

COMMUNITY CONNECTION Drops

A MILLER-KEYSTONE BLOOD CENTER PUBLICATION



OCTOBER 2023

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[Schedule A Lifesaving Blood Donation](#)

[Blood Donation Eligibility Guidelines](#)

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A Message from Miller-Keystone Blood Center (MKBC)

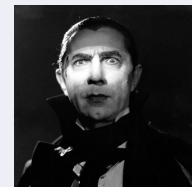
Vee Vant Your Blood... ..your community needs your blood!

To the child in all of us, Halloween means "Trick or Treat..." dressing up in scary costumes, knocking on your neighbors' doors, and asking for treats.

This year, you can give back! You can make a lifesaving blood donation at your local Miller-Keystone Blood Center site. Chances are, it could go to one of those same neighbors.

Happy Halloween! Have fun. Be safe.

Keith Vogrin
Director of Marketing



- - Announcement - -

starting on Sunday, October 15, our

MKBC HAMILTON DONOR CENTER

Five City Center, 740 Hamilton Street, Suite 120

will be open on Sundays from 8:00 am - 2:00 pm!

Visit GIVEaPINT.org to schedule your donation today!

MKBC Partners With the Kellyn Foundation

In recent months, Miller-Keystone Blood Center's Community Liaison, Dara Gonzalez, has been partnering with the Bethlehem-based [Kellyn Foundation](#) to connect with diverse populations throughout our community. Attending events held by the Kellyn Foundation has enabled Dara to speak with individuals about the importance of donating blood, eligibility guidelines and the

donation process itself, and to answer any questions these potential donors might have about giving the gift of life.

The mission of the Kellyn Foundation is to develop, support, facilitate and implement healthy lifestyle programs to prevent and reduce the individual, family, community, and national chronic disease burden. We are proud to work with them to promote their very important work, as well as to recruit new, and hopefully lifelong, blood donors!



Calling All Lifesavers!

In partnership with the **Lehigh Valley Phantoms** and **Reading Royals** hockey teams, our LifeSaver of the Game promotion recognizes blood donors, blood drive sponsors, volunteers, philanthropic supporters, media partners, board/ committee members, employees, first responders and others that have a direct, positive impact on saving lives in our community.

Nominate Someone as our Lifesaver of the Game!

Make a Difference Day was established in 1992 to offer community support and encourage volunteerism across the country. Volunteers join together for service projects around their community or to complete projects for those in need. The effort is sponsored by TENG A Inc., the Arby's Foundation and Points of Light each year.



There are many ways that someone can make a difference- and that includes donating blood and saving a life!

Did You Know...

What does it mean to be a Universal Blood Donor?

Individuals with type **O-negative** blood are referred to as **Universal Blood Donors**. This is



because the red blood cells of an O-negative donor can be transfused to anyone, regardless of their blood type. This is especially critical in accident cases, where there isn't time to confirm a patient's blood type.



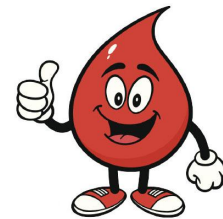
Tell Us Your Story!

Are you or a loved one a blood recipient? Do you donate blood in memory or in honor of someone special? We want to know!

[Click Here To Share Your Story!](#)

Learn About Our "Drops" Recruitment Campaign!

As a way to increase an organization's commitment to the Blood Center and our community, MKBC recently launched our "Drops" recruitment campaign. Companies signing up to participate receive monthly emails containing content to share with your employees. This content may be shared through a newsletter, email distribution, social media, or digital display - however your company communicates with your staff.



Each month, new and unique content is distributed - such as general information on the community blood supply, our locations, donor eligibility guidelines, community engagement programs, upcoming events, and more. These "Drops" are designed to educate and engage your employees, inspiring them to give the gift of life. We track these donations and report your company's performance back to you on a quarterly basis. For more details, or to join the growing list of companies participating in our "Drops" program, [click here!](#)

Thank you to organizations already participating in the "Drops" program, including Astound Broadband, Hovertech, Liquid, Lehigh Valley Health Network, Pencor Services and more!

MKBC is grateful for the schools, churches, businesses and other organizations that sponsor on-site bloodmobile drives. Our "Coordinator Corner" segment offers blood drive coordinators tips on ways to attract additional donors and make your blood drive events even more successful!

If you happen to have a gift certificate lying around, or someone is willing to donate a gift card... try to offer your donor pool an incentive for

schedule an appointment and showing up for their donation!



We can include a note on your flyer stating "The names of presenting donors will be entered into a raffle to win ___!" Another incentive that attracts attention is food! We can include a note that says "All presenting donors will receive a fresh-made chocolate chip cookie," etc. If this interests you but you need some ideas, ask your account manager! They will be happy to brainstorm with you!

Support MKBC with a Qualified Charitable Distribution

Did you know that if you are 70-½ or older, you can consider giving to your favorite charitable organization through a qualified charitable distribution (QCD)? A QCD is a direct transfer of funds from a 401(k) or IRA account, payable to a qualified 501(c)(3) charity, like Miller-Keystone Blood Center.

In fact, there are IRS rules that will require you to take required minimum distributions (RMD) each year from your tax-deferred retirement accounts like 401(k)s and IRAs in the year that you reach 72 or 73 for some who reached age 72 after December 31, 2022. When taken as income, those dollars will be taxed at your marginal rate. One way to eliminate or reduce the tax impact of RMD income is by donating to your favorite charity. Much of this is complicated so we encourage you to speak with your financial planner, tax preparer, legal counsel or other advisor. But we hope you think of Miller-Keystone Blood Center when making decisions about where to distribute funds if you are planning (or required) to take action this year or next. We hope MKBC makes the list of your favorite charities!

Some details to consider:

What are the potential benefits to making a gift like this?

- You may avoid taxes on transfers of up to \$100,000 from your tax-deferred accounts to support your favorite cause.
- You may satisfy some or all of your required minimum distribution (RMD) for the year.
- You may reduce your taxable income, even if you do not itemize deductions.

Why choose Miller-Keystone Blood Center?

MKBC is your community blood center, providing blood products to [35 regional hospitals in the Eastern Pennsylvania and New Jersey](#). The blood we collect stays in our area. Financial gifts support our mission of saving lives by partnering with our community to provide a continuous supply of blood products and services. You will make a lasting community impact with a gift to MKBC. Our Chief Philanthropy Officer, Lina Barbieri, can help answer some questions you may have. Contact her at lbarbieri@giveapint.org

[Search for a Community Blood Drive Near You!](#)

[Hospitals Served
By MKBC](#)

[MKBC Board of
Directors](#)

[Thank the Donor
Program](#)

[MKBC Tech Heroes
Campaign](#)

[Veterans Still
Serving Initiative](#)

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Your Blood. Their Hope.®

MILLER-KEYSTONE
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Miss a previous edition of our e-newsletter? [Click here to view past issues!](#)

Miller-Keystone Blood Center | 1465 Valley Center Parkway, Bethlehem, PA 18017

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