Like a river, the surface of LifeSouth in Fiscal Year ’09 looked peaceful and quiet, but below the surface there were strong currents of change. If 2008 could be described as a growth year, with the opening of new regions and our Coastal Alabama District, 2009 has been a year of fortification. A major step in that process is bringing the first phase of our new IBBIS computer system online and into all of our donor centers and bloodmobiles to manage the registration of our donors. This huge undertaking required long hours and incredible teamwork, and we are already seeing new and better ways to analyze our data and manage our operation. The beauty of IBBIS is that it allows us to take advantage of new technology as it becomes available. Like all software it will continue to grow and be refined, and it will produce benefits we can only imagine today that will improve the safety, efficiency and productivity of this organization.

We’ve also made a major investment in our employees. This year, the STARS Program, which encourages Safety, Teamwork, (Making) A Difference, Reputation and Stewardship was implemented successfully. We understand the important role our employees play in our success, and we’ve been working continually to upgrade their training and educational opportunities. We’ve also made changes in retirement benefit planning which gives our employees more control of their financial future.

As a community blood center, the unique needs of the areas we serve are our first priority. A new federal contract to boost LifeCord’s ability to collect minority cord blood units will have a major impact on this ability. Likewise, our new Sickle Cell Hero program, which recruits donors to support the needs of sickle cell anemia patients, demonstrates our unique role here in the Southeastern United States.

Once again, we broke out the ceremonial big scissors for ribbon cuttings at Huntsville Hospital and Mobile Infirmary. We also opened new donor centers in Dunnellon and Alachua, Florida. These centers will add to our service in well-established areas.

We also strengthened our marketing efforts with a major upgrade of our website and a brand new LifeSouth presence on Facebook and Twitter. We created strong marketing plans for summer and winter that have helped us weather and even thrive during traditionally slow periods. Even our LifeSouth and Five Points of Life logos got a facelift this year.

While we expected to see an increase in donors in 2009, especially in the new regions in Alabama, the increase of 9% was surprising. Additionally, we saw a phenomenal 6% boost in Florida. These advances serve as proof that this quiet year of change has put us on a good course as we head into 2010.

**LifeSouth logo evolves**

Look at the new LifeSouth logo, then the old, and you’ll notice some small changes. The new logo will be gradually incorporated into use. “It’s very subtle, but that’s the key to a logo change,” said Kim Mitrook, LifeSouth’s Marketing Director.

“Our key words are ‘blood’ and ‘community,’” Mitrook explained. “That we are a community blood center differentiates us.” The words ‘Community Blood Centers’ stand out, while the drop and the word “blood” in red adds emphasis. “It’s a lot sharper and cleaner,” Mitrook said.
LifeSouth is the eighth largest community blood provider in the United States, collecting and supplying blood for more than 110 medical facilities in Alabama, Florida, and Georgia. LifeSouth operates 19 regions that include 35 donor centers, 41 bloodmobiles, and 14 indoor blood drive systems, giving us the capability of collecting blood at 90 venues daily.

**The LifeSouth Mission**

To provide a safe blood supply that meets or exceeds the needs in each community we serve, and to provide a variety of services in support of ongoing and emerging blood-and transfusion-related activities.

**The LifeSouth Vision**

- To be a vital and prominent member of our communities known for meeting the needs of the entire community, incomparable customer service and unwavering employee excellence.
- To develop our communities’ blood supply by increasing blood donations from both new and existing blood donors and optimizing component yields from each donation.
- To be an employer of choice by providing a work environment that continually reiterates and reinforces the value of each employee’s role and offers opportunities for employee development and growth.
- To be recognized as a provider of the safest and highest quality blood components and services by engaging in unrelenting and continuous improvement in our methods and procedures.

**The LifeSouth Values**

**Safety:** We are responsible for the safety of our employees, our donors, our patients and our blood supply.

**Teamwork:** We work together with mutual respect, personal integrity, a spirit of cooperation and remarkable professionalism to meet our community’s needs.

**A Difference:** We make a difference every day by connecting our donors to our patients.

**Reputation:** We provide ethical, honest and courteous service to ensure the goodwill of the community.

**Stewardship:** We efficiently manage our resources and our community blood supply.

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Local medical directors serve on our Medical Consortium to assist with local direction and help ensure the safety of the donation process and our blood supply. The members of our medical consortium represent a diverse group of experts in the fields of pathology and hematology.

Kathleen Sazama, MD, JD
LifeSouth Medical Officer
Gainesville, Florida

Marek Fried, MD, PhD
LifeSouth Medical Director
Gainesville, Florida

K. Dino Anastasiades, MD
Atlanta Medical Center
Atlanta, Georgia

Gary Carnahan, MD, PhD
University of South Alabama
Mobile, Alabama

William Ton Devos, MD
Brookwood Medical Center
Birmingham, Alabama

Linton L. Kuchler, MD
Northeast Georgia Medical Center
Gainesville, Georgia

Richard Lottenberg, MD
Shands at UF
Gainesville, Florida

Richard Majeste, MD
Atlanta Medical Center
Atlanta, Georgia

Glen Pinkston, MD
Baptist Medical Center - South
Montgomery, Alabama

Kenneth Rand, MD
Shands at UF
Gainesville, Florida

Mark Shertzer, MD
Southeast Alabama Medical Center
Dothan, Alabama

John R. Wingard, MD
Shands at UF
Gainesville, Florida

Robert Winn, MD
Huntsville Hospital
Huntsville, Alabama

Marc Zumberg, MD
Shands at UF
Gainesville, Florida

2009 Medical Consortium

LifeSouth Community Blood Centers is governed by a volunteer Board of Directors. This group of dedicated community leaders provides crucial guidance that enables us to fulfill our mission.

Philip Baker
Chairman
Retired

Reeves H. Byrd, Jr.
Vice Chairman
Preferred Management Investments, Inc.

Willard Shafer
Treasurer
Retired

Andrew Williams
Secretary
Bank President

Carroll Bennett, DDS
Retired

Herb Bevis
Retired

Gary Brooks
Brooks Design Construction, Inc.

Ronald C. Brown
Self-employed businessman

Dan Bundy
Regions Bank

Avis Craig
Citrus County Property Appraiser’s Office

Georgiann Ellis
Shands at UF

Timothy Flynn, MD
University of Florida

Greg Grisson
M&S Bank

Joey A. Hester
Flowers Hospital

Katherine Laurenzano, MD
Lake City VA Hospital

Lennart Lilieholm
P & L Painting & Decorating, Inc.

Michael Lukowski, MD
University of Florida

John Mallory
Retired

Perry C. McGriff, Jr.
State Farm Insurance Company

Gary Moody, Esq.
Moody & Salzman, P.A.

Donald Rothwell, PhD
Retired

Everett Scroggie, Jr.
Retired

Ronald J. Spitznagel, PhD
Retired

Michael Wofford
Vision Communications, Inc.
Glory 1330 WCTJ Radio

2009 Board of Directors
**Georgia Regions and Donor Centers**

**Georgia District**
- Greater Atlanta Region (Hub), Atlanta
- Southern Crescent Region, McDonough
- Northeast Georgia Region, Gainesville

**Florida Regions and Donor Centers**

**Northern Florida District**
- Civitan Region (Hub), Gainesville
  - Chiefland Donor Center
  - Gainesville Newberry Road Donor Center
  - Alachua Donor Center
- Putnam Region, Palatka
- Suwannee Valley Region, Lake City

**Southern Florida District**
- Hernando Region (Hub), Brooksville
  - Springhill Donor Center
- Citrus Region, Lecanto
  - Inverness Donor Center
- Marion Region, Ocala
  - Dunnellon Donor Center

**Alabama Regions and Donor Centers**

**North Alabama District**
- North Alabama Region (Hub), Huntsville
  - Huntsville Hospital Donor Center
  - Huntsville Hospital Women & Children’s Donor Center
- Marshall Region, Albertville
  - Cullman Donor Center
- Morgan Region, Decatur
  - Decatur General Hospital Donor Center
- Shoals Region, Sheffield
  - Eliza Coffee Memorial Hospital Donor Center

**Central Alabama District**
- Birmingham Region (Hub), Birmingham
  - Brookwood Donor Center
  - St. Vincent's East Donor Center
  - Shelby Donor Center

**South Alabama District**
- Montgomery Region (Hub), Montgomery
  - East Alabama Region, Opelika
  - Wiregrass Region, Dothan

**Coastal Alabama District**
- Mobile Region (Hub), Mobile
  - Mobile Infirmary Donor Center
- Baldwin Region, Daphne
  - Thomas Hospital Donor Center
Advances and Accolades

New donor centers open

North Alabama District Director Tammy Barnes cuts the ribbon at the Huntsville Hospital donor center January grand opening. (left) North Florida District Director J.D. Pettyjohn does the honors at the Alachua grand opening festival, which drew more than 3,000 people. (right)

IBBIS innovates

IBBIS, the software of the future for LifeSouth, began in February, with the registration module.

“It’s been a long, but rewarding process to see IBBIS take flight. We have especially enjoyed working more closely with the operations staff to identify and address problems and future enhancements for the program,” said Software Development Manager Dan Simpson.

This innovative software is intended to replace CRBCIS, (Civitan Regional Blood Center Information System) which has served the company since 1982. It was designed by LifeSouth, for LifeSouth, so it can be improved and customized to our specific needs. This will streamline operations and help reduce paperwork and duplication.

IBBIS, which stands for Integrated Blood Bank Information System, is made up of five modules, each serving a function in operations.

• Registration
• Donor Testing
• Components
• Distribution
• Quality Assurance

Currently we are working on the other four modules. What we learn from rolling out Registration will help us improve future roll-outs,” Simpson said. “We hope to get FDA clearance for all of IBBIS by the end of 2009.”

An award-winning year for LifeSouth

Several of our employees and programs were cited for national recognition. (clockwise from top) Marketing Assistant Laura Botu received an ADDY Award for the “I’m Alive” ad campaign; Civitan Regional Manager Wendy Hill was named Manager of the Year by the Association of Donor Recruitment Professionals; LifeSouth’s blood drive at Dragon*Con, the annual science fiction and fantasy convention in Atlanta, won honors from America’s Blood Centers for Innovation.
Expanding our social network

What do Lance Armstrong, Ashton Kutcher, The New York Times and LifeSouth have in common? We’re all tweeting with Twitter.

Twitter is a free social networking service that allows users around the world to communicate with messages of 140 characters or less called ‘tweets.’ Now LifeSouth is sharing information about blood donations or critical needs via Twitter, staying in touch with donors and letting them know our needs, latest news, goals, and trivia.

LifeSouth also has its own Facebook presence where we connect with our “fans,” sharing local news, photos from drives, updates on blood needs, and even posting questions. We’ve asked donors to share their blood donation experiences with LifeSouth, such as their favorite post-donation snack and details of their first donations.

You can find links to both Facebook and Twitter at www.lifesouth.org.

New billboards a call to action

Motorists in Montgomery see a touching reminder about cord blood donation, while donors in Mobile and Baldwin counties get a lifesaving message that may remind them of a day at the beach.

Targeting minority donors, the cord blood billboard carries logos for the two hospitals that collect cord units in Montgomery. The new signs “will be an attention-getter,” said South Alabama District Director Judy Russell.

Coastal District Director Keith Manwaring says the new billboards continue to introduce LifeSouth to the community and solidify their reputation as Coastal Alabama’s blood source. “Be a Lifesaver. Give Blood,” Manwaring says, “is a call to action.”

Five Points of Life

The Five Points of Life program raises awareness for the five ways to share life with others through the donation of blood, marrow, cord blood, organ and tissue. Working with blood centers, organ procurement organizations, marrow registries and community organizations to educate citizens about donation, the program encourages every eligible donor to give blood, join the marrow registry, talk to their family about organ donation and learn more about cord blood donation. In addition, the program educates youth on the importance of donation, so that when they are eligible, they will donate and become the “Donation Generation.”

The Five Points of Life focuses on the following projects aimed at raising awareness:

<table>
<thead>
<tr>
<th>Educational Curriculum</th>
<th>Kids Marathons</th>
<th><a href="http://www.fivepointsoflife.org">www.fivepointsoflife.org</a></th>
<th>Races</th>
</tr>
</thead>
<tbody>
<tr>
<td>Currently being developed, this exciting new curriculum is aimed at elementary, middle school and high school students. Bloodmobiles can be transformed into mobile education units to teach students, scouts, and summer campers about donation and being a part of the “Donation Generation.”</td>
<td>The Kids Marathons work with the elementary and middle school curriculums. The program encourages participating students to run 25 miles during the school year, logging each mile incrementally, and culminates in the Kids Marathon event where participants run the last 1.2 miles together.</td>
<td>Offering up-to-date and easy to understand information on donation, the Five Points of Life website includes blogs, videos, forums, chat room, educational curriculum activities, and information on where to give.</td>
<td>The Race Weekend in Gainesville, Florida includes a Kids Marathon, 5 Points 5K, Half and Full Marathon.</td>
</tr>
</tbody>
</table>
When Devon Vickers was about to enter middle school, she was diagnosed with leukemia. Chemotherapy put it into remission, but the leukemia soon returned. Devon’s doctors said she needed a marrow transplant. As an African American, she faced uphill odds of finding a match. A shared ethnic background increases the chances of a donor and recipient match, but there is a scarcity of minorities registered with the National Marrow Donor Registry. Fortunately, Devon had another option available. Cord blood, which is collected from a baby’s umbilical cord at birth, can be used as an alternative to a marrow transplant. The procedure causes no pain for the mother or child. Cord blood even offers some advantages because it is already tested, is available almost immediately, and offers more flexibility in making a match. Devon knows that an anonymous baby somewhere in the world saved her life. “I definitely would love to have the opportunity to thank them,” she said.

“I would definitely love to have the opportunity to thank them.”
- Cord Blood recipient Devon Vickers

Ernie Corcoran is an apheresis ambassador

When Ernie Corcoran made his 500th platelet donation in the Morgan Region donor center in July 2009, there was a party and a proclamation was read honoring his milestone. To Corcoran, 71, an Air Force veteran and retired safety engineer, 500 was just a number. “The hoopla surrounding this achievement helps spread the word about the need for platelets and apheresis donors, and that’s important to me,” said Corcoran. “I’m doing this because there’s a need and I recognize that need.”

When he first started donating platelets, that need was personal. Upon finding that one of their deacons had leukemia, he and other church members donated platelets to support him. “Explaining apheresis can be a challenge, but once you hear the word leukemia, people understand that,” he said.

He also helps recruit other donors, focusing on seniors and retirees and advising potential donors not to count themselves out. Corcoran says he’s undergone heart surgery, has diabetes, and is still able to donate. “Come on down to the center and talk to them, bring your medicine with you, they can tell you if you’re eligible,” he advised.

He also talks to his Veterans of Foreign Wars Post and to his Sunday school class about the need for apheresis donors and he believes the message hits home with people of faith. “I remind them they’re not doing it for themselves, they’re doing it for others,” he said. “The key is getting people to give it a try. If I can get you down there twice to do platelets, I’ve got you addicted.” Corcoran has a bigger goal for LifeSouth in Decatur. “I’d like them to feel the need to add another donor chair,” he said.

“I’m doing this because there’s a need and I recognize that need.”
- Platelet donor Ernie Corcoran
A pint of blood is drawn from a volunteer donor.

Blood is collected into a sterile bag and marked to identify its type.

Units are transported to the nearest LifeSouth testing and processing lab.

Blood is centrifuged to split it into three separate transfusable components.

- **Red Blood Cells**
  - Contain hemoglobin, a protein that carries oxygen throughout the body.
  - Used to treat patients with anemia or blood loss due to trauma or surgery.

- **Plasma**
  - Used to treat shock and burn patients.
  - Used to treat patients whose blood does not clot properly.

- **Platelets**
  - Crucial in helping blood clot.
  - Used to treat patients with low platelet levels, such as cancer patients.

Blood is crossmatched and transfused to patients in need. **Just one blood donation has the potential to save three lives!**

Blood components are stored for transfusion. The shelf life of blood is limited.

- Platelets expire in 5 days.
- Red blood cells expire in 42 days.
- Plasma can last up to one year.

Local hospitals order blood components based on patient transfusion needs, and LifeSouth delivers the ordered blood.

Blood is tested to ensure it is safe for transfusion and determine which patients can receive it.

How we connect our donors to our patients

What happens to your blood donation?
16-year-old donors make a major impact

When the bell rang to signal the end of the 2008-2009 school year it also marked the end of LifeSouth’s first full year of giving 16-year-olds the opportunity to donate, and the numbers show they were ready, willing and able.

• Participation in high school drives increased by 36 percent.
• Donor recruiters see a difference at retail drives and public drives.
• Younger donors are more responsive to automated donations, helping maximize collections.

“It’s nice to see them involved. If we get them early maybe we can keep them as lifelong donors,” said Birmingham Donor Recruiter Rachel Young.

High school blood drive honor roll

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Number of Drives</th>
<th>Total Collected</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Smiths Station High School</td>
<td>Smiths, AL</td>
<td>3</td>
<td>380</td>
</tr>
<tr>
<td>2. Citrus High School</td>
<td>Inverness, FL</td>
<td>4</td>
<td>346</td>
</tr>
<tr>
<td>3. Palatka High School</td>
<td>Palatka, FL</td>
<td>8</td>
<td>334</td>
</tr>
<tr>
<td>4. Fort White High School</td>
<td>Fort White, FL</td>
<td>4</td>
<td>334</td>
</tr>
<tr>
<td>5. Hoover High School</td>
<td>Hoover, AL</td>
<td>1</td>
<td>325</td>
</tr>
<tr>
<td>6. Maxwell High School</td>
<td>Lawrenceville, GA</td>
<td>6</td>
<td>303</td>
</tr>
<tr>
<td>7. Interlachen High School</td>
<td>Interlachen, FL</td>
<td>8</td>
<td>301</td>
</tr>
<tr>
<td>8. Columbia High School</td>
<td>Lake City, FL</td>
<td>4</td>
<td>293</td>
</tr>
<tr>
<td>10. Crescent City High School</td>
<td>Crescent City, FL</td>
<td>6</td>
<td>248</td>
</tr>
</tbody>
</table>

Clusters program enhances the science of finding donors

When it comes to finding donors, big businesses are the place to start. But with these potential accounts often already connected to other blood organizations, getting a foot in the door can be challenging. The answer? Finding groups of previously neglected smaller businesses who can combine their efforts to support a blood drive.

These groupings, dubbed ‘clusters,’ help us reach out to new donors as well as identify areas we are neglecting. Test runs of the clusters plan were met with great success.

• Over four days, Mobile and Baldwin recruiters scheduled blood drives that projected 2,060 units.
• Over four days, Birmingham teams scheduled blood drives that projected 1,400 units.
• North Alabama scheduled blood drives that projected 1,600 units in a cluster blitz.

Director of Recruitment and Retention Galen Unold says that these drives will eventually account for about 25 percent of collections. “This was never done in the blood banking industry before,” added Unold. “That’s why this is a revolutionary idea.”
Connecting with donors

While our donor centers may be our organization’s most visible presence in the communities we serve, less than a quarter of the blood donations were collected there in 2009. LifeSouth wants to make blood donation as convenient as possible by bringing blood drives to our donors.

We hold blood drives inside schools, hospitals, businesses and churches, striving to provide the same quality of service you’ll find under our roofs. This chart offers a snapshot of just where we connect with our donors.

Monster blood drives

Every day, LifeSouth’s bloodmobiles roll out in search of donors, making stops at hospitals, schools and businesses, and typically returning with 10 to 15 units. It takes lots of these drives to keep our local hospitals supplied. But there are times the crowds offer potential that produces huge results. Here’s a sampling of a few of 2009’s ‘monster drives.’

**Dragon*Con** – The annual science fiction and fantasy convention in Atlanta on Labor Day weekend produced 1029 donors, including 75 double-red and 20 apheresis.

**Greek Power** – Fraternities and sororities at the University of Florida hosted a challenge drive in the fall that brought in 530 units. Their spring challenge brought in 569.

**Gators vs. Vols** – A heated college football rivalry helped LifeSouth collect 861 units with its What Colors Do You Bleed blood drive last fall.

**Hoover High School** – The suburban Birmingham high school is known for its football teams, but in a single day 325 students donated blood.

**On-the-Air Blood Drive** – WTVY in Dothan took to the air in search of donors. The community felt the excitement, and by day’s end, 319 units of blood were on the shelves.

**TV 20 Blood-a-thon** – The Gainesville, FL TV station challenged its viewers to donate, and 288 of them accepted that challenge.

**Albertville vs. Boaz** – Community pride was on the line when these two small North Alabama towns competed in a drive that brought in 160 units.

**Monsters of Consistency** – Some organizations not only sponsor drives producing large turnouts, they do it consistently. Mobile shipbuilder Austal hosted three drives averaging 153 units each. Frazier United Methodist Church in Montgomery hosted six drives averaging over 140 donors for each drive.

(From top) District Training Coordinator Mellissa Brittian with aliens at Dragon*Con, a packed house at Dothan’s On the Air Blood Drive, and students wait for a chance to donate at Hoover High School.

In 2009, shoppers and employees at Walmarts were among our top donors. For the year LifeSouth collected 18,845 units at blood drives held at the stores. Here are our top 10 Walmart locations for the year:

1. State Road 19, Palatka, FL  1,118
2. Super Center, Inverness, FL  804
3. U.S. 90, Lake City, FL  701
4. S. Suncoast Blvd, Homosassa, FL  651
5. Wedgewood Lane, The Villages, FL  620
6. N. Williams St., Dunnellon, FL  600
7. Boll Weevil Circle, Enterprise, AL  580
8. U.S. 441, Summerfield, FL  527
9. Broad Street, Brooksville, FL  489
10. Commercial Way, Spring Hill, FL  480
Frequently Asked Questions about blood donation

What are the requirements to be a blood donor?
Donors must be at least 17 years old (16-year-olds may donate with parental consent) weigh 110 pounds, and show a valid photo I.D.

Will donating blood hurt?
You may feel a slight pinch at the beginning, but should feel no discomfort during your donation.

Can I get a disease from donating blood?
There is no risk of contracting any disease through the donation process. The needles and bags we use are sterile and are used only once.

Do I have enough blood in my body to donate?
Yes. The body contains 10 to 12 pints of blood. Your whole blood donation is about one pint.

How long will the donation process take?
The actual donation takes about 5-10 minutes. The entire donation process, from registration to post-donation refreshments, takes about one hour.

How much blood is taken?
For a whole blood donation, approximately one pint (which weighs about one pound) is collected. For a platelet donation, the amount collected depends on your height, weight and platelet count.

How often may I donate?
You may donate whole blood once every 56 days, which gives your body time to replenish your red cells. Platelet (apheresis) donors may donate once per month. This is because the body replenishes platelets and plasma more quickly than red cells. Platelets will return to normal levels within about 72 hours of donating. Plasma (the liquid portion of your blood) will return to normal levels within a couple of days. Replenishing red blood cells (the oxygen-carrying cells) will take approximately two weeks.

How will I feel after I donate?
Most people feel great after giving blood. Avoid strenuous exercise for the next 24 hours; otherwise you can resume full activity as long as you feel well.

If I was deferred once before, am I still ineligible to donate?
If your deferral is of a permanent nature, you will be informed. Otherwise, the deferral time depends upon the reason for deferral. Prior to each donation, you will be given a mini-physical and medical interview which will determine if you are eligible to donate blood on that particular day.

Are the health history questions necessary every time I donate?
To ensure the safest possible blood supply, all donors must be asked all the screening questions at each donation. The FDA requires that all blood centers conform to this practice.

What can I do if I’m not eligible to donate?
You can help by hosting a blood drive at your business, organization, or church. Visit www.lifesouth.org or call toll-free (888) 795-2707 to find out more about how to host a blood drive, find helpful tools for making your blood drive successful, and more.

How can I raise my iron levels?
Prior to donating, your hematocrit (iron) level will be tested. You may be deferred from donating due to a low iron level. Eating iron-rich foods prior to donating or taking an iron supplement, can help raise your iron. Some of these foods include lean red meats, beans, iron-fortified whole grains, greens, and nuts.
PLATELET donor
Platelets are always in demand and people of any blood type with high platelet counts (the amount of platelets in their system) make ideal platelet donors.

RED CELL donor
Type O donors make ideal red cell donors. Red cells from type O donors can be transfused to patients of all blood types and is critical for use in emergencies.

PLASMA donor
People with type AB blood (less than 4 people in 100) are universal plasma donors; their plasma can be safely transfused to patients of any blood type.

What can I expect during the donation process?
During an apheresis donation, your blood flows through sterile, disposable tubing into a centrifuge. Once separated, the needed component(s) are transferred automatically into bags. The other components are safely returned to you. No more than 50% of platelets are ever extracted in one sitting, and they can be fully replenished by the body in about three days. A platelet donation takes 90 minutes to two hours, while a red cell or plasma donation lasts 40 minutes to one hour. During this time, you can read, watch a movie on a personal TV screen from our DVD collections, enjoy a snack while you donate, or simply sit back and relax.
In the mid-1970s the entire staff could easily squeeze onto the porch of the old house that served as the first home of Civitan Regional Blood Center. Today that staff numbers more than 800 and support offices in Florida, Georgia and Alabama.

In 1974, the Civitan Club in Gainesville, FL, was asked to start a community blood bank to support the four area hospitals. It wasn't the biggest club in town, but it did hold a unique position – it was the only group that answered yes to that request.

Phil Baker, chairman of the LifeSouth Board of Directors, was part of the original group that accepted that challenge. He said the group numbered fewer than 30, and eight of them quit, saying they didn't want to be part of a project that was destined to fail. Twelve of the members signed a note to back the $50,000 loan to get things started. In an old house that had last served as a doctor's office, the Civitan Regional Blood Center opened its doors on Aug. 28, 1974. “It was as scary as heck,” said Everett Scroggie, one of the signers, who still serves on LifeSouth's board.

The little local blood center, which Scroggie admits he never imagined would ever expand beyond Gainesville, eventually grew into LifeSouth that today is the eighth largest community blood provider in the United States, supplying blood for more than 110 medical facilities in Alabama, Florida, and Georgia. With more than 800 employees, it's an organization that has grown more than its pioneering founders could have ever envisioned.

“We were visionaries, but we were half blind,” Scroggie joked.

Reeves Byrd, Jr., Vice-Chair of LifeSouth's board and also part of that founding group, says the members saw it as a way they could make a difference in their community.

It was hardly a plush beginning. The first bloodmobile was a used RV, donated with the stipulation that Civitan pick up the payments. The first courier vehicle was a well-used Lincoln that had been used to haul fish and still carried the fragrance of its history in the upholstery. The first Executive Director, Theodore Hayes, worked for free, and his desk on that opening day was an old door perched on two trash cans. “We made use of whatever tools we had available,” Byrd said. “You look at the impact today, it’s just phenomenal.”

Phil Baker's original donor card shows that he donated on opening day, August 28, 1974.
Statements of Financial Position
(In Thousands of Dollars)

### Assets:
- Current Assets: $14,086 (37%)
- Long Term Assets: $22,970 (61%)
- Other Assets: $840 (2%)

**Total Assets:** $37,986 (100%)

### Liabilities & Net Assets:
- Current Liabilities: $7,849 (21%)
- Deferred Revenue: $793 (2%)
- Interest Rate Swap: $266 (1%)
- Long Term Debt: $8,745 (23%)
- Net Assets: $20,243 (53%)

**Total Liabilities & Net Assets:** $37,986 (100%)

### Cash Flow Summary:
- Total Revenue: $72,794
- Less Operating Expenses: (68,903)
- Less Capital Expenses: (2,246)
- Less Debt Payments: (586)

**Net Cash Flow:** $1,059

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Revenues Relative To:

<table>
<thead>
<tr>
<th>Services</th>
<th>Revenue</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood Components &amp; Services</td>
<td>$71,526</td>
<td>98%</td>
</tr>
<tr>
<td>Other Income</td>
<td>$1,268</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Total Revenue:** $72,794 (100%)

Expenses Relative To:

<table>
<thead>
<tr>
<th>Services</th>
<th>Expense</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donor Recruitment</td>
<td>$4,146</td>
<td>6%</td>
</tr>
<tr>
<td>Blood Collection &amp; Distribution</td>
<td>$98,273</td>
<td>50%</td>
</tr>
<tr>
<td>Laboratory</td>
<td>$13,512</td>
<td>19%</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>$15,972</td>
<td>22%</td>
</tr>
<tr>
<td>Depreciation &amp; Amortization</td>
<td>$2,189</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Total Expenses:** $71,092 (100%)

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Blood Donations by State

- **AL:** 51%
- **FL:** 36%
- **GA:** 13%