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Senators host  
a special night  
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public cord blood bank



Canadian Blood Services  
*it's in you to give*

# Annual Report to Financial Donors 2012/2013

PUBLISHED FOR SUPPORTERS OF CANADIAN BLOOD SERVICES

## From the desk of Dr. Graham Sher, CEO, Canadian Blood Services

### Reaching New Heights

**Behind any successful journey, there is a group—or groups—of people who make it happen.**

Here at Canadian Blood Services, we owe much of our success to you, our financial donors. We are so appreciative of the support from such generous, compassionate and caring individuals and organizations.

Of course, when I speak of "success" at Canadian Blood Services, I am referring to our ongoing efforts and ability to save and improve the lives of thousands of Canadians.

For your financial and personal support, I wish to extend a heartfelt thank you. Year-over-year, I am frequently humbled by your belief in what we do, and for your trust in us to do the right thing as we continuously reach for new heights.

Doing what we do as responsible stewards of the blood system is not an easy road to travel. That said, the journey is much easier with your support.

Moving from the metaphorical to the literal journey, you may know that at the time this report was being produced, I had recently returned from a once-in-a-lifetime adventure: one that successfully brought me and a dedicated group of 24 staff and Canadian Blood Services supporters, to the summit of Africa's highest peak,



Mount Kilimanjaro, in an effort to raise awareness and funds for the Campaign For All Canadians, helping us build Canada's first national public cord blood bank.

One of the prime ingredients for success is having a deep and personal resolve, and a profound commitment to making change happen.

Adding to my personal pride was the fact that, as of the end of September 2013, our team – partners, friends and staff of Canadian Blood Services – was able to raise more than \$350,000 in donations in support of our climb. These donations, and the support of our sponsors, will go toward building a national public cord blood bank for all Canadians.

Regardless of whether your donations go toward a public cord blood bank or to help us ensure a high-quality blood system, your financial contributions are critical to our success at Canadian Blood Services.

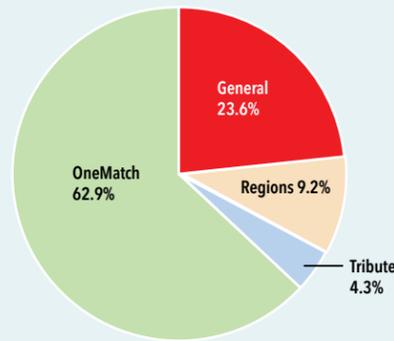
In other words, you might not have scaled the mountain with us, but you are still part of our daily climb.

**Dr. Graham Sher**  
CEO, Canadian Blood Services

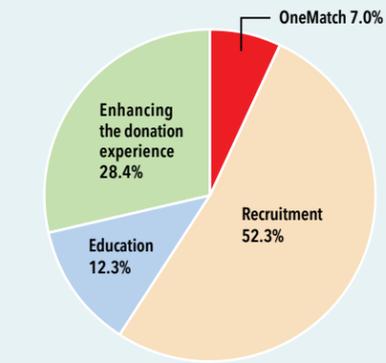
# How your money was used

Total cash donations received for the year ending March 31, 2013 were \$1,392,394 compared to \$1,038,426 in 2011/2012.

## OUR FUNDRAISING PROGRAMS:

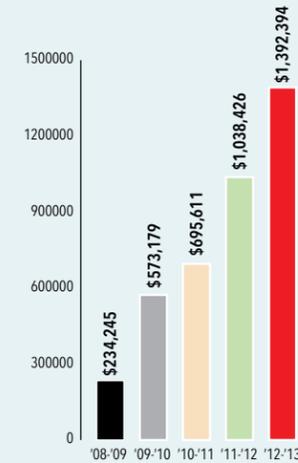


## WHAT YOUR GENEROUS DONATIONS TO THE ANNUAL FUND WERE USED FOR:



\*Our policy is to use 20% for administration.  
\*This chart does not include Campaign For All Canadians donations

## LAST FIVE YEARS OF DONATIONS:



## Our Outstanding Annual Supporters for the year ending March 31, 2013

\$50,000+	\$25,000+	\$20,000+	\$10,000+	\$5,000+
A. Lassonde Inc.	FedEx Manulife Financial Corporation Bayer Inc.	CSL Behring Canada Inc. Fenwal Inc. Roche Diagnostics Canada	James M. Ho Stantec Consulting Ltd.	Hollandia Toronto Police Homicide Squad The New Hot 89.9 FM Estate of Tor Bertil Strom Kinsmen Jackpot Bingo Sask Energy Terumo BCT ( Canada) Ltd.

## Gift in Kind Supporters for the year ending March 31, 2013

\$50,000	\$15,000
Standard Life A. Lassonde Inc.	Kalendar Productions Inc.

## Special Thanks to our Matching Gift Companies and companies who offer payroll deduction and volunteer grants.

ATCO Electric ATCO Gas ATCO I-Tek ATCO Pipelines ATCO Structures & Logistics Ltd.	Cenovus Employee Foundation Charities Aid Foundation America CN EnCana Cares Foundation	Frito Lay Canada Helping Hands of Worksafe BC IBM Canada Ltd. RBC Royal Bank of Canada	Running Room Canada Inc. TELUS Vancouver Foundation Volunteer Ottawa
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## From the desk of the Executive Director, Fundraising and Development

As Executive Director of Fundraising and Development at Canadian Blood Services, one of the most rewarding aspects of my position is thanking and recognizing you, our financial donors for your generosity.

Big or small, every single financial donation makes an impact on the lives and well-being of Canadians. Moreover, we work diligently to ensure that your dollars go toward programs that make the most of your gift. That's why an annual report and ongoing communications are so important: we want you to know how your donation is being used and the tremendous impact you are having as a financial supporter of Canadian Blood Services.

This fiscal year has been a wonderful time for the fundraising office. Over the last few months, we have experienced many firsts—including two gifts for our campaign *For All Canadians* at the Miracle Maker level (\$1 million plus) to move us further along in our endeavours to create a national public blood bank for all Canadians.

I am also proud to say that this past fiscal year was our second consecutive year that we received over \$1 million in cash donations from corporations and individuals directed toward both our cord blood bank campaign and other important Canadian Blood Services programs.

Saving lives is not a simple task but with the generosity and commitment of financial donors—people and organizations like you—our ability to enhance the blood system and save even more lives now and into the future is becoming a reality.

On behalf of Canadian Blood Services and the many Canadian patients who use our products, thank you for your tremendous support.



**Steve Harding**  
Executive Director, Fundraising and Development

## Saving Lives One Goal at a Time

Last year, the Ottawa Senators became the first organization in the NHL to have its employees join Canadian Blood Services' *Partners for Life* program. In 2013, the team extended this relationship by inviting its entire fan base to build an "Ottawa Senators' Blood Donor Army" as part of their commitment to save lives through blood donation.

In addition, Canadian Blood Services and the Ottawa Senators hosted a donor appreciation

night March 21<sup>st</sup>, sponsored by Bayer, CSL Behring, Onx Enterprise Solutions, EMC2, IBM, Coughlin, and Manulife Financial.

Donors who attended the night's pre-game reception heard from blood recipient Jessica Beddaoui who required numerous units of blood after she was hit by a drunk driver while waiting at a bus stop. Through her story, those at the reception learned not only of her

gratitude to donors, but that it takes many donors to save a life.

In addition to this partnership, Ottawa Senators defenseman, Marc Methot filmed a public services announcement encouraging Sens fans to donate blood.

Canadian Blood Services Night with the Ottawa Senators Hockey Club

### Top Sponsors:

Bayer Inc.	\$30,000
CSL Behring Canada Inc.	\$20,000
EMC2 and OnX Enterprise Solutions Ltd.	\$15,000



## Volunteer Profile: Meet Liset Stanton

Liset Stanton understands first-hand what nearly 1,000 Canadians searching for a stem cell match are going through. She knows that each of these patients, regardless of their age, is somebody's child.

Liset's own story began eight years ago when her son Daniel, just six-years-old at the time, was diagnosed with leukemia. His first round of chemotherapy wasn't successful, so a transplant was determined to be the best, and perhaps only, option for the little Grade 1 student.

When no matches were found within their family, the Stantons had to turn to the OneMatch Stem Cell and Marrow Network at Canadian Blood Services. It would be up to a stranger to save Daniel's life. The search began in March 2005 and word came in May of that year that a match had been found.

Liset remembers the day they learned a match had been found and that the stem cell transplant would be coming from a mother in Europe who'd donated her baby's cord blood.

"We were at the children's hospital when we found out and there were a lot of tears," she says, welling up.



Liset and son Daniel, now 14 years old.

It was a few months later in July when Daniel received the transplant in Toronto and thankfully for the little boy who'd already been through so much, things went well.

To this day she is still in awe of the power packed into such a small pouch of cord blood, donated by a mother she'll probably never meet.

Liset knows other mothers are still waiting for the call – and it's because of them that she signed on to be the volunteer co-chair of the Ottawa fundraising committee as part of the Campaign *For All Canadians*. She wants to help build the national public cord blood bank to save other mothers and children from having to wait for a match that, in far too many cases, might never be found.

## A special thanks to volunteers

Canadian Blood Services has always depended on the generosity of volunteers who give selflessly of their time and expertise. The fundraising office is privileged to work closely with volunteers across Canada who represent us in our quest to raise the funds needed to ensure a quality blood donor experience or build a national public cord blood bank.

We would like to extend a huge **thank you** to all of our volunteers and ambassadors who work hard to bring the story of Canadian Blood Services, OneMatch and the Campaign *For All Canadians* to financial donors across the country.

Each volunteer has their own reason for being involved, and each of your stories is different.

But the one thing you all have in common is the will to contribute to your community—and your commitment to making Canada a better place. We at Canadian Blood Services and the patients we serve are the beneficiaries of your generosity.

**Thank you!**

# THANK YOU!

## For All Canadians: A message from Margaret Miedema, Director, Major Gifts and Campaigns

The Campaign *For All Canadians* has seen tremendous momentum over the past year. Through the tireless efforts of our volunteers on the Campaign Cabinet and regional committees, the message that we need a national public cord blood bank is being spread across Canada – and Canadians are responding with their support.

As this is the first campaign at Canadian Blood Services, we have been engaging our close partners and supporters, as well as cultivating new relationships for the organization. I am pleased to report that at the end of our 2012/2013 fiscal year, support for the campaign totalled \$3,887,515. This is truly a testament to the generosity of many Canadians – individuals and corporations alike. We are grateful for each and every donation to the campaign that will help us build the national public cord blood bank – thank you!

Philanthropy is about relationships and through the campaign this past fiscal year, many new relationships have been built. New partners have embraced the need to spread awareness of the national public cord blood bank, beyond providing financial support.

Volunteers new to Canadian Blood Services have joined the campaign as fundraisers in their communities of Edmonton, Toronto and Ottawa, and they in turn are introducing us to many new prospects.

On the events front, our 2nd annual charity golf tournament was once again a success with proceeds supporting the campaign. A new initiative, Climb4Cord, was undertaken by 25 climbers who trained hard to trek up Mount Kilimanjaro in August 2013, to raise awareness and funds for the campaign. The recruitment of climbers and sponsors, as well as the new social media opportunity to spread awareness through the climb, added to the excitement.

And lastly, to bring the campaign to an even broader audience, we launched our website ([www.blood.ca/campaign](http://www.blood.ca/campaign)) and have partnered with the Globe and Mail as our national print media partner. As we look to the year ahead, we will be out in the public in a much louder voice.



Whether through conventional print, radio or television opportunities, or exploring the social media space, the word is spreading – Canadian Blood Services is building a national public cord blood bank and, as a campaign supporter, you are a part of this vital healthcare project.

Thank you, our Campaign donors and volunteers for your generous support, as together we build a national public cord blood bank... *For All Canadians*.

A CAMPAIGN  
**For ALL Canadians**  
BUILDING CANADA'S NATIONAL PUBLIC CORD BLOOD BANK

## Cord campaign gets high profile partner

On Jan. 11, 2013, Rhiannon Traill, the Economic Club of Canada's (ECC) president and CEO, announced that for every ticket sold at their events across Canada this year, \$1 will be donated to the Campaign *For All Canadians* which will help us establish a national public umbilical cord blood bank. The show of support was made at the club's annual economic outlook breakfast in Toronto which attracts nearly 1,000 senior business people.

Rhiannon offered to get involved after hearing Dr. Graham Sher, CEO of Canadian Blood Services, speak at the ECC in Toronto last fall and realizing how important our organization is to so many people beyond blood donation and use.

"When I first heard about this campaign it immediately struck a chord with me and I knew I wanted to be involved. My husband was diagnosed with leukemia in 2010 so I know first-hand how important a national umbilical cord blood bank is for Canadians. It can literally mean the difference between life and death," says Rhiannon.

"I am so pleased that Rhiannon and the Economic Club of Canada have endorsed our campaign," says David Lehberg, Campaign Co-Chair. "Their donation (from the proceeds of three events in 2013) will help our campaign receive the profile and funds it needs to succeed and give Canadians a national public cord blood bank they can bank on."



David Lehberg, Campaign *For All Canadians* Co-Chair and Rhiannon Traill, President and CEO of the Economic Club of Canada

# Campaign Major Donors as of March 31, 2013\*

## Miracle Makers!

Support to the *For All Canadians* campaign this year saw Miracle Maker donations (\$1 million +) from two of our close partners – **Roche Diagnostics Canada** and **Bayer Inc.**

### Champion - (\$250,000+ )

CIBC

### Guardian - (\$100,000+ )

RBC Foundation  
Dale & Chris Sheard  
The KPMG Foundation

### Leader - (\$50,000+ )

Edmonton Valve & Fitting Inc.  
Sing Tao Canada Foundation  
Nancy & Joe Thompson

### Innovator - (\$25,000+ )

Rob & Teresa Brouwer  
Shauneen & Michael Bruder, In honour of  
Clare McKague & Clayton Bruder  
Richard & Erin Kirby  
The Lehberg Family

### Benefactor - (\$10,000+ )

Jean-Paul Bédard  
Wayne Bowers, In memory of Sophie de Villers  
Dr. Dana Devine  
Mr. & Mrs. Douglas  
The Economic Club of Canada  
Stephen Harding & Jennifer Bell-Harding  
Impact Public Affairs  
John Johnston  
Joe Knott  
Debra Lane

Rod & Robin MacLennan  
Ian Mumford  
Pauline Port  
Dr. Graham Sher  
Anonymous

### Builder - (\$5,000+ )

Aecon Construction & Materials Ltd  
Joyce Burnett  
Gary J. Chatfield  
John & Carol Dawson  
Empowered Networks  
William H. Gleed  
Joy Illington  
Mitel Networks Corporation  
Henry & Julia Pankratz  
Marilyn Robinson  
Skelton Truck Lines  
Sue Smith  
Tom Warner  
Anonymous

### Friend - (\$1,000+ )

David Allan  
Jack Angus-Snow  
Elaine Ashfield  
Jean-Paul Bédard Sr.  
Rabbi Dr. Reuven P. & Leah Bulka  
Chris & Donna Carruthers  
Dean Chittock

\*Update - although this Annual Report to Financial Donors covers the reporting period from April 1, 2012 to March 31, 2013, we wanted to provide an update that as of June 30, 2013, \$6.0 million in cash and pledges was raised to support the campaign goal of \$12.5 million.

CML HealthCare Inc  
Kenneth W. Ezeard  
Watson Gale  
Judith & Wayne Gladstone  
Gary Glavin  
Reeva Goldberg  
Mindy Goldman  
Leah Hollins  
Frederick E. Hyndman, CM  
Impres Pharma (Waterloo)  
Frank Jones  
Judie Leach Bennett & David Bennett  
Marcel Leclair  
Denis Losier  
MacoPharma Canada  
McKesson Canada  
Margaret & Chris Miedema  
Andrew Pateman  
David B. Perez  
Tanya Petraszko  
Tom Poirier  
Laurie Richer  
Rx & D Canada's Research Based Pharmaceutical Companies  
Jae & Andy Shaw  
Jaime & Jessica Stein & Family  
Robert Teskey  
Dr. Linda Vickers  
Walk in the Park Golf Tournament  
Neil & Jean Wilkinson  
Anonymous (8)

## Charity Golf Tournament raises \$61,969 for national public cord blood bank

### Another day of golf, another successful fundraising venture for a national public cord blood bank!

The second annual Canadian Blood Services Charity Golf Tournament took place at the Marshes Golf Club near Ottawa on Sept. 20, 2012.

Participants raised an impressive \$61,969 towards the Campaign *For All Canadians*—and in return, were treated to a great day of golf, food, and prizes.

Attendees had the opportunity to meet 14-year-old Dennis Gudbranson, who successfully beat cancer after receiving blood transfusions and

stem cells. Dennis helped golfers in their “best ball” efforts on one of the course’s par-threes.

Katie Chong, 18, also gave golfers an emotional plea for their ongoing support toward Canadian Blood Services’ national public cord blood bank. Katie’s mixed ethnicity, half-Caucasian and half-Chinese, makes finding a match that much more challenging. Since stem cells found in cord blood units are more flexible to match than adult stem cells, patients like Katie have a much better chance of survival with a robust supply of cord blood units that represent Canada’s diverse population.

Many thanks to all who attended the golf tournament, and who supported the event to make a national public cord blood a reality in Canada!



Gregory Tsang, Vice President, CIBC Private Wealth Management Inc., Pauline Port, Vice-President, Corporate Services & Chief Financial Officer, Canadian Blood Services, Andy Shaw, Executive Director, Corporate Strategy, Canadian Blood Services, Marsha Woodgate, Director, Public Sector Group at CIBC.

## Partner Power!

**Canadian Blood Services is incredibly fortunate to receive financial support from some of the most generous and thoughtful organizations across the nation!**

The following partners are just a few who have been integral to our fundraising efforts to save and improve the lives of thousands of Canadians:

- For six decades, Manulife has supported the blood system through financial support. Last year they donated \$35,000 to pay rent for the Manulife Centre for blood donor clinics, sponsoring donor appreciation nights, and showing enthusiastic participation in the *Partners for Life* program.
- To help raise awareness of the need for a national public cord blood bank and the Campaign *For All Canadians*, the **Globe and Mail** has generously offered to run a full-page colour ad every month, for 18 months throughout the campaign. With a readership of almost 1 million every day, this partnership helps ensure our ongoing plea will be seen by millions of Canadians, as we showcase inspirational stories of stem cell recipients and seek support for the Campaign to build a public cord blood bank.
- In January 2013, the **Economic Club of Canada**—a national non-partisan speaker’s forum that features some of the country’s most influential leaders—selected Canadian Blood Services’ campaign, *For All Canadians*,

as its “charity of choice” for 2013. For every event ticket sold across the country this year, \$1 will be donated to the campaign to establish a national public umbilical cord blood bank. This partnership also helps Canadian Blood Services spread awareness of the public cord blood bank by introducing the campaign to the hundreds of business leaders across Canada who attend their events.

- Canadian Blood Services’ relationship with the **Bruce Denniston Bone Marrow Society** continues to prosper. Established in 1997 in Powell River, B.C., the society has had a significant impact on stem cell registration and eventual transplantation for many Canadians. Over the years, its lifesaving goal has expanded beyond building awareness of the OneMatch Stem Cell and Bone Marrow Network, to raising valuable funds for development and important courier missions that take heroes and their “precious cargo” throughout Canada and the world. The Society has come on board as a tremendous supporter to the Campaign *For All Canadians*, and has agreed to facilitate raising \$250,000 in the community or with their partners.

PARTNER	DONATION
FedEx	Sponsored the Young Blood For Life National High School Program for \$180,000 over three years
A. Lassonde Inc., makers of “Oasis – Be Pure” juice, partnered with Canadian Blood Services for the third year as the “official juice of blood donors.”	\$50,000 cash donation and a \$76,000 gift-in-kind juice donation
Bayer Inc.	Sponsored Learning to Save Lives, the elementary/middle school education program, for \$125,000 over three years
Standard Life	\$97,000 gift-in-kind donation of rental space for the permanent Standard Life Blood Clinic in Vancouver
Hollandia Cookies	\$15,000 for one year
<b>Honouring Our Lifeblood Event Top Sponsors:</b> Roche Diagnostics Canada Fenwal Inc.	\$20,000 \$20,000

# Inspiring Gifts

## Perfect pair raises funds "fore!" stem cells

Lifelong friends Garry Finnson and Jim Davenport have a bond that very few people share.

In 1990, Garry was diagnosed with acute myeloid leukemia and learned he would need a stem cell transplant to survive. The odds of finding a match were approximately 1 in 750,000.

After months of waiting, Garry received the news he'd been desperately hoping for—a match had been found! On December 19, 1990, he received a stem cell transplant. Within a year, he had made a remarkable recovery.

Still, Garry couldn't forget about the donor who had saved his life.

Across the border in Greendale, Wisconsin, Jim Davenport was wondering the opposite: whose life had been saved by his donation?

That mutual curiosity eventually brought recipient and donor together for their first in-person meeting.

Soon after, Garry started a charity golf tournament in his home town of Wynyard, Saskatchewan.

Twenty years later, the Jim Davenport Charity Golf Classic is still going strong. Jim has made the trip



from the United States many times to attend, and has been embraced by the small community of Wynyard as Garry's "hero."

Each year, a portion of the proceeds are donated to Canadian Blood Services' OneMatch Stem Cell and Marrow Network.

**LEGACY for Life Society**  
Continuing the Gift.

**one match**  
stem cell and marrow network

### Continuing the Gift.

Help Canadian Blood Services prepare for the future—join the Legacy for Life Society and leave your legacy. Call Penny today at 613.739.2316. Legacy for Life Society members will receive an exclusive legal document cover for their will.

**Canadian Blood Services**  
it's in you to give

[www.blood.ca/fundraising](http://www.blood.ca/fundraising)

## Did you know...?

You can direct your United Way donation or payroll deduction to Canadian Blood Services. Simply fill in the name (Canadian Blood Services) and our charitable organization number (87015 7641RR0001) in the United Way gift form provided by your workplace, and your donations will be directed to us.

## Make an online gift

Giving a financial gift to Canadian Blood Services is just an easy click away. To make an online donation, visit [blood.ca/financialdonations](http://blood.ca/financialdonations)

For more information or to make donations, visit us at [www.blood.ca/fundraising](http://www.blood.ca/fundraising)

**Fundraising and Development**  
1800 Alta Vista Drive, Ottawa, ON K1G 4J5 613-739-2339

Charitable Organization# 87015 7641 RR0001

**Canadian Blood Services**  
it's in you to give