

the *volunteer* difference a difference in life program

'MAKE A DIFFERENCE IN LIFE,' VOLUNTEER!

You are invited to learn more about volunteer opportunities with the San Diego Blood Bank on **Tuesday, November 14 from 5:30-6:30pm** located at 440 Upas Street, San Diego 92103. If you would like to attend please contact Leslie Fagan at 619-400-8202.

San Diego  **Blood Bank**
make a difference *in life.*

The difference
in life *is you.*

SAN DIEGO BLOOD BANK WELCOMES SDG&E AS YEAR-ROUND PARTNER



For SDG&E and its employees, there's more to energizing the region than providing electricity and natural gas. As the San Diego Blood Bank's newest year-round partner, SDG&E is helping to ensure that our community has a plentiful blood supply available to local patients.

"We have a long tradition of working with nonprofit organizations that help make our local communities better places in which to live, learn and work," says Debra L. Reed, SDG&E chairman and chief executive officer.

SDG&E employees devote thousands of hours of service to help community groups, projects and events, including blood drives. Last year these efforts produced approximately 220 pints of blood for patients in our community.



Valley Blood Services Grand Opening Scheduled for November

The San Diego Blood Bank's newest donor center is nearing completion in Murietta. The Grand Opening for Valley Blood Services is slated for Friday, November 17. Grand Opening festivities will include a ribbon cutting, refreshments and a commemorative Valley Blood Services Grand Opening T-shirt for all donors.

The San Diego Blood Bank has been the primary supplier of blood to area hospitals, Rancho Springs Medical Center and

Inland Valley Medical Center, since 1990. In addition to the Grand Opening, Valley Blood Services is also planning its first fundraising event, the "Gingerbread Valley" Gingerbread Structure Contest. "Gingerbread Valley" will feature a wonderland of gingerbread structures created by local pastry chefs, bakers, artists, as well local residents.

For more information on these events, visit www.ValleyBloodServices.org.


San Diego  **Blood Bank**
make a difference *in life.*
440 Upas Street, San Diego, CA 92103-6900


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ORGANIZATION
SAN DIEGO, CA
PERMIT NO.
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QUARTERLY NEWSLETTER

THE Donor difference

ISSUE 1 FALL 2006

San Diego  **Blood Bank**
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THANKS FOR MAKING A DIFFERENCE IN ISAAC'S LIFE.
Because of donors like you, Isaac received the blood he needed while awaiting a bone marrow transplant.

Chargers Blood Drive
Tuesday, November 21

PASS IT ON!

Life Saver STORE ASK ABOUT IT!
make a difference *in life.*

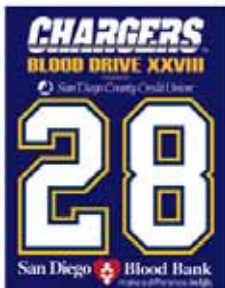
PREPARATIONS UNDERWAY FOR CHARGERS BLOOD DRIVE XXVIII, TUESDAY, NOVEMBER 21

The San Diego Blood Bank is gearing up once again for one of the community's longest running and most successful life-saving events of the year. Chargers Blood Drive XXVIII, presented by San Diego County Credit Union, will take place at the Town & Country Convention Center on Tuesday, November 21, from 9 am to 7 pm.

The Chargers Blood Drive annually attracts thousands of blood donors as well as Charger players, staffers and local sports and media celebrities.

This year, the famous long-sleeve Chargers Blood Drive T-shirts will be Charger blue and underwritten by Quiksilver. Other major sponsors include: Grossmont Healthcare District, Cox Communications, SDG&E, a Sempra Energy Utility, San Diego County Ford Dealers, Hitachi, Mercer, Atlas Technologies, Penny Saver, The Issa Family Foundation and Tension Envelopes.

You may schedule an appointment to donate at the Chargers drive by visiting www.sandiegobloodbank.org or by calling 1-800-4MY-SDBB, ext. 8251.



WIN THIS 2007 FORD FUSION!



Purchase entries at:
www.sandiegobloodbank.org
Final drawing to be held
at Chargers Blood Drive XXVIII



Join the San Diego Blood Bank for a "ghoulish" good time at the third annual Transylvania Golf Classic! This year we're hosting a unique golf event featuring night golfing, a cooking demonstration by a world-renowned chef and much more. A special thanks to Sidney Frank Importing Co., Inc., for their sponsorship. For more information, visit www.sandiegobloodbank.org or call 619-400-8176.

Olivia's Story



More than 200 San Diegans made a difference in life as blood and bone marrow donors this summer, after learning the story of 10-year-old Olivia Gastaldo, who was diagnosed with a rare form of leukemia recently. Fortunately, Olivia's doctors tell her that if a matching bone marrow donor is found, she will have a high success rate of recovery. Since her ethnicity includes Hispanic heritage, Olivia's best possibility of a match is from those donors who are also Hispanic. Right now Olivia is in school, plays volleyball and loves her new puppy, Rudy. She hopes to find that perfect match soon so that she can have a transplant early next year.

MAKING A DIFFERENCE AT COMMUNITY BLOOD DRIVES



At the September 21 Grossmont Hospital drive, Manager of Volunteer Services Imoelle McVeigh (Left, Raisin) and volunteer Doug Smith (Right, Raisin) dressed up as California Raisins, as volunteer Nellie LaRussa (Center) served as an escort. The trio danced through every department in the hospital, "raisin' awareness" about the blood drive.



The San Diego Padres Friar shows his appreciation to one of the 400 donors at the 10th Annual Padres Blood Drive on June 30.

make a difference *in life.*

The Difference in Life is You!

SAN DIEGO BLOOD BANK'S DONOR DIFFERENCE LOYALTY PROGRAM OFFERS AMAZING NEW BENEFITS AND AWARDS

As part of an exciting new loyalty program, the San Diego Blood Bank is asking donors to make a difference in the lives of others by giving blood more frequently. Currently, 61% of the blood bank's donors give blood only once a year.

The purpose of the new Donor Difference program, which launched August 1, is to encourage donors to give blood one more time each year. For example, if a donor typically gives twice a year, the Donor Difference program will ask for a third donation.

To build loyalty, the blood bank is now awarding Donor Difference members with new benefits, including access to their online personal Wellness Profile, which includes a donor's total cholesterol, blood pressure and pulse. Donors will also receive points for each donation that may be redeemed on the blood bank's new online store. "We are excited to offer our donors

more meaningful awards for their very meaningful blood donations," said San Diego Blood Bank Chief Executive Officer Harmona Walker. "Through the new Donor Difference loyalty program, we hope to help people realize the difference they can make in a patient's life with just one more blood donation each year."

There are four benefit levels associated with the Donor Difference program; Life Levels One, Two, Three and Four. Each level has its own unique benefits. **Moving forward, this newsletter will become a benefit of levels Two through Four. So, to stay informed, you need to donate at least twice a year!**

Donors may join the Donor Difference program during their next donation. To schedule an appointment or for more information, please call 1-800-4MY-SDBB or visit www.sandiegobloodbank.org.

Join the Donor Difference program and start earning points with each donation. Points can be redeemed on the Life Saver Store for items like this Difference in Life picnic set. Visit SanDiegoBloodBank.org and click on Life Saver Store to view everything ranging from T-shirts to MP3 Players.

