

Facts About...

The Blood Center

Serving You For Life!

History

In 1960, fourteen New Orleans area physicians began the private effort to regulate the collection and processing of blood by opening the New Orleans Blood Bank. On January 1, 1973, it was officially rechartered as a non-profit organization benefitting the people of the metropolitan New Orleans area. Since its inception, the blood bank has had several different names to reflect its growth. In 1996, the name changed to The Blood Center as it remains today.

Mission

The Blood Center's mission is to provide a quality supply of blood components to meet the needs of the communities served and to provide the technical support needed by the blood banking profession to achieve the highest safety and ethical standards.

Today

- Through neighborhood donor centers and a full schedule of mobile blood drives, The Blood Center provides opportunities to donate blood throughout the year.
- We supply blood components to more than 40 medical facilities in Southeastern Louisiana and Southern Mississippi.
- An integral part of the regional healthcare system, The Blood Center employs nearly 300 team members including recruitment specialists, phlebotomists, nurses and laboratory professionals.
- TBC also provides patient treatment procedures such as therapeutic apheresis and mononuclear cell collection, as prescribed by a physician.

Licenses/Accreditations

The Blood Center is regulated and licensed by the U.S. Food & Drug Administration and accredited by AABB, formerly the American Association of Blood Banks, and is a founding member of Blood Centers of America. The Blood Center is a member of South Central Association of Blood Banks (SCABB) and America's Blood Centers (ABC), which is North America's largest network of community-based blood providers who supply half of the United States volunteer blood supply.

Programs

Youth

- *Little Heroes: Lifesaver Program* is designed to teach young students about the physical functions of blood, how blood is used to help sick and injured people, and how children can become Little Heroes by recruiting adults to donate this vital component for their community.
- *Middle School Rocks* is designed to teach middle school students about the physical functions of blood, how blood is used to help sick and injured people, and how children can become Rockstars by recruiting adults to donate this vital component for their community.
- *High School Heroes* is designed to encourage students to organize blood drives, donate blood and to make donating a lifelong commitment.
- *Red Cord Program* acknowledges High School students act of being a lifesaving blood donor and rewards them with an honorary Red Cord to wear during their graduation ceremonies. Students at participating schools can qualify to receive a Red Cord by making four lifesaving donations during their high school career.
- *Blood Buddies* is a partnership between Girl Scout troops and The Blood Center. Girls who recruit two donors receive a Blood Buddies patch.

Specialty

- *Heart2Heart: Empowered to Save Lives* is a community outreach program designed to educate and increase the number of donations within our community specifically targeting minority groups such as African-Americans.
- *Replacement Program* supports patients who are actively using blood. Friends and family are encouraged to replace blood used in order to put blood back on the shelf for the next person. For every donation designated as a replacement for a specific patient, TBC will issue a payment directly to the patient.
- *Blood Assurance Program* allows donors the option to receive unlimited blood coverage for each beneficiary designated by the donor. Pre-existing illnesses are excluded from this program.

Donor Recognition

- *Promotional Items*: T-shirts or other designated items given at time of donation
- *From the Heart Club*: Helps send children with cancer and other hematologic disorders to a non-profit summer camp known as Camp Challenge for one week at no cost to the child.
- *Points for Life* is a way of thanking donors who give on a regular basis. Donors receive points with each donation. The benefits and rewards increase based on donation frequency and type of blood product donated such as double red cells or platelets. Points may be redeemed in our on-line store for a variety of gifts or gift cards.

Foundation

The Blood Center Foundation is the fundraising arm of The Blood Center. Contributions made to the Foundation help support TBC's ongoing educational and community outreach programs which are dedicated to the procurement and provision of blood components, and help to provide technical support, research, and testing critical to the communities we serve. Financial contributions are tax-deductible for income and estate tax purposes.