

THE POWER OF GIVING



**Blood Bank
of Hawaii**

Give Blood. It's Safe. It's Simple. It Saves Lives.

2010 Annual Report

HARNESSING HEMOGLOBIN



CHRISTOPHER CHUN

HEMOGLOBIN HERO

Blood. It doesn't just help us to live our lives, but helps to give life to others. When it's needed, Hemoglobin Hero and donors like Christopher Chun come to the rescue! Hemoglobin Hero's iron-rich, oxygen-carrying protein is present in the red blood cells of donors like Christopher, who started giving blood in 1980 at his company drive. It wasn't until his mother became ill in 1990 that he made blood donation a lifesaving habit. "I saw blood in real terms, and I was inspired to give more often," says the century donor with characteristic enthusiasm. "Now, giving blood is part of my routine. You don't have to be Superman to save a life!"

PRESIDENT & CHAIRMAN'S MESSAGE

At Blood Bank of Hawaii, we need not look far to find heroes. We see them every day during a visit to our donor room, or to a Lifesaver Club, school or community drive. They represent all ages, ethnicities and walks of life. They roll up their sleeves and quietly engage in one of life's most altruistic services – giving the gift of life.

We are proud to know these extraordinary heroes, and to serve as the critical link between the donors and Hawaii's hospitals. As new treatments and procedures help save more patients and improve the quality of their lives, the need for blood is more vital than ever. Hawaii's volunteer blood donors enable the use of new therapies and technologies, and make recovery a reality for countless people.

We sincerely thank you all for your continued commitment to our life-saving mission. As we look to the future, our challenge lies in bringing new donors through our doors. We hope the generous spirit of donors and supporters like you will inspire more people to become lifesaving heroes.

Sincerely,



Robyn Yim, M.D.
President & Medical Director



Kent Tsukamoto
Chairman of the Board



On The Cover

PAT MIDDLETON

SUPER DONOR

Pat Middleton donated her first pint of blood in the basement of The Queen's Hospital as a Kaimuki High School senior. Since then, she has given 81 times. An avid traveler, Pat elevates herself to superhero status every eight weeks, scheduling her blood donation appointments around her globe-trotting adventures

so she's sure to be at home when it's time to donate. "Giving blood is a reminder to me of what life is all about," says the vibrant owner of Volcano Orchids. "We are meant to help our fellow man. It's just the right thing to do."

THE ULTIMATE LIFE FORCE

Blood is a universal substance for which there is no substitute. Giving one's blood to sustain or save another is a heroic gesture indeed.

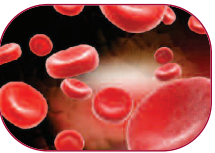
In 2010, more than **27,000 donors** contributed **60,000 pints** for Hawaii's patients. These donors are vital to Blood Bank of Hawaii, helping to ensure that approximately 200 pints are collected daily to meet the needs of Hawaii's patients.

With only two percent of the population donating for the 60 percent of people who require blood, new donors are needed every day. Saving lives may be exhausting for the superhero in spandex, but for Hawaii's healthy inhabitants, it is safe, simple, and takes only one hour of the day.

IT'S IN YOUR BLOOD

Blood is collected and separated into three different components—red blood cells, platelets and plasma. This separation enables a single donation to save up to three lives.

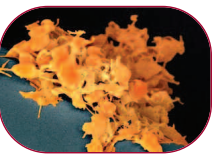
RED BLOOD CELLS contain hemoglobin, a protein that carries oxygen and gives blood its red color. Red blood cells are needed to replenish blood during surgery in accidents, transplants, cancer treatments and other medical procedures. They last between 35 and 42 days in a temperature-controlled environment.



PLASMA is a life-giving liquid made up of water, salt and proteins, which contains vital clotting factors. Transparent and pale yellow in color, plasma also carries hormones, nutrients and chemicals used by the body. Plasma is transfused for burns, shock and liver disease and can be stored for up to one year.



PLATELETS are like the body's band aids. They are most commonly used to stop bleeding and provide a surface to stimulate the formation of a fibrin "clot." Yellow-gold in color, platelets are often needed by cancer and leukemia patients undergoing chemotherapy, and must be transfused within five days.



Bringing to life these three vital, life-giving components within the pages of this report are

***SUPER PLASMA
HEMOGLOBIN HERO
PLATELET MAN***

and their superhero partners.



PLATELET POWER



PLATELET MAN

BRETT EDGLEY

Patients who have trouble with blood clotting need not fear— Platelet Man is here! He and donor Brett Edgley, who schedules appointments at Dillingham Donor Center religiously every two weeks, use their powers to infuse life into chemotherapy or organ transplant recipients who have weakened immune systems. Brett, who has had several close friends and family members die from cancer, says donating platelets makes him feel great about helping those battling diseases and life-threatening conditions overcome the hurdles in their lives. “I may never meet the people who have my blood,” he says with a pause, then quickly adds “but then again, maybe one day in heaven, I just might.”



HIGH SCHOOL HEROES RULE!

Statistics show that people who start donating in high school are more likely to continue giving throughout their lifetime. In 2010, over 40 high schools hosted a total of **96 blood drives** and collected **5,064 pints**. Student coordinators worked closely with faculty to recruit fellow students, teachers, parents and neighbors to donate blood. Their efforts contributed to 8.5% of the state's blood supply.

BBH appreciates the efforts and commitment of this new generation of donors, many of whom are first-time donors themselves. Their valiant display of kindness and compassion show that superheroes aren't the only ones who can save lives.



LEILEHUA HIGH SCHOOL STUDENTS

These students exude the true donor spirit at one of three sponsored blood drives held for faculty, students and parents in 2010. Through their collective efforts, they helped collect over 150 pints of blood for Hawaii's patients.

BACK ROW, FROM LEFT:

Jan Joshua Pasamonte
Woody Hoshibata
Kathleen Gragasin
Aulani Danao
Tony Valdez, Jr.

FRONT ROW, FROM LEFT:

Lorraine Guzman
Sandra Jamilla
Joybell Pablo

PARTICIPATING SCHOOLS

Aiea High School
Campbell High School
Castle High School
H. P. Baldwin High School
Hawaii Baptist Academy
Hawaii Preparatory Academy
Hawaii Youth Challenge Academy
Hilo High School
Iolani School
Island Pacific Academy
Kahuku High School
Kailua High School
Kaimuki High School
Kaiser High School
Kalaheo High School
Kalani High School
Kamehameha Schools
- Kapalama Campus
- Maui Campus
Kapaa High School

Kapolei High School
Kealahou High School
King Kekaulike High School
Konawaena High School
Le Jardin Academy
Leilehua High School
Lutheran High School of Hawaii
Maryknoll School
Mid-Pacific Institute
Mililani High School
Moanalua High School
Nanakuli High & Intermediate School
Pearl City High School
Punahou School
Radford High School
Roosevelt High School
Sacred Hearts Academy
Saint Louis School
W. R. Farrington High School
Waiakea High School
Waialua High & Intermediate School

Waianae High School
Waipahu High School

"We are standing here
talking about being afraid
of needles. Can you imagine
what the person getting
the blood is afraid of?
Afraid of dying.
We have to give."

- Maryknoll Student

GIVING FROM THE HEART



SCOTT HAMILTON

ACE AMORE

The simple act of kindness from every blood donor gives Ace Amore her powers. She embodies the heart and soul of why people like Scott Hamilton donate blood. Like most teens, the Punahou School senior leads a busy life. There are classes, sports, meetings and of course, parties to juggle, but Scott still finds time for community service: helping with his school's five annual blood drives and donating blood. He is one of a new generation of lifesavers who say, "**When we give, we save lives!**"



ENVIRO GIRL

TELEPHONE

BANKING ON “BEHIND-THE-SCENES” HEROES!

Paramount to Blood Bank of Hawaii’s values are safety and quality of service. Maintaining a safe and stable blood supply requires dedicated effort from hundreds of people, including BBH’s 120 professional and committed employees. Staff adheres to strict regulations when conducting health screening, confidential interviews, blood testing, standardized operational procedures and vigilant quality assurance.

Enviro Girl’s wondrous powers stems from the pride and sense of duty of each employee and volunteer— from those providing a safe, comfortable experience for blood donors, to others servicing Hawaii’s hospitals around the clock to ensure quality patient care and the timely delivery of blood products.

Enviro Girl knows that, in addition to being stewards of the community blood supply, Blood Bank of Hawaii’s employees are quiet lifesaving heroes!



LIFESAVING CONNECTIONS

Lifesaver Clubs—the companies and organizations that host and sponsor blood drives—played a key role in ensuring that patient blood needs were met in 2010. Roughly 300 clubs contributed to about 50 percent of the state's blood supply.

While the sizes and missions of these businesses, churches, schools and civic clubs varied, they all had one thing in common: a true commitment to saving lives.

To each and every Lifesaver Club, sponsor and supporter, we extend our heartfelt mahalo nui loa for being a vital life-giving source to our island community.



LIFESAVER CLUBS

Accuity, LLP	County of Hawaii	Hawaii Prince Hotel
Alexander & Baldwin, Inc.	County of Kauai	Hawaii State Federal Credit Union
Alii Beach Medical Group	County of Maui	Hawaiian Airlines
Alpha Phi Omega Alumni Association	Cutter Chevrolet	Hawaiian Dredging Construction Company, Inc.
Altres	Cycle City, Ltd.	Hawaiian Electric Industries, Inc.
American Red Cross	DD Furniture, Inc.	- Hawaii Electric Light Company, Inc.
Architects Hawaii, Ltd.	Deloitte, LLP	- Hawaiian Electric Company, Inc.
Argosy University	Diagnostic Laboratory Services, Inc.	- Maui Electric Company, Ltd.
Ark of Safety Christian Fellowship	Dr. K.B. Chun & Sons Dentistry	Hawaiian Telcom
Ashford & Wriston, LLP	Farmers Insurance Hawaii, Inc.	HawaiiUSA Federal Credit Union
Aston Kauai Beach at Makaiwa	FCH Enterprises, Inc. (dba Zippy's)	Heald College
Atlas Insurance Agency, Inc.	FedEx Express	HMAA
Attention Plus Care	First Hawaiian Bank	HMSA
Austin Tsutsumi & Associates, Inc.	First Presbyterian Church of Honolulu at Koolau	Holy Family Catholic Academy
BAE Systems	Foodland Super Market, Ltd.	HonBlue, Inc.
BMW of Honolulu	GEICO Direct	Honda Windward
Bank of Hawaii	General Contractors Association of Hawaii	Honolulu Association of Insurance Professionals
Blood Bank of Hawaii	God's Country Waimanalo	Honolulu Central Seventh-day Adventist Church
Boy Scouts	Goodsill Anderson Quinn Stifel, LLP	Honolulu Fire Department
- Albert Santiago III	Grace Juhre - Radford High School Senior Project	Honolulu Japanese Junior Chamber of Commerce
Boys & Girls Club of Hawaii - Ewa	Grace Redemption Ministries Hawaii	Honolulu Police Department
Brigham Young University - Hawaii	Grand Hyatt Kauai Resort & Spa	Hope Chapel Kaneohe Bay
Brown & Caldwell	Halekulani Hotel	Iglesia Ni Cristo
C&S Wholesale Grocers, Inc.	Hapuna Beach Prince Hotel	Island Insurance Co., Ltd.
Calvary Chapel of Honolulu	Hawaii Carpenters Union	JW Marriott Ihilani Resort & Spa at Ko Olina
Calvary Chapel Pearl Harbor	Hawaii County Police Department	Kailua Community Church
Castle Medical Center	Hawaii Home & Remodeling	Kailua United Methodist Church
Castle Resorts & Hotels	Hawaii Medical Center - East	Kaiser Permanente
Central Pacific Bank	Hawaii Pacific Health	- Honolulu Clinic
Central Union Church	- Kapiolani Medical Center at Pali Momi	- Mapunapuna Clinic
Certified Management, Inc.	- Kapiolani Medical Center for Women & Children	- Maui Lani Clinic
Century Computers, Inc.	- Straub Clinic & Hospital	- Moanalua Medical Center and Clinic
Chaminade University	Hawaii Pacific University	- Waipio Clinic
City & County of Honolulu		
Coldwell Banker Pacific Properties		
Cooper Center Council		

(Continued on Page 10)

THE DYNAMIC DUO



Standing ready to help burn victims, surgery and other patients is almighty Super Plasma! Joining forces with the caped crusader is Holly Honbo, Kaimuki High School's student activities coordinator for the past three years. Don't let her diminutive size fool you; Holly's energy and enthusiasm for saving lives is as fiery as that of her trusty partner. She is diplomatic when she says it, but her message is unvarnished: **Educating students about blood donation is paramount to a successful blood drive. School drives provide opportunities to empower students to be community contributors by saving lives.**

LIFESAVER CLUBS - CONTINUED



Kalihi Union Church
 Kaneohe Yacht Club
 Kauai Marriott Resort
 Keiki O Ka Aina Family Learning Centers
 Kmart Iwilei
 Kuakini Health System
 Hawaii Youth Conservation Corps
 Kupu Hawaii Youth Conservation Corps
 Liberty Mutual Group
 Lions Clubs
 - Kohala
 Macy's West, Ala Moana
 McCorriston Miller Mukai MacKinnon, LLP
 Merrill Lynch & Co., Inc.
 Monsanto Hawaii
 Morgan Stanley Smith Barney, LLC
 Naval Facilities Engineering Command
 Far East Pacific (NAVFAC Pacific)
 New Hope Oahu at Honolulu
 NOAA
 Nordic PCL Construction, Inc.
 Northwestern Mutual
 Oahu Transit Services, Inc. (TheBus)
 Oceanic Time Warner Cable
 Omega Psi Phi Fraternity, Inc.
 ONO Construction, LLC
 Our Lady of Perpetual Help
 Outrigger Enterprises, Inc.
 - Embassy Suites Waikiki Beach Walk
 - Ohana Waikiki East
 Pacific Resources for Education & Learning
 PB Americas, Inc.
 Pearl Harbor Federal Credit Union
 Pearl Harbor Naval Shipyard
 Remington College
 Resurrection of the Lord Catholic Church
 Reynold Kajiwaru - Moanalua High School
 Senior Project
 Roberts Hawaii, Inc.
 Scotty D Group, LLC

Servco Pacific, Inc.
 Shell Vacations Hospitality
 Sheraton Waikiki Hotel
 Shriners Hospital for Children
 St. John Vianney Parish
 St. Joseph Church Waipahu
 St. Joseph School
 St. Jude Catholic Church
 State Farm Insurance
 State of Hawaii
 Tesoro Hawaii Corporation
 The Church of Jesus Christ of Latter - Day Saints
 - Honolulu Hawaii West Stake
 - Kahului Hawaii Stake
 - Kalaeloa Chapel
 - Kaneohe 1st Ward
 - Laie Hawaii Stake
 - Makakilo Hawaii Stake
 - Mililani Stake
 - Waianae Chapel
 The Home Depot, Inc.
 - Iwilei
 - Kapolei
 - Pearl City
 The Honolulu Advertiser
 The Kahala Hotel & Resort
 The Queen's Health Systems
 This Week Magazines
 Times Super Market
 Tony Group Autoplex
 UHA
 United States Government
 University of Hawaii Systems
 - Honolulu Community College
 - Kapiolani Community College
 - Kauai Community College
 - Leeward Community College
 - University of Hawaii at Hilo
 - University of Hawaii at Manoa
 - Windward Community College
 Wahiawa General Hospital
 Waianae Coast Comprehensive Health Center
 Waikiki Beach Marriott Resort & Spa
 Waikiki Marina Resort at the Ilikai
 Weston Solutions, Inc.

SUPPORTERS

AIPA Properties, LLC
 - Airport Industrial Park
 American Assets Real Estate Group
 - Waikele Center
 American Savings Bank, F.S.B.
 Auntie Sally Kaleohano's Luau Hale

Cane Haul Road, Ltd.
 Castle & Cooke Commercial, Inc.
 - The Shops at Dole Cannery
 CB Richard Ellis
 - Kaneohe Bay Shopping Center
 - The Avenue Shops at Safeway Center
 - Wahiawa Town Center
 - Waianae Mall Shopping Center
 Church of the Holy Cross
 Colliers Monroe Friedlander Management, Inc.
 - Town Center of Mililani
 Douglas Emmett Management Hawaii
 - 1132 Bishop
 - American Savings Bank Tower
 Farrington High School's Health Occupation
 Students of America
 General Growth Properties, Inc.
 - Prince Kuhio Plaza
 - Ward Centers
 - Windward Mall
 Hale Mahaolu
 Harold K.L. Castle Foundation / Kaneohe
 Ranch Management, Ltd.
 - Kailua Foodland Marketplace
 - Kailua Town Center
 - Kailua Farmers' Market
 Hawaii Fire Fighters Association
 Hawaii Pacific Health
 - Wilcox Memorial Hospital



Hawaii Reserves, Inc.

- Laie Shopping Center

Honpa Hongwanji Hilo Betsuin

HSTA Retirees

Hui Okinawa

Isle Concierges

- Davies Pacific Center
- Waterfront Plaza

J. Walter Cameron Center

Kalihi Business Association

Kauai War Memorial Convention Hall

Kaunoa Senior Center

Kiwanis Clubs

- East Hawaii
- Kauai
- Maui
- Pearl Harbor

Kona Daifukuji Soto Mission

KONG Radio

Les Concierges

- Pacific Guardian Center

Lions Clubs

- Akaka Falls
- Ala Moana
- Pearl City

Manoa Marketplace, LLC

Maui Economic Opportunity, Inc.

MMI Realty, Inc.

- Hawaii Kai Towne Center
- Kahala Mall
- Kapolei Shopping Center
- Pearlridge Center

Pacific Office Properties

- Davies Pacific Center
- Waterfront Plaza

PM Realty Group

- Alii Place
- Pacific Guardian Center

Retired & Senior Volunteer Program (RSVP)

St. Ann's Church

TH Realty, Inc.

- Salt Lake Shopping Center

The Church of Jesus Christ of Latter-Day Saints

- Kona Stake Center
- Waimea Hawaii Ward

The Cookie Corner Hawaii, Inc.

Unico Properties, LLC

- Pacific Park Plaza

Financial Review

	FY09	FY10
Operating Revenue		
Blood Processing	14,665,922	14,820,114
Plasma for Fractionation	540,872	510,325
Laboratory Reference	330,272	330,710
Total	15,537,066	15,661,149

Operating Expenses

Administration	2,459,100	3,567,791
Blood Processing	5,362,920	5,441,154
Blood Collection	4,607,989	4,834,427
Donor Recruitment	1,239,445	1,169,060
Facility	650,226	689,231
Total	14,319,680	15,701,663

Operating Income

Total Revenue	15,537,066	15,661,149
Total Expense	14,319,680	15,701,663
Net Operating Income	1,217,386	-40,514

Non-Operating Revenues

Investment Gains (Loss)	-52,612	115,702
Interest & Dividends	144,837	175,524
Other	61,611	74,309
Pension Liability	-2,652,001	-377,563
Adjustment		
Total Non-Operating Revenues	-2,498,165	-12,028
Net Income (Loss)	-1,280,779	-52,542

The Blood Bank of Hawaii's financial records for the fiscal year ending September 30, 2010 have been examined by the accounting firm KPMG LLP. A copy of the auditor's report is available for inspection at the Blood Bank of Hawaii, 2043 Dillingham Boulevard, Honolulu, Hawaii 96819.

BLOOD BANK OF HAWAII BOARD OF TRUSTEES

Blood Bank of Hawaii is governed by a volunteer board of trustees who provide guidance on the strategic direction, financial solvency and continued viability of the organization.

We extend a special thank you to the 2010 Board of Trustees.

OFFICERS

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Nicholas Ng Pack, Vice President
Gary A. Okamoto, M.D., Vice President
Roger J. Wall, Vice President
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BUILDING INTO THE FUTURE



Blood Bank of Hawaii staff, trustees and supporters gathered on February 16, 2011 to celebrate the groundbreaking of the new Young Street Donor Center, located at 1907 Young Street.

“We are excited to offer a new, convenient location for donors living in the Makiki and Moiliili communities, and for donors traveling to and from East Oahu,” said President and Medical Director Robyn Yim. “We hope the new donor center will better serve our current donors and encourage new donors to donate blood.”

The three-story, 8,901 square-foot facility, slated for completion before the end of the year, will feature a collection center on the second floor. It will also play a key role in providing an alternate site during a disaster and house a duplicate inventory room for supplies and blood products. Together with the Dillingham and Downtown Donor Centers, the Young Street Donor Center will help ensure that Hawaii’s patients are well served in times of need.

Turning the soil in an historic moment are, from left to right:

DR. ROBYN YIM President & Medical Director
WALTER A. DODS, JR. Honorary Life Trustee
KENT TSUKAMOTO Chairman, Board of Trustees
KAHU KORDELL KEKOA
WARREN HARUKI Honorary Life Trustee
JACK LOCKWOOD Lifesaver Club drive coordinator and century donor.
ROBERT S. KATZ, ESQ. President, Blood Bank Real Property, Inc.
MINDY KAKAZU Lifesaver Club drive coordinator and century donor.



TITANS OF TIME



SONNY HUDDY

CAPTAIN CHRONO

SHARON BARTELS

The work of a superhero is exhilarating for Captain Chrono, who represents the gift of time each blood recipient receives, thanks to Hawaii's blood donors.

Sonny Huddy, critically injured in a horrific truck accident in January 2010, required blood to survive. Blessed with a quick recovery, he took advantage of his second chance at life, returning to school to pursue an aeronautics degree to become a commercial pilot. He is truly grateful for Hawaii's donors, for **"without them, I wouldn't be here today."**

Sharon Bartels is also keenly aware that there is nothing small about each unit of blood that helped keep her alive during her battle with cancer. Diagnosed with stage four acute myelogenous leukemia in March 2002, Sharon's fighting spirit and the generosity of blood donors renewed her life. "As I lay in my hospital bed, I remember watching the blood drip in to my IV and chanting thank you, thank you, thank you, until I drifted off to sleep," Sharon recalled. **"With each blood transfusion, I woke up feeling energized, positive and as though I could conquer the world! Today, I paddle canoe, run, bike, ski and hike. Thank you, thank you, thank you, blood donors!"**



**Blood Bank
of Hawaii**

Give Blood. It's Safe. It's Simple. It Saves Lives.

2043 Dillingham Boulevard
Honolulu, HI 96819-4024

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

SOME HEROES WEAR MASKS: OURS WEAR ARMBANDS

When you see people wearing the brightly-colored armband given after donating blood, you don't have to know them personally to know that:

**THEY ARE HEROES.
THEY DONATE BLOOD.
THEY SAVE LIVES.**

Mahalo nui loa to all our Hawaii heroes!



CHRISTOPHER CHUN
CENTURY DONOR

SCOTT HAMILTON
HIGH SCHOOL
COORDINATOR

PAT MIDDLETON
SUPER DONOR

BRETT EDGLEY
APHERESIS DONOR

HOLLY HONBO
LIFESAVER CLUB
COORDINATOR