

COMMUNITY CONNECTION Drops

A MILLER-KEYSTONE BLOOD CENTER PUBLICATION

SEPTEMBER 2023



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A Message from Miller-Keystone Blood Center (MKBC)

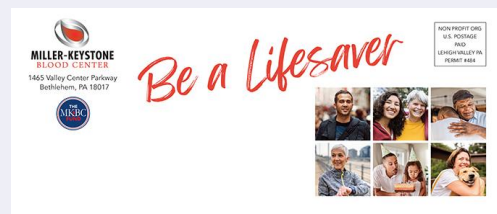
Coming Together as a Community

In August, I celebrated my one-year anniversary as an employee of Miller-Keystone Blood Center (MKBC). I feel so fortunate to come to work every day and witness our community blood donors coming together with MKBC staff to achieve our mission of saving lives by partnering with our communities to provide a continuous supply of lifesaving blood products and services.

I have been impressed by how this community comes together to do so much for each other. It is important to note that the blood we collect, in an 18-county region, is transfused to patients in need at [the 35 hospitals we serve](#). In other words, the blood we collect here, stays here – for each other. Every pint collected is a life-saving pint for one of our neighbors. That is powerful.

Not all of us can be blood donors. I, in fact, am a permanently deferred blood donor. But I make an impact through my financial support and the work I do as chief philanthropy officer. My job is to connect individuals, companies and foundations that wish to make an impact on the work we do to the programs and projects that they feel most strongly about.

With that in mind, be on the lookout for our annual appeal envelope that will be at your doorstep soon. We hope you will make a gift to The MKBC Fund, which supplements the purchase of important supplies, equipment and other operating expenses to ensure the availability and safety of the region's blood supply. Whether you are a regular blood donor, or someone who is currently or permanently deferred, I hope you will consider a financial gift to MKBC.



Email me at lbarbieri@giveapint.org if you don't receive an envelope soon – as that means we may not have the correct address for you. Or if you prefer, you can make your gift right away [by visiting our website at GIVEaPINT.org](#).

Lina Barbieri, CFRE
Chief Philanthropy Officer

Keeping the Blood Flowing With Help From Volunteers

Recently, Miller-Keystone Blood Center leadership honored MKBC volunteer staff during several luncheons in our coverage area. If you look at our volunteer staff by the numbers, you'll notice some very loyal people:

- 115 individuals volunteer their time for MKBC
- Over time, this group has volunteered more than 73,000 hours for MKBC
- One member served for nearly 36 years as a volunteer
- There are 28 members who have served 10 or more years

The fact is, our volunteer staffers are a vital part of our team helping us achieve our mission of saving lives by partnering with our community to provide a continuous supply of blood products and services every day. Our volunteers work in canteens, at blood drives, and in our offices handling administrative duties. We operate strongly and efficiently because of the generosity of time from our volunteers. Each individual has a different reason for their service to MKBC – one volunteer says it was a lifelong dream to give back because their dad's life had been saved by blood transfusions and she just wanted to meet some blood donors; others want something social to do; still others just want to give back to their community and volunteering with MKBC seemed like a good place to do it.

[For more info on volunteering at MKBC, click here!](#)

Did You Know...



Do Blood Products Expire?

Red blood cells must be used within **42 days** of donation, while platelets only have a usable lifespan of **7 days**. This is why having a steady stream of blood donors is critical to the health and welfare of our community!

[Click Here to Schedule a Donation](#)

MKBC Launches "Drops" Recruitment Campaign

"Drops" is a communication and employee engagement program designed for organizations to engage and educate their employees on the importance of blood donation in our community. Miller-Keystone Blood Center will provide content to you to share with your employees on a monthly basis through your internal communication vehicles – whether through a newsletter, email distribution, social media or digital display.

Content may include general information on our community blood supply, donor eligibility guidelines, MKBC locations/hours of operation, information on MKBC

community engagement programs, etc.

[Click here for additional details, or to join](#) the growing list of organizations participating in our "Drops" program!

International Blood Donor Day Celebration



Thanks to our friends at **iHeart Radio** for joining us to host a blood drive at our Bethlehem and Reading Donor Centers in celebration of International Donor Day on Wednesday, June 14!



Each year in September, MKBC is privileged to partner with the Pediatric Cancer Foundation of the Lehigh Valley to share their "30 Days, 30 Stories" - stories that celebrate children we know and love, and the brave battles they fight and have fought, with their

families by their sides. [To learn more about this year's amazing families, click here!](#)

Are you a Redner's Grocery Shopper?

You can help support the work done at MKBC by joining the **Redner's Market Save a Tape** program.

Just visit the customer service counter at your local Redner's to join. Then, drop your grocery receipts in our clear, plastic collection boxes every time you visit one of our collection sites. We receive 1% of the total of all receipts from Redner's and it adds up! Thank you for participating.



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!

Did you know that we have a large database of active blood donors in our system? We do! If you are struggling to fill your mobile blood drive schedule, and you've exhausted all efforts to get sign-ups but still have some empty spots, ask about having a "text blast" done!



We can request a text blast to be sent out to past blood donors (if you have previously sponsored a mobile drive), as well as to blood donors in your surrounding zip code(s). Sometimes it can help get those last few empty spots filled! Ask your account manager for more info!

Be on the Lookout for Our Annual Appeal!

Our "Be a Lifesaver" campaign should be arriving in your mailbox soon if it hasn't already. Each year, MKBC runs an annual appeal and welcomes gifts to The MKBC Fund. We hope you will consider a gift to The MKBC Fund anytime during the year and especially during the early stages of our annual appeal effort in September. We welcome you to consider becoming a MKBC partner and 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.



Some things to keep in mind:

- 1) Monthly giving: We now have the capacity to accept monthly gifts for those who wish to set up a smaller monthly gift rather than a one-time annual gift. A monthly gift can enhance your overall impact, and allow MKBC to better plan for the emerging needs of our community.
- 2) Many individuals choose to give from their stocks, mutual funds, IRAs, or Donor-Advised Funds. If you wish to make a gift through a non-cash asset and have questions, please contact our Chief Philanthropy Officer, Lina Barbieri at 610-419-5275 or lbarbieri@giveapint.org.

Didn't get your mailer yet? [Click here to make your gift now!](#)

To Search for a Community Blood Drive Near You,

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*Your Blood. Their Hope.**
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