From left to right: Blood recipient Kristen (SC) meets one of her donors, Heather. Blood recipient Harmony (NC) meets one of her donors, Angie.
Our MISSION

Healthcare partners supported by adequate, safe, cost-effective blood supplies and services.
DEAR FRIENDS,

If I had to choose a word to describe The Blood Connection in 2022, it would be “dedicated.” Through never-before-seen critical blood shortages, restructuring and reorganization, natural disasters, unrelenting supply chain issues, and continued low blood donor turnout, our team stood steadfast and resilient – ready to face these challenges to ensure our local hospitals and patients had lifesaving blood products day-in and day-out.

While the start of the new year brought optimism and excitement for consistent blood donor turnout, it was quickly dampened, as the blood shelves became bare and blood donors were still nowhere to be found. We were reminded of the generosity of our community and its ability to rally in times of need when we put out our most critical messaging yet. Within 48 hours, the centers and mobiles were once again full of eligible donors, eager to do their part.

The rest of the year told a similar story – ebbs and flows in donor turnout but a continued commitment to keep the shelves full. As you are well aware, blood is a unique resource. It cannot be manufactured, meaning our community members are the only ones who can provide it. The demand is unrelenting: traumas, surgeries, and cancer treatments don’t take a holiday or go on vacation.

2022 proved to be a year of marked growth and change. As TBC celebrated our 60th anniversary and reflected on our humble beginnings as “The Greenville Blood Assurance Plan,” we also set our eyes on the future: expanding farther into Georgia with the opening of a new donation center in Augusta and broadening our services to help more than 130 hospitals across the region. While many things have changed in the 60 years since TBC’s inception in 1962, one thing has not: The Blood Connection is proud to be this community’s blood center.

Every year, I grow more and more grateful to those in our community who choose to roll up their sleeves and ensure their neighbors can spend another day with their loved ones, all through a blood donation. I’m also extremely thankful to our community leaders, blood drive partners, and hospital partners who bring blood donation to people’s attention and share the word about why it is so important. With their help, I’m hopeful that more new donors will join our donor base this year, which is essential to the future of the blood supply.

As we enter 2023, we at The Blood Connection are optimistic for what this year will bring: more opportunities to help local hospital patients, more opportunities to partner with our community, and more opportunities to save lives, right here at home. Thank you for your support in 2022; we couldn’t have done it without you. We look forward to standing beside you again in 2023 to share life and save lives.

SINCERELY,

Delisa K. English
President and CEO
The Blood Connection
256,214 blood donations collected which impacted local hospital patients

parents
spouses
siblings
grandparents
friends
classmates
coworkers
teammates

their
No fireworks rang in the New Year for The Blood Connection in 2022. January didn’t bring an explosion of new blood donors, set on shoring up the blood supply in the new year. In fact, the situation was more dire: the blood shelves were becoming more bare by the minute, and blood donors were nowhere to be found. Coming off a historically low year of collections in 2021, TBC had hoped for a more promising 2022, but unfortunately, the year looked to follow the same trajectory. By mid-January, TBC projected to collect 40% below what our hospital partners needed. Rapidly declining donor turnout, coupled with an impending winter storm, meant TBC needed a response from the community, and we needed it quick, thankfully, our neighbors were ready to answer the call.

The surge came on a Friday. The night before, the writing was on the wall: appointments surged, and TBC was anticipating a flood of donors. Centers were prepped, and mobiles were deployed. In three days, TBC collected more than 2,400 units of blood; a welcomed sight for the TBC team and its hospital partners, who were relying on those blood products for their patients.

Donor turnout continued to fluctuate through the spring months: never reaching pre-pandemic stability, but not again reaching January’s never-before-seen critical low. While collections were improving throughout the year, TBC faced a new challenge: an older donor base, with younger blood donors not picking up the pace as their parents and grandparents aged out of the donor pool. ‘That ‘silver tsunami,’ exasperated during the COVID-19 pandemic, is now forcing TBC to get creative with how it reaches younger donors, and how to convince them to become loyal blood donors.

TBC expanded its partnerships in 2022 to engage that younger generation and reach new blood donors. Partnerships like that with Forestmatic to plant more than 27,000 trees in Africa – one for every blood donor in the month of October – allowed us to appeal to a more environmentally-focused demographic. TBC also rolled out the first-ever ‘Mr. and Ms. August’ campaign – enlisting community leaders, influencers, and local celebrities to promote blood donation and get new donors through the door. Our community partners maintained their commitment to our local blood supply by revitalizing their blood drives, increasing collections, and helping us meet new partners across new regions.

In the dead of summer, as TBC was searching high and low for new donors, the FDA made a major change that expanded the steadily shrinking donor pool: donors who were previously deferred over concerns for vCJD, or Mad Cow Disease, could be reinstated and donate blood. TBC had more than 150 donors reach out to start donating again, with many more who had never attempted to donate showing up at blood drives and centers across the Carolinas and Georgia.

2022 was a year of both reflection and growth for TBC. We celebrated our 60th anniversary, hosting large events in all four of our regions to celebrate the employees, hospital partners, blood drive partners, and community members who have helped us uphold our mission since 1962.

While reflecting on our past, we looked for new opportunities to grow as an organization, starting with internal restructuring, designed to position our team members in the best positions for success. We also redrew divisional lines to improve efficiency across our service area, as we expanded our footprint with the opening of a new donor center in Augusta, Georgia.

All that being said - 2022 was a year of many challenges, but it was also a year of many successes. Through fluctuations in donor turnout, it is our loyal blood donors who donate whenever they can keeping our organization afloat – and to them, we owe a huge debt of gratitude. We’re thankful to all our partners who champion The Blood Connection and the lifesaving work we do. We at TBC are excited and eager for more successes and continued growth in 2023 and are ready to face any new challenge with our sleeves rolled up.
Breaking Down Our Impact

COLLECTIONS PER CENTER

ASHEVILLE 6,515 units of blood collected
GREENVILLE 17,891 units of blood collected
HENDERSONVILLE 4,143 units of blood collected
LEXINGTON 2,866 units of blood collected
GREENWOOD 5,453 units of blood collected
EASLEY 7,463 units of blood collected
SENeca 8,569 units of blood collected
SPARTANBURG 9,677 units of blood collected
WOODRUFF 11,092 units of blood collected
SAVANNAH 773 units of blood collected
FLORENCE 1,403 units of blood collected
MYRTLE BEACH 2,428 units of blood collected
CHARLESTON 5,186 units of blood collected
SCU 11,092 units of blood collected

GA collections minimal in 2022
Breaking Down Our Impact

COLLECTIONS PER BLOODMOBILES

WESTERN NORTH CAROLINA
29,501 units of blood collected

UPSTATE SOUTH CAROLINA
65,459 units of blood collected

COASTAL SOUTH CAROLINA
24,500 units of blood collected

EASTERN NORTH CAROLINA
53,200 units of blood collected

HOW WE’VE GROWN

10+ counties added to service area

5+ mobile units added

9% increase in collections
TBC by the Numbers

HOSPITAL PARTNERS

Employees: 675
Hospitals: 120+
Donation Centers: 13
Mobile Units: 50

Legend
- Operational Centers
- Hospital Partner
- Testing Services
- Air Transport & Ambulance Partners

1 Mission
Saving Lives
STATEMENT OF FINANCIAL POSITION

FY 2022 FY 2021

Current Assets $22,386,727 $20,886,806
Net Property & Equipment $36,914,464 $35,742,586
Other Assets $13,121,885 $13,489,712
Total Assets $72,423,076 $70,119,104

Current Liabilities $9,434,004 $9,433,392
Long Term Liabilities $9,965,612 $11,429,886
Total Liabilities $19,399,616 $20,863,278

Net Assets $53,023,460 $49,255,826
Total Liabilities & Net Assets $72,423,076 $70,119,104

STATEMENT OF ACTIVITIES

FY 2022 FY 2021

Revenues $97,556,449 $98,990,903
Less Expenses $93,163,681 $87,597,986
Income from Operations $4,392,768 $11,392,917
Non-Operating Income (Expense) $(625,134) $1,302,216
Increase in Net Assets $3,767,634 $12,695,133
Thank You for Trusting Us to be Your Blood Provider. We are proud to be your blood provider. Thank you for your continued partnership – we are so happy to have access to safe, adequate, and high-quality blood products and we are so thankful for putting your faith in us to ensure those products are available for the patients you serve. We put in the hard work every day to ensure you have access to safe, adequate, and high-quality blood products and we are so proud to be your blood provider. Thank you for your continued partnership – we look forward to serving you in 2023.
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System Testing and Support Manager  
Blue Cross Blue Shield of South Carolina
DONATE

Give blood at one of our blood donation centers or on a blood mobile and save lives! As a community blood center, blood donations serve local hospitals and help our neighbors. There is NO substitute for blood, it must be donated. The only way to have enough blood for hospitals is if our community donates it.

PARTNER

Partner with us on our mission to save lives by hosting a blood drive at your workplace, school, or place of worship. You bring the donors, we’ll take care of everything else. With our blood mobiles and inside set up equipment, we can help you host a drive anywhere.

LIKE

Like and follow us on Facebook, LinkedIn, TikTok, Twitter, and Instagram to stay up to date with our latest news, promos, and videos from recipients. You don’t want to miss our special giveaways, plus fun and educational posts. Be sure to share them too!

VISIT

Visit thebloodconnection.org to schedule a blood donation appointment, contact us about hosting a drive, and to find out more ways to get involved.
The Blood Connection is a non-profit organization. Blood can be donated every 56 days. Donors must be 16 years or older to donate. If you have recently donated, please share this information with a friend. TBC Donor ID Card (preferred) or photo ID required to donate.