



THE BLOOD[®]
CONNECTION

Your Community Blood Center

ANNUAL REPORT 2024



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A MESSAGE FROM OUR CEO

DEAR FRIENDS,

As we reflect on the last year at The Blood Connection, one word comes to mind: growth. Everywhere we look, we have significantly grown. We grew our areas of service by expanding into Virginia, increased our staff to over 900 employees, and expanded collections tremendously. In FY2024, we collected 331,455 units of blood that brought lifesaving products to thousands of patients and lifechanging news to their families, friends, and colleagues. That's a huge accomplishment and something to make us proud!

The Blood Connection saw substantial advancement and progress this year. We added two new donor centers—one in Wake Forest, NC, and one in Rock Hill, SC. We also opened a temporary center in Roanoke, VA that will become permanent in 2025. We earned the right to be the exclusive provider for Carilion Clinic in Virginia and the HCA Healthcare system in Georgia. We also experienced record collections at colleges and universities across our service area, most notably at Clemson University and University of South Carolina Blood Bowl where we collected over 5,000 units in one week. The Blood Connection was honored to be invited to host the inaugural blood bowl at the University of Georgia and to have maintained a strong partnership on campus. To enhance the donor experience, we utilized a grant from the All-In Foundation to purchase the Microsoft HoloLens—a first of its kind mixed-reality technology that allows donors to merge physical and digital worlds throughout their blood donation. Donors are immersed in an interactive experience through the hands-free headsets cultivating a blossoming garden designed to ease anxiety about the donation process. Lastly, I'm proud to say we welcomed 88,243 first-time donors this year. While these are just a few highlights, these portray countless hours of dedication from our staff, our donors, and our supporters.

As we head into 2025, we know our work will have its ebbs and flows—all of which I know we are prepared to handle with flexibility and adaptability.

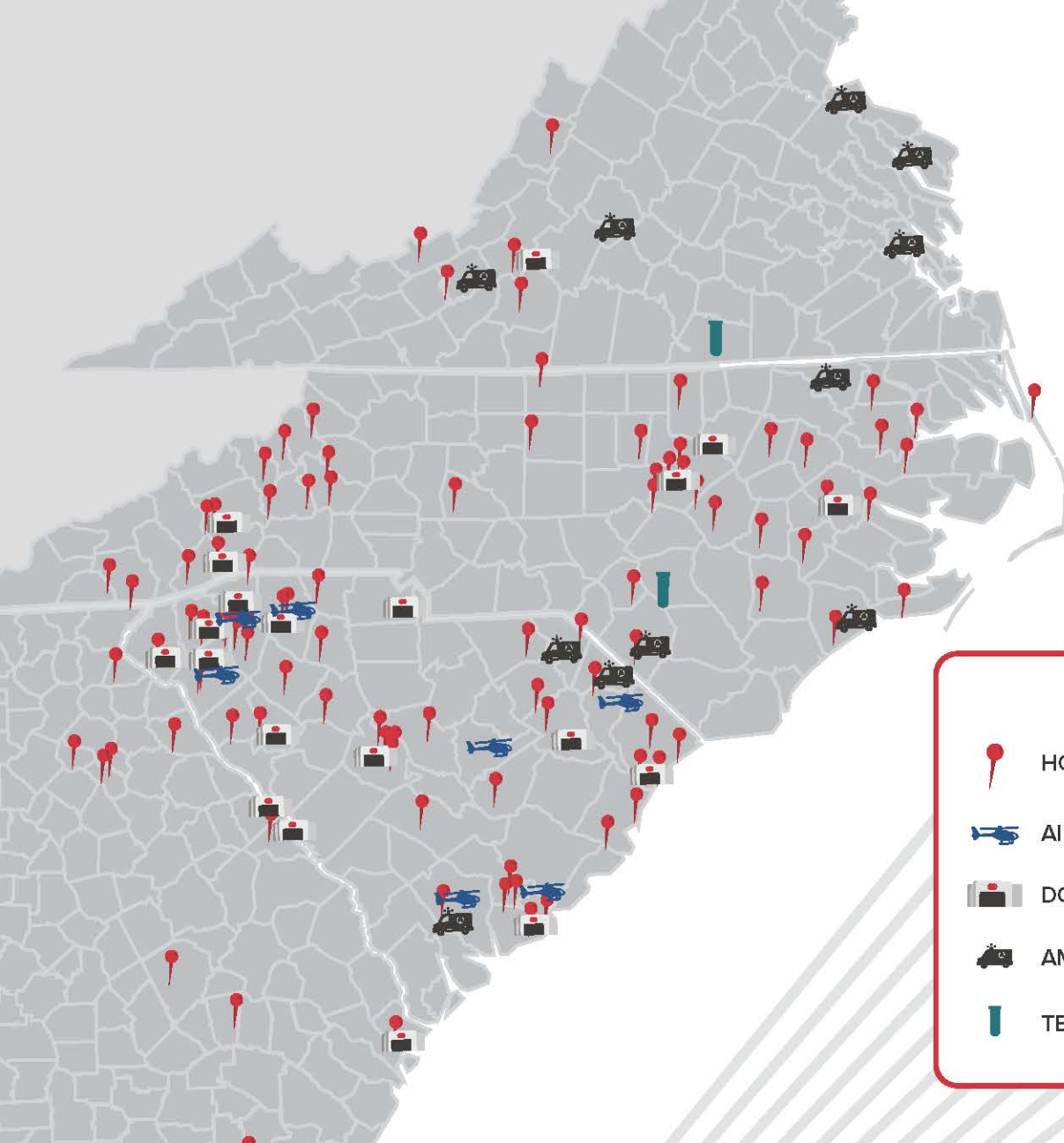
Thank you for supporting our lifesaving mission. Without our team, donors, partners and community supporters, our goal is not achievable and countless hospitals, emergency services and air transport services would not have safe, adequate, cost-effective blood supplies. We appreciate you and look forward to overcoming challenges and reaching new heights in 2025!

SINCERELY,



Delisa K. English
President & CEO





LEGEND



HOSPITAL PARTNER



AIR TRANSPORT PARTNER



DONATION CENTER



AMBULANCE PARTNER



TESTING SERVICES

HOSPITAL SYSTEMS WE SERVE

AnMed Health
 Appalachain Regional Health
 Bon Secours Mercy Health
 Carilion Clinic
 HCA Healthcare
 McLeod Health
 Mission Health
 Prisma Health
 Roper St. Francis Healthcare
 Spartanburg Regional
 Trident Health
 UNC Healthcare
 ECU Health
 WakeMed Health
 30+ Independent Hospitals

8 Air Medical Transport Systems
10 EMS Ambulance Services



130+
Hospitals



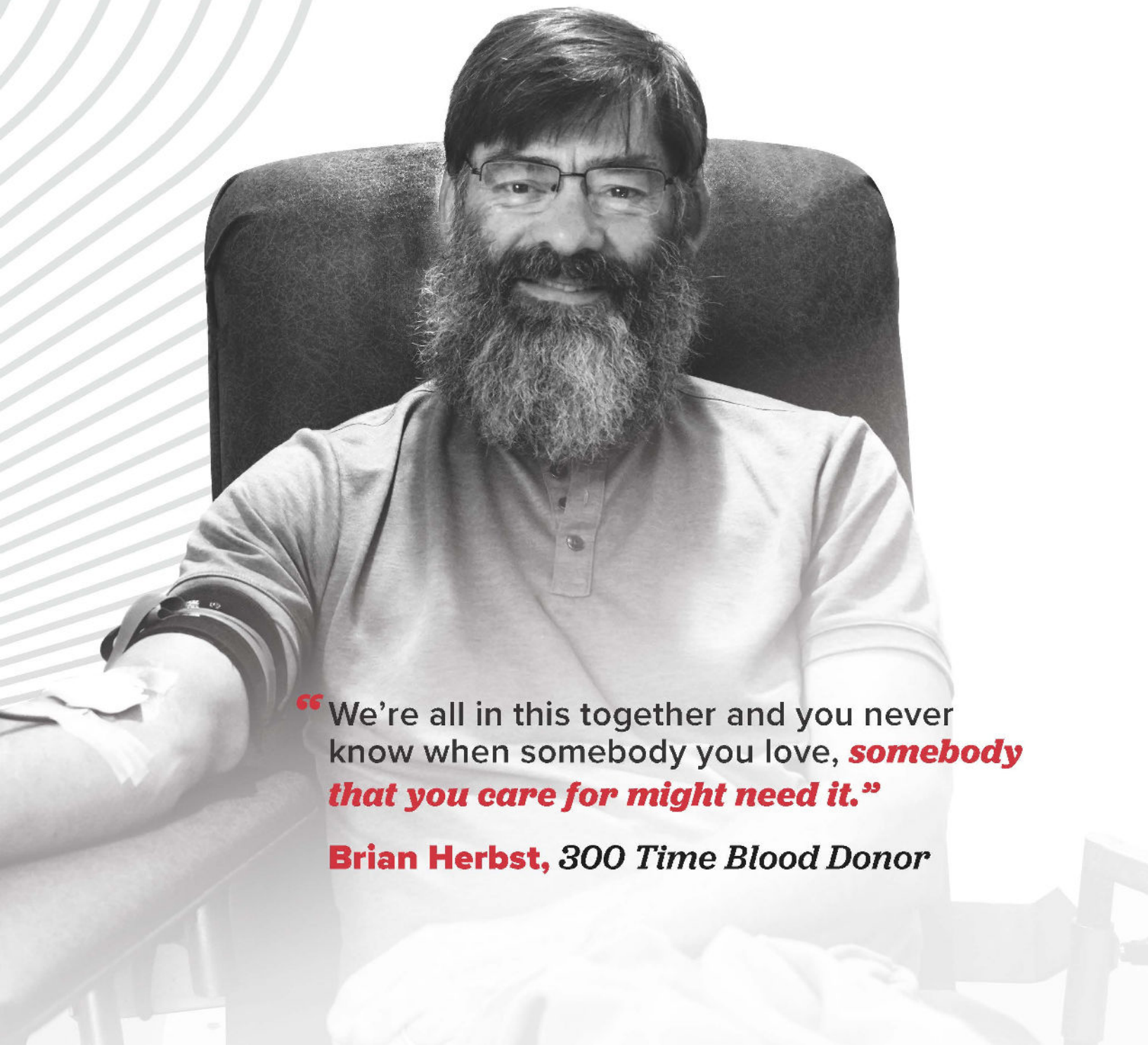
18
Centers



50+
Bloodmobiles

DONATING FOR DISA

Brian Herbst started donating blood in high school in remembrance of an elementary friend who lost her battle to leukemia. Remembering his classmate Disa who received 300 units of blood throughout her time in the hospital, he set out on a journey to be a 300-time blood donor. This year, Brian reached that goal and is on his way to 500 donations!



“We’re all in this together and you never know when somebody you love, *somebody that you care for might need it.*”

Brian Herbst, 300 Time Blood Donor

GROWTH *AND*

CENTERS & BLOODMOBILES

This year, TBC opened new centers in Wake Forest, North Carolina and Rock Hill, South Carolina—giving countless donors a more convenient way to donate whole blood as well as a first opportunity to become platelet donors. We also expanded into Virginia with a temporary center that will become permanent in 2025.

TBC added 2 new bloodmobiles to our fleet that runs blood drives in partnership with businesses, first responders, religious organizations, and community groups across the Carolinas, Georgia and Virginia. Our newest bloodmobiles are named Maverick and Goose. In 2025, we will expand our fleet again with 10 new bloodmobiles that will send our life-saving mission even further into the communities we serve.



COMMUNITY IMPACT

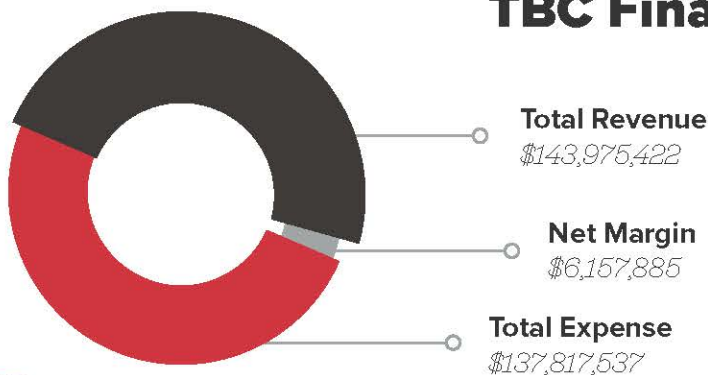
Last year, TBC upheld our commitment to being a community partner by giving back to the communities we serve, bolstering partnerships within the community and ensuring communities are self-sufficient in terms of supplying enough blood to support their local hospitals. For example, TBC started off the year strong with Clemson University and the University of South Carolina's record breaking blood bowl collections—bringing in over 5,000 units of blood. This was a 45% increase in collections compared to 2023.



In December, we hosted a charitable give back drive benefitting Corporal Watts, an Oconee County Sheriff's Office Deputy in the Upstate who was severely injured in the line of duty. With the support of the community, TBC was proud to donate over \$4,500 to the Oconee County Sheriff's Foundation to support Cpl. Watts and his family during his recovery. Watts has been steadily recovering while surrounded by his loved ones. We continue to cheer on Cpl. Watts and are grateful for his selfless sacrifice to keep our community safe.

TBC hosted the Battle of the Birds, a competition amongst Med-Trans partners in South Carolina, as we work together to save lives. This year's competition added more bases to the annual drive, saving more lives across South Carolina.

TBC Financials



INNOVATION

The Blood Connection is no stranger to answering the call when our neighbors need help. Like when a natural disaster struck and we were unable to transport blood products via air, Dennis, one of our couriers, volunteered to drive 13 hours through rain and flood waters to ensure that patients had the blood products they needed. We are so thankful for Dennis and the entire TBC team who continue to roll up their sleeves to make an impact on the communities we serve.

This year, The Blood Connection delivered a brand-new initiative focused on enhancing patient comfort during donation. Through a generous grant from the All In Foundation, TBC deployed the Microsoft HoloLens, a new and innovative mixed-reality technology designed to ease anxiety, on a summer tour through its donation centers. This allowed donors to merge physical and digital worlds to relax through the donation experience. Donors use eye-tracking movement to grow a digital garden with Willow, their personal guide, while listening to soothing sounds. The goal of the HoloLens is to improve the donation experience, attract new donors, and to cultivate the next generation of blood donors.

LOOKING AHEAD



We are excited to begin welcoming donors into our new centers in Greenville, NC and Evans, GA, as well as officially open our Roanoke, VA center. As we continue to serve communities, we are already eyeing locations for pop-up locations across the Carolinas. Lastly, we will launch 10 new bloodmobiles named after the classic Peanuts characters. We can't wait for you to see Charlie Brown and Lucy more as they roll out to collect blood and gain more community partners through the Southeast.



331,455
*Units in **FY24***



Our **Mission**

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

HOST A DRIVE



**THE BLOOD[®]
CONNECTION**
Your Community Blood Center



The Blood Connection is a non-profit organization. Blood can be donated every 56 days. Donors must be 16 years or older and over 110 lbs. to donate. Written parental consent required for 16 year olds in SC, VA and GA, 16 AND 17 year olds in NC. Before you donate blood, make sure that you drink plenty of water and eat a healthy meal. TBC Donor ID Card (preferred) or photo ID required to donate. Rewards are non-transferable and expire after 30 days.

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