

# LifeLink

2017

***New Year,  
New Stanford  
Blood Center***



*Give blood for life!*

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Check out our website for updates on promotions and events:

**bloodcenter.stanford.edu**

## From The Executive Director



Greetings donors, volunteers and friends,

I'd like to welcome you to the Winter 2016 edition of LifeLink!

One of our core values here at SBC is Communication, and in the spirit of transparent communication, we have and we continue to acknowledge that 2016 was a year that brought several speedbumps, and we believe we are all the better for it.

For multiple reasons (both anticipated and unanticipated) that were difficult to proactively control, we did have challenges with staff retention. This was for two primary reasons: 1) We navigated through our first year of our new alliance with Stanford Health Care (SHC). Our transition to becoming part of SHC has resulted in new opportunities for our licensed staff to seek clinical experience at the hospital, which some chose to pursue. 2) Some long-term SBC staff members also retired this year after incredible service to SBC, our donors and patients. While we of course support and respect these decisions, this did create a staffing challenge.

This issue led to several temporary and planned changes which include consolidation of donor center hours and decrease of some mobile operations, resulting in fewer available appointments. We have developed and implemented key strategies to mitigate our staffing issues. We have been able to hire staff, continue with the complex training they need, and increase our retention. As a result, we are starting to see these speedbumps in the rearview mirror.

"Our speed bumps don't define our character. It's what we do to get over the speed bump, and after, that makes all the difference." – Unknown

This is not going to be the only speedbump at SBC. But as a team, and because of your commitment, we've proven that we can navigate past whatever comes our way.

The most important thing is that despite the challenges, we have continued to fulfill our mission – to provide the right product, to the right patient at the right time. This year we've supported:

- 66,458 transfusions
- 287 solid organ transplants and 213 marrow transplants
- 22,563 research products to 246 customers

You can check out page 3 to find out even more ways you've had a community impact.

These phenomenal accomplishments are because of all you do as members of Team SBC. It's because of our staff, volunteers, and especially our blood donors that we're able to reflect on our success in 2016, and build on an even better future in 2017.

Wishing you health and happiness,

Harpreet Sandhu  
Executive Director, Stanford Blood Center

## 2016 By The Numbers

Provided  
22,563 research products to  
246 customers, including:

13,199 tubes

2,568 LRS chambers

5,797 buffy coats

999 other products, such as  
plasma, platelets and RBCs

Scheduled 33,755  
donors, including

9,081 new  
donors

24,674 recurring  
donors

Supported  
287 solid organ  
transplants and  
213 marrow  
transplants

Supported 66,458  
transfusions in FY2016,  
comprised of:

35,216 red blood cells (RBCs)

13,923 platelets

12, 220 plasma

## 2017 And Beyond



Because we are part of Stanford Health Care, our responsibilities will only continue to grow as SHC continues to expand its reach across the Bay Area. Some upcoming developments include:

### LPCH Expansion

In 2017, Lucille Packard Children's Hospital will open a new 521,000 square foot expansion. The new building will feature 149 patient beds, six new surgical sites, a nuclear medicine department, three new imaging units, four diagnostic units, and over 3.5 acres of "healing gardens" and green space.

### New SHC Hospital

Stanford Health Care's new state-of-the-art, 824,000 square foot hospital building is set to open in 2018. The hospital will house 368 private rooms, bringing the total to 600 on site. It will also feature an expanded Emergency Department with twice the floor space, 17 operating rooms, 11 interventional/radiology image-guided rooms, rooftop gardens, and new green technology to lower the hospital's environmental impact.

We are also having continued discussions with ValleyCare, as they have recently joined Stanford Health Care.



# Milestone Donors!

Congratulations to those who have made noteworthy donations since our last issue

## 100

Mary Artibee

John Bingham

Greg Boro

Larry Dillard

Michael Hmelar

Jeff Hotter

Wesley Irish

Erik Johnson

Tracy King

Paul Kurban

David Lam

Joanne Larson

Eve Levine

James Lucarotti

Chris Maslyar

Lisa McManis

David Olsen

Neil Paring

Debra Reeves

Leonard Siew

Brittany Stevens

Richard Warnock

David Wilde

## 400

Eve Laraway



Eugene Valenzuela, 500 Times Donor

## 500

Brian Smith

Eugene Valenzuela



Eve Laraway, 400 Times Donor

## 200

Cynthia Barton

John Blair

Julia Bonner

Cynthia Cooley

Richard Elder

Barbara Halliday

Steve Hubbell

Jean Orr

Stephen Seabolt

Mark Tovar

Michael Kutsenda

Mary J. Southard

Erik Klein



Jeff Hotter, 100 Times Donor



Terence Stone, 300 Times Donor

## 300

Harold Barker

Paul Guptill

Karen Guse

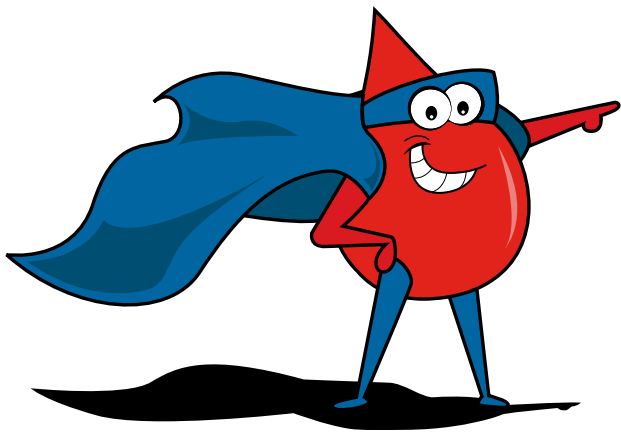
Terence Stone



Lisa McManis, 100 Times Donor



Jean Orr, 200 Times Donor



# COMMUNITY HEROES!

Good Karma Bikes Transforms Lives One Bicycle at a Time



The statistics are staggering: According to United Friends of the Children, an organization that helps foster youth thrive in society, 70% of all California State Prison inmates are former foster youth, and 36% become homeless within 18 months of emancipation.

Jim Gardner saw a need to address this issue by offering assistance to young adults leaving foster care and steering them away from a life of crime and/or homelessness. So he started Good Karma Bikes, a San Jose bicycle repair shop devoted to promoting “360 degrees of good karma.” Instead of monetary payment for services, Jim asks that customers do something to benefit someone else — to pay it forward.

Good Karma Bikes is a full-service bike shop. They refurbish donated bikes for resale, sell new bikes, sell new and used parts and accessories, and repair all types of bikes. For each bike sold, they donate one bike to someone in need.

Since 2009, Good Karma has been working with young adults who have been recently released from the foster care system and currently serve over 2,000 people a year. All revenue earned at Good Karma Bikes is reinvested into programs aimed at helping at-risk and emancipated foster youth, as well as those whose bicycle is their primary means of transportation. They focus on helping these young adults in three areas:

- Training them to repair bicycles as a means of entering the workforce
- Assisting with securing financial aid for college
- Involving them in community service projects

Good Karma Bikes can now add blood donation to their list of good deeds. Jim has always been an advocate for blood donation; he is a six-gallon donor himself and part of the SBC four seasons club, meaning he donates whole blood at least four times a year. Now, Jim hosts blood drives at Good Karma bikes too.

This summer, Good Karma hosted their second blood drive and reached 125% of their goal while registering five new blood donors — an impressive achievement. When asked why he wanted to start hosting drives, Jim said, “We already interact with so many great volunteers that are very community service focused. This is just another way for them to help others. It brings us together to help the community in a new way because not everyone can fix bikes.”

So whether you need your bike repaired, or would like to donate at their next blood drive, stop by Good Karma Bikes, 460 Lincoln Avenue #15, San Jose, and support this wonderful organization that helps so many others.





### *Magdalena Cabrera - Full Circle*

**From blood donor to recipient, and back again**

Magdalena Cabrera knows what it's like to be on both sides of the equation. She began donating blood with Stanford Blood Center in 1980. She did so knowing the importance of donating blood products when suddenly the tables turned in early 2013 when she was diagnosed with a very rare form of cancer called Mucosal Melanoma. One in 25 million people have it.

In February 2013, she noticed she was feeling very congested and had trouble sleeping because of it. She tried various over the counter medications and nothing seemed to ease the symptoms. When she pressed against her right nostril it felt spongy. She consulted with an ENT doctor who recommended a CT scan the very next day.

The doctor would call to say he found a large mass and would need to do a biopsy immediately. The diagnosis was mucosal melanoma. Melanoma, both cutaneous and mucosal, is known to be radiation resistant and chemotherapy resistant. She had her first surgery at Stanford.

She had her second surgery in late May 2013. She would need further treatment that included 30 sessions of radiation to her head and neck along with concurrent low-dose chemotherapy, and then three rounds of bio-chemotherapy. This is when her blood counts plummeted and she needed blood products similar to the ones she had so thoughtfully donated for so many years to counter the toxicity of the chemo drugs.

A third surgery took tissue from three areas and quickly revealed still more mucosal melanoma cells present in the sinus cavity. The latest treatment strategy included four rounds of an immunotherapy drug called Ipilimumab, one every three weeks. She is happy to report that as of May 2016, there is no evidence of disease.

Magdalena wants blood donors to see her as someone who has come full circle. From faithful donor of 30-plus years, to grateful patient who's had a life-threatening illness and who was made so much better by receiving donated blood products at a really critical time. She encourages everyone to recruit family, friends and neighbors to donate blood as well.

"I donated because it was the right thing to do, it is the gift of life, and so easy to do," she said. "It can make the difference between life and death."

When asked how this experience has changed her, she notes how precious, short and fragile life is and how much more aware now she is that it can change on a dime. Magdalena wants everyone to remember life should be treasured and not wasted or squandered on regret, anger or blame. It's also about learning to let go of the little discomforts and the big disappointments. "For me, it's about making the most of each experience, having a positive impact on the world and trying to minimize the negative impact I have," she said. "I want to make life easier for others when I can by loving as purely and authentically as I possibly can in each moment, with everyone I meet, in every situation."

We are happy to report that after consulting with our Director of Medical Services, Magdalena has been cleared to donate blood again! Her first appointment back in the donor chair was this past October 2016 and she looks forward to picking up where she left off—full circle, indeed.



## *Austin, Brave and Strong*

**Betsy McBride thanks fellow blood donors for saving her son**



As girls growing up in Menlo Park, Betsy McBride and her sister used to accompany their father when he donated blood at Stanford Blood Center. Betsy took the habit to heart, continuing to donate for SBC when she could. But she had no idea how much blood donors would one day mean to her personally.

On August 26, 2015 Betsy and her husband Steve, parents of two precious children –Ashlyn and Austin – received

news that no parents should have to hear. Their little boy, Austin, just three years old at the time, had been in and out of the doctor's office for a few weeks. Everyone suspected antibiotic-resistant ear and sinus infections and inflamed adenoids. That day, though,

they noticed that their happy, chatty boy's smile looked lopsided. He wound up in the ER getting a CT scan, and the results were devastating: Austin had a tumor pressing up against his brain. Two days later, doctors at Lucile Packard Children's Hospital diagnosed him with Stage IV Burkitt's Lymphoma, an aggressive, but treatable, cancer.

By late January, Austin had gone through chemo, two ambulance rides, and 15 stays and 92 days at Lucile Packard Children's Hospital. He received 15 blood transfusions, nine platelet transfusions, and IVIG (immunoglobulin) at least once, courtesy of SBC blood donors.

That stirred a profound sense of gratitude in Betsy. "I can't quite describe what it was like to be on the receiving end of one of those bags of blood," she wrote, following Austin's first transfusion in a blog. "I've donated plenty of times before (though not as frequently as I should), and occasionally wondered where it ended up. Seeing that bag hanging on Austin's IV pole.... I wanted to know who donated the contents of that bag, find them, and thank them."

Happily, last January, after a very tough five months, Austin reached a very exciting milestone: he is cancer-free. While he is not completely out of the woods — there is a risk of relapse — it is more likely than not that Austin will be okay. "Of course, there are so many things that will never be the same," Betsy wrote. "There is much that we used to take for granted that we now savor. Our perspective on what's important has shifted," Betsy wrote in her blog.

Betsy said it best herself:

"There is a lot happening in our country, and around the world, that is really discouraging and sad ... But one of the good things that has come out of this experience with Aus-

tin is the reminder of how much good there is in the world. We are so grateful for our doctors and nurses, our friends, and the many people who've taken an interest in Austin's story and shown us so much kindness and generosity, including complete strangers."

Betsy emphasized that donating blood is one important way people have demonstrated this kindness. Now, she knows exactly what to say to people who want more than anything to help people going through an ordeal like her family has weathered: Become a regular blood donor!

For now, Betsy, Steve, Austin, and Ashlyn are enjoying some well-deserved quality family time. Austin is turning five this February, and he's back in school. When he grows up, he wants to help other people; he has been telling everyone that when he grows up, he's going to be a police officer, a fire fighter, or an ambulance driver.

And with his remission, his family is receiving its greatest, well-deserved wish as well.



## Where Else Is Your Blood Donation Going?

You might know that your blood donations go toward transfusions and transplants, but did you know you contribute to research as well? Stanford Blood Center is one of the only blood centers in the country that gives significant portions of blood donations to various recipients for research.

One such recipient is Stanford University School of Medicine's Cellular Immunity Laboratory, which is led by our founder Dr. Edgar Engleman. Dr. Michael Alonso, Ph.D, Manager of the Cellular Immunity Lab, has been helping to conduct groundbreaking cancer research – all made possible by your donations.

"When we come into the lab every day, our goal is to create a product or some kind of treatment that can impact patient lives," Dr. Alonso says.

As donors, you are helping researchers by simply giving them cells they need. In particular, LRS chambers, which are essentially groups of white cells. Because white blood cells can't be transfused into patients (to avoid rejection reactions), most blood centers simply throw them away. However, SBC still collects the LRS chambers and provides them to researchers, which thrills Dr. Alonso. In fact, he refers to LRS chambers as "liquid gold" because there are over 1 billion cells in each LRS chamber.

"The sheer number of cells is very, very useful," he says. "It gives us enough cells to actually do the experiments that matter. It's been a lifesaver, being at a blood center where I have access to this many LRS chambers."

Dr. Alonso and his colleagues have been using these chambers to research a technology to shrink tumors. The big issue with tumors is that they mutate, and as they mutate, they become different than your normal cells. Your immune system is supposed to be able to recognize this as a foreign virus or bacteria and attack it. Unfortunately, it doesn't. As Dr. Alonso puts it, tumors are "quite clever," and develop mechanisms to "disguise themselves" and evade the immune system.

The lab, using your blood donations, was able to conduct research to find a way to counteract this. They found that they could stimulate the immune system using various adjuvants – which are meant to mimic a virus and wake up your immune system. If you add adjuvants in the presence

of antibodies, then you can re-program the immune system and your dendritic cells (a type of white cell) will eat whole tumor cells. Once they eat the whole tumor cell, they will chop it up into little bits and present peptides, which is what your T-Cells (another type of white cell) will recognize and attack. This will give you widespread immunity – most tumor treatments only present one peptide, whereas this method delivers the entire tumor cell.

The lab used blood from SBC donors to screen adjuvants and

determine which one were the most effective for this technology – something Dr. Alonso is immensely grateful for.

"Everybody at the blood center is incredible...everyone has been so useful from a researcher's perspective. We have access to materials and facilities that no one else in the world has access to," he says.

But more than anything, it's the donors who make this all possible.

"It's because the donors come back over and over again. The loyalty of our donors is pretty remarkable," he says. "They get to do the lifesaving every day that we as researchers hope to do one day in a whole career. Which is pretty darn cool."







Telerecruiters are a main point of connection between donors and the Blood Center. But despite all the email exchanges and phone calls, many donors and telerecruiters have actually not met face to face. So we thought we'd give you a chance to get to know the face behind the phone of one of our stellar telerecruiters, Michele Taggart.

Michele is a family woman, through and through. She and her husband met at age 15, and though they went their separate ways for a while, they never lost touch and eventually reconnected. The pair have two children – her son studies Computer Science at University of San Francisco, while her daughter is currently working with NASA – and a rescue dog named Barkley.

In her spare time, Michele loves hiking, camping, and especially crafting.

"I'm a big crafter," she said. "Whatever I see, I decide I'm going to make it." (We can certainly attest to this – she made an "ugly sweater" for Telerecruitment's holiday potluck entirely from objects she found in her office...and took home first prize!)

Prior to joining our team, she was an IV technician for Kaiser for 15 years. After taking a break to raise her two

children, she's been putting her vein expertise to good use as a Telerecruiter here for the past four years.

"[The donors] think I'm much younger than I am on the phone, so that's good!" Michele joked.

While Michele recruits donors of all types, she largely focuses on recruiting platelet donors. Platelet donations are usually transfused within 3 days of donation, so platelets are in constant demand. Platelets can be transfused into patients who have had major surgeries, transplants, or have blood disorders. They are also often transfused into patients with cancer, as low platelet count is a major side effect of treatment. This is a key reason why Michele feels strongly about the need to recruit platelet donors.

"I want to help cancer patients. I have a lot of friends who have had cancer," she said. "It's a problem that is really close to my heart."

And although most of their contact may occur over the phone or email, Michele feels a strong connection to all of our donors.

"I really have grown to care about the donors here and truly feel that connecting them to the community and patients who they assist is a gift."

Stay Connected With SBC Via Our Social Channels





## Give Good 2016

Each winter as part of our Give Good campaign, we partner with a different community organization to double the impact of each blood donation. Patients and their families benefit from blood donations, and others in our community that need support get help, too.

For this year's campaign, which ran Monday, December 12 – Saturday, December 24, 2016, we partnered with Bay Area Cancer Connections (BACC), a nonprofit organization that supports people touched by breast and ovarian cancer. They offer comprehensive, personalized services including, emotional support, cancer information and education, complementary therapies, and survivorship programs.

For each presenting donor that participated during the Give Good campaign, SBC made a donation to Bay Area Cancer Connections. Donations went toward providing comfort totes to support cancer patients. The totes include items like relaxing lavender eye masks to relieve stress, ginger chews and tea to help with nausea, and soft, fuzzy socks to provide comfort during treatments.

Of the incredible 1,521 donors who took part in this promotion, an impressive 142 were first-time donors. Thank you to all who participated in this year's Give Good – we couldn't have done it without you!



## Thank You To SBC's New Partners!

SBC would like to give a special shout-out to our amazing 2016 first-time partners, Erik's DeliCafé and Jersey Mike's Subs! Their generosity helped bring in 4,000 donors and almost 900 first-time donors in the months of June and September.

We'd further like to thank Lucille Packard Children's Hospital for partnering with us to help fund Transplant Camp this past summer, and Bay Area Cancer Connections for partnering with us on this year's Give Good campaign.

SBC is also excited to announce our newest partnership with Chipotle that began in January 2017. Chipotle will be providing a Buy One Get One (BOGO) coupon for one of their deliciously famous burritos or item of your choice to each presenting donor in January.

Thank you to all of our partners for enhancing the lives of patients. We look forward to your continued commitment to saving lives in 2017!



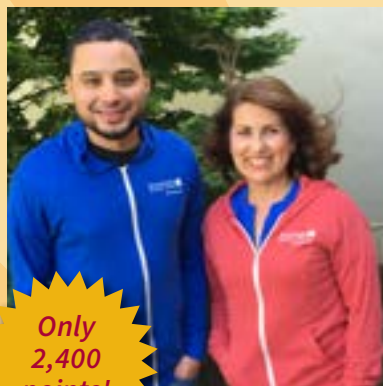
Lucille Packard  
Children's Hospital  
Stanford



BAY AREA  
CANCER CONNECTIONS  
*Breast & Ovarian Cancer Information & Support*



# SBC Rewards Programs



## Rewards Program Store

Each time you present to donate, you earn points to spend in our online rewards catalog! The points work like this:

- 1<sup>st</sup> Visit: 100 points
- 2<sup>nd</sup> Visit: 125 points
- 3<sup>rd</sup> Visit: 150 points
- 4+ Visit: 175 Points

You can use your points to get cool items like a hanging toiletry bag, travel mugs, and hooded sweatshirts. Check out the online store at [sbcdonor.org](http://sbcdonor.org)!



Donate 4 times this year and receive this t-shirt.



Donate 10 times this year and receive this water bottle:

## Ongoing Promotions



### Monday Movie Madness

Every Monday from 7:00 a.m. – 3:00 p.m. at Palo Alto, at Menlo Park (platelet appointments only) from 12:00 p.m. – 7:30 p.m.

We need your help on Mondays. To thank you for coming in when we need you most, we'll give you one Cinemark Theatres movie ticket! On Mondays, donate at our Palo Alto Center or give platelets at our Menlo Park center.

*Please note: Menlo Park donors will receive their movie ticket in the mail following donation.*



### Sports Basement Coupons

#### All Center Locations

Sports Basement is a long-time supporter of Stanford Blood Center. We appreciate their bringing us another batch of these popular coupons for our donors! These are available at our center locations only.

Coupons valid at all seven Bay Area Sports Basement locations — Berkeley, Campbell, San Francisco Bryant St., San Francisco Old Mason St., San Ramon, Sunnyvale and Walnut Creek.



### Hobee's Coupons

#### All Center Locations

Our friends at Hobee's are offering donors generous thank you gifts! When you next visit one of our Centers, just ask for the coupons at registration — Hobee's complimentary dinner entree with purchase of another dinner entree.

Visit [http://bloodcenter.stanford.edu/news/special\\_events.php](http://bloodcenter.stanford.edu/news/special_events.php) to learn more!

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**Make an appointment today at [sbcdonor.org](http://sbcdonor.org)**



Magdalena



Austin



Aria

***Find your nearest mobile drive at [bloodcenter.stanford.edu/find-a-drive](http://bloodcenter.stanford.edu/find-a-drive)***

