

2043 Dillingham Boulevard  
Honolulu, HI 96819-4024  
Phone: (808) 845-9966  
Neighbor Islands: (800) 372-9966

**Dillingham Donor Center**

Mon, Tues, Wed, Fri 6:30 a.m. to 4:30 p.m.  
Thursday 9:00 a.m. to 7:00 p.m.  
Saturday 6:30 a.m. to 2:30 p.m.  
Sunday Apheresis only

Apheresis by appointment daily.

**Downtown Donor Center**

Closing April 5, 2012

Monday - Friday 6:30 a.m. to 2:00 p.m.

**Young Street Donor Center**

Opening April 10, 2012

Tuesday 11:30 a.m. to 7:00 p.m.  
Wednesday - Saturday 6:30 a.m. to 2:00 p.m.

[www.BBH.org](http://www.BBH.org)

Non-Profit Organization  
U.S. Postage  
**PAID**  
Honolulu, HI  
Permit No. 350



# Circulate

News From Your Community Blood Center • February 2012 • VOL. 3



**Blood Bank of Hawaii**

*Give Blood.*

*It's Safe.*

*It's Simple.*

*It Saves Lives!*

## INSIDE THIS ISSUE

.....  
New Donor Center  
.....

.....  
In The Spotlight:  
Tom Bongiorno  
"One Donation Provides  
New Life for Many"  
.....

.....  
BBH At-A-Glance  
.....

.....  
Life Links:  
Celebrating Donor Magic  
.....

.....  
Did You Know?  
.....



Generation Y donors, from left: Kaimana Pine, Kekoa Beaupre, En Young and Reid Saito.

commodity for which there is no substitute. Reflecting on a growing sentiment shared by others, En Young, 32, notes the economic downturn has made more people mindful of what they can do without money.

"If time is money, then donating blood is 'the best bang for your buck,'" said En. "Maybe it'll take an hour to donate blood and you save lives. Where else can you make that kind of impact in so little time? You could say, donating blood is very

efficient in terms of community service."

### Banking on the Next Generation of Donors

They may not have known each other, but judging from their lively conversation, they shared an instant connection.

Doctor, accountant, state employee, environmental supporter. Born around 1980, these Millennials, or better known as Gen Yers, graduated from high school in the mid-1990s. Well educated, civic-minded, technologically savvy and more ethnically diverse, they are part of the next generation, our lens to the 21st century. Despite their differences and however they choose to define themselves, they each carry a common thread — they are blood donors.

### The Top Two Percent

With 60 percent of Hawaii's population needing blood and only two percent of the population giving, the next generation of blood donors is critical to meeting the needs of Hawaii's patients. One Millennial said, "When I heard the statistics of how many people donate blood, I tell friends, if you donate blood you will be in the top two percent of Hawaii's population!"

This generation of blood donors knows the importance of getting others their age to donate blood, a rare

### Paying It Forward

Kaimana Pine, a 31-year-old social media fellow for Kanu Hawaii and photographer, agrees. He began donating after answering a personal invitation. "A friend brought me in to donate the first time," he recalls. "It was so much easier and quicker than I expected. It's a great thing to do and I make it a point to practice compassion by helping others. I believe in paying it forward."

Optometrist Reid Saito, 33, "pays it forward" in his busy practice. But it's his badge of honor that speaks louder than words. "When I wear the arm band after donating blood, it reminds me that I did something good and it makes me feel proud. When my patients ask me about it, I try to inspire and encourage them to save lives and give blood too."



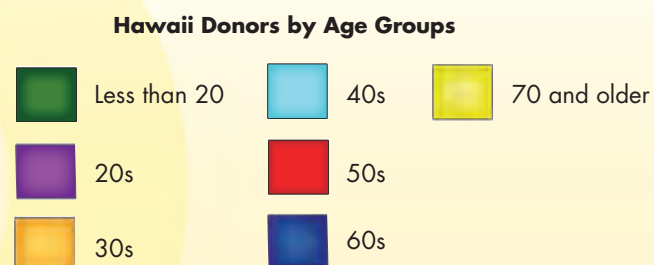
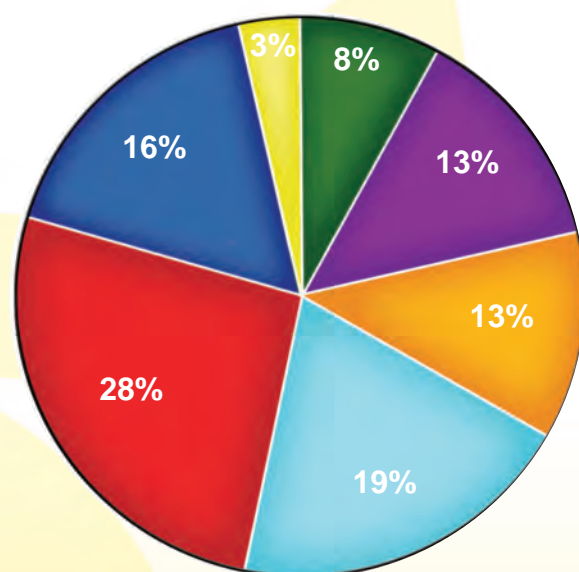
Continued on page 2

## DID YOU KNOW?

**In 1973, Health Interview Survey revealed 5.3 percent of the US population, including twice as many male donors as females, donated blood.**

Today, it is estimated that the numbers of donors across the nation are relatively unchanged with an estimated five to six percent (varies by state) of the US population donating.

Here in the Islands, however, 2011 statistics show that just two percent of the Hawaii population donated. In order to meet the needs of Hawaii's patients, growing the pool of the next generation of donors is key. Next time you donate, bring a friend or family member with you!



# BBH AT-A GLANCE

## Young Street Donor Center Opens on April 10th



The countdown is on for the official opening of Blood Bank of Hawaii's new Young Street Donor Center (YSDC). Located at 1907 Young Street, on the corner of Artesian and Young Streets, YSDC's hours of operation will be:

Tuesday 11:30 a.m. to 7:00 p.m.  
Wednesday – Saturday 6:30 a.m. to 2:00 p.m.

## Downtown Donor Center Update

The lease for Downtown Donor Center (DTC) is ending and this collections site will close on April 5, 2012. With regularly scheduled blood drives throughout the downtown area, many donors are electing to donate blood in convenient locations near their offices. A special mahalo goes out to all the loyal DTC donors and The Cookie Corner for their years of dedication and service.



## Four Time's a Charm

Each year, roughly 26,000 donors come through our doors. Of those, many give just once. Donors who give at least four times in one year help fulfill the Blood Bank of Hawaii's important mission of maintaining a safe and adequate blood supply for Hawaii's patients. BBH is pleased to recognize donors on their four donation in the calendar year with a commemorative, custom t-shirt.

For more information visit  
[www.BBH.org](http://www.BBH.org)

Follow us on Twitter at  
[Twitter.com/hawaiibloodbank](https://twitter.com/hawaiibloodbank)

## New Donor Center Nears Completion



When it opens on April 10, 2012, Young Street Donor Center will provide the State of Hawaii with an alternate blood inventory and distribution site in case of a disaster, or should Dillingham Donor Center become inoperable.

"This center will play a key role in the state's disaster planning and preparedness," said Dr. Robyn Yim, Blood Bank of Hawaii president and medical director. "We are excited to have this facility to better serve Hawaii's hospitals and patients."

In addition, the center, located at 1907 Young Street on the corner of Young and Artesian, will offer a more convenient location for donors commuting from Koko Head area or living in the university and downtown areas. The hours complement Dillingham Donor Center's, with evening appointments available on Tuesday and early morning appointments Wednesday through Saturday. Parking is available.

"Where Dillingham Donor Center is the gateway for our donors commuting from the central and west sides of Oahu, Young Street Donor Center will be the gateway for donors from East Honolulu," commented Wendy Abe, vice president of administration, who oversees the recruitment department. "The center is ideal for Moiliili and Manoa residents and the University of Hawaii community."

Call today to make your appointment and check out Young Street Donor Center.

**848-4770**



*Banking on the Next Generation*  
Continued from page 1

## The Commitment

Finding the time to donate, however, isn't easy, as these young professionals know. Busy as he is, 38-year-old certified public accountant Kekoa Beaupre calendars his appointment to donate during his lunch hour every eight weeks, and makes a point to stick to it.

He is diplomatic when he says it, but his message is unvarnished: "I just think about helping others. Patients need all different blood

types. You never know if you may be that special blood type. And you hope that someone out there is giving your blood type, should you need blood one day."

With a "can-do" attitude of veterans and the teamwork ethic of their mid-life Boomer parents, the optimistic Millennials believe they can make a difference. With that spirit, Hawaii's patients can feel confident they are in good hands.

## IN THE SPOTLIGHT

### One Donation Provides New Life for Many

Have you ever thought about how many loved ones you have? Immediate family and close friends may jump quickly to mind. But what about your neighbors, co-workers, or people whose lives you positively impact through your daily encounters?

Donors who give the gift of life know they are saving up to three lives. But do they stop and think about the many other lives they touch?

Luanne Bongiorno will be one of the first to tell donors there is nothing small about each unit of blood a patient receives. Her husband, Tom, was admitted to a hospital in 2010 to repair a severely pinched sciatic nerve that had confined him to a wheelchair. During the anticipated four-hour surgery, something went terribly wrong. Doctors severed a vein that led to excessive bleeding into his abdomen.

"I was in the waiting room and expected a nurse to come out of the operating room area and direct me to the recovery area," recalled Luanne. "But the surgery continued into the fifth, then sixth hour. The nurse did not come—Tom's doctor did. My heart sank."

Luanne learned that Tom faced a five percent chance of survival within a 24-hour period and required 31 units of blood and seven units of platelets to keep him alive during the surgery.

"I was terrified, and felt helpless and alone," said Luanne. "During Tom's hospital stay, friends and people we don't even know donated blood in Tom's name at a company drive happening next to my office."



*The Bongiorno Family.  
Tom, Luanne and their daughter Maria.*



Were it not for these selfless, caring people, my and many others' lives could have drastically changed as well."

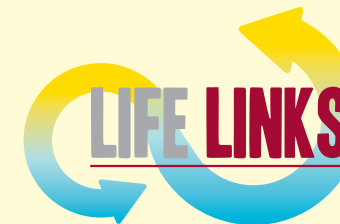
Humbled by his new life, Tom can't thank donors enough for their selfless commitment to saving lives. "If it weren't for blood transfusions, I wouldn't be here today to enjoy my wife and my eight-year-old daughter, Maria, whose voice I heard when I woke up in the hospital," he said, his voice shaking with emotion. "She asked me if I'd be okay and if we can all go home and be happy again. It was music to my ears."

*"We are grateful each day that Tom is still here with us," added Luanne. "I now realize I was never really alone. The donors saved Tom's life, but little did they know they gave Maria and me a second chance as well. We are grateful to them all."*

**"In high school, my friends and I thought donating blood was a good thing to do,**

especially because we'd get cookies after donating! Today as a high school teacher, I try to model good behavior. Giving blood is a great example of a very easy way to help people in a tangible, lifesaving way."

- Ryan Frontiera, 26 Donor



## Celebrating Donor Magic

Seems the years go fast, and with them come many changes. Thankfully, some things remain the same—like our loyal donors, volunteers and Lifesaver Clubs. In celebration of Volunteer Blood Donor Recognition Month, BBH hosted five events throughout January to thank hundreds of Super



Donors, Century Donors and other valuable supporters on Oahu, Kauai, Maui, Kona, and Hilo for the magic they create for Hawaii's patients. Here, five of the more than 300 guests who attended the Oahu Volunteer Donor Recognition Breakfast on January 5th exude their positive spirit at Hawaii Convention Center.