



MARCH 2023

COMMUNITY CONNECTION

A MILLER-KEYSTONE BLOOD CENTER PUBLICATION

MKBC CELEBRATES 50 YEARS OF SAVING LIVES

Last Spring, Miller-Keystone Blood Center welcomed approximately 250 guests at the Centennial Event Center at the Homewood Suites for our 50th Anniversary Celebration.

The event celebrated many of the individuals and organizations that have contributed to our success since the founding of the Blood Center in 1971, including some of our distinguished blood donors, blood drive sponsors, service volunteers and more.



A very special thank you to transfusion recipient, Sofia Groves, for sharing the inspiring story of her road to recovery, and to our Honorary Pledge Chairman, Tony DaRe, who appealed for the audience's assistance in eliminating the current blood shortage that is impacting not only our community, but the entire country. Guests were asked to pledge to donate one additional time during the year, and to recruit 5 of their family members, coworkers or friends to give the gift of life as well.

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Your Blood. Their Hope.®



MILLER-KEYSTONE
BLOOD CENTER

DONOR CENTER LOCATIONS: 1255 S. Cedar Crest Boulevard, Suite 1300, Allentown, PA 18103 • Five City Center, 740 Hamilton Street, Suite 120, Allentown PA 18101 • 1465 Valley Center Parkway, Bethlehem, PA 18017 • 3725 Nicholas Street, Suite 3746B, Easton, PA 18045 • 2745A Leisz's Bridge Road, Reading, PA 19605 • 400 Main Boulevard East, Suite 601, Ewing, NJ 08638 • 400 Route 315, Suite E, Pittston, PA 18640

SATELLITE LOCATIONS: Western Pocono Community Library, 131 Pilgrim Way, Brodheadsville, PA 18322 • Trinity Evangelical Lutheran Church, 102 N. Hellertown Avenue, Quakertown, PA 18951 • Plainfield Volunteer Fire Company, 6480 Sullivan Trail, Wind Gap, PA 18091 • St. Paul's Episcopal Church, 1105 E. Lincoln Highway, Exton, PA 19341

COMMUNITY CONNECTION

A MILLER-KEYSTONE BLOOD CENTER PUBLICATION

A publication designed to inform our community about the programs and services of the Miller-Keystone Blood Center.

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MEET MKBC'S NEW MASCOT!

Hi! My name is Half-Pint, and I'm a Blood Hound!

I'm from the Lehigh Valley. I'm almost 7 feet tall, and weight over 200 pounds. I know what you're thinking – "Half-Pint" definitely suits me!

I came here to seek out blood donors and make new friends. In fact, I'll be your BEST FRIEND! I'm a little shy at times, but I love meeting all of our lifesaving blood donors and other supporters. I sure can't wait to meet YOU!

I love jumping into water and mud puddles, receiving scratches behind the ears, and eating dog bones. I also really like cookies – especially the ones in our Canteen. Most of all, I love helping to save lives!

To learn more about our new mascot, visit GIVEaPINT.org/mkbc-mascot!



Half-Pint has enjoyed meeting many MKBC friends, including William Brown and Lindsay Watson of FIA NYC Employment Services. Ms. Watson is also an MKBC Board Member.



Yes...dogs can donate too!



Half-Pint joined some of our Reading staff to participate in the Reading Holiday Parade.

2022 ANNUAL REPORT OF GIFTS

Miller-Keystone Blood Center is incredibly fortunate and extremely thankful to have a generous community of financial supporters. No gift is too small, and every gift contributes to our lifesaving mission. Our 2022 Annual Report of Gifts is now available online, and can be viewed on our website at GIVEaPINT.org (under the "Support Us" tab).



BLOOD CENTER LAUNCHES 2022-23 ANNUAL APPEAL

Miller-Keystone Blood Center (MKBC) is the exclusive blood supplier to 32 hospitals in Eastern Pennsylvania and New Jersey. In fact, MKBC delivers more than 100,000 blood products to its customers annually and has been doing so for more than 50 years. We all hope we never need life-saving blood products for ourselves or our family members, but it is comforting to know that a safe and well-managed blood products supply is at the ready for our community when needed.

The blood donation process, from generous donor to thankful recipient, includes a lot of moving parts and operating expenses. The process starts with recruiting blood donors, followed by collecting the blood, testing and component manufacturing, and finally storage and delivery to hospitals. In fact, each component of the process is closely regulated for safety and requires not only blood of the donors, but also highly

trained and skilled employees, careful planning, the most up-to-date testing, and financial resources to ensure a safe and ready blood supply. There are many ways to be part of this community of lifesavers including becoming a blood donor, volunteering or making a financial gift.

MKBC recently celebrated its 50th anniversary of service. As we enter the next 50 years, we welcome you to consider becoming an MKBC partner and we ask that you consider a gift to The MKBC Fund, which supplements the purchase of necessary supplies, equipment and other operating expenses to ensure the availability and safety of the region's blood supply. We hope you will become an MKBC partner to continue this life-saving community service.

For more information or to make a contribution, visit GIVEaPINT.org/annual-appeal today.

YOUR FINANCIAL SUPPORT IS A VITAL LINK

Each part of the process from the **generous blood donor to thankful recipient** has a corresponding operating expense. MKBC delivers more than 100,000 blood products annually so costs add up.

YOUR GIFT TO THE MKBC FUND SUPPLEMENTS THESE PURCHASES:

✓ Whole blood bags	\$12 each	✓ One courier vehicle	\$28,000
✓ Coolers to transport blood	\$25 each	✓ One cargo van to accompany bloodmobiles	\$60,000
✓ Platelet bags	\$120 each	✓ One bloodmobile	\$300,000
✓ Fleet maintenance per year	\$1,800-\$10,000 per vehicle	✓ Annual canteen supplies	\$100,000+
✓ Refrigerators, chairs, vital monitor, scale/mixers	\$2,000-\$3,000 each	✓ Annual fuel costs	\$120,000+ and rising
✓ Platelet counter or platelet incubator/agitator	\$7,000+ each	✓ One blood testing machine	\$380,000



Scan the QR code with your phone's camera to make a financial gift.





< Thank you to all of our anniversary event sponsors, including BSI Corporate Benefits!



CELEBRATING 50 YEARS Continued from p. 1

Possibly the evening's most entertaining highlight came with the introduction of MKBC's new mascot, Half-Pint!

The Blood Center is sincerely grateful to everyone who attended our Anniversary Celebration. We are also thankful for the many donors, blood drive sponsors and others supporters who were unable to join us, but who are so critical to our lifesaving mission. You are our heroes!

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- Walmart Distribution 7030
- Wegmans Bethlehem



To view the photos/videos from our Anniversary Celebration, visit GIVEaPINT.org/MKBC50.





▲ MKBC's Pete Castagna, President & CEO (center) smiles for the camera with the evening's emcee, Ashley Russo, and honorary pledge chairman, Tony DaRe.

◀ Joining us for the celebration was Joseph A. Yelo, retired Vice President of Administration, MKBC, who enjoyed catching up with former colleagues including Bill Moyer, Vice President, HCSC.

◀ Also celebrating the Blood Center's 50th anniversary were MKBC Board Member, Laurie Hackett of Air Products (center) with Tekla Miller Onorata and Anthony Onorata of Anthony Limousine.

▼ (L-R) Ray Midlam, St. Luke's University Health Network and MKBC Board Member; Pete Castagna, MKBC President & CEO; John Olszewski, Grand View Health and HCS Cooperative Board Member; and John Haney, Grand View Health (retired) and MKBC Board Member, enjoyed the evening's festivities.



THANK THE DONOR® PROGRAM ALLOWS TRANSFUSION RECIPIENTS TO CONNECT WITH THEIR LIFESAVING BLOOD DONORS

To date, several hundred of our lifesaving blood donors have received emails from grateful transfusion recipients, thanking them for the gift of life.

"Thank the Donor®" is a program that allows blood donors and transfusion recipients to anonymously connect, enabling the recipient to thank the donor for their lifesaving generosity via email. These are just a few examples of the messages we have received.

The next time you visit the Blood Center to donate blood, be sure to confirm that we have the correct contact information on file for you!

For more information on our program, visit GIVEaPINT.org/thank-the-donor.



"THANK YOU FOR YOUR HEROIC EFFORTS! I'm unable to donate blood because I'm anemic. I never actually reflected on donors until recently. I was diagnosed with cancer and my hemoglobin levels plummeted, so I need transfusions almost weekly. Without people like you, I'd have very little capacity to carry oxygen to my cells/tissue, which could end in death. You truly are a lifesaver! Thank you for your willingness to help me."



"ON 11/30, I RAN AT RISK WHERE MY LIFE WAS ALMOST TAKEN FROM ME. Thankfully because of the healthcare workers and yourself I'm able to continue my life. Not only did you save my life, you saved my baby's life. I will never forget what you did. Thank you so much, words can't describe how grateful I am towards your donation. Thank you a lot, God bless you."

"THANK YOU SO MUCH FOR YOUR DONATION. Your donation helped a very sick little boy get the platelets he needs. My family and I are forever grateful."

"MAY GOD BLESS YOU. My sister is fighting stage 4 breast cancer. Your blood saved her life today and helped her live to fight another day."

DONOR ELIGIBILITY GUIDELINES FOR TRAVEL UPDATED!

Miller-Keystone Blood Center is grateful for each and every blood donor who is willing to roll up their sleeves and give the gift of life. Deferring a willing blood donor is very difficult for us, particularly at times when we are experiencing a critical blood shortage.

Many of the eligibility guidelines for travel were recently revised. If you were previously deferred for a cumulative stay of three (3) months or more in the United Kingdom countries of England, Northern Ireland, Scotland, Wales, the Isle of Man, the Channel Islands, Gibraltar, or the Falkland Islands between 1980 and 1996 – OR – for a cumulative stay of five (5) years or more in France or Ireland from 1980 through 2001... you are now most likely eligible to donate blood!

If you have any questions regarding your current eligibility, contact us at 610-691-5850, ext. 1118 or 1271.



LEAVING A LASTING LEGACY

When he passed in late winter of 2019, George Ashman was 93. And, what he left behind is a lesson for everyone about the power of community, volunteerism and action.

Several newspaper articles tell of George's inspiring community and military service. George grew up with a family that understood and embraced the importance of giving back. George also understood that giving of oneself to one's country and his fellow man also has lasting impact having served as a member of the Monument Men as part of his service in the US Army's 90th Infantry Division in World War II.

When George was alive, he was a man of action. In death, he still is having a large impact on the community where he lived his entire life. He was born in Palmerton, graduated from Palmerton High School, lived in Palmerton most of his life and was even a founding member of the Palmerton Area Historical Society.

He was also a devoted volunteer and blood donor for Miller-Keystone Blood Center. Following in his parents' footsteps, Ashman began giving blood the minute he was old enough to do so and continued for decades in the spirit of community service.

In fact, not only did he give blood himself, he became a one man blood donor recruitment machine. George coordinated Palmerton area blood drives well into his eighties and when he couldn't give blood anymore, he still heavily recruited others.

"George ran his blood drive like a well-oiled machine," said Monika Weigers, MKBC's Manager of Mobile Recruitment. "He was a retired engineer."

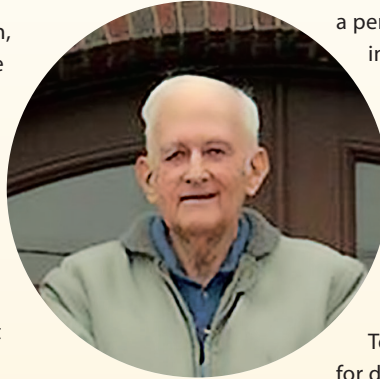
"We always used George as an example on how blood drives should be run. Whenever a coordinator needed a new idea on how to recruit new blood donors for how to run a blood drive, we would always share George's methods," she added.

George was recognized in 2004 as an MKBC Community Leader, honoring his "outstanding contributions as an individual blood drive coordinator and establishing blood donation as a community service priority."

George also understood the importance of monitoring blood donors after their gift of blood. He knew the Canteen was an important piece of the blood donation process and that hydration and calories were vital, not only to a blood donor's immediate recovery, but to their interest in coming back again and again. George realized that a person who had an exceptional experience, one that included feeling great following blood donation, was more likely to come back. And even though MKBC provided high-quality snacks to blood donors, George Ashman provided supplemental snacks to individuals participating in Palmerton area blood drives. He even left a financial gift in his will to MKBC for the specific purpose of "establishing a canteen fund" for bloodmobiles and drives in the Palmerton, Bowmanstown and Lower Towamensing Township area. His legacy of those snacks will live on for decades.

Other organizations that have benefitted from George Ashman's desire to leave a lasting legacy include First United Church of Christ, Palmerton Area Historical Society, Meals on Wheels of Palmerton, Palmerton Area Library Association, Palmerton Memorial Park and several others.

"George Ashman is the kind of human being that we should all aspire to be," said Peter Castagna, President of Miller-Keystone Blood Center. "We are grateful for the legacy he has left to his community through our organization and hope he has encouraged others to get involved, give blood and make a lasting impact on the community."



MKBC'S VETERANS STILL SERVING PROGRAM



Miller-Keystone Blood Center proudly supports our military servicemen and servicewomen. Through our Veterans Still Serving program, the Blood Center proudly presents our military veteran and active military blood donors with a token of our appreciation – an MKBC Challenge Coin!

A Military Challenge Coin is a symbol representing a military member's dedication and service in the Armed Forces. It also serves as a means of keeping the members of the military connected. The Blood Center's Veterans Still Serving program was inspired by the late Peter Noyes, an MKBC blood donor whose knowledge brought the Challenge Coin history to our attention.

Please contact us to learn more about the complimentary MKBC Challenge Coin, which we would like to present to you when you visit us for your next blood donation!



Among the many military veterans we have been privileged to honor are blood donors Michael Reid and Lois Reinbold.

MKBC WELCOMES THE TUNNEL TO TOWERS FOUNDATION 9/11 NEVER FORGET MOBILE EXHIBIT

Last summer, MKBC proudly hosted the Tunnel to Towers Foundation 9/11 "Never Forget" Mobile Exhibit at Pittston and Bethlehem Donor Center locations.

"Miller-Keystone Blood Center was privileged to bring this very important and impactful mobile exhibit to our region," said Peter J. Castagna, Jr., President & CEO, MKBC. "We understand and embrace the mission of the Tunnel to Towers Foundation, and were proud to further educate our community about the events of September 11.

As part of this very special event, MKBC also had a goal to collect 343 units of blood - one for every New York firefighter, who made the ultimate sacrifice on September 11. Thanks to our community for helping us achieve this goal!

To view additional event photos visit GIVEaPINT.org/tunnel-to-towers.



Opening Ceremonies in both Pittston and Bethlehem included the Pledge of Allegiance and National Anthem.

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The Times Leader
Viamedia
WFMZ Channel 69

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St. Luke's University Health Network

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Service Electric Cable TV & Communications
Stuffed Puffs
Telford Veterinary Hospital

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Lehigh Valley Health Network
One Point Corporate Environments
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Waste Reduction & Recycling



MKBC's amazing Donor Collections Staff take a break to smile for the camera during the Tunnel to Towers event.

STAFF UPDATE



LINA BARBIERI, CFRE, recently joined MKBC as Chief Philanthropy Officer. Ms. Barbieri is a graduate of DeSales University and

received her certification as a Certified Fund Raising Executive (CFRE) in 2013. Prior to joining the Blood Center, she served as Associate Vice President of Annual Giving at DeSales University. In her new role, with Miller-Keystone Blood Center, Ms. Barbieri is responsible for all operations of the Blood Center's fund development department, including but not limited to, individual giving, corporate and community partnerships, special events, grant applications and more.



KEITH VOGRIN has joined the Blood Center as Marketing Manager. Mr. Vogrin previously served as Marketing/Sales Operations/

Research Manager at Viamedia, where he was responsible for facilitating sales reports, analytics and tracking as well as marketing data and research information. In his new role, he maintains oversight of the Blood Center's marketing and advertising initiatives, including radio, television, outdoor, online and more. Mr. Vogrin is a graduate of Penn State University.



MILLER-KEYSTONE BLOOD CENTER

Lehigh Valley Corporate Center
1465 Valley Center Parkway
Bethlehem, PA 18017

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MILLER-KEYSTONE BLOOD CENTER

OUR HOSPITALS

Miller-Keystone Blood Center currently serves as the only blood provider to the following hospital systems:

IN PA:

Lehigh Valley Health Network

- LVHN Carbon
- LVHN Cedar Crest
- LVHN Dickson City
- LVHN 17th Street
- LVHN Hazleton
- LVHN Hecktown Oaks
- LVHN Muhlenberg
- LVHN Schuylkill East Norwegian

St. Luke's University Health Network

- St. Luke's University Hospital – Bethlehem Campus
- St. Luke's Hospital – Allentown Campus
- St. Luke's Hospital – Anderson Campus
- St. Luke's Hospital – Carbon Campus
- St. Luke's Hospital – Easton Campus
- St. Luke's Hospital – Lehighton Campus
- St. Luke's Hospital – Miners Campus
- St. Luke's Hospital – Monroe Campus
- St. Luke's Hospital – Sacred Heart Campus
- St. Luke's Hospital – Upper Bucks Campus
- Geisinger St. Luke's Hospital

Grand View Health

Reading Hospital/Tower Health

Geisinger

- Geisinger Bloomsburg Hospital
- Geisinger Community Medical Center
- Geisinger Jersey Shore Hospital
- Geisinger Lewistown Hospital
- Geisinger Medical Center
- Geisinger Medical Center – Muncy
- Geisinger Wyoming Valley Medical Center

Mainline Health *

Penn Medicine

- Penn Medicine – Hospital of the University of PA *
- Penn Medicine – Pennsylvania Hospital *
- Penn Medicine – Penn Presbyterian Medical Center *

IN NJ:

- Hunterdon Health
- St. Luke's Hospital – Warren Campus
- Summit Health – Florham Park
- Summit Health – Berkeley Heights

- Penn Medicine – Princeton Health *
- RWJBarnabas Health *
- St. Joseph's Health – Patterson *
- St. Joseph's Health – Wayne *

IN MD:

- Beebe Healthcare *

*Supplemental supplier



YOUR HOSPITAL'S CHOICE FOR LIFE-SAVING BLOOD.