

This is John Gullam from the Northern California Community Blood Bank with a Community Comment on KINS

As 2014 draws to a close we would like to thank all of our donors, from Garberville to Smith River and from Trinidad to Weitchpec for making this a very successful year. We saw over 5,500 donors this year, *which is great* but that's only 1 in 10 eligible donors in our community.

As our regular donors will tell you *consistent donation throughout the year helps us avoid shortages by having blood available before it's needed* – but last year 10% of our whole blood donations came from only 188 people! Let's get these people some help.

If you donated once last year we would love to see you twice in 2015. If you donated once in 2014 and will **never be coming back** we want to know why. We understand that blood donation is an entirely optional activity and it is our goal to make it as stress free, convenient and painless as possible. There are things about the donation process that we have little, or no control over, the registration questions for example, but if there are things that we could be doing differently, or better, that would encourage you donate more often **we want to know**.

We all know people who *don't* donate, some have excellent reasons, many of which we at the Blood Bank gave them, but we also know people who just don't feel like donating, or haven't found the time or, quite frankly had a lousy experience sometime in the past. If you know someone like this, or are someone like this I would encourage you to give blood donation a try. If it's been awhile since you donated drop by or give us a call, a reason you couldn't donate in the past may have changed. The tattoo deferral, for example has been changed from 1 year to 1 month

As I said 2014 was a great year, in fact the only goal we failed to meet in 2014 was our *number of First Time Donors*. With all of the reasons people can be deferred from donating, and people leaving the area, we lose nearly 2,500 donors every year! In 2014 we saw 1,694 first time donors, that's a lot but we need to see more. Our Donor Recruiters are available for presentations at service clubs, schools and businesses to help get the word out and answer questions. Dee, Jo Anna or I can be reached at 443-8004 or at [recruit@nccbb.org](mailto:recruit@nccbb.org). There is also information available on our website at [nccbb.org](http://nccbb.org)

Thank you and have a truly wonderful 2015.

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