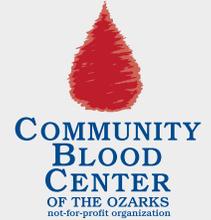




# universal donor DIGEST



Celebrating the lifesaving potential of type O negative blood donors

February 2015

## For 2015, give with the seasons... and bring someone with you

We're a couple of months into 2015, but it's not too late to look back on a very successful 2014. Even though U-Donors represent only about six percent of our total donor population, you gave blood at a rate that almost doubled that percentage. Your donations meant that hospital patients got the help they needed. We hope that you got something out of it also. It feels great to save lives, and U-Donors got to experience that feeling again and again.



We're asking you to make a lifesaving promise for 2015. Donate your O-negative blood at least four times this year, once for each season. You can even schedule those donations now. Bring a friend with you, because it's fun to share that lifesaving feeling!



## U-Donors are a family tradition

Those who have U-Donor status have it because of their parents. Each parent passed on a recessive gene. It's a rare gene combination and one that makes you a rare kind of lifesaver. It also means that others in your family may have received that same combination of factors that make up a U-Donor. If there's someone in your family who has never given or who doesn't know their blood type, ask them to come with you the next time you give. Like you, they'll soon come to know the incredible feeling that comes with saving lives and the exclusive company that U-Donors keep.

U-Donor status is a family affair, determined by your parents. The siblings, who all have Type O Negative blood, are (from front): Kathleen Webster, Bruce Johanson, Claudia Abney, Blair Johanson and Karen Cole.

## Defeating cancer with help from blood donors

At the age of 10, Brandon Townsend fought to defeat Burkitt's Lymphoma, a rare and aggressive cancer. Brandon's battle included kidney dialysis and extensive chemotherapy. He received multiple transfusions when his iron and oxygen levels became low.

"You could really see the difference after he received that transfusion," said Nikole Townsend, Brandon's mom. "Every time I knew he was going to get a transfusion, I got kind of excited because I knew how much better it would make him feel."

Brandon, who is now cancer-free, sums it up best. "Thank you a million times for giving, because your blood helped me to get better."





## U-Donors can take their donation further with LifePoints Lift

For well over a year, CBCO donors have been getting rewards for their donations through the LifePoints program. LifePoints allows donors to earn and then spend reward points on assorted gift cards and wearables online in the CBCO LifePoints rewards store. Those rewards still remain, but a new program called LifePoints Lift will let you designate your points to one of 10 area not-for-profit organizations.



Giving your blood donation the LifePoints lift is easy. Watching your donation go further makes you feel great.

“Many of our Ronald McDonald House families benefit from the services of the Community Blood Center and we are immensely proud to be part of LifePoints Lift.”

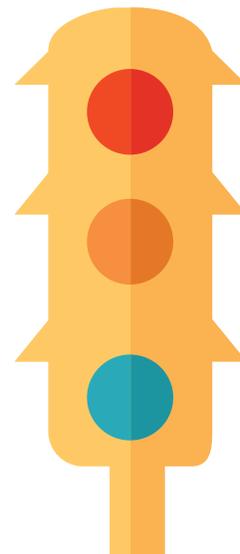
Bonnie Keller, President & CEO  
Ronald McDonald House Charities  
of the Ozarks Inc.

**Have you signed up for LifePoints? Click here!**

## Watch for the “Give Light”

CBCO informs U-Donors about type-specific blood needs with a system involving the stop light. A green light means that we’ve got at least a three-day supply of blood in reserve. That’s enough for daily needs and to meet most emergencies that may arise. A yellow light means that blood reserves have dropped to under two-day levels. That’s a sign that indicates you need to give this week if you are able. A red light means that blood reserves are dangerously low and we’re asking you to give as soon as possible.

The latest stop light levels are available on the CBCO website. Once there, you can make an appointment to donate, redeem your LifePoints or check your donation and health history. Take note of the Give Light. You’ll be helping us to maintain a perfect inventory that matches area needs precisely.



**RED** - Supply levels are critically low. Please give immediately.

**YELLOW** - Supply is below optimum level. Please give this week.

**GREEN** - Supply levels are adequate. Please continue giving every 8 weeks.

## Did you know?

- Celebrities John Lennon, Paul Newman, Elvis Presley and Jimi Hendrix were type O negative. Other O negative personalities and politicians include Senator John McCain, Dwight Eisenhower, Queen Elizabeth II and Prince Charles. We always suspected that our U-Donors were royalty!