A MESSAGE OF THANKS FROM
DR. GRAHAM SHER,
CHIEF EXECUTIVE OFFICER

At Canadian Blood Services, donors are at the heart of all we do. We rely on the generosity of many different types of donors to make our work possible, whether they are financial donors, blood, platelet or plasma donors, organ and tissue donors, or stem cell donors. All donors come together to meet our common goal of improving outcomes for Canadian patients.

Financial donors play a unique and essential role at Canadian Blood Services — you fund special programs and projects that enhance the work we do. Your gifts are the building blocks for our organization, helping us to build a solid foundation that supports our work in four areas: blood, stem cells, organs and tissues, and research and innovation.

Thanks to your thoughtful gifts, this year has once again been one of exciting growth and change. Many of you have been with us throughout our journey, as we launched our first fundraising campaign to help build Canada’s national public cord blood bank. Since its opening, Canadian Blood Services’ Cord Blood Bank has collected over 15,000 cord blood units (now over 18,000 as of the printing of this report), of which more than 2,000 have been banked. These units are available on an international network that conducts searches to match patients in need. When a donated unit doesn’t meet our banking criteria — if, for example, it is not of sufficient volume or cell count — it can be used or shared for research purposes through the Cord Blood for Research program.

In the summer of 2016, the first two units were shipped — one to a patient in Europe and one to a patient in Canada — marking incredible milestones for such a new cord blood bank. Since then, we have shipped four more cord blood units, three for Canadian patients and one to a patient in the United States, each of whom was waiting for a lifesaving match.

As health care in Canada continues to change, we are constantly evolving to meet the needs of Canadian patients. In July 2016, we undertook our largest transformation project in our history to modernize our blood donation process. For those of you who are also blood donors, you will have seen major changes at our sites as we automate and streamline how you donate.

We anticipate many more transformative milestones for the organization, as we move forward with our plans to increase the number of plasma collection sites and continue to integrate technology into our operations, engaging with donors of all kinds through digital means.

Looking back on our accomplishments of the past fiscal year, and looking ahead to milestones in our near future, I am truly grateful for the continued support that you, our financial donors, provide.

With sincerest thanks,

Dr. Graham D. Sher
Chief Executive Officer

PUBLISHED FOR SUPPORTERS OF CANADIAN BLOOD SERVICES
“My husband John was an educator in the Victoria School District and fought a valiant effort against multiple myeloma for eight years, losing his battle in 2014. Over the course of treatment, John received numerous blood transfusions, blood products and a stem cell transplant. After he passed away, I knew it was time to give back. His friends and fellow educators want to remember John, and we’ve had great success with blood drives in his memory. For those who are unable to donate blood we created a Blood Spin at a local cycling studio and everyone made a financial donation. We supplied prizes and they had a great workout and helped out a wonderful organization. Being creative, having fun and helping out Canadian Blood Services – it’s in us to give!”

Carol, financial donor

“ I’m not eligible to give blood, but I hope this can help you reach people who can.”

Sarah, financial donor

Be the first to hear about the impact of your financial gift and help us keep in touch with you. Visit give.blood.ca/register to sign up for email updates!
CHANGE BRINGS OPPORTUNITY

THE POWER OF PHILANTHROPY
MARGARET MIEDEMA, DIRECTOR OF FUNDRAISING

Yet another year has passed, and what a year it has been. As I look back on our accomplishments and milestones, I am so incredibly grateful and proud to be working with a group of financial donors who share our commitment to helping Canadians.

Last year was one of transition at Canadian Blood Services, both in the fundraising department and for the organization as a whole – bringing with it exciting new opportunities. As a financial donor, you have played an important role in facilitating changes that have a lifesaving impact on Canadian patients.

As you read in Dr. Sher’s message, since opening Canadian Blood Services’ Cord Blood Bank we have been collecting and banking lifesaving cord blood units for Canadian patients and reserving those units that don’t meet our banking criteria for important research in the fields of transfusion, cellular therapies and transplantation medicine in Canada.

In 2016 we celebrated the first shipment of a cord blood unit from the national public cord blood bank that you, our generous financial donors, helped bring to life. Financial donations have also supported the modernization of our production and testing facilities. In this report, you can read about the support from Toyota and its dealers, which is helping us move ahead with the installation of front-end automation technology in our testing laboratory in Brampton. These upgrades will better meet the needs of donors, our hospital partners and ultimately, the patients we serve.

Looking ahead, I’m excited about the future of fundraising at Canadian Blood Services. If the Campaign For All Canadians was any indication, the patients we serve will be well supported by you and your fellow Canadians who understand the power of philanthropy.

As the organization continues to increase its digital presence, the fundraising department upgraded our online giving tools. It’s now easier than ever to make a gift online using our new giving form, and with our new peer-to-peer fundraising platform, you and your friends can rally together to support Canadian patients and have fun at the same time.

I would like to extend my heartfelt thanks to each of you, our financial donors, whose support has fuelled our efforts on this journey of change. While Canadian patients are at the core of all we do, you are the supporting hand that makes it all possible. Thank you!

Sincerely,

Margaret Miedema
Director, Fundraising

P.S.: Visit our new website at give.blood.ca to see first-hand how your financial gifts have made a lifesaving difference for patients.
OUR YOUNGEST FINANCIAL DONOR YET!

CHLOE TURNS TWO

Members of the Luu family are known among their friends and family for having a “gene that makes them compassionate, kind and giving to others.” As a family of philanthropists, they never imagined that one day, they too would rely on the generosity of others.

When David and Christine Luu’s eldest daughter, Cali, was born, she needed a blood transfusion to save her life. Thanks to generous donors, the blood was ready and waiting. Now, Cali is a healthy and vibrant five-year-old, dearly loved by her parents and especially by her younger sister, Chloe.

David and Christine wanted to ensure their girls understood how the generosity of others has impacted their family, and to show them how rewarding it can be to give back to others. To celebrate Chloe’s second birthday, they set up a do-it-yourself fundraising web page to support Canadian Blood Services.

“This year I would like to ask that instead of bringing me a present for my birthday, you would consider donating to an organization that means a lot to my family,” the event page explained on Chloe’s behalf.

The Luu family and their generous friends and family raised more than $1,300 for Canadian Blood Services. The funds raised from Chloe’s birthday will help fund projects and initiatives that recruit blood donors and ensure their donation process is as smooth as possible.

After the event raised quadruple the original goal, David expressed his thanks to everyone who donated. “Our girls are so fortunate to be surrounded by kind and compassionate friends.”

We often think about the patients like Cali whose lives are forever changed by the generosity of others. For David and Christine, their daughters’ birthdays are a special reminder of the importance of philanthropy. Chloe’s first foray into fundraising was a great reminder that you’re never too small to make a big difference in the lives of others.

You can start a DIY fundraiser, too! Visit give.blood.ca/DIY to find out how.

Two-year-old Chloe with her sister, Cali, helping to raise funds in lieu of presents for Chloe’s birthday.

Cali, Christine and Chloe Luu celebrate Chloe’s second birthday with family and friends.
PAVING THE WAY WITH INNOVATIVE CORPORATE PARTNERSHIPS

In 2015, Canadian Blood Services was awarded a no-fee consultation by Toyota Canada to assess our production process and incorporate key steps from the Toyota Production System (TPS). This unusual yet powerfully innovative collaboration has already broken new ground and supported important improvements to the blood system.

Using our state-of-the-art Brampton facility as a pilot site, Canadian Blood Services staff collaborated with Toyota’s TPS-trained staff in our production and distribution areas. Their focus: to reduce variability and waste through standardized processes.

In 2016, the partnership between our two organizations deepened as Toyota and its dealers approved a multi-year financial commitment to the blood system in Canada. This pledge resulted in a gift of $210,000 annually to Canadian Blood Services and the engagement of Toyota dealers in spreading awareness of the ongoing need for blood.

The first two years of Toyota’s financial contribution have been designated to front-end automation in our testing laboratory in Brampton. Our testing environment will be improved through an automated system that helps inspect, register and sort samples more efficiently.

“The pre-analytical system is a fully automated solution for high-throughput laboratories like our testing facility in Brampton. It processes up to 1,400 samples per hour, and offers extensive quality inspection to maximize efficiency.”

Working with our donor relations team, Toyota’s gift also supports a national marketing program that will engage each dealership’s community and raise awareness about the many ways they can contribute to Canadian Blood Services.

Supported by this unique collaboration, Canadian Blood Services continues to maintain a safe, secure and reliable blood supply for all Canadians. We are grateful for the financial support of corporate partners like Toyota Canada and its dealers, who have helped us provide better outcomes for Canadian patients over the last year and will continue to do so for years to come.

“Progress cannot be generated when we are satisfied with existing situations.”

Taiichi Ohno, founder of the Toyota Production System
TOTAL CASH DONATIONS RECEIVED FOR THE YEAR ENDING MARCH 31, 2017, WERE $1,494,026 COMPARED TO $2,831,791 IN 2015–2016 DUE TO THE COMPLETION OF PLEDGES TO THE CAMPAIGN FOR ALL CANADIANS.

Our 2016–2017 annual fundraising programs

Areas supported by your donations in 2016-2017

Last five years of donations in millions of dollars

<table>
<thead>
<tr>
<th>Area of greatest need</th>
<th>62%</th>
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<tbody>
<tr>
<td>Blood</td>
<td>34%</td>
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<tr>
<td>Stem cells</td>
<td>3%</td>
</tr>
<tr>
<td>Organs and tissues</td>
<td>0.5%</td>
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<tr>
<td>Research and innovation</td>
<td>0.5%</td>
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*Our policy is to keep administrative costs below 20%

*This graph doesn't include Campaign For All Canadians donations

We are grateful to all of the individuals, corporations, associations, and community groups who donated their 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 2016–2017 community and corporate partners that gave over $1,000 were:

Alpine Credits Limited – B.C.
Amalgamated Transit Union Local 615
Aspac Developments
ATCO Pipelines
Bericap North America
BMO Financial Group
Clarence and Evelyn Buckley Family Trust CN
Enterprise Rent-A-Car Canada Foundation Group CD99
Gift Funds Canada
Grace O’Malley’s Irish Pub
Great-West Life Assurance Company
IBM Employees’ Charitable Fund
Ingredion Canada Inc.
In-House Freight Services
Jakin Management & Construction Ltd.
KW4Rent
Manulife Financial
Mersey Seafoods Limited
Michael and Nancy Czorny Charitable Trust
Okanagan Jewish Community Association
Overwaitea Food Group
Raymond James Canada Foundation
SAS Institute (Canada) Inc.
Ste. Anne Co-op Oil Ltd.
Strategic Charitable Giving Foundation
TELUS
Wawanesa Charitable Giving Foundation
Workers’ Compensation Board – Alberta

Gift-in-kind supporter
Standard Life
YOUR GIFTS AT WORK

A CLOSER LOOK AT THE LIFESAVING IMPACT OF FINANCIAL GIVING

Meeting Charles: Reflections from fundraising team member Jennifer Rose

Charities are the connectors between people like you who want to make a difference in somebody’s life and those whose lives are directly touched by your generosity. Recently in a breakfast meeting with a young man named Charles, I was so moved by his story and genuine thankfulness that I wanted to share the experience with you.

In my 15 years working at Canadian Blood Services, the patients and financial donors continue to inspire me the most. It’s amazing when I get to meet financial donors like you, and then I meet someone like Charles, who relies on your support. Truly, it’s the best part of my job because it really hits home the importance of your support in the work we do together.

As I sat across the table from Charles and listened to his story, I couldn’t imagine how difficult his life must have been after he was diagnosed with sickle cell disease. I’m a mom, so naturally, I found myself wondering what his mom must have gone through and how devastated she must have been when at just six months of age, her son was diagnosed with a blood disorder. Charles told me he was often hospitalized for weeks or months on end, and I wondered how she managed to keep it together – I barely could, and I was only listening, not living it!

Thankfully, Charles was stabilized through regular blood transfusions, which he still receives every six weeks and will continue to receive for the rest of his life. This means almost a full day in hospital while receiving 10 full units of donated blood each visit. I imagined his mom watching those healthy cells making their way to her son’s arm for the first time, and how she must have thought about all the people who give so generously to Canadian Blood Services who are now saving her son. It gave me goose bumps.

Charles told me that because he missed so much school, he worried he wouldn’t graduate with his friends. But not only did he graduate on time, he was the class valedictorian! He is now a young man who runs his own successful marketing company while continuing with frequent blood transfusions.

At the end of our breakfast I got to meet (and hug) Charles’ mom. I told her what an amazing young man she had raised. She said that she’s so indebted to all of the people who helped her and Charles, through their support of Canadian Blood Services. I really felt emotional knowing that through your financial donations to Canadian Blood Services, you were right there with Charles every step of the way, and will continue to be throughout his life.

They say it takes a village to raise a child. In this case, it’s an incredible village of supporters, including you as a financial donor. What a powerful and positive impact you’ve had on this family, and many others, through your generosity.

Thank you.
When you make a financial gift to Canadian Blood Services, you are making a difference in the lives of Canadian patients by supporting four focus areas: blood, stem cells, organs and tissues, and research and innovation.

When Canadian Blood Services’ Campaign For All Canadians launched in 2011, we counted on your generosity to help build a national public cord blood bank. And $12.5 million later, Canada is now home to one of the highest quality cord blood banks in the world.

In June 2016, we celebrated the first stem cell match and shipment of a cord blood unit to an international patient.

In September of the same year, we marked another incredible milestone: the first Canadian patient received a cord blood unit from our bank.

“The cord blood bank is especially important for Canadian patients because of our country’s ethnically diverse population,” said Heidi Elmoazzen, director of Canadian Blood Services’ Cord Blood Bank and stem cell manufacturing.

“Patients needing a stem cell transplant are much more likely to find a match from someone within their own ethnic group. By building a bank that reflects the unique diversity we see here in Canada, Canadian patients have more opportunities to find a stem cell match.”

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 our work in four focus areas: blood, stem cells, organs and tissues, and research and innovation.

You can continue to help patients by supporting our priority areas using the giving option that works best for you:

**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, ask 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.

**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 make a quick gift online?** Visit give.blood.ca/donate and show your support with the click of a button. Make a one-time gift or make a lasting impact by becoming a member of our Cornerstone Monthly Giving program.

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

**Have questions?** Contact us at 1 888 2 DONATE and ask to speak to a member of our team in the national fundraising office. We’d be happy to help!