



The 3% Who Give

On the heels of Labor Day, we made an urgent plea to our community: our blood supply was very low, and we needed O- and O+ donors. We went into our cooler, took a picture of the shelves, and shared it with you all on Facebook. There were only two units of O- blood on the shelf, I repeat, there were **ONLY TWO UNITS OF O- BLOOD** on our shelf. The holiday weekend had taken a toll on our supply, and immediate action was needed. Then, just a week later, we had another urgent request for our type O donors. Local use was high, and once again, we needed our O donors to come in immediately. And they did.

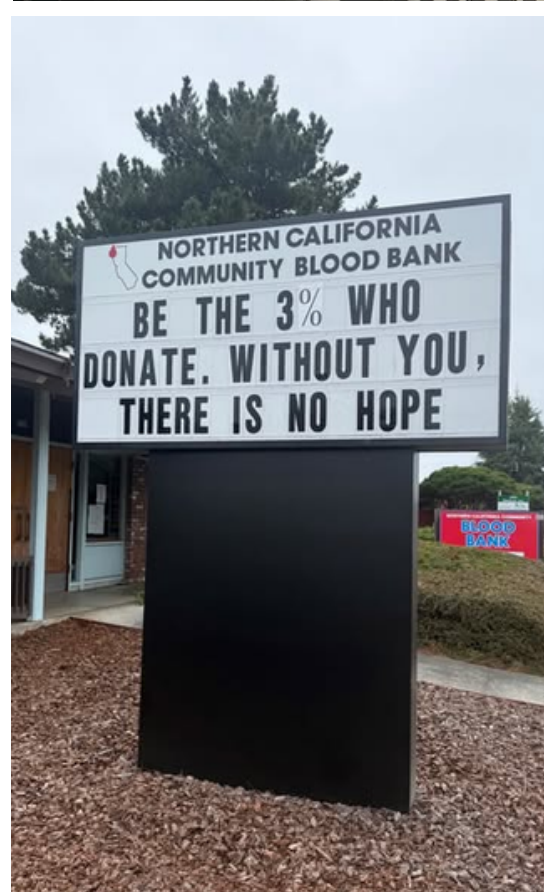
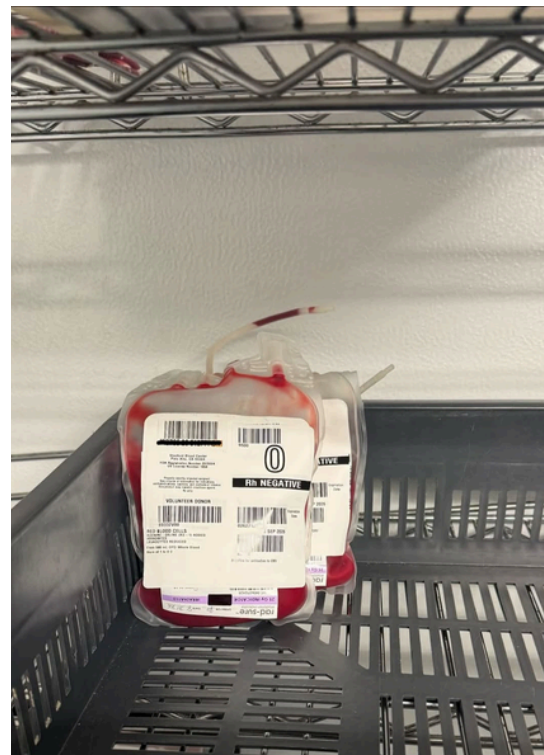
Each and every day your blood donations are being used for scheduled surgeries, complicated procedures, childbirth, internal bleeding, burn victims, cancer patients undergoing chemotherapy and radiation, and sometimes, it is needed in those unimaginable moments when an accident happens, and someone's life changes in an instant. Those are the moments we prepare for. But when a unit of blood leaves our shelves and goes to a hospital, it has to be replaced. We can't simply celebrate that a patient received the blood they needed and move on. We have to prepare for the next patient who will need it tomorrow, or the next emergency that none of us saw coming.

Our donors may never know the name of the person who received their blood. They may never know why their donation was needed or what was happening in that hospital room. But they can know this: that time they took to donate was used to help someone's daughter, someone's son, someone's mother, someone's father, someone's best friend, someone's soulmate. There are countless reasons why blood is needed, and those reasons exist every single day. That's why the need is constant, and sometimes urgent. It's why we call you, text you, fill your Facebook feed, send emails, put cookies in front of you and try every creative way we can think of to get you through our doors.

We know the appeals can sometimes feel unrelenting. But the need doesn't stop. Blood is needed every day, and O- especially because it can be used in emergency situations when there isn't time to determine a patient's blood type, and O+ because it is the most common blood type in the population. The demand doesn't disappear just because our shelves are full today. And that's where you come in. We have to move away from the idea that someone else will donate. If you're reading this, there's a good chance you're already one of our donors. We see you. We see the people who make time to donate despite having full-time jobs, sometimes two jobs, we see the students, we see the parents juggling multiple schedules, we know you are all busy because we are busy too, we know you have a million responsibilities and plenty of time constraining reasons not to donate. And yet, you do. That is extraordinary.

Today, I want to ask our donors to do one more thing. Think of someone you know who doesn't donate: a friend, coworker, family member, someone who has never donated because they're nervous, they don't think they have time, they don't like needles, they think someone else will do it, or maybe they've simply never been asked. Invite them to come with you, be their first donation buddy, introduce them to our team and help them take that first step. Right now, only about 3% of the eligible population donates blood. Imagine what could happen if we could move that number to 10%. Imagine what our shelves could look like if more people made blood donation part of their regular routine.

So, to our 3%: we see you, we appreciate you, and our community needs you. Keep showing up, keep telling people why you donate, and next time you donate, bring a buddy because today and tomorrow and the next day and for every day after that, a patient will need a lifesaving unit of blood and when that moment comes, will you be the donor who helped save their life?





Building the Next Generation of Blood Donors

For generations blood donation has been a simple way for neighbors to help neighbors. But across the country, blood centers are facing a challenge that reaches far beyond today's blood supply: fewer young people are becoming blood donors. Blood Centers of America analyzed more than 25 million donor records and found that, comparing 2017–2019 with 2022–2024, the number of donors ages 16–24 dropped 37%, while donors ages 25–34 declined 22%. The COVID-19 pandemic played a major role. High school and college blood drives came to a stop, removing an important first introduction to blood donation for millions of young people. Even after schools reopened, many blood drives returned more slowly or on a smaller scale and that matters because blood donation is a learned behavior. For many first-time donors, especially teenagers, donating alongside friends makes the experience less intimidating. A friend can answer the simple questions: Does it hurt? What happens? How long does it take? That first positive experience can turn into a lifelong habit. School blood drives are about much more than the number of units collected that day. They are an opportunity to introduce an entire generation to the importance of giving blood and to show young people that they can make a tangible difference in the lives of patients in their own communities, and that donating blood is safe and simple. This is why the relationships we build with local schools are so important. When a student participates in their school blood drive for the first time, they aren't simply giving blood, they are becoming part of a community of donors. They are learning that giving an hour of their time can help someone they've never met. At Northern California Community Blood Bank, we have the opportunity to help make blood donation a normal part of growing up in our community. Our partnerships with schools and student clubs give young people the chance to experience the impact of service firsthand. Whether they are donating themselves, recruiting their classmates, volunteering at a blood drive or helping spread the word, young people are learning that their actions matter. The need for blood isn't going away. Blood cannot be manufactured, and hospitals depend on volunteer donors to keep their shelves stocked. Today's young donor could become tomorrow's lifelong donor. That's why when we work with our schools we know that we aren't just collecting blood, we're helping build the next generation of blood donors.



St. Bernard's Academy Kicks Off Our Fall High School Blood Drive Season

St. Bernard's Academy and the S Club blew it out of the park this September as they kicked off our fall high school blood drives season, with their MOST SUCCESSFUL blood drive EVER, we are liking this more and more successful trend! We welcomed 35 amazing donors, and we couldn't be more proud! Our partnership with the S Club just keeps getting stronger, bringing in more donors and better results every time. The future is looking bright, and we can't wait to see what the spring drive brings! A huge thank-you to the students, staff, and every donor who showed up and helped make this drive such a success. You are making a real difference in the lives of patients right here in our community.



How Humboldt Came Together on 09/11/2001

Reflecting on the crisis brought on by the destruction of the World Trade Center towers, it is worth looking back on Humboldt's impact in September 2001. At that time, information about the tragedy was gathered and shared through fax machines. Reviewing those archived faxes tells the incredible story of Humboldt's heart and serves as a quiet, powerful reminder of how our community immediately wrapped its arms around a grieving nation.

On September 11, 2001, the National Blood Exchange issued an emergency disaster bulletin after two planes struck the World Trade Center towers and explosions rocked Washington, D.C. By 1:00pm, our local blood center was officially asked to ship over 80 units of blood to aid relief efforts. But, well before that official call even arrived, our community had already taken action. By noon that day, over 60 donors were drawn at the center and another 50 had donated on the bloodmobile.

The outpouring only grew on September 12th, as more than 300 donors arrived at the center, with many patiently agreeing to schedule appointments for later dates due to long wait times. With all national air traffic grounded, volunteer Pedro Sanchez, Jr. donated his blood and then got behind the wheel, driving the shipment of donated blood directly to the Sacramento Blood Center where supplies were being staged. These units helped replenish the 500 units Sacramento had dispatched to the New York area.

By September 19th, the full scope of our community's impact was clear. Between September 11th and September 14th, over 600 people attempted to give blood and 400 registered for future appointments. Out of the 453 successful donations, 50% came from new donors. Dozens of local businesses, churches, and civic groups pledged sponsorship, filling our blood drive calendar through the end of the year. Thanks to this tremendous selflessness, our blood bank sent a two-day blood supply to assist New York Blood Center while maintaining nearly three weeks of inventory to protect our local patients right here at home.

The immediate reaction to the 9/11 attacks showcased an overwhelming wave of solidarity nationwide. As Dr. Joseph Fink, Medical Director at Metro Blood Service in Yonkers, New York, noted at the time: "The blood banking community is a unique and caring group. Within five minutes of the crash, we received calls from blood centers across the nation... This is definitely a troubled time, but it is encouraging to see and experience the solidarity represented by everyone working together for the good of our country."

You truly never know whose life your donated unit might reach. Choosing to spend just 45 minutes to donate blood creates a lasting ripple effect that can forever change someone's life. Today, we hold in our hearts and honor everyone who lost their lives, their grieving families, the heroic first responders, and all the ordinary people who did extraordinary things on September 11th 2001.

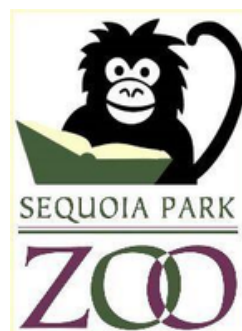
PLATELET PERKS. GIVE PLATELETS. GET REWARDED!

Platelet Perks Program- It's very important to continually build our platelet donor base and have a consistently strong platelet donor schedule. Platelet donations take longer and are always in high demand, that is why we created extra perks to thank our donors for their time and generosity. Our perks program is a small way to recognize their dedication and thank them for the vital role they play in saving lives.

Earn punches with each donation to redeem for gifts and perks. Receive a prize for every 10 punches.

Our current perks include: a \$20 gift card to Ramones Bakery and Cafe, a thoughtfully curated box from Humboldt Marketplace filled with local goods and 50 general admission passes for the Sequoia Park Zoo.

To learn more about becoming a platelet donor, please call us 707-443-8004 or visit our website at nccbb.org.





Donors Reaching New Heights August

Celebrating Community Members Reaching Blood Donation Milestones

3 Gallons

Romi Hitchcock-Tinseth
Susan Rios
Sam Primofiore
Dayna Mauer

4 Gallons

Janet Pomerantz
Alex Renner
John Davis

5 Gallons

Karen Suiker
Brian Stephens
Brenda McKenzie
Brianne Sawers

6 Gallons

Sandra Lovfald
Janet Biasca
Ginny Wozny

7 Gallons

Mike Walker

8 Gallons

Paige White
Jeffery Dayton

9 Gallons

Kenneth Murrell
Andrew Cockburn

11 Gallons

Dan Plato

12 Gallons

Peter Bansen
Desma Williams

13 Gallons

Colleen Sagaser

14 Gallons

Daniel Kepon

16 Gallons

Torg Sahlman
Ray Doyle
Luis Castellon

18 Gallons

Jeff Michael

20 Gallons

Allan Wiegman

22 Gallons

Dana Hendricks

29 Gallons

Robert Sherman

35 Gallons

Bob Werner

36 Gallons

Guy Huddleston

59 Gallons

John Zeck

85 Gallons

Bruce Stephens

August Blood Drive Sponsors

Partnering with incredible local businesses and organizations make it possible for us to be out and about in the community, reaching more donors and giving everyone in Humboldt and Del Norte the opportunity to donate and make a difference. It's that constant rotation of community partners, service clubs and local businesses that allow us to continue to provide our community with lifesaving blood. We appreciate you, and we are incredibly grateful. Thank you for being such an important part of our mission to save lives.

Battle of the Badges

Cal Poly Humboldt

California Conservation Corps - Fortuna

College of the Redwoods

Eel River Recology

Eureka Natural Foods - McKinleyville

Fieldbrook Fire Department

Fortuna's First Fridays

Hospice of Humboldt

Mad River Community Hospital

McKinleyville Shopping Center

North Coast Co-Op - Arcata

Pacific Gas & Electric - Myrtle Ave

Premier Financial Group

Rays Food Place - Fortuna

Redwood Capital Bank - Fortuna

Safeway - Arcata

Safeway - McKinleyville

Safeway - Crescent City

Sutter Coast Hospital

United Indian Health Services

Walmart - Crescent City

Wildberries Marketplace

Wildwood Days - Rio Dell Community

Want to get involved?

Volunteer

Find the role that's right for you! Here's where we're currently looking for support:

- Canteen Volunteer
- Administrative Support
- Blood Drive Assistant
- Passenger Vehicle Driver
- Bloodmobile Driver

Email jow@nccbb.org for more information!

Sponsor or Host a Blood Drive

Want to make a lifesaving impact in your community? Our Donor Recruiters are here to help make hosting a blood drive simple, meaningful, and fun!

Email atuttle@nccbb.org or scarter@nccbb.org to get started!

Support Our Donor Rewards Programs

Help us recognize and reward our amazing donors for their lifesaving impact by donating goods or services for our donor rewards programs.

Email smihaylo@nccbb.org to collaborate!

