A thank you from Dr. Graham Sher,
Chief Executive Officer

Since its inception, Canadian Blood Services has worked to provide the best possible products and services for Canadian patients. As time passes, we continuously strive for improvements, through new lifesaving programs, progressive research and technological advancements. Throughout this journey, we are privileged to partner with you — financial donors who have committed to making an indelible impact on the health and wellness of your fellow Canadians.

Your dedication to helping us provide safe and effective products and services to patients in need is truly inspiring. In choosing to champion and financially support Canadian Blood Services, you choose to advocate for the best quality of health care for those most vulnerable — patients in need of critical, lifesaving care. And for that, we are humbled and tremendously grateful.

Highlighted by your generous contributions to our $12.5 million Campaign For All Canadians to help build a national public cord blood bank, this past year has been marked by great advancement and progress. We are working diligently to build an inventory of premium quality, rigorously tested cord blood units that reflect our great country’s diverse population. Indeed, by the end of fiscal year 2015–2016, 55 per cent of banked cord blood units were from donors with ethnically diverse backgrounds.

Moving forward, there is much to be done. You can help our innovative research and development team continue to expand its scope and influence on the world stage. One recent development is a program aimed at improving the quality production of stem cells derived from cord blood, which leads to better patient outcomes.

We recognize that none of these advances would be possible without you. Your commitment to this next phase of growth and expansion is the foundation on which we stand. Thank you for your financial contribution to Canadian health care and the patients we serve.

Sincerely,

Dr. Graham D. Sher
Chief Executive Officer

Update after fiscal year-end:
Through your support in building Canadian Blood Services’ Cord Blood Bank over the past several years, we are thrilled to share that you helped us make history on June 28, 2016, with the shipping of the first cord blood unit to a patient in Europe waiting for a transplant. And in September 2016, a Canadian patient was matched to one of the banked units. These are the first of many lifesaving deliveries to come. Thank you for helping to make this possible.
A thoughtful birthday celebration

A charitable Vancouver family honours its matriarch with a 70th birthday bash supporting her favourite charities

It’s not every day that a family’s beloved wife and mother turns 70. While most families celebrate the noteworthy milestone with a special dinner or gathering, Diane Milne’s family decided to honour her with an out-of-the-box birthday bash, perfectly fitting for the community-minded honouree.

On June 6, 2015, Diane’s friends and family gathered to celebrate her milestone birthday at the Shaughnessy Golf and Country Club in Vancouver. The lavish casino night benefitted four charitable organizations that have been a large part of her life.

Since 1994, Diane has been a volunteer with Canadian Blood Services, in her local clinic and also as a volunteer leader. At the event, Diane spoke of the ongoing need for blood and encouraged those in attendance to donate blood, volunteer or spread the word of the ongoing need for blood.

Partygoers were also encouraged to make donations to one of the four charities in lieu of gifts for Diane. In addition to the funds raised that evening, Diane’s family gave an incredible $70,000 in donations, which was distributed between four carefully selected charities, in celebration of Diane’s life and commitment to serving others.

Canadian Blood Services was honoured to be chosen as one of the beneficiaries to participate in the special evening celebrating such a generous and giving volunteer.

"THE EVENING WAS ABOUT SHOWING OUR LOVE FOR DIANE AND SUPPORTING CHARITIES."
Rob Milne

NATALIYA POTAPENKO, financial donor

“I wasn't able to donate blood due to my recent travel, so I am contributing in a way that I can.”

DARREN HON, organizer of the 2016 Kam Hon Cup Charity Golf Tournament

“My father was diagnosed with non-Hodgkin lymphoma, which he fought bravely. Because of the generosity of blood donors, he was with us for many more years. I wanted to give back and decided to hold a golf tournament to raise money for the organizations that helped him, including Canadian Blood Services.”
"You inspire me daily"
– Margaret Miedema,
Director, Fundraising and Development

This past year has been an invigorating and inspiring time for growth and change at Canadian Blood Services. Your support made our Campaign For All Canadians a resounding success. With patients now being helped by the cord blood bank you helped build, I am truly excited for what lies ahead. From the advancements being made in Canadian health care, to the groundswell of unwavering support from our many committed financial donors, it’s an incredibly rewarding time for our fundraising team.

Your passionate generosity in helping Canadian patients through your financial gifts is infectious. We cannot thank you enough for believing in the opportunities for helping patients by improving and strengthening the blood system. Your support propels us forward, and most importantly, has a meaningful impact on the lives of Canadian patients in need.

Over the past five years, I have met many recipients of blood and blood products, and each of them is grateful that in their time of need, their fellow Canadians stepped up to help. Through your gifts to Canadian Blood Services, you have stepped up to help. You have allowed us to ensure that we continue to provide the right product to the right patient at the right time. I know there are many worthy causes and campaigns vying for your time and resources, and I do not take your choice to support Canadian Blood Services lightly. It is our privilege, and our commitment to you, to ensure your gift is used as you wish, to benefit Canadian patients.

As we look to the future of fundraising at Canadian Blood Services, we are committed to continuing to maximize the impact of your financial contributions. Our new five-year strategic plan will see your support aid patients through the recruitment and retention of new blood donors, the growth and refinement of the cord blood bank, and the continued development of innovative new practices and technologies for advancing transfusion and transplantation medicine.

Thank you for your trust and your tremendous support.

Margaret Miedema

EVERY TIME YOU CHOOSE TO FINANCIALLY SUPPORT CANADIAN BLOOD SERVICES, YOU ARE SAVING LIVES.

"Give back — that’s what it’s about."

Horst Pfeiffer, 85-year-old now gives financially after donating blood over 100 times.
Inspired giving: Every dollar counts

Canadian Blood Services offers more than 18,000 blood donor clinic events across the country every year. While we are committed to providing blood and blood products to each Canadian patient in need, the organization unfortunately cannot collect blood in every community in Canada.

For Laura Matern, a corporal with the Canadian Armed Forces and long-time blood donor, this fact wasn’t going to stop her from contributing in some way to saving the lives of her fellow Canadians.

When her military career took her to Crescent Valley, B.C., located in the scenic — yet remote — area of B.C.’s west Kootenays, the 44-time blood donor decided to put her job’s charitable program offerings to good use.

As a committed donor to Canadian Blood Services’ Cornerstone Monthly Financial Giving Program, Cpl. Matern faithfully donates $2 every week, making an impactful contribution to the health and wellness of Canadian patients.

“Giving monthly is an easy and effective way to provide support to programs that impact patients’ lives,” says Margaret Miedema, director, fundraising and development. “Laura found a way that allows her to continue to donate and support Canadian Blood Services, and we are grateful for her ongoing commitment.”

Visit blood.ca/fundraising for more information on the Cornerstone Monthly Financial Giving Program.

How can you continue to support Canadian Blood Services?

Your financial gift will help improve the lives of Canadian patients by allowing us to continue to build upon Canadian Blood Services’ Cord Blood Bank, recruit and retain new blood donors and registrants to the adult stem cell registry, enhance our clinics, and advance research and development programs.

- Does your organization offer matching gifts? If you give a financial gift, it can be doubled when your company matches it. Or if you are a blood donor or volunteer, inquire whether your company will honour your commitment by giving a financial gift. Your human resources department can guide you.

- Are you a sought-after speaker? You can direct your honorarium to support our programs.

- Want to give regularly without needing to keep track of multiple receipts? Our monthly giving program will ensure your donation goes to the area of your choosing, and one year-end receipt will be issued.

- Have you ever wanted to leave a legacy gift but didn’t know how? Planned giving is a great way to do this. Through donations of life insurance, trust arrangement or a bequest in your will, Canadian patients will continue to be helped by your thoughtful gift. Your accountant, lawyer or estate planner can help determine which is best for you.

- Want to give a “stretch gift” without affecting your cash flow? A gift of securities is a great way to make an impact while receiving a tax advantage for yourself, as you do not pay capital gains tax on donated stock.

- Are you or a family member celebrating a milestone, birthday or anniversary? Consider making a financial donation to honour the occasion.

- Want to engage your family, friends and community in an event? Create a do-it-yourself fundraising page to share your story and ask for donations — our fundraising team will support you.
How some of Canada’s top companies financially Give Life

Throughout its history, Canadian Blood Services has been fortunate to work alongside, and benefit from the support of some of Canada’s most respected and generous corporations. And as our organization continues to expand its scope into new areas of lifesaving practice, such as Canadian Blood Services’ Cord Blood Bank, the level of support from Canada’s top companies has grown in equal measure.

**Toyota Canada** has come on board as a major national partner over the past year, engaging with us in many ways throughout our organization. The company worked collaboratively with the Canadian Blood Services team at our new, state-of-the-art production and distribution facility in Brampton, Ont., to share its manufacturing process know-how to improve the efficiency of the Canadian blood supply chain. Toyota also celebrated the partnership by donating $320,000 that supported the cord blood bank.

A decade-long partner of Canadian Blood Services, **Bayer Canada Inc.** has sponsored blood donor recruitment programs, donor appreciation celebrations and fundraising events. The worldwide health care and medical products leader didn’t hesitate to step up to the plate when it came to supporting our Campaign For All Canadians in 2013, with a Miracle Maker-level gift. In 2015, Bayer made an additional major gift to the campaign, sponsoring the education and recruitment of expectant mothers to donate their babies’ cord blood to Canada’s national public cord blood bank.

St. John’s, N.L., native Linda Beaton saw an opportunity within her organization to honour the memory of her late mother, Judy Murray. Linda’s employer, **The Co-operators Group Insurance**, nationally supports the charities its employees support. Linda’s successful application to her employer resulted in a $10,000 donation in honour of her mom, whose quality of life was greatly enhanced by regular blood transfusions.

These are a few examples of the many ways that organizations are contributing financially to Canadian Blood Services. As a lifeline between donors and patients, we are grateful that these inspiring corporations help us further our efforts to save and improve the lives of Canadian patients.
Total cash donations received for the year ending March 31, 2016, were $2,831,791 compared to $4,122,933 in 2014–2015 due to the completion of pledges to the Campaign For All Canadians.

We are grateful to all individuals, corporations, associations, and community groups for your generous gifts. Through your financial support, you are helping save and improve the lives of Canadian patients. While space does not permit us to acknowledge all who deserve recognition, our 2015–2016 community and corporate partners that gave over $1,000 were:

- All Charities Campaign
- Amalgamated Transit Union Local 615
- Armstrong Family Foundation
- ATCO Structures & Logistics Ltd.
- Beatrice Stevens Memorial Foundation Inc.
- Cargill Ltd.
- FedEx Corporation
- Harris Computer Systems
- Havergal College
- HB Group Insurance Management Ltd.
- (The Co-operators Group Insurance)
- IBM Employees’ Charitable Fund
- Ingedion Canada Inc.
- KPMG LLP
- Manitoba Public Insurance Corporation
- Manulife Financial
- Michael & Nancy Czorny Charitable Trust
- MJS Holdings & Management Inc.
- Nova Chemicals Corporation
- Ontario Power Generation Inc.
- RBC Royal Bank
- SAS Institute (Canada) Inc.
- Scotiabank
- St. Leonard’s Anglican Church
- Standard General Inc.
- Stantec Consulting Ltd.
- Ste. Anne Co-op Oil Ltd.
- Sunnyside Hutterian Brethren Colony
- TELUS
- The Brick
- The Masonic Foundation of Ontario
- The Wawanesa Mutual Insurance Company
- Toyota Canada Inc.
- Trenton Columbus Club Inc.
- Undercover Rogue 3 Productions Inc.
- Vancouver Foundation
- Vancouver International Marathon Society
- Yellow Pages

**Gift-in-kind supporters**
- Standard Life
- The Gentlemen’s Expo Inc.
Exciting times for Canadian patients

Earlier in the year, Canadian Blood Services’ Cord Blood Bank received accreditation from AABB, a U.S.-based standard-setting and accreditation body for blood banks and transfusion services. This milestone achievement is a testament to the quality of products that hospitals can expect from Canadian Blood Services. The accreditation increases the chances of cord blood units being selected by a transplant centre, which ultimately leads to saving more lives.

Following this achievement, the national public cord blood bank made history on June 28, 2016, with the shipping of our first cord blood unit to a patient in Europe waiting for a transplant and in September 2016, we shipped a cord blood unit to a waiting patient in Canada. These shipments mark the realization of a vision that began 10 years ago and culminated in the opening of five cord blood collection sites and two manufacturing facilities in four cities across Canada.

Since opening the bank, Canadian Blood Services has collected more than 8,800 cord blood units from mothers across Canada and has banked nearly 1,200 units.

Those of you who contributed to the Campaign For All Canadians helped make this vision a reality. These are the first of many lifesaving deliveries to come, none of which would be possible without your commitment and support. Thank you.
That’s a wrap

Throughout the summer of 2015, Canadian Blood Services held special events to thank the campaign donors and volunteers who helped make our first multimillion-dollar fundraising campaign a success. Together we celebrated the launch of the national public cord blood bank, and most importantly, the relationships that were built with the many committed financial donors, volunteers and ambassadors.

Incorporating the theme, “Every picture tells a story,” we were reminded of the ongoing need for stem cells, through the courageous people who have shared their stories with us.

The Campaign For All Canadians owes its success to the many passionate and dedicated financial donors who were moved by these stories. With your financial support, we built another source of stem cells that can be accessed by Canadian patients who are searching for a lifesaving match. Thank you all.

For more information or to make a donation, visit us at blood.ca/fundraising.