

300th donation

Michael Davis
Martin Mager
Terence Stone

Paul Guptill
Mary Nelson
Gail Waldo

Karen Guse
William Roberts
Joanne Woldhagen

Robert Indig
Ross Smith

Richard Jones
Betsey Sowder

400th donation

Brian Hitchcock
Mark Schroeder

Eve Laraway
Benjamin Scott

Mark Passeau
Susan Sorensen

Garold Pugh
Mark Tovar

Robert Ruweler
Donald Vancreveld

500th donation

Donald Durr

Brian Smith

Ryohei Tamaru

Thomas Welch

Heart to Heart — From Heart Transplant, to Living Life with Purpose

By Kristin Garcia



Carmela and Eric have always believed that when life gives you lemons, you make lemonade – and that’s exactly what they did after learning that Carmela needed a heart transplant.

After her mother died of heart failure and her brother was diagnosed with heart disease, Carmela knew her best option was to visit her doctor and determine if she too could be affected. The doctor discovered that her heart was slightly enlarged.

To ensure the correct diagnosis and best course of treatment, Carmela and Eric got a second opinion at the Stanford Health Care Cardiology Department. They met with the cardiology team who delivered the dire news; Carmela’s condition would only continue to worsen, so they recommended a heart transplant.

Carmela’s condition inexorably worsened; she became very tired and was unable to concentrate. It was exhausting to even breathe because her blood was not flowing properly through her body; she even had to leave her job at an architectural firm. Eventually, several other major organs also deteriorated due to the low blood flow, including her kidneys, stomach and liver. Her only option was a Left-Ventricular Assist Device (LVAD) – a pump inserted next to the heart to help push the blood through the body until a heart transplant was available.

Fortunately, Carmela’s body responded positively (though very slowly) to the treatment, so she could now live a somewhat normal life, albeit with an implanted LVAD. But most importantly, she was still alive.

Because the LVAD was making Carmela feel more energized, she and Eric decided they needed a project – something to keep them busy as they continued to await a transplant. They knew they wanted to start their own business; the question was doing what? They decided to “make lemonade” and focus on spreading happiness throughout the community by starting a food truck. But unfortunately they didn’t have any food truck or dining experience.

Planning for the future

The next idea that came to mind was a coffee cart. “There is nothing like a good cup of Joe delivered with a nice smile,” Eric said.

They began to work out the details of the cart while Carmela continued her visits to the hospital. Twelve months had passed since the LVAD placement when fate finally stepped in... they found a heart. The surgery was a success, and soon after, they got back to work to finish their coffee truck and start serving the community.

Serving up smiles

They knew one of the first stops they had to make was at Stanford Hospital to serve coffee to the staff as a thank-you for all they had done. So they parked the coffee truck at the hospital for about an hour a week to start. Now you can find Zoom Caffe parked at the hospital 6-7 days a week with a seemingly endless line of coffee lovers waiting to get their fix.

It has been three years since Carmela received her heart transplant and the family is grateful to be together and doing something they love.

Carmela and Eric know how lucky they are to have received the blood products, a new heart and the best care. When asked what he would say to people becoming blood or organ donors, Eric responded:

“Don’t even hesitate, it seems so obvious of a thing to do as someone on the other side. There are lives out there that can benefit. It wasn’t just my wife whose life was affected; it was our children, our extended family, and the community that we serve every day. The touch points go on and on.”

Kelvin Yu — His Second Life

By Alex Hicks

Kelvin Yu thought it was just an ordinary day. He went to his job as a Project Manager at Kaiser Engineers, left his office, and set out for a lunchtime walk around Lake Merritt. He had no idea that within hours, he would end up in the ICU. This was the beginning of what he would one day refer to as his “second life.”

On that fateful day in March 1996, Kelvin started to feel faint during his light stroll. Once he returned to his office, he began to vomit blood... a whole garbage can's worth.

His coworker immediately rushed him to Stanford Health Care while Kelvin continued to lose more and more blood. By the time they reached the hospital, Kelvin fainted from blood loss and was admitted to the ICU. He was transfused with five pints of blood, and once he regained consciousness, the doctor delivered the painful news: Kelvin was in the end stages of Hepatitis B, and he needed a liver right away.

Waiting for a Transplant

Fortunately, they found a liver for Kelvin in just three months. After a grueling, 13-hour procedure, Kelvin's liver transplant was complete. And 21 years later, his new liver is going strong.

“I say that this is my second life,” Kelvin said. “Now I celebrate two birthdays: my real birthday and the day I got my transplant.”

A Second Chance

To celebrate his health, Kelvin vowed to put his second life to good use. “When I was getting my transplant, I promised myself that if I got well, I wanted to do something to give back to the community,” he said.

Kelvin now provides a voice for organ donation through his work on the Board of Directors for Donor Network West. He tells his story to various groups including schools, health departments, and churches to demonstrate the importance of organ donation.

“I've spoken to lots of groups, even religious groups; and once I talk to them, they all think it's a good idea. Monks from Buddhism, priests from Catholicism, and so on,” he said.



Because he speaks three dialects of Chinese, he has specifically focused on promoting organ donation within Asian American communities, who generally donate organs less frequently. “In the Chinese culture, they want to bury people with all their organs [still inside],” Kelvin said. “We want to break that culture so that we can get more donations that we need from the Asian community. I like to tell them, ‘Heaven doesn't need your organs. Leave them on earth!’”

Kelvin even uses his case to inspire those close to him to become organ donors. In fact, four of his close friends became organ donors after seeing how receiving a liver saved Kelvin's life. “They see how well I'm doing now, and they've seen that you don't donate, it's a waste of organs,” he said.

Kelvin feels the same spirit applies to blood donation, and encourages anyone who can to come out and donate. It could save a life, just like Kelvin's. “If you can donate, why wouldn't you?” he asked. “Donating is something that is good for the community, and it's good for your heart to do something to help humanity.”

SBC IN THE COMMUNITY

Give Good 2019 — Humane Society Silicon Valley

HUMANE SOCIETY SILICON VALLEY

Each year during our critical winter season (when blood donations drop due to sickness and holiday travel), SBC partners with a local organization with a charitable mission as part of our Give Good initiative. Now in its sixth year, the goal of Give Good is to spread awareness about blood donation so we can continue to serve our local patients during this time, while also supporting a community organization with a good cause.

This year, for the entire month of January, we partnered with Humane Society Silicon Valley (HSSV), which has been connecting people and pets in the Silicon Valley for over 80 years.

In addition to providing lifesaving blood products for local patients, your generosity helped pets in need in our community.



- January 1 – 31, for every person that came in to donate blood, SBC made a financial contribution to Humane Society Silicon Valley.
- HSSV, in turn, used this to provide vaccinations and other medical care to shelter animals.

HSSV also hosted a mobile blood drive on Saturday, January 19.

Thank you to all of those who donated — you saved lives of local patients and furry friends!

GET INVOLVED

Educational Presentations



Has your team been looking for a way to make a difference in the community? Do you offer incentives for employees who volunteer? Are you curious about blood donation? Whatever your reason, we would love to connect with you.

Stanford Blood Center offers free educational presentations to organizations, schools, and community groups located in the Bay Area. We can travel to your location, or are happy to host you at one of our donor center locations.

What is included in the presentation?

The presentation can be tailored to the audience and can discuss such topics as:

- Addressing the Reasons Why People Don't Donate Blood
- Fears About Donating Blood
- Preparing to Donate Blood
- The Life of Blood: How Your Blood Gets Processed and Tested
- Patient Stories
- Reasons Why You Should Donate
- Blood 101

Presentations can vary in length from 10 minutes to one hour. We recommend a 20-30 minute presentation for most groups.

To schedule a presentation for your group, please contact Victoria Somerville at vsomer@stanford.edu or call (650) 725-2540.

Thank You, 2018 Sponsors!

We'd like to extend a special thank-you to our 2018 sponsors: Chipotle, Jersey Mike's Subs, Hobee's, and Sports Basement. If you are interested in partnering with SBC, you can also contact Victoria Somerville.



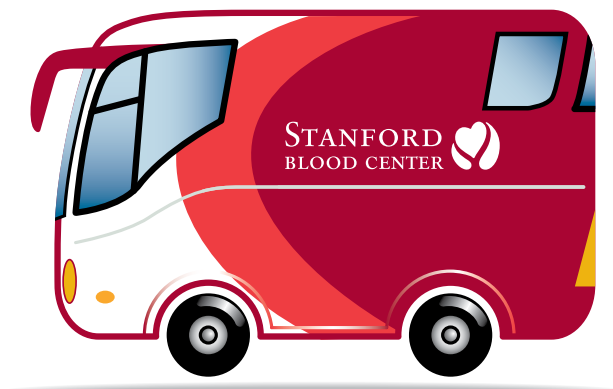
GET INVOLVED

Host A Mobile Blood Drive

Stanford Blood Center conducts mobile blood drives throughout the Bay Area, collecting approximately half its annual blood supply in this manner. Groups like companies, churches, and even civic groups find that on-site blood drives make donation convenient for their employees/members. People also find that a spirit of giving with friends and co-workers is very satisfying. Whether the blood drive takes place on Stanford Blood Center's bloodmobile or in a room provided by the organization, having the Blood Center come to you is a plus!

Our account representatives will provide appropriate publicity, help with appointments, and work out all the details to help YOU create a successful blood drive. If you would like to schedule a mobile blood drive or would like more information, please contact the Field Recruitment team at SBC-bloodrides@stanford.edu.

In most cases, 35 donors or more are necessary to create a viable mobile drive.



Want to Volunteer with SBC?



At Stanford Blood Center, volunteers have the unique opportunity to work directly with our donors as they help save lives through blood donation. Volunteers assist with a variety of positions within the agency, at our centers in Menlo Park, Campbell, and Mountain View, as well as at our various mobiles held at businesses, schools and community organizations throughout the Bay Area.

Benefits of Volunteering with SBC

- Interaction with donors and team members
- Fun environment
- You'll be part of the SBC family

Opportunities include:

Post-donation Canteen Host: If you enjoy talking with many different kinds of people, the canteen is the place for you. You'll monitor donors for infrequent medical reactions, while serving snacks and ensuring they drink plenty of fluids. Canteen volunteers can help at all three centers and at mobile drives throughout the Bay Area.

Administrative Positions: If you prefer to be behind-the-scenes, there are opportunities in various departments. Help with making phone calls, putting together information packets, filing and clerical work, and occasionally helping out at special events like the Precious Mettle Breakfast for Milestone Donors or community outreach events.

How to volunteer with sbc

If you are 16 or older and are interested in becoming a volunteer, please contact Stanford Blood Center Volunteer Services at SBC-Volunteers@stanford.edu or (650) 723-6795

REWARDS & PROMOTIONS

Donor Loyalty Store



Each time you present to donate, you earn points to spend in our online rewards catalog! The points work like this:

- **1st Visit:** 100 points
- **2nd Visit:** 125 points
- **3rd Visit:** 150 points
- **4th + Visit:** 175 Points

You can use your points to get cool items like backpacks, sweatshirts, coffee mugs... you name it! Check out the online store at sbcdonor.org.



Winter Seasonal Promo Item

It's cold outside... but we've got you covered! Keep warm with special-edition SBC Mittens available in the Donor Loyalty Store November 20 – February 28 for only 250 points. Remember, they're being offered for a limited time only, so earn those points and get SBC mittens while you can!



Four Seasons Club

Donate four times this year and receive this Four Seasons t-shirt.



Ten Times Gift

Donate 10 times this year and receive this Ten Times power bank.

Donate Your Points Back

The Donate Your Points Back Program (part of the Donor Loyalty Store) is just another way that SBC gives back to our community. Through this program, donors can choose to “donate” their points to one of our community partners. The number of points donated gets converted to a dollar amount and at the beginning of each fiscal year, and the money is then presented to the partner. This year's partners are Lucile Packard Children's Hospital Stanford, Health Trust, and Leukemia & Lymphoma Society. Learn more about our partners and the Donate Your Points Back Program at stanfordbloodcenter.org/donor-store.

Ongoing Promotions



Sports Basement Coupons

All Center Locations

Sports Basement is a long-time supporter of Stanford Blood Center. We appreciate their bringing us another batch of these popular coupons for our donors! These are available at our center locations only.

Coupons valid at all seven Bay Area Sports Basement locations — Berkeley, Campbell, San Francisco Bryant St., San Francisco Old Mason St., San Ramon, Sunnyvale and Walnut Creek.

Visit stanfordbloodcenter.org/promotions to learn more!



Hobee's Coupons

All Center Locations

Our friends at Hobee's are offering donors generous thank you gifts! When you next visit one of our Centers, just ask for the coupons at registration — Hobee's complimentary dinner entree with purchase of another dinner entree.

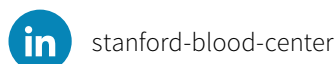
WHERE TO FIND US

Web ■ Social ■ Email ■ Phone Our Donor Centers

Website

stanfordbloodcenter.org

Social Media



Email

givebloodSBC@stanford.edu

Phone

(888) 723-7831



Mountain View Donor Center

515 South Drive, Ste. 20
Mountain View, CA 94040



Menlo Park Donor Center

445 Burgess Drive, Ste. 100
Menlo Park, CA 94025



South Bay Donor Center

295 East Hamilton Avenue
Campbell, CA 95008

Mobile Drives



[stanfordbloodcenter.org/
find-a-drive](http://stanfordbloodcenter.org/find-a-drive)

In the Community



[stanfordbloodcenter.org/
events](http://stanfordbloodcenter.org/events)

Stanford Blood Center

3373 Hillview Avenue
Palo Alto, CA 94304-1204

