

COMMUNITY CONNECTION Drops

A MILLER-KEYSTONE BLOOD CENTER PUBLICATION

JANUARY 2024



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A Message from Miller-Keystone Blood Center (MKBC)

Dear Friends - Happy New Year! It's hard to believe that the holidays have come and gone, and that 2024 is upon us. Did you know that back in 1970, President Richard Nixon made an historic proclamation, declaring the month of January as **National Blood Donor Month**?

Nearly 7 million people selflessly give blood each year, helping cancer patients, accident victims, premature babies, people battling sickle cell disease or Thalassemia, as well as those who require blood during surgery or during an organ or bone marrow transplant.

We hope that you will join us this January and be a part of National Blood Donor Month. In just one hour, you can help two or more patients in our community. To schedule your lifesaving donation, call 800-B-A-DONOR or [visit our website](#) today.

Monika Wieggers
Director of Donor Relations

NATIONAL
**BLOOD
DONOR**
M O N T H



Every two seconds in America, someone urgently needs blood. This need extends beyond emergencies like car crashes, and includes a wide range of medical treatments such as cancer therapies, cardiovascular and orthopedic surgeries, and organ and bone marrow transplants.

Only 3% of eligible Americans currently donate blood, despite 65% of the population being eligible to do so. Additionally, less than 20% of blood donations come from individuals in communities of color, and donations from individuals aged 19-24 have declined by nearly 32% from 2019 to 2021. (This drop is largely attributed to the restrictions imposed on blood drives at school campuses during the peak of the COVID-19 pandemic.)

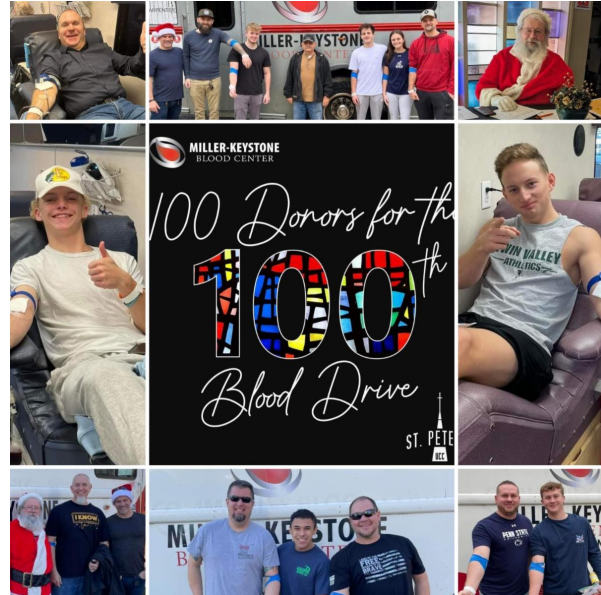
Given the current state of blood donations, there is an urgent need for younger, more diverse donors. National Blood Donor Month, celebrated every January, provides an opportunity to raise awareness about the importance of blood donation and to honor those who have already made a life-saving contribution.

The demand for blood remains constant, as does the selflessness of those who answer the call to give. We express our heartfelt gratitude to all those who regularly

donate blood and encourage all those eligible to join them. Such ongoing generosity not only saves lives today but also extends hope for a brighter tomorrow for countless individuals in need.

St. Peter's UCC West Lawn Celebrates 100th Blood Drive!

St. Peter's UCC in West Lawn, PA, began hosting blood drives with MKBC more than 15 years ago. During that time, over 800 individuals have donated at the parish-sponsored events. The parish recently celebrated its 100th Blood Drive by holding a very special, two-day event with a goal of recruiting 100 blood donors. All donors received complimentary tickets to enter a basket raffle, along with a gift bag filled with coupons and giveaways, with items donated by local merchants. Thanks to all involved, the event was a great success, with 105 individuals registering to donate blood. Congratulations to St. Peter's UCC on this historic, lifesaving event!



Did You Know...



"I Don't Know Anyone Needing Blood"

Do you know someone who has, or has had, cancer? **More than a quarter of the US blood supply** is used by patients battling cancer. These individuals may need blood transfusions due to anemia, low blood counts from treatments such as chemotherapy and/or radiation, and/or blood loss during surgery.



Stay up-to-date on our community blood supply, upcoming events and promotions; recognition of our blood donors, blood drive sponsors, financial supporters and staff; special announcements and more by following us on our social media!

Facebook: [Facebook.com/millerkeystone](https://www.facebook.com/millerkeystone)

Instagram: [Instagram.com/miller_keystone/](https://www.instagram.com/miller_keystone/)

LinkedIn: [Linkedin.com/company/miller-keystone-blood-center](https://www.linkedin.com/company/miller-keystone-blood-center)

Twitter: [Twitter.com/MillerKeystone](https://twitter.com/MillerKeystone)

MKBC is grateful for the schools, churches, businesses and other organizations that sponsor on-site bloodmobile drives. Our "Coordinator Corner" segment offers blood

Use your **Coordinator Reward Points** to reward yourself with something for your hard work. Or better yet, pick an item to use as an incentive giveaway for your donors at an upcoming blood drive! [Simply log in to the Coordinator Portal](#) and visit the Online Store. You will see how many points you have earned as a blood drive coordinator, and based on those points, you can place an order!



For more tips on ensuring the success of your blood drive events, [click here!](#)

What is the MKBC "Drops" Recruitment Campaign?

This summer, MKBC introduced our "Drops" recruitment campaign. By signing up to be a "Drops" participant, your organization will receive monthly emails containing content to share with your employees. This content may include general information on the community blood supply, donor eligibility guidelines, our locations, upcoming events, community engagement programs, and more. The info can be shared through a newsletter, email distribution, social media, or digital display - however your company communicates with your employees.

These monthly "Drops" are designed to educate and engage your employees, inspiring them to give blood and save lives. We track these donations and provide your organization with a performance report on a quarterly basis. For more details, or to join the growing list of companies participating in our "Drops" program, [click here!](#)



Hello, I have leukemia. Today I needed multiple blood transfusions because of my disease. One of the bags of blood I received was yours. I just wanted to reach out and thank you personally. Your donation is keeping me alive. Thank you for everything!



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