

YOU MAKE ALL THE DIFFERENCE

Annual Report
To Financial Donors
2022–2023

PUBLISHED FOR SUPPORTERS OF
CANADIAN BLOOD SERVICES



Alicia,
blood recipient, financial donor
and Partners for Life member

A message of appreciation

from Dr. Graham Sher, our chief executive officer



Reflecting on the 2022–2023 fiscal year here at Canadian Blood Services, I am struck by the milestones, accomplishments and learnings that have enabled us to transform the ways in which we support patients and donors alike. I'm very aware that on this on this 25-year journey of ours, financial donors like you remain by our side, and for that I offer my sincere gratitude.

As a national organization with a mission to serve every patient in Canada who relies on blood and blood products, Canadian Blood Services must also remain committed to the donors who are at the heart of our blood system. The reality we and blood operators around the world are facing is a shrinking donor base in the aftermath of the global pandemic, among other factors. As you'll see from examples in this report, your ongoing financial donations are helping us fuel a wide variety of recruitment initiatives that inspire donors to visit our centres for the first time, share their intent to become organ donors or move them to give in other meaningful ways. The lifesaving connections you help to forge at a time when they are in great need, are infinite.

As always, our efforts this past year have focused on meeting the needs of patients in Canada, today and into the future. Our commitment to patients underlies the blueprint for immunoglobulins that we announced last fall, which aims to bring greater security to Canada's supply of these lifesaving medications for patients who depend on them. A critical part of this blueprint is the opening of new dedicated plasma donor centres and the collection of more plasma across our expanding network of these centres. Fostering donor awareness, which your generosity helps to accomplish, is vital

to growing the donor base across the country and helps to ensure that every patient has the treatment they need.

At Canadian Blood Services, we take pride in our role of helping to restore health and transform lives every day. But we cannot fulfill this role without continually earning donors' trust.

Earning trust remains a pillar of why and how we are committed to engaging with people across Canada in new ways. For example, we recently released our first Reconciliation Action Plan, to guide us in developing and sustaining meaningful relationships with Indigenous peoples, communities and organizations. In September 2022, we celebrated a historic milestone when we shifted to a sexual behaviour-based screening model for all blood and plasma donors in our centres. While we know there is more work to do, these developments represent significant steps on our journey of addressing barriers to donation and engagement and fostering a culture where diversity, equity and inclusion are integrated into all aspects of our organization.

As a financial supporter, you likely have a profound understanding that it takes donors of all kinds to sustain **Canada's Lifeline**. And what unites us all in these endeavours is a desire to help patients. For *your* dedication to patients and to our vision, thank you. You truly make all the difference.

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

Recruiting and retaining donors of all kinds, with your support

Financial donors help to keep **Canada's Lifeline** strong for patients in ways both big and small. Whether fuelling recruitment of more donors or enhancing the experience for donors when they enter a Canadian Blood Services donor centre, financial donors are effecting meaningful change in the areas of blood, plasma, stem cells and organs and tissues.



Dylan Kalambay, organ recipient

Blood Welcoming new blood donors into our donor centres is always a priority. So is putting into place enhancements to ensure that donors keep returning. At donor centres in Regina and Saskatoon, new equipment was introduced to increase the centres' preparedness should a donor experience any sort of adverse reaction. The acquisition of this equipment was made possible entirely through financial donations designated for the area of blood. Although adverse reactions are infrequent, they can happen, and these enhancements offer peace of mind to donors and staff alike.

Plasma Post-secondary students make great plasma donors because their schedule flexibility allows for more frequent donation, which our plasma donor centres rely on. To build awareness of plasma donation among post-secondary students, we recently developed an interactive software application. This "digital kiosk" fosters students' understanding of the need for plasma donors and helps in recruiting those who wish to donate. In addition, thanks to a generous corporate supporter, we've been able to offer a peer-to-peer recruitment bursary program aimed at post-secondary students.

Stem Cells Canadian Blood Services' public cord blood bank opened its first location in 2013, with tremendous support from the financial donors who contributed to our first major fundraising campaign. Since then, it has grown to become a vital bank of lifesaving stem cells available to both Canadian and international patients. Financial donations to the area of stem cells will enhance the cord blood bank by enabling us to strengthen and diversify the ways in which we recruit expectant parents to donate their babies' cord blood. These changes have the potential to increase the number of cord blood donations we collect across Canada and in turn to support more patients in need of life-changing stem cell transplants.

Organs and Tissues More than 4,000 patients are waiting for an organ transplant at any given time. Inspiring people to register and share their intent to become an organ and tissue donor requires greater awareness of the impact of organ donation on the lives of transplant recipients, their families and their communities. Dylan Kalambay is one such recipient, who at 17 received a heart transplant to treat dilated cardiomyopathy. This precious gift allowed him to return to a promising future on the basketball court. Thanks to support from financial donations to the area of organs and tissues, a short documentary sharing Dylan's remarkable story was produced in partnership with Game 7 Media. The film aims to inspire young people to consider organ donation.

Improving patient care by supporting world-class research



Financial donors played an instrumental role in establishing Canadian Blood Services’ public cord blood bank a decade ago. Today, financial supporters continue to sustain research in the area of cord blood banking and transfusion. For example, through contributions to Dr. Nicolas Pineault’s lab, financial donors are helping researchers to gain insights that may further benefit the patients who rely on transplants of stem cells from cord blood.

Stem cell transplants from cord blood are a life-changing gift for patients. Once collected, cord blood can be stored frozen and then thawed for use once matched with a patient in need. Sometimes, though, the quality and quantity of the stem cells can be affected by the freezing and thawing procedures. Dr. Pineault’s team has been examining whether the use of new cryoprotectants — additives that prevent damage to frozen tissues — could enhance the preservation of stem cells and thus improve the overall outcomes of cord blood transplantation in patients.

PhD student Richa Kaushal — whose fellowship your financial gifts helped to fund — has identified new compounds that better preserve the function of stem cells from cord blood when they are frozen. In addition, the new compounds may reduce the rare side effects caused by the toxicity of the current freezing reagents. Richa’s PhD work may pave the way for new approaches to further support patients who rely on cord blood transplantation for their continuing health.

Your support is enabling a national shift in the care of patients with hemophilia

Thanks entirely to funding from financial donors, earlier ground-breaking research by Canadian Blood Services and CHEO (the pediatric hospital located in Ottawa) has opened up a new area of personalized pharmacy practice in Canada. The research project integrated a pharmacist into the care team for patients with hemophilia — a Canadian first.

Financial donors are continuing to make all the difference for even more patients living with hemophilia. Thanks to continued generosity from our community of supporters, this research was recently extended to adults through a collaboration with St. Michael’s Hospital in Toronto, home to Canada’s largest hemophilia treatment centre.

The pilot extension at St. Michael’s further demonstrated that having pharmacists play a bigger role in administering the plasma protein and related products on our formulary to patients living with hemophilia — who rely on these products to manage life-threatening bleeding episodes — has the dual effect of empowering patients and realizing significant health system savings.

“The pharmacist was incredibly knowledgeable,” noted a patient at St. Michael’s. “[They] came into our meeting with good understanding as to who I was as a patient.”

More than \$1.3 million annually was saved using this new approach to treat patients at St. Michael’s hemophilia clinic alone. The results of this successful research project will now be used to justify expanding this model to all hemophilia treatment centres in Canada, a step that would not have been possible without the support of our financial donors.

Empowering students to engage the next generation of blood and plasma donors



Kiera Hillrud, blood donor and Assignment Saving Lives bursary recipient

In recent years, the number of people who regularly donate blood and plasma has been declining. In fact, across the globe, blood operators have been faced with a shrinking donor base in the after-effects of the global pandemic, among other factors. Financial donors are helping to reverse this trend in Canada, in particular by funding programs that empower post-secondary students to help secure the next generation of blood and plasma donors.

Both the Assignment Saving Lives Program and the Plasma Bursary Program — financed entirely by philanthropic donors — provide platforms for eligible students to raise awareness about blood and plasma donation among their peers and encourage them to donate.

“I enjoyed implementing all kinds of hands-on and interpersonal skills to compete for this scholarship,” shared 2022 bursary recipient Kiera Hillrud, who hails from Saskatchewan. “I went from being a first-time blood donor myself, to recruiting 34 great people to join my Assignment Saving Lives team and donate blood last summer. It was amazing to see it all come together and even [to] connect with people I had never met because they wanted to join my team! I earned \$3,000 to put towards my nursing school tuition, and that meant just as much to me as the number of lives saved by my team.”

Not only is this program a chance for students to work on their leadership skills, but it’s also an

investment in their future. Every eligible student in the program who recruited a certain number of unique first-time donors — 10 new whole blood donors and 15 new plasma donors — was entered into a draw to win a bursary to support their post-secondary education.

In 2022, philanthropic donors supported a record number of bursary recipients. Together, these students more than doubled the number of new blood donors engaged through these programs relative to the previous year, with hundreds of new blood and plasma donors being welcomed to Canadian Blood Services donation centres. When you consider that one blood donation has the potential to transform up to three lives, the ripple effect of this program in the lives of patients and their families is beyond measure.

Communities making all the difference together

Whether it was an athletic tournament, a neighbourhood birthday party, a corporate challenge or simply a personal goal, local fundraisers championed by supporters of **Canada's Lifeline** saw a resurgence last year. With more than 60 community events across the country raising more than \$185,000, our community of supporters showed how grassroots giving isn't "one size fits all," yet it all makes a massive difference.



"In years past, it felt good that I was making an impact on my own. And now I can move forward and make more of an impact and help others at work make an impact too." – Cheryl Waldner, marketing and communications specialist at Payworks



"My neighbours would come through the maze and assumed I was doing it for a cause. I just really like Halloween, but then I thought Canadian Blood Services is a great cause — not to mention, blood really works with the theme!" – Jessica Lawrance

As a long-time lover of Halloween, **Jessica Lawrance** wanted to ensure the festivities were celebrated to their greatest potential after the COVID-19 pandemic paused the door-to-door tradition. So she and her husband put her background in theatre and design to good use by constructing an outdoor Halloween maze. That first year, in 2021, they welcomed about 50 people, who were so impressed that many asked if they were collecting donations for their efforts. Jessica started welcoming donations to Canadian Blood Services at the maze entrance the following year.

Jessica's Halloween maze fundraiser is not the first time she's engaged her community in supporting Canada's Lifeline. She also organized a group blood donation at her workplace. "In setting up that event at work, I learned there was such a good community in the donation centre," commented Jessica. "I asked myself, what else can I do?"

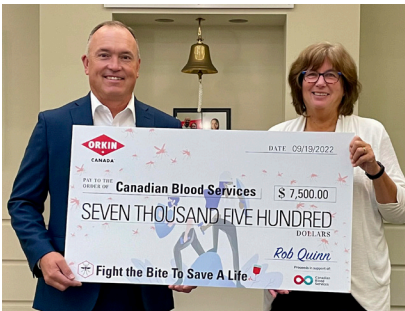
With only word-of-mouth publicity and dazzling displays that get more impressive by the year, Jessica's Halloween maze welcomed more than 500 people last year — a feat she hopes will only grow in the years to come. (Note: Although this fundraising activity was held during the fiscal year covered by this report, the funds raised will be reflected in the 2023–2024 annual report to financial donors.)

When **Cheryl Waldner's** friend encouraged her to donate blood for the first time in 2014, she had no idea how much of a role Canada's Lifeline would come to play in both her personal and her professional life.

Four years later, she petitioned her colleagues at the Payworks head office in Winnipeg to consider donating blood through the Partners for Life program. Given that Payworks is an organization with community and giving back as its core values, the team wholeheartedly agreed. Cheryl now uses her skills as a communications specialist within the company to champion these blood drives every quarter, with a few dozen of her colleagues participating each time. After a few years of great success with the Partners for Life program, Cheryl started to wonder how Payworks could have an even bigger impact.

That's where financial giving entered the picture. Cheryl worked with her employer to introduce a corporate charitable donation, from Payworks to Canadian Blood Services, for every appointment booked — and a bonus financial donation for every pint donated.

For Cheryl, the commitment to giving back is something she first learned from her parents. But her support of patients became deeply personal after her father fell ill and she witnessed the ripple effect that donors can have. "I'm confident his transfusions gave us more time with him," says Cheryl. "It sank in at that moment and made me so proud of being a donor."



"As millions of Canadians, including our employees and their families, rely on blood services to survive, we felt it was necessary to do something to help our fellow Canadians." – Rob Quinn, president of Orkin Canada

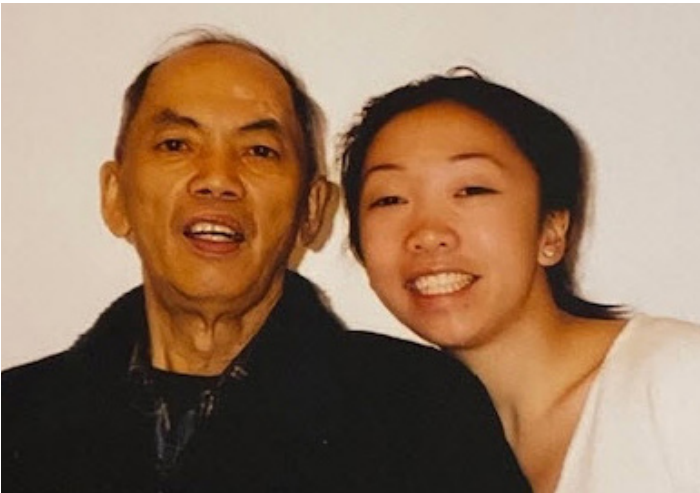
Orkin Canada's interest in doing more to support Canada's blood supply began in 2020, when company officials learned how COVID-19 was affecting blood services across North America. In response, they launched a novel annual campaign — Fight the Bite to Save a Life — that invites their customers and technicians across the country to give back and help patients. Through this creative initiative, Orkin Canada donates to Canadian Blood Services a portion of the proceeds from every mosquito service that it delivers nationwide during the summer months. It's a smart way to raise awareness and funds to support patients who need blood products most — not the neighbourhood mosquitos!

In addition to the \$7,500 that the Fight the Bite to Save a Life campaign raised last year, Orkin Canada joined our Partners for Life program. Now, the company's employees make blood donations through their Orkin "sleeves up" initiative. The team's contributions of blood and plasma are growing every year.

Cindy Gee was planning to run her first half marathon in 2002, but the unexpected passing of her father, Fook Toon (Jack) Gee, changed those plans. Five years later, in 2007, Cindy ran her first half marathon in memory of her dad. Since then, she's run a half marathon every five years in his honour, and has engaged her friends, family and colleagues to donate to various causes as part of her running efforts over the years. For Cindy's fourth half marathon run, she decided to dedicate her fundraising to Canadian Blood Services and raised just shy of \$15,000 to support patients.

Donors were an important part of Fook Toon's journey. Before he passed away, Cindy's dad had a major operation followed by a liver transplant. But shortly thereafter, he experienced internal bleeding. Though he did receive several blood transfusions, his body was too fragile for the medical team to properly treat the internal bleeding. "So, I ran for Canadian Blood Services because it's really important to give," says Cindy. "It's not because I love to run!"

As someone who has been a champion for non-profits and charitable giving for years, in her workplace and beyond, Cindy also manages her employer's charity council and encourages her colleagues to donate blood and plasma through the Partners for Life program.



"It's my fourth half marathon, so I wanted to go big with my fundraising since it was for the 20th anniversary of my dad's passing. Any and every donation was appreciated, it's every dollar raised that's important." – Cindy Gee

The journey of a financial donation

When you give financially to Canadian Blood Services, you have the option to direct your gift to one of six distinct areas: blood, plasma, stem cells, organs and tissues, research and innovation, or area of greatest need — which gives us valued flexibility to respond to needs quickly in an ever-changing environment. No matter where you decide to direct your gift, your generosity has an impact on those we serve. Here’s a glimpse into the journey your donation takes to make all the difference for patients.



Supported by your gifts, these programs and initiatives help patients and families across the country, including the Ford family. When Manny Ford decided to donate her daughter’s cord blood to Canadian Blood Services’ public cord blood bank, she never imagined that her second child, Tristan, would receive a stem cell transplant from another parent’s cord blood donation. Before his stem cell transplant in 2021, Tristan also received several lifesaving blood transfusions.

The impact of financial donors is deeply felt throughout the Ford family’s journey. From helping to establish Canada’s public cord blood bank, where Manny’s own cord blood donation is banked, to recruiting more blood and cord blood donors like those that Tristan relied upon, the gifts of financial donors have a transformational impact on families every year.



Equipment to enhance the donor experience in several blood donor centres



Platform support for an annual education program for physicians who access and interact with the blood system



Bursaries for post-secondary students who attract new plasma donors



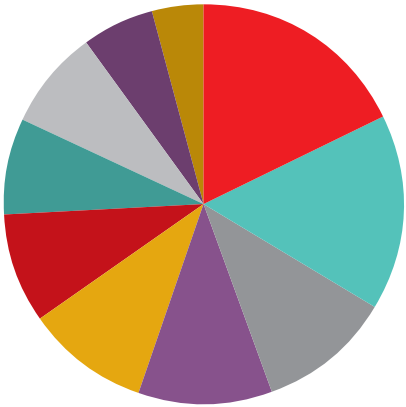
Ground-breaking research that’s paving the way for a new model of care for hemophilia patients



Research on new compounds to protect cord blood stem cells when they undergo freezing and thawing before transplantation

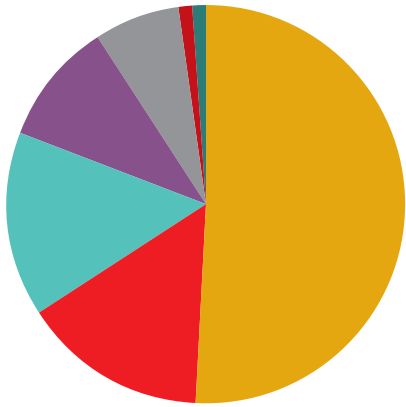
Total cash and gift-in-kind donations received for the year ending March 31, 2023, were \$1,033,889

Our 2022-2023 fundraising programs:



Event gifts	18%
Major gifts	16%
Online gifts	11%
Tribute gifts	11%
In Kind gifts	10%
Direct response	9%
Corporate gifts	8%
Monthly gifts	8%
Foundation gifts	6%
Unsolicited gifts	3%

In 2022-2023, your donations supported the following:



Area of greatest need	51%
Blood	15%
Stem cells	15%
Gifts in kind	10%
Plasma	7%
Research & Development	1%
Organs & Tissues	1%

Ways to become a financial donor

Save lives with an online gift
Visit give.blood.ca/donate to make your financial donation.

Give the gift of securities
Make an immediate impact and enhance your tax benefits by donating publicly traded securities.

Launch a fundraiser
Create a fundraising page at give.blood.ca/diy and rally your friends, family and community to help save lives.

Celebrate a birthday, anniversary or milestone
Mark a special occasion by making a financial gift to help patients in need.

Honour a loved one
Pay tribute to the life of someone special in a meaningful way, with an in-memory gift or campaign.

Consider corporate giving
Find out whether your employer will match your charitable contributions, facilitate charitable payroll deductions or honour your volunteer work or blood donations with a corporate gift.

Become a monthly donor
Help connect patients with the life essentials they need year-round, by becoming a monthly financial donor.

Donate your honorarium
If you’re a sought-after speaker, you can direct your honorarium to support lifesaving programs and initiatives.

Create a lasting impact
After you’ve taken care of your loved ones, contemplate leaving a gift to Canadian Blood Services in your will.

THANK YOU!

We are grateful to all individuals, corporations, associations and community groups for your generous gifts. Many corporations have also chosen to honour their employee's volunteerism or charitable giving with a matching financial contribution. Through financial support, you are helping to save and improve the lives of patients in Canada. While space does not permit us to acknowledge all those who deserve recognition, our 2022–2023 community, corporate and third-party event partners that donated over \$1,000 are listed below.

Community and corporate supporters

AEO Foundation
Allegra Marketing • Print • Mail
ATCO Ltd.
Auto Gallery Subaru
Belron Canada
Boyden Executive Search
Canco Petroleum
CIBC
Connor, Clark & Lunn Foundation
Contract Glass & Aluminum Ltd.
DistributionNOW
Economical Insurance
Edmonton Emergency Physicians' Association
EECOL Electric Corp
Enterprise Holdings Foundation
Extreme Excavating Ltd
Gambrinus Malting Corporation
Granite REIT
Harrison N. Gallon
Hill Family Foundation
Homes By Us Ltd.
Horn Family Fund
Hydro One
iA Financial Group
Image360
Interior Plumbing & Heating Ltd.

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Kamloops Home Hardware Building Centre
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Kinsmen Club of Edmonton
Kinsmen Club of the Stampede City
KKP
Knights of Columbus Father Cummings Council No. 2042
Mercedes-Benz London
Metro Reload Ltd.
Orkin Canada
OtherHalf-Chinese Stem Cell Initiative
Paul Davis GTA West Group
Payworks
Pelensky Technology Inc.
Pleasure Pools Plus
Prentice Yates & Clark CPA
RBC Financial Group
RFA Bank of Canada
Robinson Masonry Ltd.
Royal Canadian Legion
Stonewall Branch 52
Scotiabank
Scotiabank Ottawa District
Seattle Basecamp Inc.
Sienna Senior Living
Signs Now
Skelton Canada Inc.
Stober Foundation

Tahira & Iltihab Hassan Charitable Trust
Tetz Powell Professional Corporation
The Elpis Foundation
The Honey & Leonard Wolfe Family Charitable Foundation
The Kamloops Lampost Ltd.
The Keg Spirit Foundation
The Roger and Edith Davis Foundation
VieFUND Corporation
Warner Rentals
Watermark Custom Built Homes
Wolfe Pack Warriors Foundation

Gift-in-kind supporters

99.9 Virgin Radio, MOVE 101.5, AM 1150
Cookies by George
Mississauga Steelheads
Streetseen Media
Sudbury.com
Temple Baptist Church Sarnia
Town of St. Marys

Third-party events

2022 Drumheller Charity Classic Disc Golf Tournament
3rd Annual #DonateForDustin Charity Golf Tournament
Aditya Mosale's 40 Birthday 2023
Alliance Franchise Brands

Becker Family Blood & Financial Donation Drive; In Memory of Ben Becker
Bode Fox Hockey Fundraiser
Brodie Watts and the 4x4x48 running challenge
Calgary Corporate Challenge
Cindy Gee
Hockey Gives Blood Player Ambassador Campaign
In memory of Miranda Webber
InsideOut Physiotherapy & Team Luci
Jillian's Bridal Shower
Logan Stankoven's 2023 Charity Game
Louise Atchison's Musical Memories
Organizers and Participants of Run Surrey Run 2022
Orkin Canada
Roxborough Bus Lines
Employee fundraising
SCS Consulting Group
Employee Fundraiser
Sherlock Holmes Hospitality Group
Sudbury Wolves 2022/23
Turning 7 for Toys, Tom Wong
Vancouver Draft Hockey League
White Knight Construction

Canadian Blood Services appreciates those who generously left a bequest or legacy gift in 2022-2023. We are honoured when individuals continue their charitable giving through a gift in their will and thank all those who have chosen to name us as a beneficiary of their legacy gifts. Your thoughtfulness and generosity will contribute to our work today and in the future.

Your support creates a ripple effect that makes all the difference for patients



Over this past year, many of us got to feel a sense of reconnection with one another. This was certainly true for me and my colleagues as we were finally able to join many of you out in the community once again. I can tell you that during those one-on-one connections with you, our financial supporters, I am always inspired and humbled by your reasons for giving and by your deep understanding that there are many ways to support and strengthen **Canada's Lifeline.**

The truth is, we need financial supporters like you to help us do even more to support the patients who rely on blood, plasma, stem cells, and organs and tissues, and on the research that underlies effective use of these blood products. Thank you for so clearly understanding this need and for your loyal support to patients through your charitable giving.

We often talk about the important role of financial donors in helping us connect to the biological donors that patients count on every day, and this was certainly true again this past year. Financial donations helped us to implement new and innovative recruitment initiatives that engaged students to become blood and plasma donors and inspired more new parents to donate their cord blood, to name just a couple of examples.

The beauty of your financial support is that its impact can spread to other areas of our work that further benefit patients — like the donor centre enhancements that help make donors feel welcome and appreciated and the world-class research that is paving the way for a new model of care across

Canada for some patients with lifelong blood disorders. These meaningful projects, which were made possible with the support of financial donors, have the potential to make a difference not only for patients, but also for their families, friends and many others.

The sense of reconnection this past year was also evident through the extraordinary outpouring of support we saw from community fundraisers and donors who chose to give back alongside their neighbours and friends. Whether it was a backyard Halloween display, an activity in memory of a loved one or a company amplifying the impact of its employees, the spirit of giving in community with others truly came to life.

As the stories in this report show, financial supporters like you play a vital role in helping Canadian Blood Services do more to affect the lives of so many patients. Your generosity creates a ripple effect that goes on to touch families, friends, workplaces, even the broader community. In this sense, you don't just make a difference, you make all the difference.

Simply put, without you, we couldn't achieve the things we do. Thank you for all you do to help the patients who depend on us for a healthier tomorrow.

Margaret Miedema

Margaret Miedema
Director, Philanthropy
and National Partnerships

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