



**THE BLOOD  
CONNECTION**  
*60 Years of Saving Local Lives*

# 2022

## ANNUAL REPORT



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

**CELEBRATING  YEARS OF SERVICE**

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## *Our* **MISSION**

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

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“IF I HAD TO  
CHOOSE A WORD TO  
DESCRIBE TBC IN  
2022, IT WOULD BE  
‘DEDICATED.’”

## 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 120 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. It is those loyal blood donors who are holding up our blood supply and keeping the shelves stocked. 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**

&

*their*

parents  
spouses  
siblings  
grandparents  
friends  
classmates  
coworkers  
teammates

## A YEAR OF REFLECTION AND GROWTH FOR TBC

2022 was marked by major changes and major growth.

Through it all, it was loyal blood donors who created a stable blood supply, as The Blood Connection grappled with how to reach a new, and younger, group of blood donors.

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.

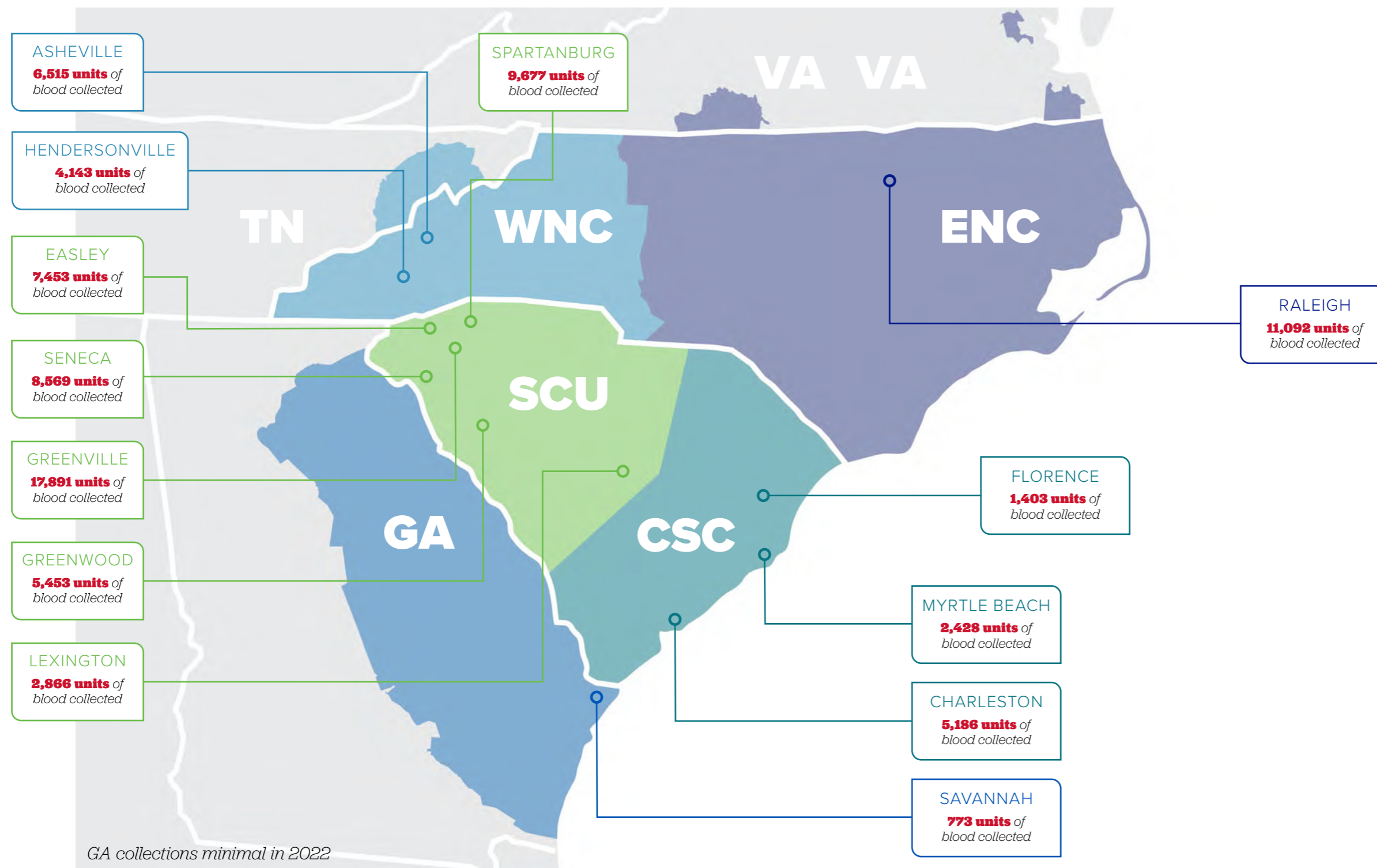
While reflecting on our past, we looked for new opportunities to grow as an organization, starting with internal restructuring, designed to position our team members in the best positions for success. We also redrew divisional lines to improve efficiency across our service area, as we expanded our footprint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



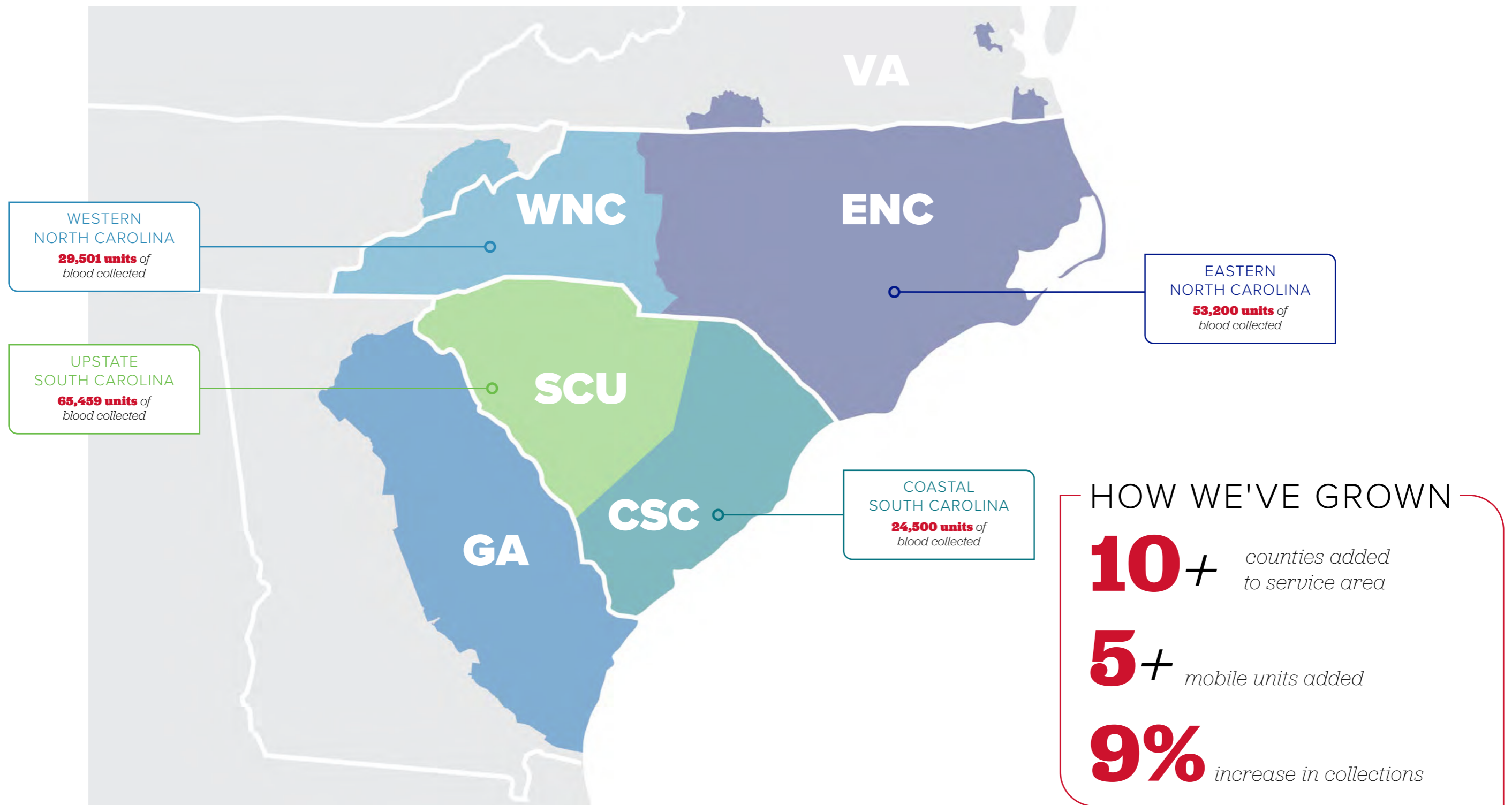
# Breaking Down Our Impact

## COLLECTIONS PER CENTER



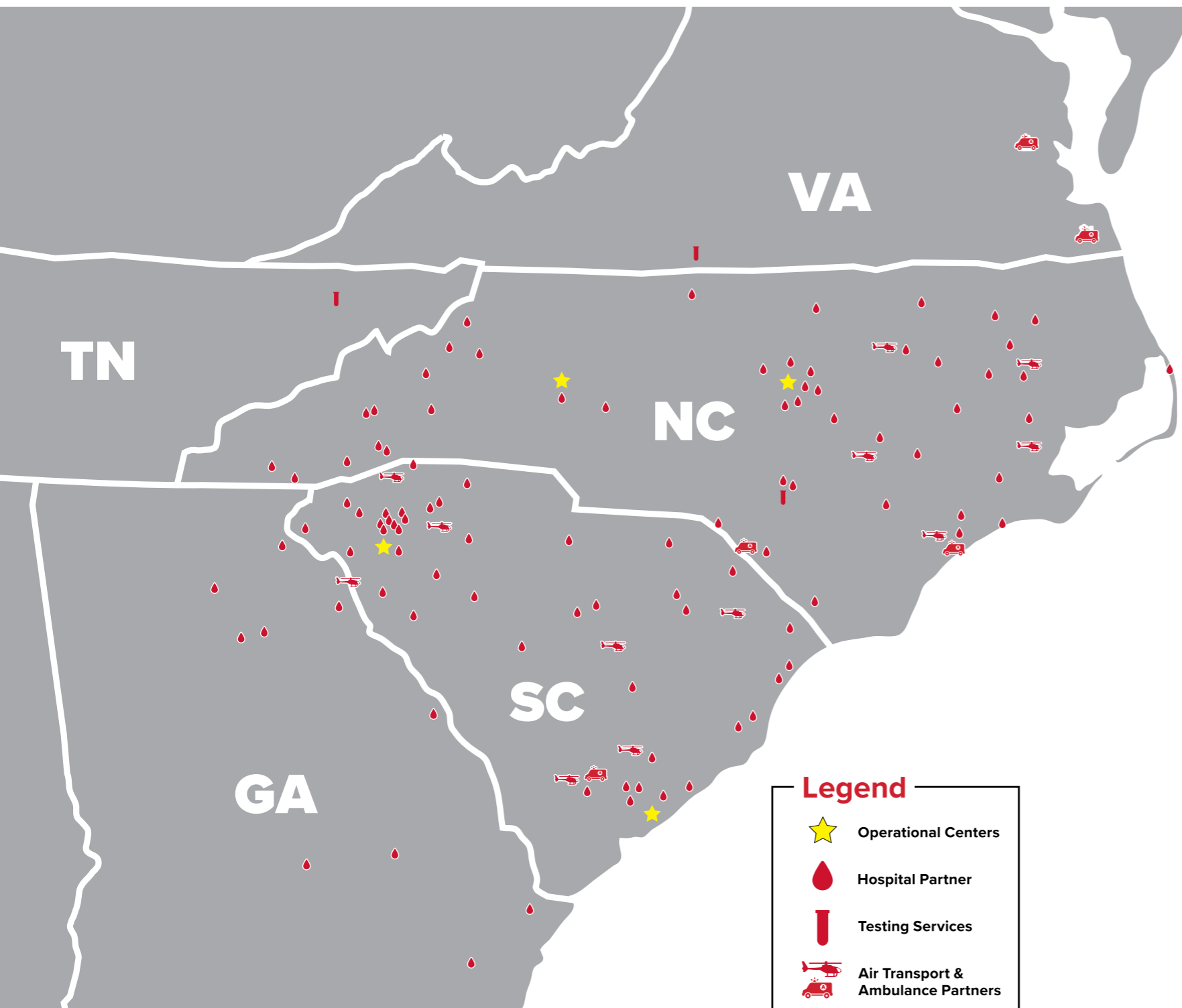
# Breaking Down Our Impact

## COLLECTIONS PER BLOODMOBILES



# TBC by the Numbers

## HOSPITAL PARTNERS



*Employees*

**675**

*Hospitals*

**120+**

*Donation Centers*

**13**

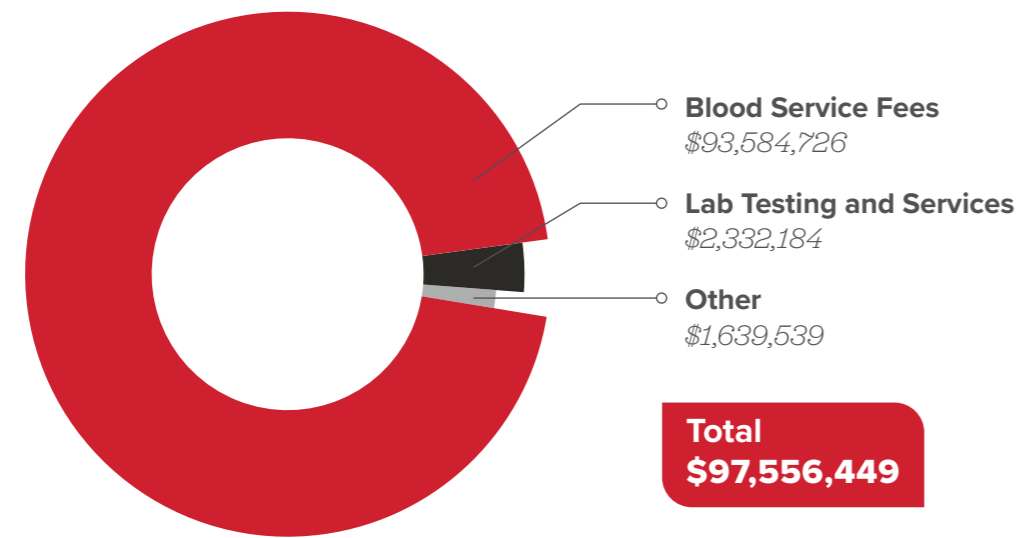
*Mobile Units*

**50**

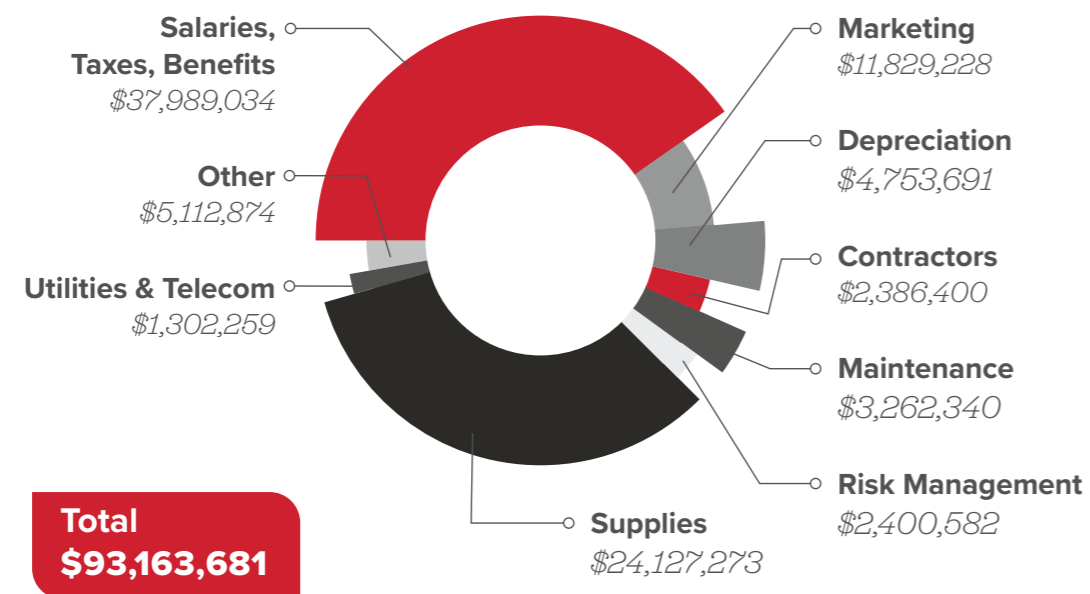


*1 Mission*  
**Saving Lives**

## REVENUES



## EXPENSES



## 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
<b>Total Assets</b>	<b>\$72,423,076</b>	<b>\$70,119,104</b>
Current Liabilities	\$9,434,004	\$9,433,392
Long Term Liabilities	\$9,965,612	\$11,429,886
<b>Total Liabilities</b>	<b>\$19,399,616</b>	<b>\$20,863,278</b>
Net Assets	\$53,023,460	\$49,255,826
<b>Total Liabilities &amp; Net Assets</b>	<b>\$72,423,076</b>	<b>\$70,119,104</b>

## 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
<b>Increase in Net Assets</b>	<b>\$3,767,634</b>	<b>\$12,695,133</b>

# Thank You to Our Supporters

**WE CANNOT THANK OUR PARTNERS ENOUGH** for the work they do to help us accomplish our mission every year. To our partners that hosted more blood drives, increased their collections, and spread our mission to new organizations and locations – we are grateful to your commitment to saving lives. Without you, we could not ensure our communities and hospital partners have the lifesaving blood products they need. We thank you for your dedication to The Blood Connection and appreciate your efforts to spread that connection throughout our region.

**TO OUR HOSPITAL PARTNERS,** thank you for trusting us to be your community blood provider. You are right there by our sides when the need for blood is critical, and we thank you 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.



## Hospital Partners

### AnMed Health

AnMed Health  
AnMed Health Cannon

### Appalachian Regional Health

Watauga Medical Ctr  
Charles A Cannon Jr.  
Memorial Hospital

### Bon Secours Mercy Health

Greenville Downtown  
Greenville Eastside

### CarolinaEast Health

CarolinaEast Medical Center

### McLeod Health

McLeod Health Cheraw  
McLeod Health Clarendon  
McLeod Health Darlington  
McLeod Health Dillon  
McLeod Health Loris  
McLeod Health Seacoast  
McLeod Regional Medical Center

### Mission Health

Angel Medical Center  
Blue Ridge Regional  
Highlands-Cashiers  
McDowell Hospital  
Mission Hospital  
Transylvania Regional

### MUSC Health Medical Centers

MUSC Charleston  
MUSC Columbia – Midlands  
MUSC Florence  
MUSC Kershaw  
MUSC Lancaster  
MUSC Marion

### Prisma Health

Baptist Hospital Easley  
Greenville Memorial  
Greer Memorial  
Hillcrest Hospital  
Laurens County Hospital  
Oconee Memorial  
Patewood Hospital

Prisma Health Baptist Parkridg  
Prisma Health Richland

### Roper St. Francis Healthcare

Roper Hospital  
Roper St. Francis Hospital  
Roper St. Francis Hospital  
Mt. Pleasant Hospital  
Roper St. Francis  
Berkeley Hospital

### Spartanburg Regional

Cherokee Medical Center  
Pelham Medical Center  
Spartanburg Medical Center  
Spartanburg Medical Center  
(Mary Black Campus)  
Union Medical Center

### Trident Health

Summerville Medical Center  
Trident Medical Center

### UNC Healthcare

Caldwell UNC Healthcare  
Holly Springs REX Healthcare  
Johnston Health Clayton  
Johnston Health Smithfield  
Nash UNC Healthcare  
Onslow Memorial Hospital  
Pardee Hospital  
UNC Health Blue Ridge  
Morganton  
UNC Health Blue Ridge Valdese  
UNC Health Southeastern  
UNC Lenoir Healthcare  
UNC REX Healthcare  
UNC Rockingham Healthcare  
Wayne UNC Healthcare

### ECU Health

The Outer Banks Hospital  
ECU Health Beaufort  
ECU Health Bertie  
ECU Health Chowan  
ECU Health Duplin  
ECU Health Edgecombe  
ECU Health Medical Center  
ECU Health North Hospital  
ECU Health Roanoke-Chowan

### WakeMed Health

WakeMed Cary Hospital  
WakeMed Raleigh Campus  
WakeMed North

### Other Hospitals

Abbeville Area Medical Center  
AdventHealth Hendersonville  
Atrium Health Wake Forest  
Baptist Medical Center  
Barrow-Northeast Georgia  
Medical Center  
Cape Fear Valley  
Carteret Health Care  
Charles George VA  
Medical Center  
Colleton Medical Center  
Columbus Hospital  
Conway Medical Center  
Doctors Hospital of Augusta  
Duke University Medical Center  
Durham VA Medical Center  
Elbert Memorial Hospital  
Encompass Health Rehabilitation  
Hospital Greenville  
Encompass Health Rehabilitation  
Hospital AnMed  
Fairview Park Hospital  
Fayetteville VA Medical Center  
Grand Strand Regional  
Medical Center  
Granville Medical Center  
Iredell Health System  
Lexington Medical Center  
Martin General Hospital  
Memorial Health University  
Medical Center  
Memorial Health Meadows  
Hospital  
Memorial Satilla Health  
Midlands Regional Rehabilitation  
Hospital  
Naval Medical Center  
Camp Lejeune  
Newberry County  
Memorial Hospital  
Oconee Health Campus  
Onslow Memorial Hospital  
(Jacksonville)

Piedmont Athens Regional  
Medical Center  
Piedmont Athens Regional  
Royston Health Campus  
Salisbury VA Medical Center  
Scotland Memorial Hospital  
Self Regional Hospital  
Shriner's Hospital for  
Children-Greenville  
Stephen's County Hospital

### Med-Trans Air Medical Transport

AirCare (Sumter)  
Air Reach (Mullins)  
AnMed (Anderson)  
CareFlight (Walterboro)  
Med-Trans (Greenville)  
Meducare Air (North Charleston)  
Regional One (Spartanburg)

### EMS Ambulance Services

Colleton County Fire and Rescue  
James City County EMS, VA  
Northampton County EMS  
Onslow County EMS  
Robeson County EMS  
Tidewater EMS, VA

### Vidant EastCare

Beaufort (Washington)  
Craven (New Bern)  
Duplin/Wayne (Mount Olive)  
Nash (Rocky Mount)



# Board of Trustees

Priscilla Ragins Cherry

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*President, CEO and Co-Founder*

Community Journals Publishing Group

Forrest Long, MBA

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Ben Abzug

*Assistant General Manager*

Charleston RiverDogs

Wesley “Walker” McSwain

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UNC Health

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*Director: Finance, Accounting and Reimbursement*

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Prisma Health

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*Principal, Managing Member*

SC Land & Water Improvement Group, LLC

Nikki Williams

*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

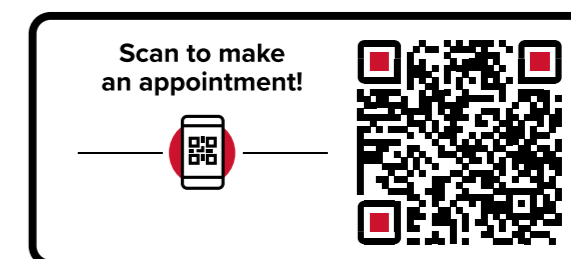
Visit [thebloodconnection.org](https://thebloodconnection.org) to schedule a blood donation appointment, contact us about hosting a drive, and to find out more ways to get involved.



## HOST A DRIVE



## DONATE BLOOD





# THE BLOOD CONNECTION

*60 Years of Saving Local Lives*



2022 Board Members (not all present)



[thebloodconnection.org](https://thebloodconnection.org)

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.

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