



# Annual Report to Financial Donors

## 2013–2014

From the desk of

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



Together, we've achieved a major milestone on our path to improving outcomes for Canadian patients.

It's been a remarkable year at Canadian Blood Services, full of exciting changes and progress. As we strive toward a blood system that meets the ongoing and evolving needs of Canadians, we recognize that none of these achievements would be possible without the unwavering support of our valued financial donors and volunteers.

In fact, your support has become an integral part of our operations within today's health-care system. You rally behind our campaigns, create awareness throughout your personal and professional networks, and give generously of your time and resources.

That's why it is with profound gratitude that I, on behalf of Canadian Blood Services, take this opportunity to thank you for your commitment to supporting Canada's blood system. In return, we vow to deliver a valuable service to Canadians, by stewarding your funds wisely, and leveraging your partnerships productively.

We will continue to assess our performance based on how effectively we can deliver quality care to patients while continuing to make the most of every dollar spent, whether that dollar is garnered from provincial and territorial funding or your generous financial donations.

Together, we've achieved a major milestone on our path to improving outcomes for Canadian patients. Thanks in large part to your support of the Campaign For All Canadians, the first phase of

Canada's national public cord blood bank is now complete. Our first collection site, and a manufacturing and storage facility, are up and running in Ottawa. With about a third of our \$12.5 million goal left to raise, we're counting on Canadians to help us reach our campaign goal by year's end. These funds will help us launch additional collection sites in Edmonton, Brampton, and Vancouver, as well as a manufacturing and storage facility in Edmonton. Your contributions will have a direct impact on the lives of Canadian patients, offering another option to find stem cell matches for those waiting now and in the future.

As we see your philanthropic efforts take effect, we marvel at what's in store for Canadians. Thank you for your generous support in helping us get there.

Dr. Graham Sher  
Chief Executive Officer  
Canadian Blood Services



**Thanking our dedicated donors and supporters.**

Blood donors, recipients, corporate partners and stem cell registrants attend Ottawa Senators Donor Appreciation Night.

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**Climb4Cord** climbers move mountains to support national public cord blood bank.

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# Meet the team

Have you ever wondered who you were speaking with when you called our fundraising office? Get to know our team members



## Penny Holmes-Tuor

MANAGER, FUNDRAISING AND DEVELOPMENT

Penny manages Canadian Blood Services' annual fundraising programs, which includes overseeing direct mail, planned giving and monthly donations. She also ensures the fundraising database is current and accurate. Having worked at the organization for 10 years, she has seen first-hand the impact financial donations make.

*"I see donors' fundraising dollars going to support recruitment, education and other exciting projects."*



## Danielle Leguard-White

MANAGER, MAJOR GIFTS

Danielle works with individual donors and corporate donors on securing major gifts. She develops new business, identifying new donors and opportunities to increase financial support to Canadian Blood Services.

*"I get to interact with donors and volunteers and share the passion for supporting Canada's blood system and our national public cord blood bank."*



## Cheryl Thompson

COORDINATOR, FUNDRAISING

Cheryl is the first point of contact for donors when they call the fundraising office. She helps explain the programs and the donation process, provides administrative services for the national fundraising office and supports fundraising volunteers.

*"I like listening to people tell their story of why they want to donate and what their connection is to the organization."*



## Jennifer Rose

COORDINATOR, STEWARDSHIP

Jennifer ensures that donors' contributions are directed toward their preferred area, provides tax receipts and handles any inquiries regarding their donation. She also makes sure donors are recognized for their contributions.

*"I enjoy interacting with donors on the phone to make them feel valued and appreciated."*



*Every day, you remind us what a privilege it is to work with such an inspiring and generous group of people.*

A message from

## Margaret Miedema, Director, Fundraising and Development

As director of fundraising and development, it is always my pleasure to thank you — our financial donors, volunteers, and ambassadors — for your generosity, enthusiasm, and tireless support throughout the year. Every day, your gifts help us deliver valued and trusted health-care services to Canadian patients.

We have seen remarkable support for the blood system over the past year from our individual and corporate donors. From repeat sponsorships for impactful programs such as the Young Blood for Life blood donation challenge, to enthusiastic support for our newest research endeavour, our centre for innovation, your contributions help us achieve our goal of providing a safe, reliable, and forward-thinking blood system.

Our Campaign For All Canadians also continues to gain ground on the road to building Canada's national public cord blood bank. It is thrilling to see the passion and dedication to this campaign evidenced in the actions of our many volunteers and financial supporters. We owe sincere thanks to the 45 industrious fundraising volunteers (representing seven regional committees) who are out in their communities soliciting funds on our behalf.

Every day, you remind us what a privilege it is to work with such an inspiring and generous group of people. Thank you for your commitment to bettering the lives of all Canadians!

In turn, we are committed to enhancing your experience as a valued financial supporter of Canadian Blood Services. An improved stewardship program is helping us to better recognize your contribution and offer our gratitude and congratulations regularly and consistently.

At its foundation, philanthropy is about relationships. That's why our goal is to offer a personal touch to your donation experience. If you haven't already, I invite you to read about our fundraising team members on the opposite page. They ensure your philanthropic wishes are honoured.

We are so grateful to you and for your commitment to providing excellent health care to Canadians.

Margaret Miedema  
Director, Fundraising and Development

## Appreciating our donors, NHL-style!

In March, Canadian Blood Services and The Ottawa Senators hosted a donor appreciation night for 100 participants including blood donors, recipients, corporate partners and stem cell registrants. They were treated to a performance by Ottawa singer-songwriter Angela Marie who performed "Give Him Love," a song she was inspired to write after meeting stem cell recipient Dennis Gudbranson. Sponsored by Bayer, CSL Behring, Coughlin & Associates Ltd. and Manulife Financial, the evening concluded with a Senators game viewed from the Founders Suite.



## There are many ways to support Canadian Blood Services.



### 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/fundraising](http://blood.ca/fundraising)



### 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.

# Climb4Cord

Climbers move mountains for stem cell patients



## Climb4Cord

Total donations  
as of March 31, 2014  
**\$357,000**

Total sponsorships  
**\$115,000**

Total raised for Climb4Cord  
as of March 31, 2014  
**\$471,000**

Crater sponsor (\$50,000)  
ING Direct (Tangerine)

**On August 6, 2013, Dr. Graham Sher, CEO of Canadian Blood Services, led a team of 25 climbers who shared a single vision: to fund Canada's national public cord blood bank.**

For the nearly 1,000 Canadians waiting for a stem cell match, each day is an uphill struggle that takes unrelenting courage and strength to endure. The climbing team felt strongly that the challenges they

encountered were nothing compared to what patients face daily when they are waiting for stem cell transplants to fight life-threatening conditions like leukemia or lymphoma.

These committed climbers — including corporate partners, staff and medical professionals — dedicated their vacation time and their own resources to raise money and awareness for the Campaign For All Canadians, Canadian Blood Services' first fundraising campaign.

The climbers shared their excitement through daily pictures, social media posts and GPS tracking on the campaign website: [www.blood.ca/campaign](http://www.blood.ca/campaign).

All 25 climbers reached the summit, generating wide interest via social media and raising more than \$470,000 for Climb4Cord.

Canadian Blood Services is very proud of the Climb4Cord team. Thank you to the sponsors and each and every donor for making this event an amazing success.

## Canadian Blood Services' Charity Golf Classic raises \$78,000 for cord blood bank.

(L to R) Jean-Paul Bédard, Canadian Blood Services, Vice President, Public Affairs, Dr. Heidi Elmoazzen, Project Director, Cord Blood, Donna Leith-Gudbranson, Ottawa Committee Co-Chair, Liset Stanton, Co-Chair, Ottawa Committee and her son, Daniel Stanton accepted the cheque. After the final tally the amount raised from the 2013 Canadian Blood Services Charity Golf Classic came to \$78,000. Sponsors of the event included: Baxter Corporation, Grifols, Skelton Truck Lines Ltd, The Bytown Group, Cotton Candy, EMC, LabCorp, Morneau Shepell, OnX Enterprise Solutions and RjR Innovations.



# Inspired gifts

It takes a village: An entire community rallies to raise money for OneMatch

When Meagan\* found out her best friend had developed a severe blood disease and would need a bone marrow transplant from an unrelated donor through Canadian Blood Services' OneMatch Stem Cell and Marrow Network, she jumped into action.



Having never heard of OneMatch before her friend's experience, she was determined to help raise its profile while also raising funds for the lifesaving program.

"There are so many other people who might need OneMatch," says Meagan. "It could happen to anyone."

Meagan partnered with friends and family to kick-start several fundraisers last fall.

The group ordered OneMatch-branded bracelets sporting the slogan, "If not you, who? If not now, when?" to sell in their community. They also organized a raffle with high-quality prizes, such as tickets to an Ottawa Senators game, signed jerseys, and a professional photo shoot. Meagan even got her fellow students out of their school uniforms for a "Red Day" as a chance to raise money in a show of support.

In just a couple of months, Meagan and her fellow fundraisers had collected

more than \$7,000 for OneMatch and future patients in need of a lifesaving transplant.

"It was busy, but it was worth it," she says. Other members of the community also raised funds in support of Meagan's friend, including a local high school that encouraged students to walk in honour of the patient. An additional \$18,000 was raised for OneMatch.

Canadian Blood Services is grateful to Meagan, her family, friends and school community for their support of the OneMatch Stem Cell and Marrow Network. The story of how the community rallied in the time of one child's need is truly inspirational.

\*Surnames and other identifying details have been omitted to protect the confidentiality of the recipient.



## SUPPORT FROM OUR TOP CORPORATE DONORS

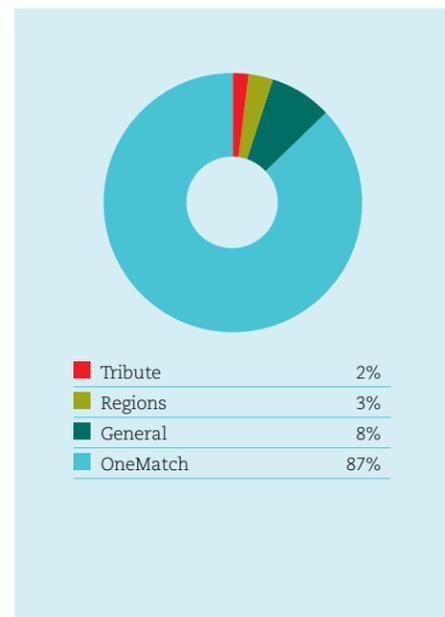
At Canadian Blood Services, we have the chance to work with some of Canada's most philanthropic organizations. We could not provide valued, trusted health-care services to Canadians without the support and commitment of our corporate and individual partners. Here, we highlight just two of the many partners we are fortunate to work with throughout the year.

As the official print media sponsor of the Campaign For All Canadians, the Globe and Mail has generously committed to run a total of 18 full-page, colour advertisements in their national publication over the course of the campaign. These ads have been used to highlight the Campaign For All Canadians through the stories of stem cell recipients and the impact of a national public cord blood bank, to a daily readership of nearly one million Canadians.

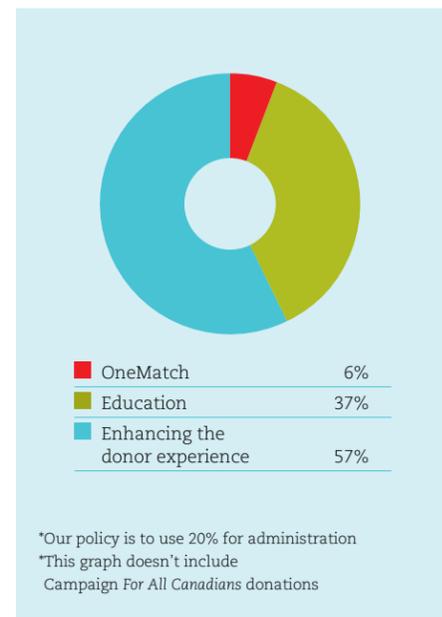
A longstanding partner of Canadian Blood Services, CIBC is committed to supporting our efforts at every level. Not only have they financially supported blood donor clinics, including sponsorship of the Ottawa-based Bloodmobile, they are a member of our Partners for Life program and committed to donating blood year-round. This past year, they stepped up to the plate once again with an incredible \$300,000 pledged to the Campaign For All Canadians, presented at a branch opening in Ottawa.

Total cash donations received for the year ending March 31, 2014, were \$3,512,510 compared to \$1,392,394 in 2012–2013.

**Our fundraising programs:**



**What your generous donations to the Annual Fund were used for:**



**Last five years of donations (in millions)**



**Our outstanding annual supporters**

as of March 31, 2014

- \$50,000+**  
Bayer Inc.  
CSL Behring Canada Inc.
- \$25,000+**  
Manulife Financial Corporation
- \$20,000+**  
Estate of Anne Sheldon Sanderson  
FedEx
- \$15,000+**  
Onx Enterprise Solutions Ltd. and EMC2
- \$10,000+**  
Estate of Charles Louis Beaudoin
- \$5,000+**  
Hollandia  
United Way of the Alberta Capital Region  
Kinsmen Club of Winnipeg  
SaskEnergy  
Stantec Consulting Ltd.

**Gift-in-kind supporters**

- \$50,000+**  
Standard Life
- \$30,000+**  
Canada Wide Media Limited
- \$5,000+**  
IBM Canada Ltd.

**Canadian Blood Services Night 2014 with the Ottawa Senators**

March 18, 2014

**Platinum sponsors**

- Bayer Inc.
- CSL Behring Canada Inc.

**Silver sponsors**

- Coughlin & Associates Ltd.
- Manulife Financial

**Special thanks to our matching gift companies**

- ATCO Electric
- ATCO Gas
- ATCO I-Tek
- ATCO Pipelines
- ATCO Structures & Logistics Ltd.
- Cenovus Employee Foundation
- Charities Aid Foundation America
- CN
- EnCana Cares Foundation
- Helping Hands of WorksafeBC
- IBM Canada Ltd.
- RBC Royal Bank of Canada
- Running Room Canada Inc.
- Sun Life Financial Inc.
- Vancouver Foundation
- Volunteer Ottawa

**Honouring Our Lifeblood Event 2014**

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

# Volunteer profile: Meet Joe Knott



*“We are so well taken care of here in Canada. It’s always nice to give something back.”*

While many people who volunteer for Canadian Blood Services have a personal connection to the need for blood or stem cells, some donate their time, talent, and resources simply because they are Canadian.

Joe Knott is one of those volunteers.

“We are so well taken care of here in Canada,” says Joe. “It’s always nice to give something back.”

Joe is the founder and CEO of the Pangaea Group, a pharmaceutical consulting group. When one of his clients, Bayer Canada, approached him about the opportunity to fundraise for Canadian Blood Services’ Campaign For All Canadians, he jumped at the chance.

Joe was surprised to learn Canada was the only G7 country without a national public cord blood bank, and was immediately committed to changing this fact. “We need to start the collection of cord blood stem cells, and that’s why I got involved.”

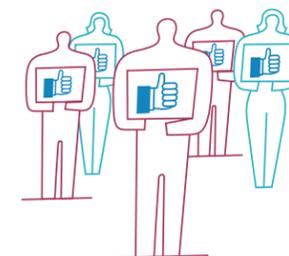
He joined the campaign’s cabinet and committed — personally and professionally — to help Canadian Blood Services reach its \$12.5 million fundraising goal. Over the past two years, Joe has reached out to his network of pharmaceutical distributors and retailers to ask for donations.

His own company will donate \$25,000 to the campaign over three years. As Pangaea’s charity of choice, Canadian Blood Services receives donations from the corporation several times per year from events such as the company’s annual golf tournament. Pangaea also encourages clients to donate to Canadian Blood Services in lieu of payment to attend its biannual educational breakfast seminars in Toronto and Montreal.

Joe plans on fundraising until the national public cord blood bank is complete.

“Most people on the cabinet have a personal story,” he notes. “Well, I do not. But in my current blended family, we have seven children and eight grandchildren. I’m here for their future.”

## A message of gratitude to our volunteers



Every day of the year, dedicated volunteers contribute their time and expertise to Canadian Blood Services to help provide safe and reliable health-care services to Canadian patients. Simply put, without volunteers Canadian Blood Services couldn’t exist.

Every day in our fundraising office we are privileged to work with dedicated, gifted, and thoughtful individuals who volunteer their time to raise funds to support our work for Canadian patients.

We are incredibly grateful for the volunteers and ambassadors who work tirelessly to spread our unique message of need, engage new financial donors, and inspire others to join in the quest for a national public cord blood bank or a safe blood system.

With each hour you spend securing financial support to Canadian Blood Services, you are truly saving lives and helping us build a brighter future for all Canadians.

*To you, our fundraising volunteers and ambassadors, we extend a heartfelt thank you.*

## GIVINGTUESDAY™

Save the date December 2, 2014

Canadian Blood Services is proud to participate in the GivingTuesday movement on December 2, 2014. On this day, charities, families, businesses and communities around the world will come together for one common purpose: to celebrate generosity and to give. Encourage your friends, family and colleagues to support us on December 2.

# CAMPAIGN FOR ALL CANADIANS PATRONS' CIRCLE

as of March 31, 2014

## Founder (\$1,500,000+)

Marshall Eliuk

## Miracle Maker (\$1,000,000+)

Bayer Inc.  
Roche Diagnostics Canada

## Champion (\$250,000+)

Abbott Diagnostics  
CIBC

## Guardian (\$100,000+)

BMO Financial Group  
Canadian Western Bank  
Elizabeth Lue Bone Marrow  
Foundation  
FedEx  
The H. Hole Family  
The KPMG Foundation  
RBC Foundation  
Scotiabank  
Dale and Chris Sheard  
Angela Silvera and Kevin Erker  
Sun Life Financial Inc.

## Leader (\$50,000+)

Anonymous  
Edmonton Valve & Fitting Inc.  
Ron Hodgson  
Janice and David Kent  
Bruce A. Saville and Cathy King  
Sing Tao Canada Foundation  
The Stollery Charitable Foundation  
Nancy and Joe Thompson

## Innovator (\$25,000+)

Alberta Treasury Branches  
Allard Foundation Ltd.  
B&B Demolition  
Rob and Teresa Brouwer  
The Bruce Denniston Bone Marrow  
Society – Ottawa Chapter  
Shauneen and Michael Bruder,  
in honour of Clare McKague  
and Clayton Bruder  
D+H  
IBM Canada Ltd.  
Impact Public Affairs  
Donald K. Johnson  
Richard and Erin Kirby  
Knight Light  
The Lehberg Family  
Pangaea Group  
PCL Constructors Inc.  
Pfizer Canada Inc.

Rob and Beth Reynolds  
Dr. Eric and Elexis Schloss  
Skelton Truck Lines  
Angus and Heather Watt

## Benefactor (\$10,000+)

Anonymous  
Baxter Corporation  
Jean-Paul Bédard  
BESC Ottawa Inc.  
Wayne Bowers, in memory of  
Sophie de Villers  
Chemco Electrical Contractors Ltd.  
The Co-operators Group Limited  
Dr. Dana Devine  
Mr. and Mrs. Douglas  
The Economic Club of Canada  
Stephen Harding and  
Jennifer Bell-Harding  
Joe and Nancy Thompson Family  
Fund at Edmonton Community  
Foundation  
John Johnston  
Tim and Alana Kitchen  
Debra Lane  
Rod and Robin MacLennan  
Zainul and Ashif Mawji  
Ian Mumford  
Pauline Port  
Joseph Shannon  
Dr. Graham Sher  
Terumo BCT (Canada), Inc.

## Builder (\$5,000+)

Aecon Construction & Materials Ltd.  
Anonymous  
Stuart and Lois Blake  
J. Lorne Braithwaite  
Joyce Burnett  
Gary J. Chatfield  
John and Carol Dawson  
Jim Der, Dragon Inn Restaurant  
Empowered Networks  
William H. Gleed  
Joy Illington  
The Honourable  
A. Anne McLellan, P.C., O.C.  
Mitel Networks Corporation  
Octapharma Canada Inc.  
Henry and Julia Pankratz  
PricewaterhouseCoopers  
Marilyn Robinson  
Larry Skelton  
Skipton Group Inc.  
Sue Smith  
Tom Warner

## Friend (\$1,000+)

Anonymous (15)  
Vic and Irene Afanasiev  
David Allan  
The Amery Family  
Anderson Water Systems Inc.,  
in memory of Pete Midgley  
Jack Angus-Snow  
Aon Reed Stenhouse Inc.  
Elaine Ashfield  
BBB Architects  
Jean-Paul Bédard Sr.  
Judie Leach Bennett and  
David Bennett  
Rabbi Dr. Reuven P. and Leah Bulka  
David Cameron  
Tamrin Carroll  
Tony Carroll  
Chris and Donna Carruthers  
Certified Management Accountants  
of Ontario  
Dean Chittock  
CML HealthCare Inc.  
Colmvest Holdings Ltd.  
Concept 3 Advertising  
Diana Convers  
Design Marque  
Serge Desrochers  
Paul Doucet  
Edmonton Oilers Community  
Foundation  
Epcor Energy Alberta Inc.  
Sarah Eves  
Kenneth W. Ezeard  
Margaret and Blair Fearon  
Robert J. Ford  
Watson Gale  
Judith and Wayne Gladstone  
Gary Glavin  
GlaxoSmithKline Foundation  
Reeva Goldberg  
Mindy Goldman  
Wade Grant  
Donna Leith-Gudbranson  
and Wayne Gudbranson  
Guild240  
Adrian and Shirley Hanick  
Elizabeth Harrison  
Hicks Morley  
Paul and Carol Hill  
Patrick Hogle  
Leah Hollins  
Kevin and Laurie Hooke  
HSBC Bank Canada  
Frederick E. Hyndman, CM  
Impres Pharma (Waterloo)

**Campaign**  
**For All Canadians**

Total cash and signed  
pledges as of  
March 31, 2014:

**\$7,651,721**



Fritz and Jean Jagert  
Jean V. and Rodney C. Payne  
Memorial Fund at the Toronto  
Community Foundation  
Jim Davenport Golf Classic  
Frank Jones  
Kentwood Ford  
Larry Krahn  
Marcel Leclair  
Trevor and Danielle Leguard-White  
Denis Losier  
MacoPharma Canada  
Neil and Kathy McGee  
McKesson Canada  
Margaret and Chris Miedema  
Oakville Community Foundation  
Marta Obando  
Andrew Pateman  
David B. Perez  
Tanya Petraszko  
Tom Poirier  
Nancy Rector  
Laurie Richer  
The Rosier Family  
RSA  
Rx&D – Canada's Research-Based  
Pharmaceutical Companies  
Lucie Sabourin  
Scotiabank – Global Banking  
and Markets  
Sea to Sky Premier Properties  
Azad Shamji  
Jae and Andy Shaw  
Shepherd's Fashion Accesories  
Holly Shonaman and Lonny Rosen  
Liset Stanton  
Garry Stearns  
Jaime and Jessica Stein and Family  
Sunni Stromberg-Stein  
Syntegrity Group  
Robert Teskey  
Gregory Tsang  
Dr. Linda Vickars  
George Vuicic  
Walk in the Park Golf Tournament  
The Waugh Family Foundation  
Deb and David Weinstein  
Neil and Jean Wilkinson

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

**blood.ca 1 888 2 DONATE**