



The Carol H. Axelrod Memorial Blood Drive

As our 2016 “blood drive season” begins, we want to take a moment to look back at the very productive and successful year that the Carol H. Axelrod Memorial Blood Drive experienced in 2015. Over the course of three blood drives, we collected 456 units of blood, enough to help as many as 1,368 hospital patients receive the transfusions they needed. We welcomed 19 first-time blood donors, and we had the privilege of sharing an incredible milestone with a donor who made his 240th donation of whole blood—the equivalent of 30 gallons!—at our fall blood drive.

We also welcomed the opportunity to continue our Community CHallenge program by raising awareness and support for six nonprofit organizations that are doing important work in the communities where we hold each blood drive. And our blood drive was even the subject of a brief feature on Channel 6’s *Action News*!

As always, though, our proudest moments came when we heard from our donors that they had enjoyed donating with us, or that they intended to donate again—whether at one of our drives or elsewhere—because they had had a positive experience at our blood drive. The blood donor community is not a large one, and that is why it is so important to us that all of our donors leave our drives feeling that they would like to continue to donate.

According to blood collection agencies, including the American Red Cross, approximately 38% of the U.S. population is eligible to give blood, but only about 10% of those who are eligible actually donate.

To help illustrate this, think of Citizens Bank Park. If every seat in the Phillies’ stadium were filled, there would be 43,651 fans watching the game. Approximately 16,587 members of that fan population may be eligible to donate blood, but only about 1,658 of them actually would donate.

Meanwhile, someone in the U.S. needs blood about every 2 seconds. If that Phillies game at Citizens Bank Park took three hours to play, during the game approximately 5,400 people would need a blood transfusion—and that is more than three times the number of eligible fans who would donate.

While medical advances and blood management programs have enabled some hospitals to reduce the number

of blood transfusions that are performed during surgical procedures, the fact remains that blood products are always needed and can represent a critical component of patient care. Therefore, blood donors are always needed as well!

Our family enjoys creating a warm and welcoming environment for our donors, because doing so helps us continue to carry out our mission of helping patients and families spend more time together. But we couldn’t do our part to ensure that blood products are always available for those who need them without everyone who makes it possible for us to achieve that goal, and we are always grateful to you.

For us, one of the highlights of 2015 took place in October, when the Carol H. Axelrod Memorial Blood Drive collected its 2,000th cumulative unit of blood. To date, our blood drives have collected a total of 2,216 units—enough blood to help as many as 6,648 recipients and their families. And every single one of those donated units represents the care and generosity of a blood donor, a person who wanted to make a difference in someone else’s life!

If you know people who may be eligible to give blood but have never tried to donate, we hope you will consider asking them to join you the next time you donate. They will quickly learn how good it feels to help save a life! And if you bring them to one of our drives, we will do everything we can to make sure that they have a positive and successful donation experience.

Looking ahead, we are excited about new opportunities in 2016, including the expansion of our July blood drive in Lansdale from five hours to ten. As we double the length of our summer drive, we look forward to welcoming more donors and helping even more patients and families.

Thank you for helping us kick off our first blood drive of 2016. Together, we can help change lives!

Sincerely,
Michelle and Dan Scolnick 

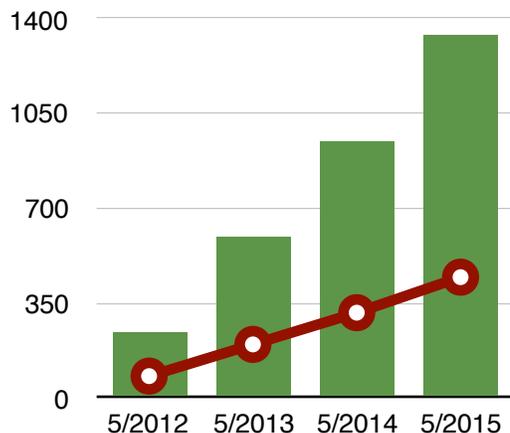
**I CHANGE LIVES
I DONATE BLOOD**

The Carol H. Axelrod Memorial Blood Drive
www.chablooddrive.org

The Carol H. Axelrod Memorial Blood Drive celebrates 5 years in Radnor Township!

Every unit of donated blood can be divided into components that may be given to as many as three different recipients. Therefore, one blood donor can make a very big impact! Since 2012, donors at the Carol H. Axelrod Memorial Blood Drive in Radnor Township have donated 446 units of blood and have helped as many as 1,338 patients spend more time with their loved ones. Thank you for saving lives!

- Units Collected (cumulative)
- Patients Helped (cumulative)



COMMUNITY CHALLENGE UPDATE

This May, our Community CHALLENGE will benefit **DMAX Foundation** and **Delaware County Special Olympics**.

Visit www.chablooddrive.org to learn more about all of the organizations that have taken part in our CHALLENGE!

DMAX Foundation

Working to eliminate stigma and encourage safe, caring conversations with young people about mental health issues and emotional struggles.

DMAX Foundation

P.O. Box 274

Bryn Mawr, PA 19010

www.dmaxfoundation.org

Delaware County Special Olympics

Providing year-round sports training and competition opportunities for children and adults with intellectual disabilities.

Delaware County Special Olympics

Denise Dellaratta, Manager

P.O. Box 279

Morton, PA 19070-0279

www.sodelco.org

CHA Memorial Blood Drives in 2016

May 10 ❖ Radnor Twp. Municipal Building, Wayne, PA

July 13 ❖ The Reserve at Gwynedd, Lansdale, PA

October 19 & 20 ❖ 9th Annual Carol H. Axelrod Memorial Blood Drive at Lankenau Medical Center

To register for any of our blood drives, please visit www.chablooddrive.org

Follow us on Twitter and Facebook: @CHABloodDrive

The Story Behind the Carol H. Axelrod Memorial Blood Drive

Our family knows from personal experience that blood donors give hospital patients and their loved ones an incomparable gift: the gift of time. Whether a blood donation is used to save a life, to prolong a life, or to improve the quality of life, it allows families to spend more time together, making special memories. Thanks to the generosity of blood donors, our family was given another year with the mother, grandmother, daughter, sister, and aunt we loved.

Carol, a single mother of two daughters, was an elementary-school teacher in Philadelphia for over 30 years. In April 2003, she was 55 years old and starting to look ahead to retirement when she was diagnosed with multiple myeloma, an incurable cancer of the blood and bone marrow. In 2004, Carol's disease progressed to the point where her doctor recommended that she undergo two autologous stem-cell transplants, the most aggressive treatment then available to myeloma patients. Although the procedures did put her disease into remission, the cancer returned less than a year later, and in an extremely aggressive form.

In July 2007, just two months before her 60th birthday, Carol was hospitalized as the result of a complication of her illness. At that point, the only thing the doctors could do to try to stabilize the situation was give her multiple transfusions of blood and platelets and hope that her body would eventually start to do what it needed to do to heal itself.

For almost two weeks, Carol received multiple transfusions each day. The doctors said that she could die at any time, especially if they were unable to find the blood products she needed. But somehow, those blood products were always there—because of all the people who had donated the blood that the doctors were using to try to save her life.

Thanks to blood donors, Carol ultimately was able to leave the hospital. Although her body never regained enough strength to allow her to resume treatment for the cancer, she was able to live independently and enjoy almost all of her usual activities because, for nearly a year, she received blood and platelet transfusions at least twice a week. Thanks to blood donors, she was able to celebrate her 60th birthday and see her only grandchild turn three years old. And thanks to blood donors, Carol lived until July 1, 2008, enabling her to make a year's worth of memories with her loved ones.

Our family feels that we owe all the special memories of that last year to the generosity of blood donors. Carol's doctors told us that they had never had a patient who was transfusion-dependent for as long as she was. They were amazed that she lived as long as she did, with her only treatment being transfusions of blood and platelets. We were amazed that the blood products she needed were always available for her—and, of course, we were extremely grateful.

After Carol passed away, our family organized a blood drive in her memory at Lankenau Medical Center, the hospital where she had received the transfusions. Held in October 2008, it turned out to be the hospital's most successful blood drive up to that point. We decided to turn the blood drive into an annual event and hold it in multiple locations. With every blood drive we hold, we hope to be able to help even more people who need transfusions. Every two seconds, someone in the U.S. needs blood; and nine out of ten people will require a blood transfusion at some point during their lives.

Human blood cannot be manufactured, and there is no substitute for it. Blood donors were the only people who could give our family an extra year with Carol. We created this memorial blood drive in order to help other patients and families by doing our part to ensure that blood products are always available for those who need them. Thanks to donors who are willing to take a little time out of their day to give blood, these patients are able to continue to fight their illnesses—and spend more time with their loved ones.

To learn more about our family's story, please visit www.chablooddrive.org/our-family-story.html.