Thank You for Being a Blood Donor!

As we ring in a new year, LifeServe Blood Center would like to thank our loyal blood donors who selflessly give of themselves to help others in need throughout the year. Your blood is a precious resource; one that cannot be manufactured. It can only come from generous volunteers who roll up their sleeve to give a lifesaving gift to help others in need. Thank you for choosing to spend your time with us and being a blood donor.

Because of your generosity, LifeServe Blood Center was able to positively impact the lives of more than 375,000 people across our tri-state region in 2015. Your commitment to the volunteer blood donor program is critical and ensures a stable blood supply in our communities. However, we challenge you to give just one more time next year than you did this year. Make it your resolution! That one additional donation next year could be the lifesaving link for a patient in need.

BLOOD SUPPLY TESTING: The Lifesaving Link

LifeServe Blood Center is committed to saving lives and part of that commitment includes managing the testing component of our operations on site. Once your precious blood donation reaches our state-of-the-art laboratory, it will undergo 14 different tests to ensure that every unit of blood is the safest and highest quality blood product for the patient waiting on the other end.

LifeServe Blood Center has made the choice to perform our own testing and because of that, we are able to provide hospitals with lifesaving blood products at a moment’s notice. LifeServe Blood Center has also taken our testing one step further by implementing a special process called molecular testing. This process offers a detailed picture of the hospital patient’s transfusion needs so that LifeServe Blood Center can precisely match a donor with that patient.

The work we do in our laboratory is critical for ensuring a safe, quality blood supply for hospital patients in their time of need.

Paying it Forward

One May night in 1989, Lori Thomas of Cherokee, Iowa started having contractions. Her husband, Steve, drove her to the hospital where they expected a normal delivery. Their baby girl, Caitlin, was healthy, weighing in at over 10 pounds. Yet Lori could tell the doctors were concerned about something – especially when he sent the nurses for help and blood. She hadn’t stopped bleeding after delivery. With doctors unable to stop or slow the bleeding from what they found to be a uterine tear, Lori was rushed to Sioux City.

After assessing the situation, doctors at St Luke’s Hospital had no choice but to perform a hysterectomy. Through that long night and into the morning, before and during surgery, Lori was given at least twenty units of blood to keep her alive.

“I owe my life to many people who helped me that day,” Lori said, “and ultimately to the many people who had donated blood.”

Steve continues to pay it forward as a thank you to those who helped save his wife’s life. Steve is a loyal blood donor and holds several blood drives each year at RJ Thomas Manufacturing in Cherokee, IA.
Join us for a special event at the Capitol Building!

Wednesday, Jan. 20th
7:30 - 9:00 AM

Breakfast will be provided and you will have the opportunity to speak with your legislator about this issue. RSVP to nicole.hanger@lifeservebloodcenter.org or call 800-287-4903, Ext. 4896.
The Right Donation for the Right Patient

Patient needs are the driving force behind everything we do at LifeServe Blood Center. As patient needs change, it is LifeServe Blood Center’s responsibility to be good stewards of the blood supply and make certain we are collecting the right donation, at the right time, for the right patient.

The need for plasma-protein therapies continues to grow globally and because of that, community blood centers have been asked to help meet the needs of local hospital patients and assist on a global level when possible.

LifeServe Blood Center is first and foremost committed to serving our local hospital patients and assisting when called upon and able to do so. LifeServe Blood Center has been collecting plasma at the Des Moines and Urbandale donor centers since June, and was proud to offer our Sioux City donors this additional lifesaving donation opportunity in November. With a global shortage of plasma, LifeServe Blood Center hopes to expand these lifesaving donation opportunities to fulfill our mission of saving lives.

Plasma is the liquid portion of your blood containing critical proteins and antibodies that patients in need are unable to make on their own due to disease, immune deficiencies or traumatic injuries. Plasma-protein therapies, derived from plasma donations, treat more than 150 different rare diseases. Plasma donors may give every 28 days and earn 200 Online Store points for each donation.

Schedule your lifesaving blood donation appointment today! Call 800.287.4903 or visit lifeservebloodcenter.org.

Did You Know?

By accepting plasma donations, LifeServe Blood Center is able to welcome back donors who have been previously deferred for malaria travel or tested positive for HLA antibodies. These deferrals do not apply to the collection of the plasma component of your blood. Schedule your plasma appointment today to continue your commitment to the volunteer blood donor program!

Plasma carries blood cells.

Plasma is the liquid portion of your blood that transports water and nutrients to your body’s tissues. Plasma is an essential component of blood that can be recovered from a whole blood donation, or through a plasma donation; both of which can be combined with hundreds or thousands of other plasma donations to create plasma-based medicines and therapies to treat rare diseases such as Kawasaki Disease, used post-care for trauma patients, or can be transfused into a patient in need, or frozen up to one year following donation.
**TAKE YOUR DONATION FURTHER!**

Your blood type matters, and by giving the best donation for your blood type with each visit, your donation can be more powerful than ever. Ask our team of experts how you can save the most lives at your next visit.

<table>
<thead>
<tr>
<th>DONATION TYPE</th>
<th>WHO YOUR DONATION HELPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Red Cells</td>
<td>Double red cells are critical for trauma and accident patients and patients with rare blood types.</td>
</tr>
<tr>
<td>Plasma</td>
<td>Plasma is used to create plasma-protein therapies. Patients rely on plasma-protein therapies for their entire life or until a cure for their disease is found.</td>
</tr>
<tr>
<td>Platelets</td>
<td>Platelets are critical for cancer patients undergoing chemotherapy and radiation treatments.</td>
</tr>
<tr>
<td>Whole Blood</td>
<td>One whole blood donation can be separated into red cells, plasma and platelets to help up to three different patients.</td>
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**Double Points for Donating During Blood Donor Month!**

Celebrate National Blood Donor Awareness Month by donating blood and inviting your friends, family, and co-workers to hop in the donor chair next to yours! Donating blood is a great way to pay it forward. Over 90% of the population will need blood at some point in their life. You never know when you or someone you know might need a blood transfusion.

As a thank you to our donors, those who donate any time in January will earn double points. This promotion comes at a great time, as there are new items in our Online Store! Encourage others to join you in saving lives not just during National Blood Donor Awareness Month, but all year round to ensure the right blood product is available for the right patient at the right time.

**CHECK OUT THE ONLINE STORE!**

Redeem your donation points for great gift items and show your donor pride!