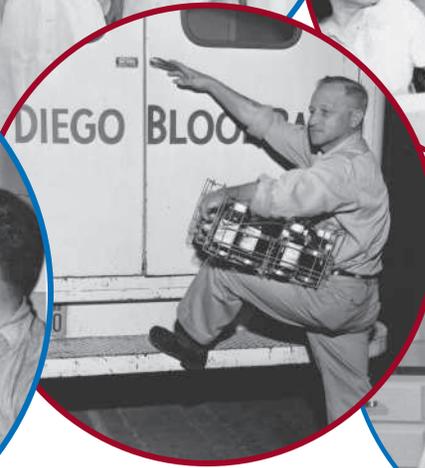
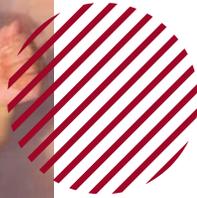


Celebrating 70 Years







Last fall, our community rallied behind a tiny baby.

Born at 15 ounces, baby Giselle's body could not make its own blood. The community was so inspired by Giselle that more than 550 people came out to donate blood in her honor. Giselle and her family represent one of thousands of people in our community whose story of life is made possible because of your support.



2020 marks our 70th anniversary of saving lives in partnership with our community. In 1950, the San Diego County Medical Society recognized the importance of a local blood bank. A non-profit blood bank focused on the region is able to prioritize local community needs and respond quickly in an emergency. Over the years, millions of lives have been impacted. While much has changed, one thing remains the same — our community's health comes first.



This year also saw challenges — the most apparent being the need to collect and distribute blood amid a global pandemic. I am pleased to share that blood and financial donors rallied around the cause, and we were able to maintain a safe and steady supply of blood to local hospitals. You will

be proud to know San Diego Blood Bank was one of the first blood banks in the country to set up a COVID-19 convalescent plasma program to serve COVID-19 patients in critical condition. And our collaborations with research partners expanded to include several partners fighting COVID-19. Even amid a pandemic, one thing is certain: our passion for saving lives and community health remains unwavering.

I hope you enjoy this year's impact report as we celebrate our past, present and future. We could not achieve our mission without the support of blood and financial donors, staff members, volunteers, blood drive chairs, community leaders, and patient advocates. Thank you for giving the gift of life to so many in our community.

Best Always,



David Wellis, Ph.D.
CEO, San Diego Blood Bank

*Upper right photo:
Baby Giselle at 9 months*

**September 11,
1950**

San Diego Blood Bank was established by the San Diego County Medical Society.



SDBB's nursing staff gathers outside the original 4th Avenue location.



1950s

1960s

1950-1953

Annual donations averaged 27,000 pints in San Diego County.

1954

Sharp Healthcare began receiving blood from SDBB. We are proud of this long-term partnership.



1960s

SDBB supported the early development of open-heart surgery in San Diego. At that time, several pints of blood were necessary just to prime heart-lung machines.



Celebrating



Years of Saving Lives

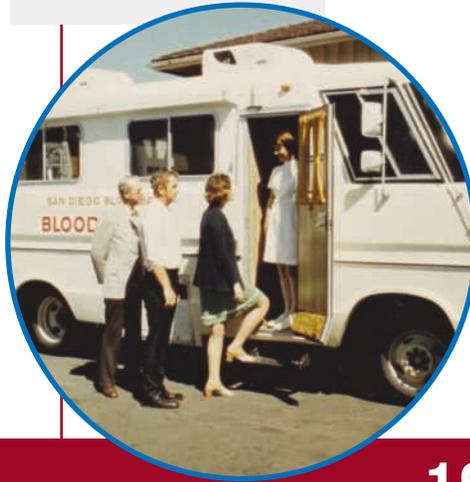


1970s

SDBB was among the country's first blood banks to tissue-match blood components for cancer patients and others with serious blood disorders.

1974

SDBB debuted its first bloodmobile.



Chargers' Rolf Benirschke signs autographs at the 1979 Chargers Blood Drive.

1979

The inaugural Chargers Blood Drive was held to support Chargers placekicker Rolf Benirschke after he needed two emergency abdominal surgeries that required almost 80 pints of blood. Over the course of 38 years, Chargers fans donated nearly 74,000 pints.

1970s

1972

The landmark Hillcrest headquarters opened its doors for saving lives.



Dr. Jonas Salk, Board President Peter Ellsworth and Medical Director Dr. Victor DePratti attend the dedication of the landmark Hillcrest location.



August 1977

The Robert A. Heinlein Blood Drive began at San Diego's Comic-Con International. Over the past 42 years, 22,607 pints of blood have been donated by real-life superheroes at this not-to-be-missed blood drive.

September 1978

Following the PSA airline crash in San Diego's North Park neighborhood, some 1,000 people gathered at the Upas Street location to donate blood. A total of 652 people donated that day, an all-time record at the time.



1980

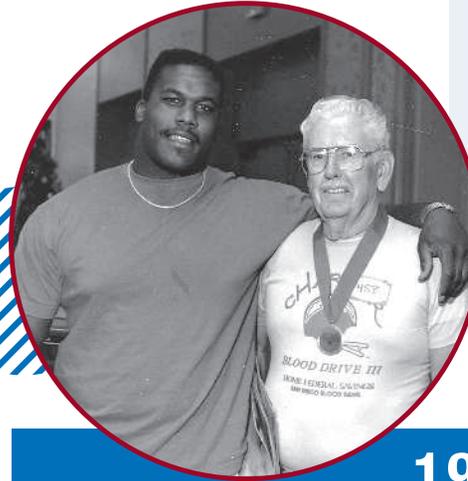
SDBB established the region's first cord blood donor program.



July 1984

A spontaneous outpouring of more than 1,000 donors ensued in the wake of a massacre at a McDonald's restaurant in San Ysidro that left 21 people dead.

Blood donor poses with Tony Savage, former defensive tackle, at the 1990 Chargers Blood Drive.



November 1997

The 1993 San Diego Chargers Blood Drive was recognized in the Guinness World Record for the "largest single-day, single-location blood drive" noting 1,853 donations. By 1998, the Chargers Drive had increased collections 38% with a record of 2,549 donations.

1980s

1990s

July 1981

After a fire destroyed the main office, SDBB was able to continue operations at the Town & Country Convention Center thanks to owner Terry Brown.

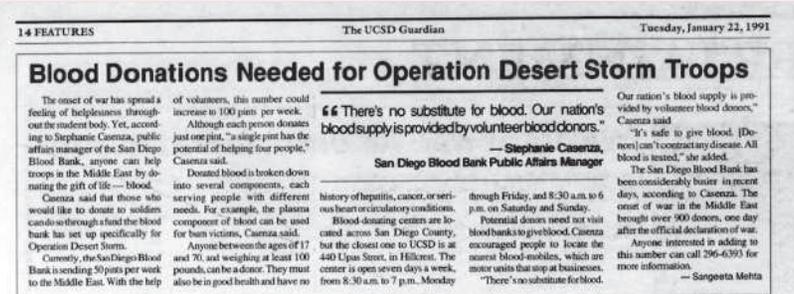
By 1986

Donations reached 86,000 pints annually.



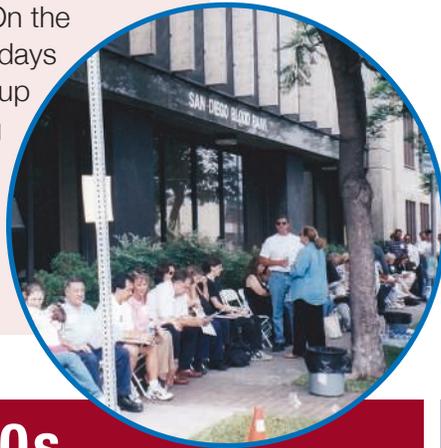
1991

SDBB responded to a request from the Department of Defense for weekly blood shipments during Operation Desert Storm. The community rallied around the call to support our troops.



September 11, 2001

On the afternoon of the terrorist attack on the World Trade Center, 380 pints of blood were sent to New York with the help of the U.S. Navy. On the day of the tragedy and the days that followed, donors lined up to give blood, many waiting in line for several hours. By the end of the week, more than 3,000 people had donated.



2000s

November 2003

In the week following the outbreak of devastating wildfires in San Diego County, nearly 3,200 people gave blood to replenish the community's supply and make up for several drives canceled due to the fires. That figure is more than double the number of donors who gave blood in a typical week at that time.

2013

Public cord blood bank efforts were renewed, enabling mothers to donate umbilical cord blood to support patients in need of bone marrow transplants. SDBB began processing and storing umbilical cord tissue in 2019 as part of our efforts to support innovative cell therapies.

2014

Local blood donors had made more than 3,000,000 blood donations by 2014.

2017

SDBB partnered with the National Institutes of Health (NIH) All of Us Research Program, a historic effort to gather data from one million or more people living in the U.S. to accelerate health

research and medical breakthroughs.



2011

Headquarters for SDBB moved from Upas Street, a 40,000-square-foot building occupied in Hillcrest for nearly 40 years, to a state-of-the-art 95,000-square-foot space two miles east of downtown San Diego.



2010s

Today

In partnership with our community, San Diego Blood Bank ensures a safe blood supply to the region, distributing more than 150,000 blood products (red cells, platelets and plasma units) annually.

We are proud of all that has been accomplished in the last 70 years!

University of California Health Milk Bank

SDBB and University of California Health Milk Bank are partnering to collect, process and deliver precious donor breast milk to local hospitals for fragile infants in neonatal intensive care units.



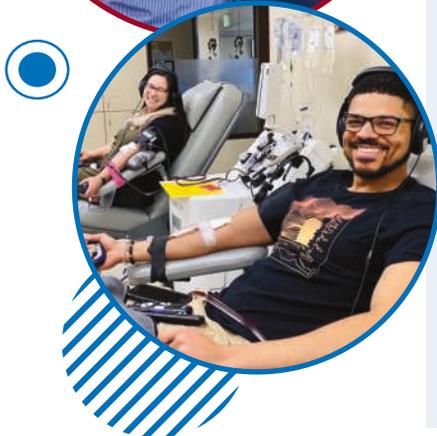
UC Health Milk Bank processes lifesaving breast milk.

2020 and Beyond



Precision Blood™

There are patients in our community who need blood to live, but the very treatment they need also poses a risk to their lives. A wide variety of patients, such as those who have required multiple blood transfusions over time, build up a resistance to antigens in the blood. And some patients have an extra rare blood type. SDBB will soon be partnering with local hospitals to more precisely match blood products through a targeted DNA sequencing-based genotype method called Precision Blood™. The objective is to improve patient outcomes and usher in a new standard of transfusion medicine.



Research Initiatives and COVID-19

For the past several years, SDBB has partnered with more than 100 researchers on projects related to cancer, regenerative medicine and general health. This past year, SDBB has supported multiple partners in the fight against COVID-19. For example, our efforts to collect investigational COVID-19 convalescent plasma (CCP) supported local patients fighting the disease, and tubes from part of the collection kit that would normally be discarded allowed partners to characterize multiple FDA emergency use authorizations.

COVID-19 Response

As the world was watching COVID-19 move toward pandemic status, the conversations at San Diego Blood Bank ramped up quickly. The question at hand: **How will we maintain a safe blood supply for our community?**

Prior to the stay-at-home order in March 2020, a call was put out to blood donors to help us be prepared. Very quickly, blood drives began to cancel due to work-from-home orders and school closures. This was a challenge because more than half of our region's blood supply is normally collected at community blood drives. Fortunately, SDBB has six donor centers in addition to our 10 bloodmobiles. Some blood banks across the country only collect blood on bloodmobiles; to meet their goals, they limited the number of people on buses and operated past midnight in some cases. At SDBB, we were able to meet our goals by shifting staff to donor centers and extending hours of operation.

In April 2020, SDBB was one of the first blood banks to collect and send out investigational COVID-19 convalescent plasma (CCP) to local hospitals. CCP is donated by those who have recovered from COVID-19. While COVID-19 has no proven treatment, plasma donated by those who have recovered (called convalescent plasma) may help patients

fighting the disease. This is because the body develops antibodies against the virus. By the time of printing (Sept. 2020), SDBB had collected more than 2,250 doses of CCP. As part of the fight against COVID-19, we also collaborated with multiple research partners working to find testing and treatment solutions.

This pandemic has reminded us what our community is made of: a giving spirit. As events unfolded and there was so much uncertainty, lines of first-time and regular donors formed out the door. Our community made sure blood was there when it was needed. Throughout the pandemic, Kamila (*pictured*) has needed multiple blood transfusions as part of her ongoing management of thalassemia. Kamila represents the hundreds of patients who will be forever grateful for donors' generosity.



**2019 / 20
Impact
by the
Numbers**



Blood recipient Ella thanks a costumed blood donor at the 43rd Robert A. Heinlein Blood Drive at Comic-Con 2019.

64,406

Individual Blood Donors

22,812

First-time Donors

282

Dedicated Volunteers

13,603

Volunteer Hours

Lifesaving Supply Distributed

100,503 Red Blood Cell Units

24,843 Platelet Units

Donated platelets protect cancer patients from life-threatening bleeding risks after treatments deplete their own platelets.

28,071 Plasma Products

27,515 Plasma Components

556 COVID-19 Convalescent Plasma Doses

114

Neonatal Units Sent Out Per Week

4,159

STAT Deliveries

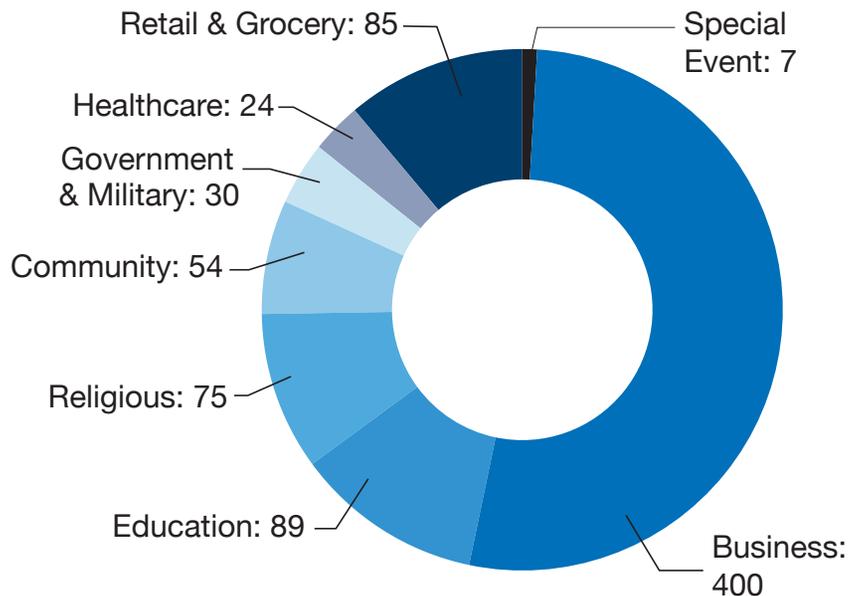


4th Annual Padres Summer Blood Drive

764

Mobile Drives

Number of Drives by Sector



Hospital Partnerships

Our work with regional hospitals is more than a contract to provide blood services. It's a true partnership. Hospitals rely on our expertise in transfusion medicine, and we rely on partners to share what they are experiencing on the front lines so we can grow and evolve to best serve patients.

Live Inventory Management System

SDBB's unique 24/7 inventory management system allows us to have eyes on the inventory of our partner hospitals. This enables us to ensure a safe blood supply at all times.

Helping to Match Rare Donors

Sometimes patients need more specific blood type matching than A, O, B and AB. For example, people from certain ethnic backgrounds might have specific antigen combinations. (There are approximately 300 antigens in the blood.) Hospitals contact our Immunohematology Reference Lab to find rare units to match patients. This is why it is important to have a diverse donor population.

"We consider SDBB an essential partner for the care of our patients at Rady Children's Hospital-San Diego. From providing live dashboard inventory management and nighttime STAT deliveries to performing reference testing and consultation on rare antigen-negative units, the staff at SDBB is reliable, knowledgeable and incomparably expert. We are so grateful for all of the work SDBB does to collect, process and provide lifesaving blood products for our patients!"

**– Denise Malicki, clinical pathologist
Rady Children's Hospital-San Diego**

Philanthropy Impact

652 Individuals and Organizations Contributed Over \$778,455 to Support and Fund SDBB's Programs and Services.



Design and Construction of Two New Bloodmobiles

Impact – More lives saved

Up to 210,000 pints of blood can be collected over the lifespan of two bloodmobiles, saving up to 630,000 lives.



14 New Trima Accel® Automated Blood Collection Systems

Impact – Blood collection efficiency and maximization

These vital systems separate whole blood into platelets, plasma and red blood cells — enabling blood donors to donate the exact blood component to meet the current blood supply need for patients.

Blood Reserve System

Impact – Enhanced emergency preparedness

This system will freeze a five- to six-day backup supply of type O blood and rare blood types to ensure blood is available during emergencies.

High-Capacity LN2 Freezer

Impact – Ensures viability of cord blood stem cells

This state-of-the-art freezer allows SDBB to actively collect and store a much higher inventory of cord blood cells — with a capacity of 6,000 cord blood units. Umbilical cord blood stem cells provide hope for a cure for life-threatening medical conditions such as leukemia, lymphoma, immune diseases, metabolic disorders, autism, stroke and cerebral palsy. Each certified cord blood unit is listed on the Be The Match Registry®, operated by the National Marrow Donor Program® (NMDP), which makes stem cells available to patients around the world.

Thanks to SDBB's Top Financial Donors

County of San Diego
Barona Resort & Casino
David C. Copley Foundation
GEICO
Henry L. Guenther Foundation
Mad Engine
PEERS Network
Price Philanthropies Foundation
Rest Haven Children's Health Fund
San Diego Gas & Electric
San Diego Padres
Sycuan Casino Resort
The Broken Yolk Café
The Country Friends
The Hervey Family Fund at
The San Diego Foundation
The Morrison & Foerster Foundation
The San Diego Woman's Club
Walmart El Cajon Store #4169
Walmart Pharmacy San Diego Store #5638 Walmart
Chula Vista Store #3516
Walmart El Cajon Store #2253
Walmart La Mesa Store #5684
Walter J. and Betty C. Zable Foundation

"We applaud San Diego Blood Bank for being there to support those going through life's unexpected events. We've partnered with SDBB for more than a decade by hosting blood drives and fundraising and are proud of its work preparing for emergencies and helping through the COVID-19 crisis."

– Greg Jacobi, regional vice president at GEICO

"Rest Haven Children's Health Fund was honored to provide funding for San Diego Blood Bank to purchase a Trima Accel® Automated Blood Collection System as they are significantly improving the health of the most vulnerable children in San Diego and Imperial counties daily, which aligns with our mission and vision. They are literally saving children's lives, and with state-of-the-art equipment will be able to continue to do so for many years to come. The doctors, technicians and staff are so committed, and Rest Haven is privileged to partner with them to support their amazing work."

– Peggy McNamara, executive director at Rest Haven Children's Health Fund

"I began donating financially to San Diego Blood Bank in the 1970s because I was unable to donate blood. I wanted to help raise funds for bloodmobiles, and I continue to donate because so many people are helped in San Diego, and across the country. I'm also very motivated by SDBB's extensive research projects helping to develop potential treatments."

– Lauren Lee Beaudry, Leadership Circle member

Invest in Life

Partner with San Diego Blood Bank and Join Our Annual Giving Program

Philanthropy impacts every aspect of our mission. Generous annual and monthly donors support SDBB's lifesaving blood services and groundbreaking research, and most importantly, give the gift of life. Our giving programs support SDBB's greatest needs. This year, your annual gift will support the Campaign for Life to purchase two new bloodmobiles.

Annual Giving Levels

Leadership Circle

Fuel SDBB's mission with an annual gift of \$1,000 or more.

Visionary Circle

Sustain SDBB's mission with a monthly gift that provides steady support of critical resources to ensure a safe blood supply for our community.

To celebrate 70 years of saving lives, consider becoming a Visionary Circle member at just \$70/year (only \$5.83 per month).

Or choose a monthly giving level that fits your personal giving goals. For example, \$60 funds critical supplies to collect one unit of blood, impacting up to three lives. With a \$60 monthly gift, you can impact up to 36 lives each year. That is a \$2 daily lifesaving investment.

Friends of SDBB

Support SDBB's mission with a one-time annual gift under \$1,000.

Depending on annual giving levels, membership benefits include:

- Fireside chat with David Wellis, CEO, and SDBB healthcare partners
- Exclusive invitations to Live to Thrive, SDBB's wellness education series
- A behind-the-scenes tour of SDBB
- Monthly wellness tips and updates about the impact of your gift
- Invitations to special events and recognition on SDBB's digital donor wall

You are at the heart of SDBB's mission —

Saving Lives Today. Improving Life Tomorrow.

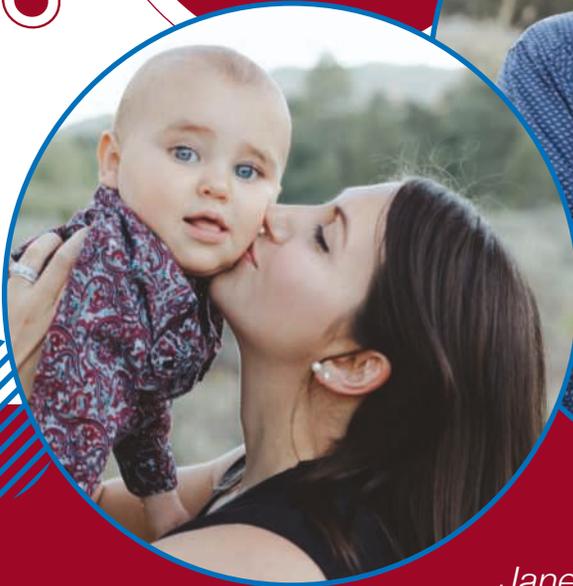
To make a gift, please visit

www.sandiegobloodbank.org/forlife

or contact **Sherry Serio**, Vice President of
Development, at sserio@sdbb.org

or **(619) 400-8188**.

**Thank
You**



Janel gave birth to her son, Rowdy, in August of 2019. Soon after he was born, Janel hemorrhaged and lost more than half the blood in her body. Thanks to blood and financial donors, she is alive today and loving every moment with her son.

Saving Lives Today.
Improving Life Tomorrow.



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www.sandiegobloodbank.org