

# Lifeline

FLORIDA BLOOD SERVICES FOUNDATION ♦ ANNUAL NEWSLETTER 2011

## Summer Fun to Devastating Diagnosis

*Family, determination and platelets help Klarissa survive*



*Your support of the blood center makes it possible for Marta to hug her daughter for years to come.*

Summer is supposed to be a time of carefree fun but for Klarissa Cortez and her family, the early weeks of the summer brought something very different to their lives. Klarissa was looking forward to attending camp, volunteering with her church and pursuing her love of music, but all this was cut short when she began experiencing pain in her right side from hip to ankle. It wasn't long before blood tests revealed a serious elevation of Klarissa's white blood cell count.

The diagnosis every parent dreads was not far behind. The pediatrician put his arm around her mother, Marta, and said, "It's been confirmed that your daughter has Acute Lymphocytic Leukemia." Hiding her devastation, Marta soon rallied and, along with Klarissa's father, Jose, and sister, Kristina, provided the encouragement and support necessary for Klarissa to deal with the news.

Therapy began immediately with a 10-month intensification period of high dose drugs, sometimes infused

directly into her spine. Klarissa weighed only 90 pounds at the beginning of her treatment and lost significant weight, dropping as low as 70 pounds. Constant infusions of platelets and other blood products helped sustain Klarissa's fragile health, countering the effects of chemotherapy. "I used to watch the little drops as the blood went into Klarissa and I would be so grateful", said Marta. "Who could this be that donated? I wished I could connect with that person and thank them for saving her life."

Her proud family credits Klarissa's unending inner strength, and the support of the medical staff and blood donors for saving their daughter's life. Klarissa began less debilitating oral chemotherapy maintenance in January of 2010 and is doing well as she looks forward to her last treatment at the end of September, 2011.

Visit our website to read more about Klarissa and other precious lives you've helped save.

[www.fbsblood.org/foundation](http://www.fbsblood.org/foundation)



*Flashes of Hope portrait by Andi Diamond*

*Klarissa has a bright future thanks to her strength and many volunteer blood donors.*



*Lightning VP Dave Andreychuk and FBS Foundation President Jane Riley Leach are all smiles in front of this fantastic gift to the community.*

### A Winning Team for the Community

Have you seen the new van donated by the George Jenkins Fund at the Community Foundation of Greater Lakeland and the Lightning Foundation?

Courier vans are incredibly important in the delivery of routine and emergency blood needs throughout the community. Volunteers and staff use these vehicles to transport blood donated on bloodmobiles and in donor rooms to laboratories, hospitals and ambulatory centers.

FBS needs 13 new vans like this one to help deliver blood.

We have *Promises* to keep

FLORIDA BLOOD SERVICES FOUNDATION



# Blood Donors Save Family From Double Tragedy



Sam McGinnis

*"Pops, I've been shot. I just wanted to tell you I love you."*

Sam McGinnis gasped those heart-wrenching words to his father, Gene McGinnis, as he lay bleeding to death just moments after being shot twice at point blank range by a robber. A hard-working young man with a full time job and a part-time supervisory position at a Carrollwood drug store, Sam had just begun his shift when a masked robber burst into the store and demanded money

from the registers.

As he climbed over the counter to comply with the robber's demands, Sam suddenly felt a bullet tear through his leg, shattering a bone and severing an artery. In agonizing pain, he dragged himself to the registers and, pleading with the robber not to harm any of the employees, was senselessly

shot again, this time in the chest at point blank range. As the robber fled with a mere \$80, Sam somehow found the strength and presence of mind to remove his belt and use it as a tourniquet on his leg. Rushed to emergency surgery, Sam fought for his life as doctors worked on his injuries through most of the night. Many hours and multiple units of blood later, doctors saved Sam's leg and closed the wound that had ripped through internal organs as he was shot in the chest.

Through many months of recuperation, Sam improved with the loving support of his father, Gene, mother, Maria and his brother, Gordon. However, in a cruel twist of fate, the McGinnis family was about to be plunged into their second life-threatening crisis. While the family home was being modified for wheelchair access for Sam, Maria travelled to Pennsylvania for a brief visit with her family.

*"The doctor told me that Maria was on life support."*

Not long after arrival at her sister's home in Pennsylvania, Maria began to experience significant swelling in her feet, prompting her to seek medical attention at the local hospital. Maria was assured that it was likely due to having recently travelled, so she returned to her sister's home to rest. Within a few short hours, however, she was rushed back to the emergency room by ambulance after being found unconscious and showing signs of serious infection.

It wasn't long before Gene received his second frightening phone call in less than a year, this time from Maria's doctor in the emergency room. "The doctor told me Maria was on life support, diagnosed with a bacterial infection known for its deadly flesh eating properties." Gene rushed to her side and with 20% of her skin damaged, organs failing and platelet count plummeting, Maria was put on a 5-day plan of lifesaving platelet transfusion therapy. Gene was told to prepare for

the worst as Maria's prognosis for recovery was poor but, miraculously by the end of the third day, her platelet count rose from 13,000 to 30,000 and by the 5th day her precarious hold on life improved.

"Had the platelets not been available, I don't know what I'd be doing right now," said Gene. Maria has had multiple skin grafts and reconstructive surgery and now spends much of her time caring for her son, Sam's recuperative needs. "Blood donors amaze me," said Gene. "Had it not been for blood donors, I wouldn't have either my wife or my son."



Maria and Gene McGinnis



## Thank You, Detective Tatem. You Can Count on Our Lifesaving Partnership.

"Our partnership with Florida Blood Services grows stronger due to the commitments not only from our side, but also because of the quality personnel from your side. We personally become better people, when we associate ourselves with people of integrity, quality and loyalty. YOUR personnel fall into this category. It is my honor to having been associated with Florida Blood Services over my 21 years in the department. YOUR personnel have stepped up to task EVERY TIME WE CALL. Please accept my heartfelt 'THANK YOU,' and extend it to ALL your personnel. Florida Blood Services has been, is and will always be a part of our extended family."

*Yours In Service, Detective Chuck Tatem, St. Petersburg Police Department*

## A Word from Florida Blood Services CEO, Donald Doddridge

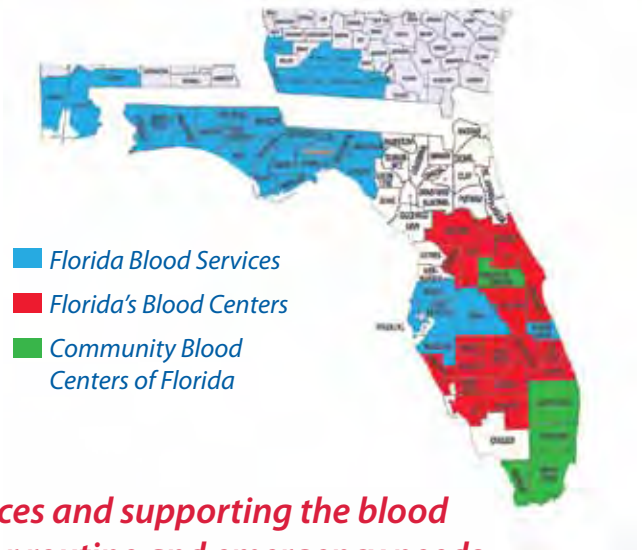
Let me take this opportunity to thank our dedicated blood donors, community partners, charitable donors and volunteers who are the heroes in our organization. You have saved countless patients and impacted families, friends and neighbors throughout Florida, Georgia and Alabama. I am continuously impressed by and appreciative of your thoughtful readiness to share your time, energy and generosity for those in need.

In this era of medical advances, we are learning more and more about the nuances of blood and its possibilities to treat, cure, sustain and save lives. Science is improving access to medical care and we, as a not-for-profit community blood center, are doing our best to answer daily and emergency needs. One vital way we can fulfill the blood supply is by merging with other not-for-profit centers. Florida Blood Services is in the early stages of exploring a merger of equals with Florida's Blood Centers (Orlando) and Community Blood Centers of Florida (Ft. Lauderdale). The potential merger of the three organizations represents an historic opportunity to build a new state-wide organization that will be even more effective in fulfilling the lifesaving mission of providing safe, available,

and affordable blood to the communities we serve.

When the merger is complete, the new organization will be one of the largest blood centers in the country approaching one million in donations, serving more than 200 hospitals, and employing over 2700 individuals. The due diligence period will take several months and a decision to go forward with the merger will be made by the three Boards later this summer.

Thank you for your continued support; you are benefitting today's patients and the future of your community's health and well-being.



*It takes all of us— making healthy choices and supporting the blood center—to make sure blood is available for routine and emergency needs.*



### SOME OF THE PROGRAMS OFFERED

- More Health "Healthy Heart"
- "My Blood, Your Blood"
- "Great American Teach-In"
- More Health "Organ Education, Abuse & Donation"
- Blood Bank Technology
- Specialist in Blood Banking
- Leadership
- Donor Wellness
- CPR
- Medical Technology
- Phlebotomy Externships

Last year, **21,242** students learned something about saving lives.

Let's teach **MORE** in 2011

Education is a vital part of the community's health... Dozens of financial donors and volunteers supported FBS' educational programs and outreach efforts to the general public, donors, the medical community, patients, employees and students of all ages. These programs benefit the community by sharing healthy habits, inspiring individuals to be active in your community, preparing future volunteers and leaders, improving health care and advancing transfusion medicine.

You can sponsor an education program from \$10 per "Pint-Sized Heroes" to funding fellowships and advanced research.

## Have you seen all the changes on the FBS Foundation website?

You can subscribe to our e-newsletter, learn about events or make convenient on-line donations at

[www.fbsblood.org/foundation](http://www.fbsblood.org/foundation)

## WAYS OF GIVING

Your generous gift reflects your commitment to FBS' efforts to provide for donors and patients.

***It's About Life!***

**Major Gifts** for donor/patient comfort, research, equipment, education, or disaster preparedness with a gift of \$10,000 or more.

**Endowment** funds to continue our lifesaving work through the FBS Foundation endowment account at the Community Foundation of Tampa Bay or FBS Foundation Endowment.

**LifeSavers Club** members give \$1,000 a year to join this exclusive club.

**TeamHEROES** is a monthly giving program, beginning at a minimum of \$10.

**Matching Gifts** – Your gift matched by your company.

**Special Events** – Attend or volunteer.

**Honorarium and Memorial** gifts are a testimonial to what you value in life.

**Bequests and Lifeline Society** Defer your support by naming FBS Foundation in your will or living trust or as a beneficiary of a retirement plan or life insurance policy.

**Planned Gifts** such as a charitable gift annuity can provide lifetime income and tax savings. A charitable trust can secure fixed income and reduce your taxes.

### Other Ways to Donate

#### General Donations

- Online • By Phone or Mail
- Insurance Policy • Mutual Funds
- Stock • In-Kind Products/ Services
- Name the Foundation as a Charity of Choice



## Could You Use a Beach Getaway?

Don't just "like" us.....be our Facebook friend! Visit us at [www.facebook.com/fbsblood](http://www.facebook.com/fbsblood) to stay updated about blood drive promotions, special events and testimonials from people you've helped save. While you're there, click the "Join Email List" tab at the top to learn about the lifesaving work you make possible. Join by May 31<sup>st</sup> and you'll receive our bi-monthly newsletter, *Lifeline*, and be entered in a drawing to win a 3-Day/2-Night Beach Getaway, donated by our friends at the TradeWinds Island Resorts on St. Pete Beach.

## Make Shopping a Lifesaving Event

When you use the special **Amazon.com** link found on the home page at [www.fbsblood.org/foundation](http://www.fbsblood.org/foundation), a portion of any qualifying purchase you make will benefit your community's blood center. You still get the great deals and there's **no additional cost** to you. It's a great way to save money on purchases for your home, business or school all year long.



## HONORING an Extraordinary Man



*Dr. William Hale*

To say that Dr. William Hale was a beloved member of the community doesn't begin to convey the esteem and affection so many have expressed for him. Passing recently at the age of 84, he leaves behind a poignant legacy of kindness, integrity and compassion that exceeds even the significant impact of his work as an academic, community

leader and driving force behind the creation of Florida Blood Services (FBS).

Dr. Hale became the first Chairman of the FBS Board in 1992 and remained an active board member for many years. "He was a gentleman's gentleman," said Don Doddridge, FBS CEO. Dr. Hale's legacy of love and service to others will endure as a testament to his extraordinary life.

## Honor/Memorial Gifts

Gifts were made in tribute to the following individuals:

<i>Mrs. Louise East Aphthorp</i>	<i>Mr. Oliver W. Kaufmann</i>
<i>Mrs. Bernice Bass</i>	<i>Ms. Jennifer Marsalisi</i>
<i>Mr. David L. Beck</i>	<i>Mr. George McIntyre</i>
<i>Mrs. Neva Marie Blair</i>	<i>Ms. Elizabeth Owens</i>
<i>Ms. Mary Janice Collins</i>	<i>Ms. Tamara Phillips</i>
<i>Mrs. Anne H. Dew</i>	<i>Ms. Jacqueline N. Preis</i>
<i>Mr. Charles W. Ehrlich</i>	<i>Mr. Joseph Priede Rodriguez, Jr.</i>
<i>Mrs. Dorothy Eulene Franklin</i>	<i>Mr. John Schmeider, Sr.</i>
<i>Mr. William Gibson, Jr.</i>	<i>Mr. Paul Schwartz</i>
<i>Mr. David Lewis Hadler</i>	<i>Southern Manatee Fire</i>
<i>Dr. Greg Hahn</i>	<i>Rescue, Station #1</i>
<i>Dr. William Hale</i>	<i>Mr. Gary Parks Thomas</i>
<i>Mr. Richard Hurley</i>	<i>Mr. Raymond W. Trautlein</i>
<i>Ms. Susan Innes</i>	<i>Mr. Steve Uebel</i>
<i>Mr. Robert T. Intoccia</i>	

### BUILD YOUR LEGACY

Include FBS Foundation in your estate plans, your will or as an insurance policy beneficiary.

We need your help! From Band-Aids to Bloodmobiles—every dollar helps.

#### Florida Blood Services' Wish List:

- A healthy and happy community
- Caring blood donors and volunteers
- Bloodmobiles
- Courier vehicles
- Donor beds
- New blood bank labs in Tampa General Hospital and the John Haley VA Hospital — a \$650,000 goal
- Education programs
- And so much more!

By the age of 70, nine out of ten people could wear this badge. Blood donors and blood centers are a critical foundation to every community's health care. Although not everyone can donate blood, there are other ways to be involved. It takes more than blood to answer a call for help; volunteers and financial donors are vital to ensuring that the Gift of Life is possible!



# "Golf Gets in Your Blood" Scramble

Tips, tricks and fabulous trips

Michelle Nault Photography



Michelle Nault Photography

Steve Monroe, elite long drive specialist, sets up an amazing trick shot.

Our faithful and enthusiastic golfers can't get enough of their favorite tournament. 2010 exceeded all expectations by increasing the field to more than 160 golfers. The tournament, now in its 19th year, continues to be the golf event of the year for many of our supporters. They enjoy consistent high quality and an opportunity to support the blood center – one of the community's most critically important resources.

What's not to love about a tournament that lets guests choose their own high-end player gift; be entertained by the amazing talent of our long drive celebrities, Steve Monroe and Kevin Shook; receive a free, personalized online video from our skilled PGA Tour Instructor, Richard Hall; or enjoy the thrill of bidding on some of the most amazing golf trips, gifts, and entertainment experiences – all while enjoying premium food and beverages throughout the day.



Thanks to Community Champion Underwriter Brown & Brown Insurance for their continued support of our annual tournament.

"As you can imagine, I have the opportunity to play in dozens of tournaments throughout the year. I can honestly say the FBS Foundation tournament is one of the best run and most enjoyable tournaments I have participated in."

Steve Madden, Madden Corporate Services

Thank you to all our sponsors, players and volunteers who make this day of golfing fun possible! Your involvement promotes the serious work of providing quality blood products whenever our friends, family or neighbors are in need.

Michelle Nault Photography



Mary Ellen Shown and Ralph Imbriani of sponsor, Bright House Networks, and celebrity host, Dick Crippen, are thanked by J.B. Gaskins, Florida Blood Services V. P.

Michelle Nault Photography



We give a big thumbs up to Karen and Kevin Kruszewski too, owners of Pané Rustica and loyal supporters of the tournament since 2002. Kevin, front center, surrounded by teammates, Josh Waldron on the left, Bryan Peterson, and Roby Olson.

## NOTE TO SELF

BE SURE TO SAVE

Monday, October 3, 2011

for FBS Foundation golf at  
East Lake Woodlands  
Country Club



## The wheels on the bloodmobile go round and round...

What would your community's healthcare look like if 3/4 of the blood supply disappeared?

Seventy-five percent of blood donors give on Bloodmobiles and Portable Mobile Units.

Did you know that Florida Blood Services has nineteen bloodmobiles that are twenty years old or more? That's one-third of FBS' mobile fleet! Bloodmobiles and Portable Mobile Units (PMUs) travel into the community to make donating blood easy and convenient. They are the "workhorses" that make it possible to collect three-quarters of the blood used in your area hospitals.

We greatly appreciate the **William Stamps Farish Fund** for completing their pledge of two new bloodmobiles, one in 2009 and one in 2010.



Board Members of the **William Stamps Farish Fund** also contributed the Vital Sign Machines for many donor centers and bloodmobiles throughout FBS. These machines take the temperature, blood pressure and pulse of each donor. Every blood donor is given a mini-wellness exam before donating for the safety and well-being of both the donor and the patient.



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Jane Riley Leach, President  
10100 Dr. Martin Luther King Jr. Street N.  
St. Petersburg, FL 33716-3806

Dan "The Blood Man" Eberts, left, applauds Bobbie Bernstein for being a local hero to over 400 patients.

### Congratulations, Bobbie!

Bobbie Bernstein, a phenomenal 100-gallon blood donor, joined the FBS Century Donor Club this year. The FBS Foundation Board Members are donating a tribute to honor Bobbie's achievement and the lifesaving contributions of the other members of the Century Donor Club.

**Want to make your mark on your community's health?**

For information how, contact Jane Riley Leach, Foundation President, at 727-568-2231.

## Read inside how lifesaving blood donors rescued a mother and son from near-fatal tragedies



**Hannah**

More than 300 blood products



**Richard**

More than 150 blood products



**Joshua**

More than 19 infusions of platelets and red cells



**Christina**

Countless infusions of plasma and other blood products

### Whose Life Will You Save Next?

Make the **Gift of Life** possible by becoming a blood donor, financial donor or volunteer.

[www.fbsblood.org/foundation](http://www.fbsblood.org/foundation) or call **727-568-2231** to get involved.

**Special thanks to our generous corporate newsletter sponsors**



A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free 1-800-435-7352 within the state. Registration does not imply endorsement, approval or recommendations by the state. Florida Blood Services Foundation is a not-for-profit 501 (c)(3) dedicated to the promotion of a safe, reliable blood supply.