A WORD FROM OUR CEO

The holiday season is just around the corner, and we hope you are planning to enjoy quality time with friends and loved ones.

To hospital patients in need, the greatest gift they’ll get this year is the gift of life through blood donations. But, with all the hustle and bustle of the holidays, donating blood doesn’t always make it to the top of everyone’s “to do” list – thus, supplies tend to run low.

We hope that during the season of giving, you’ll consider making an appointment to donate blood as soon as you are eligible – and bring a friend. Other ways to give include volunteering, making a tax-deductible financial donation, or sharing your story with us of how blood donations saved your life. You’ll find other fun ways you can get involved in the pages that follow.

From our family to yours, we hope once again that you have a wonderful holiday season.

Sincerely,

David Wellis, Ph.D.
Chief Executive Officer
SDG&E has contributed generously to the San Diego Blood Bank’s lifesaving programs since 1999, in addition to hosting critically important blood drives with their many employees. “It is through the committed support of local organizations like SDG&E and their many employees, that the San Diego Blood Bank is able to provide blood and blood products to more than 120,000 patients every year”, said David Wellis, Ph.D., CEO of the San Diego Blood Bank. “The patients we serve reside throughout San Diego County, and when they need donated blood to live, the San Diego Blood Bank delivers. However, as we operate on less than a 1% margin, the generous charitable support provided by SDG&E is essential for the San Diego Blood Bank to continue our mission. All of us who care about saving lives are very grateful to SDG&E.”

For nearly two decades, Grossmont Healthcare District has generously supported the San Diego Blood Bank’s lifesaving programs, helping to ensure that East County patients and others, have the donated blood they need to survive. “The compassionate support contributed to the San Diego Blood Bank from Grossmont Healthcare District is visionary in every sense of the word”, according to David Wellis, Ph.D., CEO of the San Diego Blood Bank. “There is no substitute for donated blood, and Grossmont Healthcare District is helping to ensure there will always be a safe, adequate supply of blood and blood products for patients in need throughout East County and beyond.” Patients of all ages, socio-economic and ethnic backgrounds whose lives have been saved with donated blood, are grateful to Grossmont Healthcare District.

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If you shop at Ralphs you can help raise funds for SDBB’s lifesaving programs and services without spending an extra penny! SDBB can receive a donation every time you shop IF you register your Ralph’s reward card number. Cards need to be re-registered every year. Ralphs will donate a percentage of your total bill back to SDBB every quarter.

Every little bit helps, so please consider registering/re-registering your card today at Ralphs.com, click on Community/Community Contributions/enroll now or 800-443-4438.
There’s Black Friday, Small Business Saturday, Cyber Monday, and our personal favorite, Giving Tuesday. Giving Tuesday officially kicks off the season of giving to non-profit organizations through online donations. This year, we’re asking you to donate your Donors 4 Life Points back to SDBB so we can continue purchasing major lifesaving items, like bloodmobiles and machines that help us collect platelets.

Check to see how many points you have through your MySDBB profile. Then, visit our on-line store to donate them back to SDBB. Thank you for saving even more lives this Giving Tuesday!

Oftentimes, we send flowers to others as a way to express sympathy, love, or simply as a gift. Did you know you can also donate blood as a gift or in remembrance of a loved one? In lieu of flowers, your friends and family can give the gift of life by donating in honor of someone special. Email donorservices@sandiegobloodbank.org for more information.
San Diego’s new annual blood drive is coming soon!

The San Diego Blood Bank, in partnership with the San Diego Padres, San Diego Gulls, The Holiday Bowl, and many other prominent San Diego leaders, will host the first annual San Diego Cares: It’s in our Blood. This new, exciting event will feature:

- A day-long blood drive
- Live entertainment
- Sports-themed activities
- Appearances by various local sports teams, athletes and alumni
- Celebrity interview panels throughout the day – your chance to interact with athletes and alumni from various sports
- A chance to win a new Honda CR-V!

Find out more and make your appointment at iCareSanDiego.org or call 1-800-4-MY-SDBB (1-800-469-7322).
The San Diego Blood Bank is truly thankful for our corporate and community partners that support us through special events. Please join us in thanking the following sponsors:

**Presenting Sponsor:** Sycuan Casino

**Additional sponsors include:** San Diego County Credit Union, Just my Ticket, San Diego Community News Network, 105.7 Max FM, Mighty 1090, KFMB-AM, KFMB-FM, KSON, Sunny 98.1, FM 94/9, Radio Latina, 106.5 Que Buena & 102.9 Mas Variedad, Rock 105.3, 101.5 KGB, Channel 933, Star 94.1, Jammin’ 95.7 and XTRA Sports 1360.

**In partnership with the County of San Diego.**

**Presenting Sponsor:** San Diego County Credit Union.

**Additional sponsors include:** Supervisor Ron Roberts, San Diego County Board of Supervisors, ABC 10, Barona Resort & Casino, Ralphs and Food 4 Less, Moneytree, First 5 San Diego, CentrexIT, Marsh & McLennan, Optum Healthcare, San Diego Youth Services, Just my Ticket, AM 600 KOGO, and Star 94.1.

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**SDBB PARTNERSHIP**

When’s the best time to eat a burger? After saving lives, of course.

In partnership with Burger Lounge, present this newsletter piece when you donate blood at any San Diego Blood Bank donor center until 12/4/17 or while supplies last. After your donation, you will receive one voucher for ONE FREE BURGER OR SALAD at any of the 9 San Diego Burger Lounge locations.

Vouchers will be provided after a blood donation at a San Diego Blood Bank donor center. Vouchers are non-transferable and cannot be redeemed for cash.
PATIENT SPOTLIGHT

Olivia

5-year-old Olivia was diagnosed with leukemia in April, 2013, at only seven-months-old. She underwent chemotherapy and received blood transfusions as part of her treatment. She has been cancer free since September, 2013. Her favorite things are putting on her makeup, riding her Barbie car, playing with Barbies, reading books, playing dress up and going yard sale-ing with her nana.

Thanks to our loyal blood donors for their lifesaving gifts to patients like Olivia.

Send “Winter Wishes” to Local Hospital Patients During the Holidays

You can make hospital patients’ holiday wishes come true by donating blood and using the points you accrue through our Donors 4 Life loyalty program to purchase an adorable stuffed bear that will be sent to a patient spending the holidays at Sharp Grossmont Hospital.

The Winter Wishes program, presented by Grossmont Healthcare District, gives donors a way to connect with the patients whose lives depend on donated blood. The Bears will be available on our Donors 4 Life online store starting Monday, December 4th, while supplies last. Bears are 500 points each and are limited to 2 Bears per donor. The Winter Wishes stuffed animal is always the most popular store item around this time of year!

This year’s Winter Wishes Bears will be hand delivered to patients at Sharp Grossmont Hospital the week of December 10th. Anyone who is at least 17 years old (16 years old with parental consent), in general good health and weighs at least 114 pounds may qualify to donate blood. Thanks for helping make patients’ Winter Wishes come true!
We’re calling on one million people to lead the way toward better health.

What is precision medicine?

Precision medicine is health care that is based on you as an individual. It takes into account factors like where you live, what you do, and your family health history. The goal is to be able to tell people the best ways to stay healthy. If someone does get sick, precision medicine may help health care teams find the treatment that will work best.

What is the All of Us Research Program?

The All of Us Research Program is a large research program. The goal is to help researchers understand more about why people get sick or stay healthy. People who join will give us information about their health, habits, and what it’s like where they live. By looking for patterns, researchers may learn more about what affects people’s health.

How do I join All of Us?

The All of Us Research Program starts in 2017. There are three ways to join:

- Visit the All of Us website, joinallofus.org.
- Download the All of Us Research Program app.
- If you get health care at one of our affiliated health care provider organizations, you can join there.

What will you ask me to do?

If you decide to join All of Us, we will ask you to share different kinds of information. We will ask you basic information like your name and where you live, questions about your health, family, home, and work. If you have an electronic health record, we may ask for access. We might also ask you to give samples, like blood or urine.

How long will All of Us last?

All of Us may last for at least 10 years. We hope you will stay involved over time. If you join, you can withdraw (“quit”) at any time for any reason without penalty.

Why should I join All of Us?

You will be contributing to research that may improve health for everyone. Here are some examples of what researchers might be able to discover:

- Better tests to see if people are sick or are at risk of getting sick.
- Better mobile apps to encourage healthy habits.
- Better medicine or information about how much of a medicine is right for each person.

What will you do to protect my privacy?

We will take great care to protect your information. Here are a few of the steps we will take:

- Information we have about you will be stored on protected computers. We will limit and keep track of who sees the information.
- We will remove your name and other direct identifiers (like your date of birth) from your information and replace them with a code.
- Researchers must promise not to try to find out who you are.
- We will tell you if there is a data breach.
- The All of Us Research Program has Certificates of Confidentiality from the U.S. government. This will help us fight any legal demand (such as a court order) to give out information that could identify you.

Please visit joinallofus.org for more information.

To schedule an appointment call 1-833-271-1388 or email AllofUsRP@sandiegobloodbank.org

Precision Medicine Initiative, PMI, All of Us, the All of Us logo, and “The Future of Health Begins with You” are service marks of the U.S. Department of Health and Human Services.