

Annual Report to Financial Donors

'09 | '10 IN REVIEW

NATIONAL FUNDRAISING OFFICE

Message from Dr. Graham Sher, CEO, Canadian Blood Services

Saving lives could not happen without blood donors and stem cell registrants—but the same also must be said about financial donors.

Financial donors are an important contributor to the growth of Canada's blood system. Government funding covers the basics of health care and ensures a safe blood system—but without additional funding from individuals and corporations like you, we would be more limited in our ability to launch new programs to promote the importance of blood and stem cell donation and to recruit donors.

This annual report is proof positive that your financial gift—no matter the dollar amount—has made a difference: it has enabled us to develop and implement programs to improve our ability to collect more blood, recruit new donors and increase ethnic representation on the OneMatch Stem Cell and Marrow Network.

By 2015, Canadian Blood Services plans to be a leader and trusted partner in advancing patient care and influencing policy in transfusion and transplantation, and related areas, by leveraging our organizational capabilities and national scope. Your continued financial support is greatly appreciated as we move towards this goal.



Dr. Graham Sher, CEO,
Canadian Blood Services

Message from Steve Harding, Executive Director, Fundraising and Development

Thank-you so much for your kind financial donation to Canadian Blood Services. I am pleased to share with you some highlights from 2009-2010, and give you a glimpse into some of our future plans to help support the blood donation and stem cell donation programs. Thanks to you, we increased our financial donor base and more than doubled revenues from \$234,000 to \$573,139 in 2009/2010. Thank you so much to everyone who contributed over the last 12 months; your generosity is most appreciated.

We continue to build relationships with businesses and individuals, making our cause known and demonstrating the impact that their donations can have. As we enter another year, we remain committed to expanding these relationships, growing new ones, and spending time to recognize our donors and say thank-you.

As for the long-term, the National Fundraising Office is working to develop a three-year capital campaign to raise funds for a major endeavour. While we cannot provide further details at this time, I can say that this significant venture will enhance our ability to save more lives than ever.

We look forward to yet another exciting year, and hope to see you along the way.



Steve Harding, Executive Director,
Fundraising and Development

A. Lassonde Inc. helps make clinics an "Oasis" for donors

A. Lassonde's Oasis® is now the "official juice" product for blood donors. The one-year partnership offers discounted juices to Canadian Blood Services for clinics, free juice products for donor and volunteer events, and a generous \$50,000 annual donation toward improving the donor experience in our blood donor clinics.

In total, between the financial donation and cost-savings to Canadian Blood Services, this partnership is valued at more than \$130,000.

"It is gratifying to support such a great cause! Oasis® partnership with Canadian Blood Services and our commitment to give back to Canadian society are two pledges that work well together. This relationship fulfills the mandate we gave to the Oasis® brand, which is to support health across the country" says Nathalie Nasserri, Vice-President of Marketing for A. Lassonde.



Ian Mumford, COO, Canadian Blood Services,
Nicolas Despots Allaire, Event Marketing Manager,
A. Lassonde Inc, Nathalie Nasserri, Vice-President
Marketing, A. Lassonde Inc.

Sponsors donate \$110,000 to promote blood donation with the Ottawa Senators in the 2009-2010 NHL Season

On March 6, Ottawa's Scotiabank Place was abuzz for Canadian Blood Services' Blood Donor Appreciation Night. Attended by thousands of fans, the game between provincial rivals Ottawa Senators and Toronto Maple Leafs was the backdrop for honouring some of the blood system's greatest supporters. The event capped off a season-long campaign to promote blood donation with hockey fans in the nation's capital.

This year's sponsors included "gold sponsors" Bell, IBM Canada Ltd., EMC Canada and OnX Enterprise Solutions Ltd., our community sponsor The Ottawa Senators Hockey Club and ten other generous sponsors. They brought to the Ottawa area increased awareness of blood donation.

Chris Kelly, forward with the Ottawa Senators, came on board to help build awareness and recruit new blood donors with a Public Service Announcement which ran on Hockey Night in Canada broadcasts from February to May of this year.

GIVE RED



Attendees to the Give Red Event

Sing Tao Canada Foundation continues extraordinary outreach to Chinese Canadians

In just a few hours last spring, more than 4,000 people registered to become potential stem cell donors to patients of Chinese origin.

Organized by OtherHalf Chinese Stem Cell Initiative and funded by the Sing Tao Canada Foundation, the inaugural National Chinese Stem Cell Drive took place March 27th in four locations across Toronto and Vancouver.

Working with the OtherHalf Chinese Stem Cell Initiative, Sing Tao used its extensive ties with the Chinese-Canadian community to coordinate all aspects of the event. It enlisted the help of Olympian and World Figure Skating silver medalist Patrick Chan, who was featured in promotional materials. And on the day of the drive, Sing Tao also provided volunteers and media coverage of the event.

The Sing Tao Canada Foundation also donated \$20,000 to the OtherHalf Chinese Stem Cell Initiative Fund, which helps to fund OneMatch Stem Cell and Marrow Network events in the Chinese-Canadian community.



Mrs. Connie Lau, Dr. Ming Jarm Lau
representatives of the Sing Tao Canada
Foundation and Sue Smith, Executive
Director, OneMatch Stem Cell and
Marrow Network

Thank you also to the following sponsors for their support of the OneMatch Stem Cell and Marrow Network:

Sunrise Capital Corporation, for its \$10,000 gift toward the OtherHalf Chinese Stem Cell Initiative Fund

TK Group, for its \$7,000 donation raised at its annual TK Group Fall Classic golf tournament

Bloodmobile update: on a roll!



Bell is giving the Ottawa Bloodmobile a "gadgetry makeover." Anyone who gives blood in the Bloodmobile can use BlackBerry smartphones, donated by Bell, for email and internet surfing throughout the blood donation. The value of the Bell donation, which also includes a monetary donation, is \$15,000.

Meanwhile, sponsors are expanding beyond the nation's capital the ability to "give blood on wheels" in Canada's two largest cities. RBC has generously donated \$50,000 over two years to bring a Bloodmobile to Toronto-area donors. This state of the art tractor-trailer vehicle, as well as its counterpart in Vancouver, will provide a more spacious donation experience, and also have a reduction in maintenance costs compared to the Ottawa bus.

Both new Bloodmobiles are expected to be operational later this year. Media sponsors CBC, Metro News and Astral Media will keep Canadians informed about Bloodmobile times and locations. If your organization is interested in getting involved with the Bloodmobiles, please let us know.

The value of the Bell donation,
which also includes a
monetary donation, is

\$15,000

in 2009-10

Recognizing your gifts: the writing is on the wall(s)

Corporate Donors

The Corporate Recognition Wall was unveiled this spring in Ottawa at Canadian Blood Services' Head Office. Now, corporate donors from the telecommunications, financial services, technology and medical/scientific sectors are featured prominently in Canadian Blood Services' front entrance, each logo representing generous gifts that make a significant difference in the lives of others. Find out more at www.blood.ca/fundraising



Dr. Graham Sher, CEO, Canadian Blood Services and Sue Smith, Executive Director, OneMatch were on hand, May 3 2010, to unveil our new corporate recognition wall in Ottawa.

Individual Donors

The Cornerstone Monthly Financial Giving Program is only a year old, yet the number of donor names (or "bricks") now covers almost half the Cornerstone Donor Wall.

Giving monthly is an effective way to provide steady, ongoing funds to help support projects to improve the donor experience, provide new clinics and Bloodmobiles, and help recruit future blood donors and registrants to the OneMatch Stem Cell and Marrow Network. Visit www.blood.ca/financialdonations to find out more about joining the Cornerstone program and helping us build a solid foundation.



Fundraising Office Team of Jennifer Rose, Donor Care Specialist, Steve Harding, Executive Director, Fundraising and Development, Penny Holmes-Tuor, Manager, National Fundraising Office, in front of the Cornerstone Donor Wall in Ottawa.

Enterprise sells t-shirts to save lives



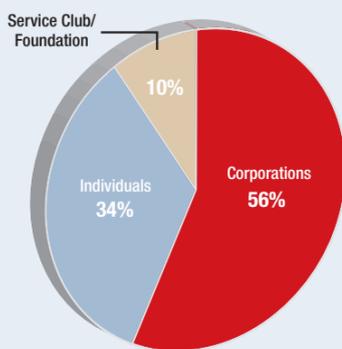
Many employers encourage their employees to contribute to charitable organizations by matching all or part of a donation. Enterprise Rent-a-Car did just that last fall when it held a t-shirt drive in the Toronto area. Clients and employees bought the Enterprise-designed t-shirts, which sported Canadian Blood Services' logo as well as logos from other business partners. Together with a matching donation from its head office, Enterprise presented \$3,000 to Canadian Blood Services.



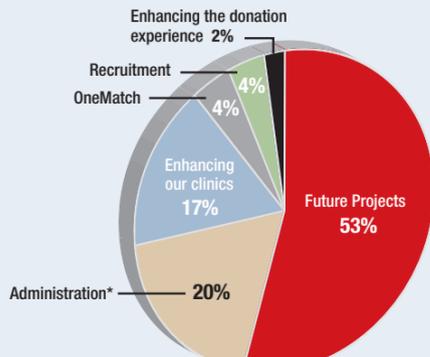
Enterprise employees at their corporate blood drive.

Total donations received for the year ending March 31, 2010 were \$573,139 compared to \$234,245 in 2009/2010

Our Donor Community:

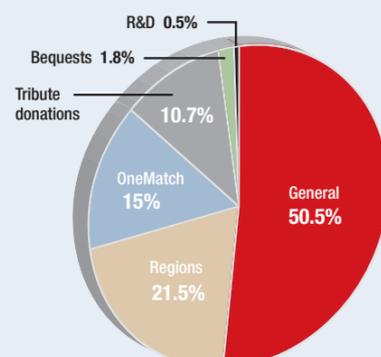


What your generous donations were used for:

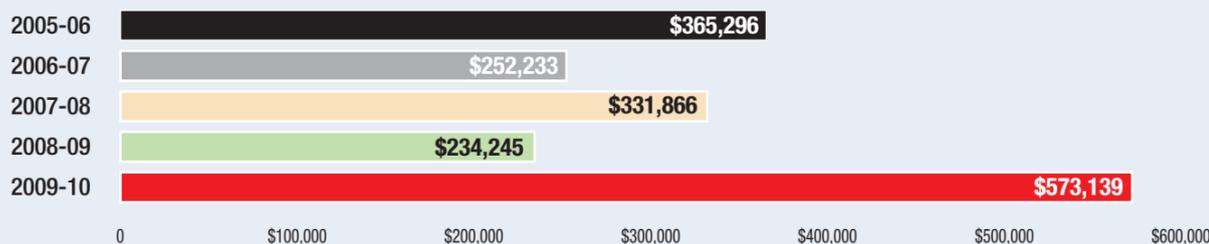


*Our policy is not to exceed 20% for administration.

Our Fundraising Programs:



Last five years of donations:



Our Outstanding Supporters in 2009-10

- \$50,000+**
A. Lassonde Inc.
- \$25,000+**
Manulife Financial Corporation
RBC Foundation
- \$20,000+**
Bell Canada
IBM Canada Ltd.
OnX Enterprise Solutions Ltd.
Sing Tao Canada Foundation
- \$10,000+**
Abbott Canada
Baxter Corporation
- Bayer Inc.
James M. Ho
Sunrise Capital Corporation
Talecris Biotherapeutics Ltd (Canada)
Estate of Patricia R. Yorke
- \$5,000+**
TK Group Fall Classic Golf Tournament
Manitoba Blue Cross
Trenton Columbus Club Inc.
Sutherland Global Services Canada ULC.
Marshall Eliuk
Kinsmen Jackpot Bingo
SAP Canada Inc.

Special thanks to our matching gift companies and companies who offer employee deduction or volunteer grants

- 3M Canada Company
ATCO Gas
ATCO I-Tek
ATCO Structures Inc.
Bank of Montreal
BMO Employee Charitable Foundation
CN
- Conoco Phillips Canada
Enca Cares Foundation
PriceWaterhouseCoopers Canada Foundation
RBC Royal Bank of Canada
Suncor Energy Foundation
Sutherland Global Services Canada ULC
Team TELUS Cares



Legacy for Life Society launches

The Legacy for Life Society officially encourages individuals to consider donating to Canada's blood system by making a "legacy gift"—or, a gift planned in advance.

There are several options for making legacy gifts. Donors can:

- Bequeath a sum of money or portion of their estate through their will;
- Designate Canadian Blood Services as the beneficiary of their RRSPs or RRFs; or
- Designate Canadian Blood Services as the owner and beneficiary of a new or existing life insurance policy.

For a Legacy for Life Society information kit, call us at 613-739-2339 or visit www.blood.ca/legacyforlife

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 7641 RR001) on 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 www.blood.ca/financialdonations



More information or donations can be made at www.blood.ca/fundraising

National Fundraising Office
1800 Alta Vista Drive, Ottawa, ON
613-739-2339

Charitable Organization# 87015 7641 RR001