

SPRING 2024

COMMUNITY CONNECTION

A MILLER-KEYSTONE BLOOD CENTER PUBLICATION


FOR THE YOUNGERS, GENEROSITY IS A FAMILY AFFAIR


From the outside looking in, they were a "regular family." Two hard-working parents – mom, Jacqueline who worked at AT&T for 33 years and dad, Ralph William – who went by the nickname Bill – who worked for PPL for 42 years. They took family vacations at the Jersey shore – specifically Stone Harbor, Bill's favorite.

Continued on p. 2

PHOTO TO COME

IN THIS ISSUE

 The Youngers
PAGE 1

 New Satellite Location
PAGE 1

Redesigned Website Launched
PAGE 3

Boots and Badges Competition
PAGE 3

Thank the Donor
PAGE 4

MKBC Challenge Coin
PAGE 5

Monthly e-newsletter
PAGE 5

Out & About
PAGE 6

Rewards Program Changes
PAGE 7

NEW MKBC SATELLITE LOCATION

South Side Community Drive at BSI Corporate Benefits



THANK YOU

 BSI Corporate Benefits and the City of Bethlehem!

Read the story on p. 3

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 • 3765 Nicholas Street, Suite B, Palmer Township, PA 18045 • 2745A Leisch'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

COMING SOON! Webster Street on Bethlehem's South Side 

LIST IS FROM LAST ISSUE

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

Peter J. Castagna, Jr.
President & CEO

Rami Nemeh, BS, MT
Vice President & Chief Operating Officer

D. Kip Kuttner, D.O.
Vice President & Medical Director

Stephen A. Gergar
Vice President & Chief Financial Officer

Lina Barbieri, CFRE
Chief Philanthropy Officer

Keith Vnarrin
Director **LIST IS FROM LAST ISSUE**

Marie S. Clemens
Editor

Phone: 610-691-5850
Toll-free: 800-B-A-DONOR
Fax: 610-691-2326
Website: www.GIVEaPINT.org

Readers are invited to send their comments and letters to us at:

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



THE YOUNGERS Continued from p. 1

They traveled to Aruba and Vegas about once a year and were fans of local high school and professional sports. They sent their son, Mike, off to college and once he was grown up and living on his own, he moved to his hometown of Catasauqua and lived near his parents. And in their 18-year-long retirement before Bill’s passing, they enjoyed trips to Ireland, Hawaii, Iceland, Norway, Finland and always continued their time at the shore.

Bill was a long-time blood donor and MKBC volunteer, mom was a platelet donor whenever she was able to do so.

“Dad was in the 12-gallon club; when he couldn’t give blood anymore and after he was retired, he became a very active volunteer with Miller-Keystone,” said Mike of his late father.

“Dad liked going to the blood drives,” added Mike. “In fact, he especially enjoyed meeting students at the high school drives because he followed high school sports and could be found attending the games of students he’d recently met at a drive.”

The Bill & Jacqueline Younger Volunteer Scholarship is presented to a high school senior who has gone above and beyond as a service volunteer with Miller-Keystone Blood Center.

Both parents were devoted volunteers. In fact, they spent 25,000 hours of their personal time in service to MKBC.

In 2015, MKBC renamed its Student Volunteer Scholarship award to the Bill & Jacqueline Younger Volunteer Scholarship. This award is presented to a high school senior who has


gone above and beyond as a service volunteer with Miller-Keystone Blood Center.

Today, the Younger family supports MKBC by helping fund the annual scholarship award.

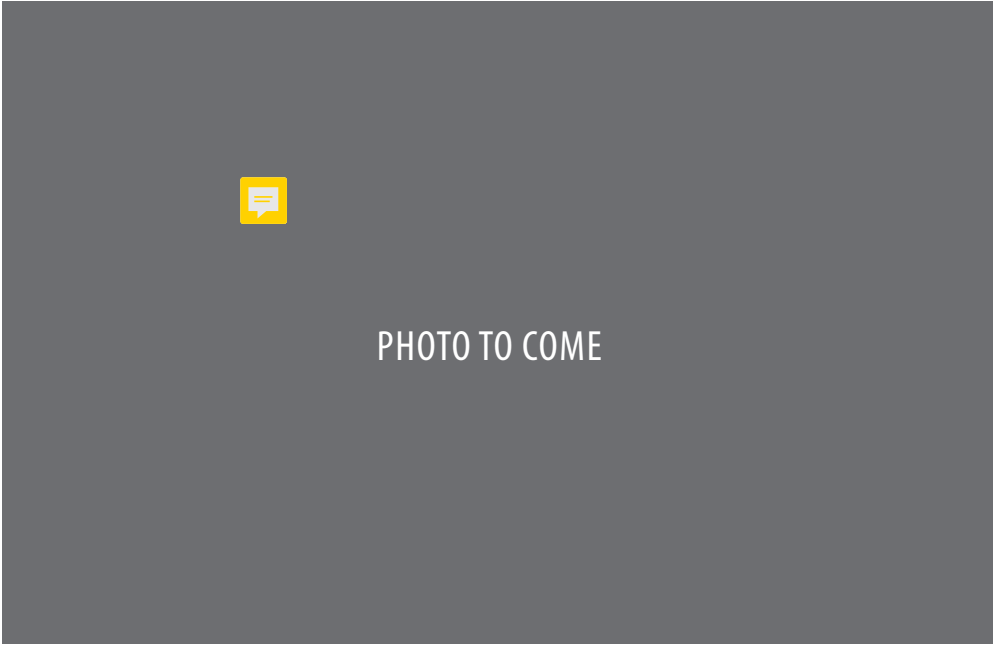
“They were generous people. They were great parents. I learned so much from my dad – mostly about just being honest with people. I never heard my dad say no – they gave to their church, and to Good

Shepherd Rehabilitation Hospital. They just were generous because it was the right thing to do,” said Mike.

For details on the Bill & Jacqueline Younger Student Volunteer Scholarship, visit the “Community” Tab at GIVEaPINT.org.

 ALL OF US AT MILLER-KEYSTONE BLOOD CENTER

Should this say **THANK YOU FROM...**?



Quibus nos raerrum repedis imendae. Ime nus rerestin cum idenit assundi gentotaque explibu sapisim agnihil lorepture conecabore vit vellab iumqu.

BUSY IS AS BUSY DOES Continued from p. 1



MKBC LAUNCHES NEWLY REDESIGNED WEBSITE

In January, MKBC launched a newly redesigned website focused on providing visitors with an enhanced, more user-friendly experience. The easy-to-navigate site, which continues to be located at GIVEaPINT.org, includes updated menu options providing clear and easy-to-find links to important items such as online appointment scheduling, MKBC locations and hours, iScreen (our online medical screening application), current blood donor eligibility guidelines, how to make a financial donation, career opportunities, and more.

The site also includes “real time” information on the status of our community’s blood supply, upcoming community blood drives, blood donor promotions and events, stories from grateful transfusion recipients, and more.

Donors can continue to access their private, confidential online portal via the website as well. After logging into his/her account, donors can view past donation history, view test results, confirm his/her rewards points, and more. If you haven’t already, be sure to visit our new redesigned website soon!

Starting in January 2024, a new monthly satellite location for MKBC opened at the BSI Corporate Benefits headquarters in South Bethlehem! Following the site’s soft opening in January, a grand opening and ribbon cutting took place on Friday, February 9. Addressing guests at the ribbon cutting were Valerie Lewis, COO, BSI Corporate Benefits; The Honorable J. William Reynolds, Mayor of Bethlehem; and Rami Nemeh, COO, Miller-Keystone Blood Center.

The new site is slated to be open for whole blood collections on the second Friday of each month, from **8:00 am - 2:00 pm**. Appointments can be made by calling **800-B-A-DONOR (223-6667)** or visiting GIVEaPINT.org/event/southside-community-drives/.



Should this be **"winner announced"** since the competition already happened?

2024 BOOTS AND BADGES BLOOD DRIVE COMPETITION ANNOUNCED

Allentown’s Fire & Police Departments Collected Blood Donations to Benefit Patients in our Community Hospitals



In February, the Boots and Badges Blood Drive Competition between the Allentown Fire Department and the Allentown Police Department kicked off with a blood drive event at MKBC’s Hamilton Donor Center.

“Every day, regional first responders put their lives on the line to help residents in our community,” says Dara Gonzalez, Community Liaison, MKBC. “The Allentown Fire Department and Allentown Police Department understand the importance of blood donation, and the goal of the

friendly Boots and Badges competition is not only to save lives, but to demonstrate and inspire others to give the gift of life as well.”

In addition to the February Blood Drive, there will be additional Allentown Boots and Badges Blood Drive events throughout the calendar year. In order to donate, individuals must be 16 years of age* or older, weigh a minimum of 110 pounds and be feeling healthy; they must not have donated in the past eight weeks. A full list of blood donor eligibility guidelines can be found on MKBC’s website at GIVEaPINT.org.

After the initial two-week event ended in a tie, the February competition was extended another two weeks. Congratulations to “Boots” – the Allentown Fire Fighters – on winning the February Boots and Badges Challenge by one lifesaving blood donation!

 Should this be **"Boots"** and the Allentown Fire Fighters?

Thank the Donor[®] WITH GRATITUDE

“Thank the Donor[®]” is a program that allows transfusion recipients to anonymously connect with their blood donors via email, enabling the recipient to thank the donor(s) for their lifesaving generosity.

(Here are just a few messages that were recently received.)

“Thank you so much. Your blood is helping my 80-year-old mother recover from a traumatic accident. We will be eternally grateful.”

“Your donation literally kept me from bleeding to death. I just finished chemo for my leukemia and my body quit making platelets. Thank you from the bottom of my heart. **YOU ARE MY HERO!**”

“From the whole of our being, thank you so much for the gift you have given to both myself and my spouse as we struggle with health concerns. You are truly giving us the gift of life and hope for improvement. Thank you so very much.”

“Without you, I would not have survived to see my children graduate high school. God bless and thank you so much.”

“Thank you so much for donating your blood, which is now being transfused to me. I have an aggressive form of leukemia, and this blood (and chemotherapy) will hopefully keep me alive long enough for a bone marrow transplant. God bless you.”

How transfusion recipients anonymously thank donors for their lifesaving generosity.

HAVE YOU RECEIVED YOUR MKBC CHALLENGE COIN?

It is always a privilege for our staff to present our blood donors with an MKBC Challenge Coin, a token of thanks and appreciation for their military service. If you have served or are serving, and have not yet received your MKBC Challenge Coin, be sure to let our staff know the next time you visit us to donate!



It is always a privilege for our staff to present our blood donors with an MKBC Challenge Coin, a token of thanks and appreciation for their military service!

DO YOU RECEIVE MKBC'S MONTHLY E-NEWSLETTER?

Last Summer, MKBC launched a monthly e-newsletter to complement our Community Connection newsletter to the community. Called Community Connection Drops, we're keeping our e-newsletter short and sweet, with lots of information on the happenings at the Blood Center, the status of our local blood supply, educational information, inspirational stories and more.

If you aren't currently receiving our e-newsletter, but would like to preview a past edition, simply visit our website at GIVEaPINT.org/e-newsletter/, where all eight issues are housed. And if you like what you are reading, you can sign-up to receive the publication starting with our upcoming April edition.



Thanks to everyone at iHeart Radio for sponsoring its annual Love of Life blood drive in February!





OUT&ABOUT



^ Congratulations to our latest donors to achieve the 50-gallon donation level – Dennis Pancoast of Allentown (left), Michael Joseph of Easton (top), and Brian Bobbin of Northampton (above)! ^



< Thank you to Justine Zuber and Ana Carvalho, who visit us regularly to donate blood together!



^ When MKBC staff member Nic Loew stopped in for his most recent blood donation, he brought along two guests – and first time blood donors! Congratulations Bethany Randall and David Loew, and thank you for giving the gift of life.



^ Sponsoring a January blood drive in recognition of National Blood Donor Month were Cumulus stations 100.7 WLEV, CAT Country 96, 999 THE HAWK, and FOX Sports Radio.



< Thank you to the Lehigh Valley Phantoms for the invitation to MelVin's Birthday Party! Half-Pint had a great time, and made a few new friends!



BLOOD CENTER ANNOUNCES CHANGES TO REWARDS PROGRAM



New Gift Card Vendor. As a way of improving its donor rewards program, Miller-Keystone Blood Center recently announced that it was changing its gift card vendor. As of March 1, 2024, gift cards will be sent via email, but donors will have an option to have a physical gift card mailed to them. The new e-gift card also provides a wider range of redemption options for donors, with 135+ to choose from! Choices include Amazon, Bass Pro, Best Buy, Boscov's, Cabela's, Carrabba's, CVS, Kohl's, Lowe's, Macy's, Olive Garden, Outback Steakhouse, Panera Bread, Starbucks, Target, Texas Roadhouse, The Home Depot, Uber, Walmart, and more.

Rewards Points Expiring. All MKBC Lifesaver Rewards Points earned prior to January 1, 2022 will expire as we prepare to launch a new rewards program starting July 1, 2024. Remaining Rewards Points may be redeemed up until June 24, 2024. On July 1, 2024 any unredeemed Rewards Points will be returned to MKBC to assist in offsetting operational costs.

New Rewards Club. MKBC will be launching its new, exciting Frequent Lifesaver Club on July 1, 2024. Details on this new program will be announced soon!



MILLER-KEYSTONE BLOOD CENTER

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

Non-Profit
Organization
U.S. Postage

PAID
Permit No. 484
Lehigh Valley, PA

THESE ARE FROM THE PREVIOUS ISSUE

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

Temple Health

- Chestnut Hill Hospital

Tower Health

- Reading Hospital
- Pottstown Hospital
- Phoenixville Hospital

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

IN NJ:

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

YOUR HOSPITAL'S CHOICE FOR LIFE-SAVING BLOOD.

