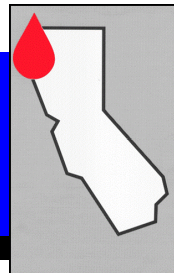


The Good Deeds Gazette



Fall 2010

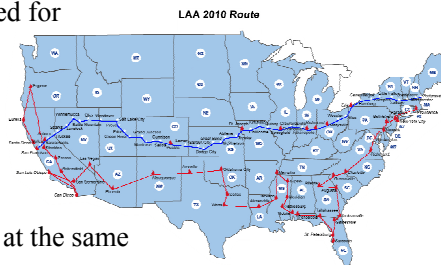
(Although good deeds speak for themselves)

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LIFE ACROSS AMERICA AND LARRY FREDERICK

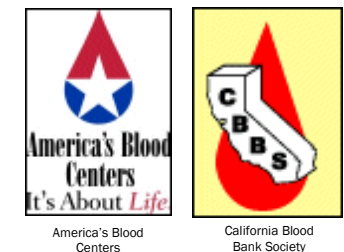
Mr. Frederick has been cycling to raise awareness of the need for blood donation since 1995. His first ride, Ability Across California was a ride from Crescent City to San Diego and officially kicked off here at NCCBB. On September 13th, after 101 days and 7,772 miles Larry Frederick finished Life Across America 2010 right here in Eureka. As Larry said in his blog "What an incredible finish to an unbelievable summer..and..it finished in the same town and at the same Blood Center that it all started in..back in 1995".



Larry began the day by meeting with Blood Bank staff and telling the inspiring story of his life as an Oakland Police officer and the abrupt end of that career when he was struck by a vehicle going 65 miles per hour during a traffic stop.



NCCBB Affiliations



Larry then met with a number of long time donors to thank them for their commitment to being life saving blood donors. Representatives of the local law enforcement community (many of whom had heard of Larry over the years) were on hand to greet Larry.

This visit coincided with National Blood Collectors Week, a week of staff recognition by the NCCBB and AABB and sponsored by Fenwal Inc.

Our committee did a great job of recognizing all of the vastly different jobs and people that make it possible to get a safe and adequate supply of blood to our patients.

As a reminder to staff and donors Larry said that "Blood saves not only lives, but families." Larry has two daughters born after his accident who, he shares, would not be here today if it weren't for the generosity of volunteer blood donors.



And a special Thank You to the Blood Collectors Week committee!

Blood Innovations
an integrated blood organization

Northern California Community Blood Bank

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Administrator's View

It has been some time since we updated our donors regarding the financial and operational structure of the Northern California Community Blood Bank (NCCBB). That said, we have and will continue to post our Audited Financial Statements on our website, nccbb.org. The Audited Statements give the overall financial picture but I would like to discuss a bit more detail regarding both governance and operational costs.

NCCBB is governed by a volunteer Board of Directors. Our bylaws state the board must be at least nine members and a majority of the directors must be members of the Humboldt/Del Norte Medical Society. In addition, one of the majority is appointed by the society. That director is Dr. Uma Suryadevara from Eureka Internal Medicine.

Of the lay directors, one of the directors is appointed by vote of the local Humboldt and Del Norte county hospitals served by NCCBB. Currently, that director is Mr. Steve Engle, Chief Operating Officer of Mad River Community Hospital. In this newsletter, we have a picture of all of the board members and we believe they represent our community well. Most of course, are regular blood donors as well.



NCCBB Administrator Tom Schallert

The Board of Directors oversee the overall operations of the blood center approving capital needs, general policy direction, personnel policies, financial reports etc. The Administrator reports directly to the Board of Directors and oversees the daily operation of the blood bank through the various department directors. The Medical Director is responsible for medical decisions.

The department directors are responsible for Laboratory, Donor Services, Donor Recruitment, Quality Assurance/Compliance, Administrative Services and Information Technology and have staff that report to them. Overall, NCCBB employs about 60 people and has a budget of about \$5,000,000.00 approximately half of which is salary and benefits. The above begs the question, "Where does the money come from to pay for the operations?"

The blood bank is a 501 C 3 Not for Profit Corporation. It accepts donations but rarely seeks donations except for special circumstances, not wishing to compete for charity dollars in the county. We do not have a Development Director on staff. NCCBB operates by charging "Service Fees" which include the cost of recruitment, collection, testing, processing and distribution of blood and related blood services.

In the last year, 17,547 individuals came to donate Whole Blood, Platelets, Plasma or were donating for their own use. There were 13,986 successful donations. The vast majority of the difference was potential donors who were deferred for one reason or another.

For the Fiscal Year which ended June 30, 2010, (Note: Audit is in Process) NCCBB Total Revenue was \$5,092,084.00 and Expenses were \$5,136,020.00. The change in Net Assets was (\$43,936.00). This means there was a loss of about \$2.50 for every donor who walked into the center or bloodmobile. This was the first loss in operations in the last 20 years. NCCBB management staff are working to reduce expenses in many areas and importantly, are trying to improve the productivity of bloodmobiles where 70% of our collections now occur. We know it is far more expensive to take a bloodmobile on the road to the donors than it is for us to have the donors come to our center, but we continue to need to make blood donation as convenient as possible for our donors.

Costs have accelerated dramatically over the last 12 years. In 1998, it cost approximately \$116.00 to draw and process a blood donation and using rough numbers above, it now costs an average of \$293.00 to process each of the 17,547 donors who come to the center. In 1998 it cost just \$15.75 to test each donation and now for platelets for example, it is over \$60.00 and for Allogeneic Whole Blood Donations, the testing cost is \$52.00. About 50% of our costs are staff wages and benefits and the remainder are costs associated with supplies and services such as blood bags, apheresis kits, fuel for the bloodmobiles, water, power, sewer, telephones, computers, and service agreements on specialized equipment. Apheresis Platelet Kits are about \$200.00 each and the machines list for more than \$70,000.00. Our power bill from PG&E is several thousand per month as is the gasoline bill.

NCCBB targets having a positive Change in Net Assets each year and this last year is the first year since 1990 where we were not successful in achieving that target. If we have a Change in Net Assets above 5%, which has occurred three times in the last 20 years, we take 50% of the Change in Net Assets above 5% and provide Charity Care to hospital patients who are unable to pay for their hospital bills.

As you can see, NCCBB operates at a very tight margin for any business but has been successful for nearly 6 decades in providing blood services to the patients in Humboldt and Del Norte Counties. NCCBB is not successful without volunteer blood donors and is only the conduit between blood donors and the patients we are all trying to serve. So on behalf of the patients and hospitals we serve, thank you.

Thomas A. Schallert, Administrator



NCCBB's volunteer Board of Directors 2010-11

From left to right

Margaret Gordon, M.D. , Medical Director, Ex officio - George Jutila, M.D. - Uma Suryadevara, M.D. - Martin Love
Luther Cobb, M.D. - Steve Engle - George Ingraham, M.D. Chair - Lane Strope - Richard Wolf, M.D. - Bill McAuley
Thomas Schallert, Administrator, Ex officio

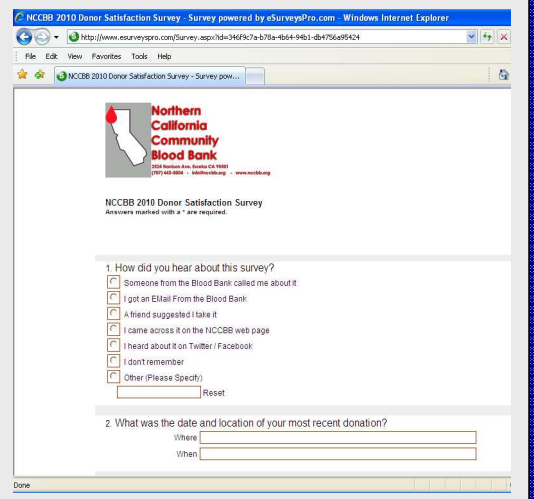
Donor Center Will No Longer Be Open On Saturdays

October 9th, 2010 will be the last day that NCCBB's Harrison Avenue Donor Center will be open for Saturday donations.

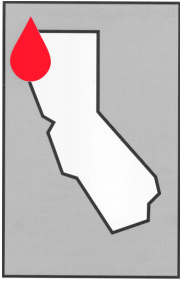
This decision was made in an effort to make the most efficient use of staff resources committed to all center hours and mobile times and locations. The reality of the current economic climate requires that we look at every blood drive and ensure that we are as efficient as possible.

Are We Perfect In Every Way?

Please, we want to know how you feel about how well we do what we do. Please let us know by completing a quick online Donor Satisfaction Survey at nccbb.org.
What can we do better? Do you have ideas that could improve our process? Do you have something great to tell us about a staff member?
Your opinion really means a lot to us. Our Management team will review EVERY response to this survey and conclusions drawn from this input will be considered during planning and will be shared with staff.



Sponsorship Questions—jgullam@nccbb.org
Donor Eligibility—ejackson@nccbb.org
Employment Opportunities—kweaver@nccbb.org



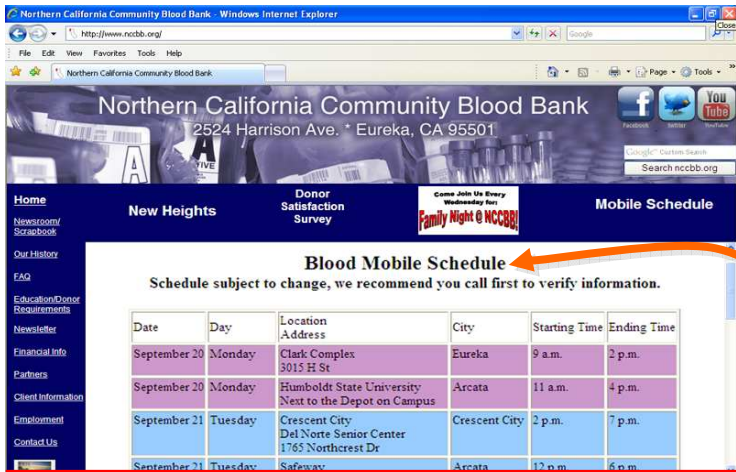
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St. Joseph Hospital Creates Dramatic Increase In Blood Drive Participation

When approached by Blood Bank staff to discuss ways to encourage employees to donate blood, St. Joseph Health System - Humboldt County President and CEO Joe Mark showed again the generosity and giving nature of the Hospital and it's staff. St. Joseph showed that they recognize the importance of blood donation and an understanding that support from their employer or the ability to donate "on the clock" is the thing most likely to motivate employees at any workplace to donate.



2524 Harrison Ave Donor Center

Blood Bank Hours:
 Monday, Tuesday and Thursday 10:00 a.m. to 6:00 p.m.
 Wednesday 11:00 a.m. to 7:00 p.m.
 Friday 8:00 a.m. to 4:00 p.m.

Walk-ins always welcome
 Check www.nccbb.org for mobiles in your area

"Hey, Where Can I Donate Blood Today?"
www.nccbb.org