Annual Report to Financial Donors
2014–2015

A MESSAGE FROM
DR. GRAHAM D. SHER
CHIEF EXECUTIVE OFFICER

As we reflect on our accomplishments of the past year, we are proud of the exciting milestones we’ve achieved on our journey to provide the best possible products and services to Canadian patients. We are also humbled by the knowledge we couldn’t have done it without the remarkable support of our generous financial donors and volunteers.

We recognize that at any given time, there are hundreds of health-care organizations vying for your time, energy and financial contributions. It is with heartfelt gratitude that we take this opportunity to thank you for choosing to support Canadian Blood Services and the patients we serve. Your financial contributions to Canadian Blood Services have had and continue to have an incredible impact on the lives of your fellow Canadians.

As we expanded our online resources this year to help attract and retain blood, stem cell and organ and tissue donors and registrants, our fundraising activities were in lockstep. Your online donations, use of our web-based do-it-yourself event resources, and participation in our GivingTuesday initiative contributed to our success and demonstrated what we can do together in the digital world. We look forward to continuing to find new ways to make it easy for our financial donors to help Canadian patients.

With your charitable donations, we were able to make a historic achievement in Canada — the launch of a national public cord blood bank that represents the unique, ethnically diverse makeup of Canada’s population. Together, we not only met our goal of raising $12.5 million, we surpassed it.

This unprecedented level of support for our first-ever fundraising campaign will continue to make a lasting impact on Canada’s health-care system, Canadian patients and our organization for years to come. We’ve seen what can happen when Canadians are motivated to enact real change in the name of better health-care outcomes for patients. Now we must continue to build on this momentum.

Thank you for partnering with us as we enter a new phase of growth and change at Canadian Blood Services. We couldn’t do it without you.

WE’VE SEEN WHAT CAN HAPPEN WHEN CANADIANS ARE MOTIVATED TO ENACT REAL CHANGE IN THE NAME OF BETTER HEALTH-CARE OUTCOMES FOR PATIENTS.
How to build a cord blood bank
A milestone timeline

March 2011
Canadian Blood Services and provincial and territorial ministers of health (except Quebec) announce building of Canada’s national public umbilical cord blood bank. Canadian Blood Services commits to raise $12.5 million through its first fundraising campaign — For All Canadians.

September 2013
First and second cord blood collection sites open at The Ottawa Hospital Civic campus and General campus. The first cord blood manufacturing facility opens in Ottawa.

July 2014
Third cord blood collection site opens at the Brampton Civic Hospital.

October 2014
Canadian Blood Services uploads first 50 cord blood units to the Bone Marrow Donors Worldwide database. The database hosts 73 stem cell donor registries from 53 countries, as well as 47 cord blood banks from 32 countries.

January 2015
Fourth and fifth cord blood collection sites open at the Lois Hole Hospital for Women in Edmonton and the BC Women’s Hospital in Vancouver. A second cord blood manufacturing facility opens in Edmonton.

March 2015
Campaign For All Canadians surpasses $12.5 million fundraising goal.

June and July 2015
Canadian Blood Services’ Cord Blood Bank and the success of the Campaign For All Canadians celebrated at campaign donor recognition events in Ottawa, Edmonton and Toronto. The Edmonton site of the cord blood bank is named the Marshall Eliuk Centre in recognition of Marshall’s generous gift of $1.5 million to the campaign.

Saving lives a family affair

When Christian Francis Hoefler was born in March 2014, his parents had two reasons to celebrate — the healthy birth of their first-born child, and the fact that their son might help save someone’s life one day.

That’s because his parents made the important decision to donate Christian’s umbilical cord blood to the national public cord blood bank.

“Donating Christian’s cord was an easy decision because we knew what it could mean to another family,” says his mother, Emily Brascoupe-Hoefler. “I think it’s important for families to know how simple it is to do something that can have such a big impact.”

The Hoeflers’ gift made an extra impact due to Christian’s mixed ethnicity — Caucasian, Chinese and First Nations. As patients in need of stem cell donors are more likely to find a match within their own ethnic community, greater ethnic diversity in the registry is always needed, especially from donors of mixed ethnic heritage.

This isn’t the Hoefler family’s first experience with stem cell donation. Christian’s grandfather, Brent MacDonald, is a bone marrow donor himself, and stem cell courier with the Bruce Denniston Bone Marrow Society. The Society is a volunteer organization whose members travel the world to bring stem cells to Canadian transplant hospitals when a match has been found for a patient. The organization’s partnership with Canadian Blood Services, beyond financially supporting the Campaign For All Canadians, has increased the number of registrants on our adult registry as its volunteers educate the public about the ongoing need for stem cell donors.
This has been a truly remarkable year for support from our financial donors, especially during our Campaign For All Canadians. To all of our donors across the country, I offer my deepest thanks for your inspiring contributions, not only to the campaign, but to our recruitment and research programs that continue to strengthen the blood system.

Your generosity in helping us build Canada’s national public cord blood bank has been astounding. It has been so rewarding to see the passion and dedication to this campaign from financial supporters and volunteers alike.

One of the truly exciting outcomes of the past year is seeing how public outreach by our dedicated team of fundraising volunteers shifted Canadians’ thinking on blood, stem cell and organ donation. It’s clear that, together, we can improve access to health care and directly impact the quality of services provided to Canadian patients.

As we move ahead, we are excited to continue the relationships that have been built over the past three years of the campaign. We see how many of you are committed to continuing to support our organization and Canadian patients, and for that, we can’t say thank you enough!

Over the past year, you may have seen more of us in social media as we worked to widen our reach to Canadians. We’ve worked hard to increase our digital options for a new generation of financial and blood donors — providing an easy platform to donate funds online for a personal gift or through an event. Your financial support has also allowed us to improve our services, with the successful launch of our first GiveBlood app, already downloaded more than 130,000 times since its launch in 2014.

We are so inspired by the way you continue to find ways to give, rally your communities and support a cause in benefit of all Canadians. Thank you for the trust you place in us as you make Canadian Blood Services a recipient of your charitable donations.

There are many ways to support Canadian Blood Services

Through the generosity of our financial donors, we fund initiatives that help recruit and retain blood and stem cell donors, and invest in our innovative research.

Programs, products and activities supported through your donations in fiscal year 2014–2015 include:
• Youth recruitment programs, including Young Blood for Life (high school) and Assignment Saving Lives (college/university).
• Education videos for the Learning to Save Lives program (elementary/middle school).
• Community awareness campaigns to promote blood donation during holiday periods.
• Technology to communicate with blood donors through their mobile devices.

You can support any of our recruitment or research programs through a variety of ways, including directing your United Way donation or payroll deduction to Canadian Blood Services, making an online gift, or leaving a legacy gift through the Legacy for Life Society.

Visit blood.ca/fundraising for more information on these options and to learn more about the impact of your donation.
Raising money to save lives

Community-led fundraising events support cord blood bank

The campaign to build a national public cord blood bank was not just For All Canadians, it was by all Canadians. Canadian Blood Services’ campaign to raise $12.5 million involved hundreds of financial donors, volunteers and ambassadors, many of whom hosted unique fundraising events over the past year to help us reach our goal.

Longtime supporters of recruiting more stem cell donors from the Chinese community, OtherHalf Chinese Stem Cell Initiative hosted a fundraising gala to honour young philanthropic leaders in the Vancouver Chinese community and to support the Campaign For All Canadians. The event raised $100,000 to help build Canada’s national public cord blood bank.

In June 2014, cord blood supporters participated in the first annual Gudbranson–Scotiabank Celebrity Classic. Dennis Gudbranson, the family’s youngest son, received a lifesaving stem cell transplant as a child and the family has been sharing their story and inspiring other families to get involved. The Gudbranson family raised more than $50,000 in the first year of a three-year commitment through this tournament in support of the national public cord blood bank.

Blood and stem cell donation ambassador Rupie Sachdeva lent a hand to the cord blood cause through a special concert, featuring international singing sensation Shreya Goshal, held at the 2014 Calgary Stampede. Sister to former B.C. MLA Sindi Hawkins, who passed away from cancer in 2011, Rupie has been personally touched by the need for blood and stem cell donations and has been a tireless advocate for the cause. Partial proceeds from the concert were donated to the Campaign For All Canadians.

Cooking up staff support

In September 2014, the executive management team at Canadian Blood Services hosted four pancake breakfasts for Ottawa-area employees. Participating employees enjoyed a pancake breakfast served up by directors and members of the executive team, and had the chance to learn more about the Campaign For All Canadians and fundraising at Canadian Blood Services.

Following 100 per cent participation at the beginning of the campaign from our board and executive management team, Canadian Blood Services employees demonstrated their strong support for the campaign during the community phase by promoting it among their networks and making financial donations of their own.
As a member of our Partners for Life program, The Brick has been committed to making blood donations since 2010. With nearly 25 per cent of overall blood donations coming from partnering organizations from across Canada, Canadian Blood Services depends on the enthusiasm and contribution of blood donations from our partners.

The Brick’s Edmonton-based Partners for Life champion, Caitlin Johnston, took the company’s support one step further last fall. Wanting to ensure that all employees were given an opportunity to participate — even those who were ineligible to donate blood — her team arranged a financial drive in support of the Campaign For All Canadians.

“At The Brick, we know how meaningful it is to give back to the community,” says Caitlin. “The blood drive is a way for all employees to be involved, and in order to involve our entire amazing Brick team, monetary donations were accepted and we were able to meet our goal and exceed our expectations.”

In addition to its many blood donations last October, The Brick’s Edmonton corporate office raised $1,420 in its month-long donation drive in support of Canada’s national public cord blood bank.

“The initiative taken by the team at The Brick to financially support the Campaign For All Canadians is an innovative approach that shows how organizations participating in our Partners for Life program can help save a life beyond their generous blood donations,” says Margaret Miedema, director of fundraising and development at Canadian Blood Services.

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SUPPORT FROM OUR CORPORATE PARTNERS

At Canadian Blood Services, we are fortunate to partner with some of Canada’s most benevolent and inspirational organizations, including some of the country’s leading corporate firms and impactful community-based associations.

This past year, our annual donor appreciation gala, Honouring Our Lifeblood, was held through the generous support of gold-level sponsors Bayer Inc. and CSL Behring Canada Inc. With an additional $60,000 sponsorship of the Young Blood for Life program, FedEx extended its multi-year commitment for another three years, ensuring Canadian Blood Services continues to have crucial opportunities to reach out to new, young donors each year.

In addition to these dedicated organizations, more than 100 of our generous corporate partners were honoured at our annual corporate thank you luncheon last fall. Sargent Daril Holmes of the Ontario Provincial Police shared his son, Matthew’s inspiring story with attendees: following three stem cell transplants, all as a young child, Matthew is now back at school and enjoying life as an 11-year-old. The impact of financial support to Canadian Blood Services is clearly seen through the stories of patients such as Matthew.
Total cash donations received for the year ending March 31, 2015, were $4,122,933 compared to $3,512,510 in 2013–2014.

Our fundraising programs

- OneMatch: 2%
- Tributes: 8%
- Bequests: 18%
- Regions: 24%
- General: 48%

Enhancing the donor experience: 27%
Education: 73%

*Our policy is to use 20% for administration
*This graph doesn’t include Campaign For All Canadians donations

Our outstanding annual supporters

- $50,000+
  Estate of Anne Sheldon Sanderson
  Manulife Financial Corporation
  Bayer Inc.

- $25,000+
  CSL Behring Canada Inc.

- $20,000+
  FedEx

Gift-in-kind supporters

- $50,000+
  Standard Life

- $5,000+
  The Walrus Foundation

What your generous donations to the Annual Fund were used for

- OneMatch: 2%
- Tributes: 8%
- Bequests: 18%
- Regions: 24%
- General: 48%

Enhancing the donor experience: 27%
Education: 73%

*This graph doesn’t include Campaign For All Canadians donations

Last five years of donations in millions of dollars

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Honouring Our Lifeblood event 2014

Gold sponsors
- Bayer Inc.
- CSL Behring Canada Inc.

Special thanks to our matching gift companies

- ATCO Electric
- ATCO Gas
- ATCO Pipelines
- ATCO Structures & Logistics Ltd.
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- TELUS
- Vancouver Foundation
Volunteer profile: 
Meet our campaign cabinet

Throughout our three-year, $12.5 million Campaign For All Canadians, Canadian Blood Services has relied on a large number of volunteers to raise awareness of the need for cord blood, as well as financial support from corporate and individual donors across the country.

The success of the campaign is due to the leadership and unwavering commitment of our volunteer campaign cabinet. Boasting a wide range of expertise in various influential industries, our cabinet members selflessly dedicated their time, energy and expertise to improve Canada’s health-care system and save lives.

Some members had personal experience with the need for blood and stem cells; others had the desire to help Canadian patients receive the treatments they need. All committed to working on behalf of Canadian Blood Services as they told the story of how a national public cord blood bank would benefit the many patients waiting for a stem cell transplant.

Thank you to cabinet members Stuart Blake, Robert Brouwer, Shauneen Bruder, Tim Kitchen, Joe Knott, Henry Pankratz, Jaime Stein, Gregory Tsang and Huw Williams for your leadership, passion and dedication.

And a special thank you to our campaign co-chairs, Dale Sheard and David Lehberg, who led our team with confidence and compassion. Both drew on their passionate connections to the cause: Dale was motivated by her belief that Canada needed another stem cell resource to help Canadian doctors save more patient lives, while David was driven by his promise to give back following his then 10-year-old daughter’s need for a stem cell transplant as she fought leukemia a decade ago. Together, Dale and David spearheaded a successful trailblazing campaign for Canadian Blood Services — one that will surely have a lasting impact for all Canadians.

To learn more about the members of the campaign cabinet, visit campaignforcanadians.ca/cabinet-members.

Thank you

A message of gratitude to our volunteers

Simply put, Canadian Blood Services could not exist without its legion of committed volunteers who constantly strive toward bettering Canada’s health-care system. Thank you to all of our passionate fundraising volunteers and ambassadors for partnering with us to help save lives.

Dec. 1, 2015

Canadian Blood Services is proud to participate in the GivingTuesday movement on Dec. 1, 2015. On this day, charities, families, businesses and communities around the world will come together for a common purpose: to celebrate generosity and to give. Encourage your friends, family and colleagues to support us on Dec. 1 by making a financial donation. For more information, visit blood.ca/fundraising

Follow us on twitter #itsinyoutogive.
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Laurie Broadway
Bruce Brenton & Daughters
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Dean Chittock
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Colwest Holdings Ltd.
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Mindy Goldman
Donna Leith-Gudbranson & Wayne Gudbranson
Max & Kristina Guinnette
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Kerrwood Ford
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Craig R. Knight, in memory of
Clifford & Helen Knight
Larry Krahm
Don Lapierre
Lax O’ Sullivan Scott Lisus LLP
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Donny Woo
Zakata Family Foundation

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