



## You can change a life...

As a blood donor, you know that the simple act of giving blood has the potential to change the life of someone facing a very serious illness or injury.

Summer generally holds challenges for the **American Red Cross**. Regular donors go on vacation and don't schedule their usual appointments to donate. College and high school students – who donate a significant amount of blood in Michigan – are on break and don't donate. More people are active, and that means more hospital emergencies require transfusions. When you donate blood, you can change a life.

Won't you help the American Red Cross spread the word? Let others know that they can change a life – or three – every time they donate blood.

Sometimes all a **potential** donor needs to become a **regular** donor is encouragement from someone they know. Approach a neighbor when you're both taking a break from yard work. Talk to a relative at the annual family reunion. Mention it to a co-worker.

Start the conversation with a question: "Did you know you can change a life?"



Talk about the people who need life-sustaining blood every day – cancer patients, people undergoing surgery, children with sickle cell disease and accident victims. Then add that one blood donation could help change not just one, but up to three lives. Call today for your appointment at **1-800-GIVE-LIFE**.

## Why we give: Karley and Everett's story

**Karley Elkins** knew her son would be receiving blood even before he was born.



Karley and Everett

At her 20-week ultrasound, doctors told her and her husband, **Nate**, that their child would need a series of operations

to treat a **heart defect**. The first would be within a week of his birth.

"There really is no way to describe how someone feels when they're told before their baby is born that they will need three open heart surgeries," says Karley. "Or to hear that their child has a 75 percent chance of making it to age 5."

But on the eve of his third birthday, **Everett** is thriving. He's all boy, his mother says. He loves trucks, cars and trains, and he swims, does gymnastics and downhill skis.

"He's definitely not afraid of anything," says Karley. "To look at him, you'd never know he's functioning on half-a-heart."

Everett was born with **hypoplastic left-heart syndrome**, a rare heart condition in which the left side of the heart is critically underdeveloped. Since the left side of the heart can't effectively pump blood to the body, the right side compensates, pumping blood to the lungs and the rest of the body.

Some babies can be treated with a series of three operations, others with a heart transplant. Either requires extensive medication to keep the heart functioning, as well as **multiple blood transfusions** before and after surgery.

Everett went through three operations at **Mott's Children's Hospital in Ann Arbor** in the first two years of his life. Doctors performed his first surgery when he was 7 days old, his second at 5 months, then his third at 18 months. Each time, he recovered within one to two weeks.

For his parents, the results couldn't be more optimistic.

"We were told that kids with his condition do either really well or really poorly," says Karley. "Everett is definitely on the doing well spectrum."

Doctors say no additional surgeries are on the horizon. And his medications are a single baby aspirin a day, rather than a dozen or more medications around the clock.

"Just the freedom of being able to leave the house and not being afraid for him is tremendous," says Karley. "We're planning to go camping, boating, all the things you do as a family. We're definitely excited."

*Everett will attend preschool in the fall. Karley recently resumed donating blood, and tries to give every 56 days—in between being a mom for Everett, his 8-year-old brother Jonah, and 1-year-old baby brother Rocco. "Being a donor really hits home," Karley says "It's a way I can make a difference for kids like Everett."*

The need is constant. The gratification is instant. Give blood.™

# Be the giving type...

Every day, hospital patients and their families rely on people like you to donate blood products. You're the one who can make the **difference between life and death**, by simply rolling up your sleeves and giving through the American Red Cross.

As a donor, you may be eligible to make three different types of donations through the American Red Cross: **whole blood, double red cells or platelets** through apheresis. Recently, we began working with donors to identify and recommend the types of donations they can make that will help optimize America's blood supply.

You see, the need for blood products changes on a daily basis. Depending on patient need, we may ask you to consider donating a different product or donating more. For instance, we started asking women with **Type O blood** to focus on giving whole blood or double red cells, rather than giving platelets. And we've asked some men who currently give just whole blood to consider donating double reds or platelets.

The important thing to remember is that every blood product—be it a donation of whole blood, or double red cells, or platelets—can help save a life. Whatever your

blood type, someone needs you. By looking at what you can give and when, we're hoping to **maximize your potential** as a donor through the American Red Cross.

Want to learn more about blood and blood types, as well as about other services and programs through the American Red Cross? Visit our new national web site at [redcross.org](http://redcross.org).



## Red Cross racing

NASCAR fan or not, you can't help but marvel at the national campaign through the American Red Cross, now in its second year. Blood donors can earn race-related collectibles like caps,

T-shirts, jackets and die-cast model cars through the **Red Cross Racing Donor Rewards Program**—all while helping to save more lives through increasing their



donation frequency. Participants accrue points by self-reporting their blood and platelet donations, and then exchange those points for prizes. Want to learn more? Visit [redcrossracing.com](http://redcrossracing.com).

## A donor's story: Mike Holder

Most mornings, **Mike Holder's** freeway commute was a combination of smooth sailing and stop-and-go traffic closer to town.

It wasn't particularly unusual then, when traffic came to a dead halt around a popular exit. But on this **August morning 10 years ago**, Mike just happened to

look in his rear view mirror. What he saw was something he cannot forget.

A vehicle was speeding toward the back of his car at 70 miles per hour. Before he could think, there was impact.

"The rear bumper crunched up to the front seat area," says Mike of the hit that compacted his Bronco II truck and rendered his shoulder harness useless.



Mike Holder

"Being an older vehicle, my truck didn't have an air bag."

Mike was propelled into the steering column face first. The **force of the crash** then caused his truck to hit the vehicle in front of him, resulting in a five-car chain reaction.

"At first, I was unaware of the damage to my face and upper body as I climbed out-

of-the-truck, walked to the median and called my wife on the phone," says Mike. "I told her I was in an accident and would need a ride to work."

Once **EMT crews** arrived minutes later and saw his injuries, they immediately strapped him to a board and started measures to stop his bleeding.

Mike was taken to the ER at **St. Joseph's Mercy Hospital** in **Ann Arbor**. He had

lost a considerable amount of blood, and was immediately hooked up to receive several units of blood.

Afterward, Mike endured **myofascial reconstruction surgeries** to fix the damage to his face and mouth. He also received years of **physical therapy** to rehabilitate the injuries to his upper body.

"If it weren't for the generosity of blood donors, I might have had a much rougher time in the ER that day," says Mike. "Because of that day, I have decided to become a donor myself. It's kind of my way to say thanks to the Red Cross and to those who donate, as well as help others that may need blood like I did."

*Mike Holder is an on-air personality for Lansing's Classic Hits 92-X and producer of Tim Barron Mornings.*

### Did you know . . .

. . . your blood is needed more than you think. Blood is not only needed for emergencies, it's needed every day for people undergoing surgery, for babies in neonatal intensive care, or for people being treated for cancer and other serious diseases. Just 38 percent of the U.S. population is eligible to give blood, and of those eligible, only a fraction do. Do your part to maintain an adequate supply by donating blood through the American Red Cross.

# Why we give...

We asked you to tell us why you roll up your sleeves to help save lives. Here's what you said...

"My reason for giving blood is simple: I know there is a need and I am able to do it." **Donna Moeller, Allegan.**

"Giving blood is something I can do that doesn't take that much time. If we all do a little, it makes it easier for everyone else. I'm 73 years young, and I just started giving on an eight-week basis. I wish I had done more when I was younger, but I'm glad to be making a difference now." **Fritz Schneider, Ann Arbor.**

"It is my hope that my blood helps someone to live longer. Long ago, my father **John Iseler** used to donate. Eventually, he needed blood himself when he was dying of cancer. I began donating blood to help when my neighbors needed blood. Now, I donate to keep our blood supply in a plus situation. I have always felt that everyone is deserving to receive blood. That's why it's called a donation." **Keith Iseler, Port Hope.**

"My family began donating when my father served in World War II. We are a patriotic family, and giving blood was just something we did.

My husband and I began coordinating drives for our church 33 years ago. When he died from leukemia,

my son David took his place. My husband received 48 units of blood during his cancer treatment. People think that donating one pint will take care of a patient, but that isn't the case. Lots of people easily need five to six units of blood." **Yvette Domanski, Detroit.**



Yvette and David Domanski

# The way we give...

## A random sampling of blood donors who have reached milestones in the Great Lakes Region...

- **Irene Anderson**, Muskegon. 18 gals.
  - **Robert W. Bartels**, Zeeland. 18 gals.
  - **Ron Behm**, Grand Haven. 21 gals.
  - **Marie E. Blauwkamp**, Zeeland. 19 gals.
  - **Jack Billups**, Grand Haven. 19 gals.
  - **David B. Brown**, Spring Lake. 23 gals.
  - **Gary Coe**, Owosso. 11 gals.
  - **Linda Connell**, Reed City. 10 gals.
  - **Patrick Dalton**, Haslett. 19 gals.
  - **Margie L. Greeley**, Dorr. 10 gals.
  - **Eric Haas**, Holland. 24 gals.
  - **Ben Herring**, Hastings. 26 gals.
  - **Jeffrey Bruce**, Hastings. 17 gals.
  - **Phillip Langlois**, Fruitport. 20 gals.
  - **Thomas Nimtz**, Benton Harbor. 12 gals.
  - **Richard Post**, Durand. 20 gals.
  - **Ed A. Schmidt**, Nunica. 19 gals.
  - **Nancy Vandenberg**, Holland. 19 gals.
  - **Ted Vandenberg**, Zeeland. 23 gals.
- Know someone who should be included? call Ann at 1-800-968-4283, ext. 360.

## Donating for a lifetime

- When **Esther Schwartz** found out there was a blood drive at her daughter's school in **Colton**, she recruited 20 people to give.

"They all knew about **Emily**," says Esther of her 9-year-old daughter who receives plasma-derived immunoglobulin for an immune deficiency. "I was in tears when I saw how many people came to give."

Among the mix of donors were people from Esther's **Amish community in Leonides**. Esther also encouraged her non-Amish friends to give, and ended up with more than 52 donations.

"I can't fix things, but I can help make a difference," says Esther. "I wasn't eligible to give, but my husband **Ben** could. Emily was so proud of her dad. It was a really nice thing."

- **Kris Harvey** believes in answering the call. He's served in the U.S. Army. He's moved to Michigan from Florida to be closer to family. And he's made it a personal goal to keep on donating blood as long as he's healthy.



The Harveys

"I started donating, then donating more," says Kris, who first gave in the early '70s as an enlisted man. "It just became a goal of mine to eventually reach 30 gallons."

Kris is not too far away. Recently, he hit 25-gallons at a blood drive at his daughter's elementary school in **Brighton**. "I just think it's important to have as many people donate as possible," says Kris, who had needed blood for several knee surgeries. "No one should have to worry about what they would do if they needed blood and it wasn't there."

- Two men from **Sault Ste. Marie** are kayaking Lake Michigan to raise dollars for the Red Cross. **Dana Skytta** and **Shawn Kutzler** hope the 500-mile **Paddle for a Purpose** will generate \$5,000 for the Red Cross Chapter in the eastern UP headed by **Brian Davie**.



Dana Skytta, Brian Davie, Shawn Kutzler

"I had an illness as a baby that required a 25 percent blood exchange," says Shawn who also donates blood. "The Red Cross was there to help. I want to give back." The two started paddling in May, and will travel 15 to 30 miles a day. Their trip could last until August.



## American Red Cross

Great Lakes Blood Services Region

P.O. Box 30102  
Lansing, MI 48909-7602  
www.redcrossmichigan.org

NONPROFIT ORG  
US POSTAGE  
**PAID**  
LANSING MI  
PERMIT No. 600

# LIFELines

Lifelines is published four times a year by the American Red Cross Blood Services. Readers may send story or photo ideas to:

**Marketing and Communications Department**  
American Red Cross Blood Services

Contributing writers: Mike Holder, Martha Kurtz  
Ann Kammerer, Writer/Editor  
kammerera@usa.redcross.org  
1-800-968-4283, ext. 360

## Red Cross gets social

The American Red Cross Blood Services is using **social media sites** to build awareness and reach out to youth in a new way.

Social media is any online space that allows individuals to share information through the integration of technology, telecommunications and social interaction using words, images, videos and audio. Social media tools are popular, easy-to-use platforms that allow people to connect online.

The Red Cross Blood Services entered the social media arena by launching a single, national presence on **Facebook** in early April. Facebook is the world's largest social networking site, with more than 100 million users worldwide, most under 30 years of age. Facebook users can become fans of the Red Cross page, invite their friends to become fans of the Red Cross, participate in discussions, and view Red Cross videos, photos and more.

Red Cross' intent in "getting social" is to leverage donor-to-donor advocacy by promoting the gratification many donors feel when they help save a life by giving blood. The end result, Red Cross officials say, is increased interest in blood donation, more appointments, and a larger donor base—particularly among **high school and college age donors**, 17 to 25 years of age.



Watch for more information on the Red Cross' use of other social media sites,

including **Twitter, YouTube** and **Flickr** later this year. You can also check out the Facebook page by searching for American Red Cross blood donors at **facebook.com**.

## Be sure to tell us!

Do you know a blood donor who has reached a significant milestone? Would you like to tell us why you give blood? Or do you know someone who has received blood or whose life has been affected by the need for blood?

Call or e-mail **Ann Kammerer** at  
**517-318-7360** or  
kammerera@usa.redcross.org