

# LifeLink



Connecting our communities to provide hope for healing.

*Give blood for life!*

At Stanford Blood Center, we lead the fields of transfusion and transplantation medicine by advancing science and technology. We provide hope for the future by teaching the medical leaders of tomorrow. We enhance lives by connecting donors to patients every day.

Interested in learning more about what we do at SBC? Check us out at [bloodcenter.stanford.edu](http://bloodcenter.stanford.edu)

## Table of Contents

From the Executive Director	2
Meet the Morleys	3
Milestone Donors	4
Community Heroes	5
Give Good Winter 2016	7
Connecting Blood Donors to the Communities They Help	8
You can help turn pediatric patients into happy campers!	9
Saying Goodbye to an Old Friend	10
Summer Campaign - SBC Kids to Camp	10
Featured Rewards Program Item	11
Summer 2016 Promotions	11

Cover: "SBC Kids to Camp" see p. 6

Content: Jennifer Chang, Loren Magaña, Vanessa Merina, Kristin Stankus, and Clayton Toller

Design & Layout: Jennifer Chang and Dana Constance

# From the Executive Director



Greetings donors, volunteers and friends,

Welcome to the summer 2016 edition of LifeLink! In this issue, we focus on our vision of connecting communities.

Here are some highlights:

- An introduction to our summer campaign partner
- A look at our community partners past, present and future

- A new patient story
- The story of a blood drive coordinator who takes life-saving to a new level

We recently developed a vision statement for Stanford Blood Center. This short line of text was crafted to describe our organization's long-term aspirations. During the development of our vision statement, it was important to think about the role we – SBC donors, volunteers, staff and faculty – play in the communities around us.

The word that came to mind immediately was "connecting"; together we connect our communities to impact patient lives. Whether that impact is immediate through transfusion or transplantation, or that impact is in the future through research supported by our faculty, our blood products and other collaborations, SBC forms connections in the communities we serve every day.

Ultimately, after much collaboration, we finalized the SBC Vision statement:

**Connecting our communities to provide hope for healing.**

We thoughtfully and purposefully chose the plural form of communities. We wanted to ensure that the various communities we help connect were represented; the patient community, research community, Stanford Health Care and Packard Children's Health communities, and the global community, as patients from all over the world come to Stanford for expert care.

We're happy to help be the link that connects you to these communities.

Wishing you health and happiness,

Harpreet Sandhu  
 Executive Director, Stanford Blood Center

# Meet the Morleys

## Childhood Sweethearts, Survivors



*Kendralyn and Cole Morley*



Hear the Morleys tell their story.  
[bloodcenter.stanford.edu/news/patient-stories.php#Morleys](http://bloodcenter.stanford.edu/news/patient-stories.php#Morleys)



Read other patient stories.  
[bloodcenterblog.stanford.edu](http://bloodcenterblog.stanford.edu)

Kendralyn and Cole Morley knew from an early age that they wanted to spend their lives together. Now, 24 years old, Kendralyn and Cole have been friends since they were seven. Both grew up with a passion for hockey and played on the same coed team for several years. Theirs is a great love story, sprinkled with difficult challenges and pain, but with a happy ending.

### Cole's Story

When Cole was ten, he started experiencing constant pain in his leg. His parents took him to see his pediatrician, whose initial diagnosis was that the pain was due to a sore muscle from playing sports. Cole and his parents took the doctor's advice: ice the area and take ibuprofen for a few weeks. But when the pain worsened to the point where Cole had a hard time walking, they returned to the pediatrician.

### Identifying the Cause

The pediatrician conducted a series of tests before referring Cole to Stanford Health Care (SHC) for additional testing. The doctor at SHC determined that he had Ewing Sarcoma, a rare bone cancer affecting less than 1,000 children each year, which caused the growth of an eight-pound tumor the size of a football on his pelvis.

The doctor recommended an aggressive treatment plan that included chemotherapy, radiation and a surgery that would likely result in Cole not being able to walk again. At the advice of their doctor at SHC, the family sought a second opinion before proceeding with the treatment plan. That second opinion came from the University of California San Francisco, where a doctor told Cole he could treat the tumor with radiation to ease the pain, but death was inevitable. He anticipated Cole only had six months to live, a fate Cole was not willing to accept — he was determined to become a professional hockey player — so they returned to SHC.

### Preparing for the Worst

Preparing to never being able to walk again, but knowing he would survive, Cole started treatment at SHC, 14 rounds of chemotherapy and 30 days of radiation, during which he received significant amounts of blood products to keep him alive. The final step was surgery to remove the tumor, and with it half of his pelvis. Despite the experience of the surgeon that was to perform the surgery — he had operated in more than 30 similar cases — the SHC medical team didn't believe Cole would walk again. In fact, only two or three that had undergone a similar surgery walked again.

The family considered a prosthetic pelvis but because Cole was so young and was still growing he would need to have it replaced every six months. They decided against it. Instead, after an initial recovery period, Cole went to physical therapy one to two times a week for at least two years. His hard work and dedication paid off. Not only was Cole able to walk again, he was able to continue playing hockey. "I took one day at a time. A positive attitude is the reason I am doing so well now," Cole said.

Kendralyn remembers the situation clearly. When Cole became ill, his parents went to see the hockey team and explained Cole's situation. Ever the optimist, Kendralyn remembers thinking, "he was the cutest thing in the world and I was absolutely in love with him." She told her mother, "he's going to make it through, and he's not going to die because we haven't gotten married yet."

*Continued, page 6*

# milestone donors

Congratulations to those who have made noteworthy donations since our last issue



See new milestones every Monday on our Facebook page!  
[facebook.com/stanfordbloodcenter](https://facebook.com/stanfordbloodcenter)

## 100 Donations

Eric Beamesderfer  
Ali Beiklou  
Matthew Bravman  
Scott Davidson  
Ralph Deadwyler  
Gregory Gardners  
Herb Grasshofs  
David Lam  
David Lands  
Erik Levine  
Lisa Moulthrop  
Raymond Normantis  
David Olsen  
Edward Onn  
Horace Reeves  
Leroy Rodriguez  
Charles Ross  
Eric Schell  
Elizabeth Schneider  
Mike Sharfenstein  
Eric Steger  
Albert Tanner  
Thomas Urquhart  
Bob Weder  
Gill Woolley

## 200 Donations

Craig Cornelius  
Barbara Halliday  
Shelley Shostak  
James May  
James Mitchell

## 300 Donations

Karen Guse  
Richard Jones  
Daniel Paepcke

## 400 Donations

Brian Edwards  
Ron Ridgeway

## 500 Donations

Larry Hiebert



*Karen Guse  
300 Donations*



*Craig Cornelius  
200 Donations*



*Ralph Deadwyler  
400 Donations*



*Larry Heibert  
500 Donations*



*Ron Ridgeway  
400 Donations*



*Brian Edwards  
400 Donations*

# community heroes

**This dad is helping his daughter fight leukemia with all he's got, and that's a lot!**



*Jason Khalipa and daughter, Ava*



Many people will live their lives never knowing about the importance of blood donation. Often, it isn't until a friend or family member has a need for blood that the need becomes clear. Jason Khalipa is no different.

The South Bay Native, NorCal Fitness owner and CrossFit celebrity recently had to confront a parent's worst nightmare when his four-year-old daughter, Ava, was diagnosed with acute lymphoblastic leukemia, a cancer of the blood and bone marrow. Vowing to help his daughter fight the disease with everything he had, Khalipa was present for all his daughter's tests and treatment at Lucile Packard Children's Hospital Stanford. One thing he couldn't help but notice was how often his daughter, and the other patients being treated for blood and bone cancers, needed life-saving blood transfusions. "I don't care how much money you have, without someone donating blood my daughter wouldn't be here with us today," said Jason.

He was determined to give back. NorCal Fitness, Khalipa's business, is a global corporate wellness company as well as a collection of CrossFit gym locations across the Bay Area. He decided to reach out to his local membership and host a blood drive at his San Jose NorCal Fitness location. This effort was not only to help collect life-saving blood products, but also a way for him to use his considerable influence in the local fitness community to raise awareness of the need for blood donations. So on Saturday, February 27, 2016 Khalipa hosted the first annual #AvaWillWin Blood Drive, registering over 60 donors and collecting 53 units. More importantly, 35 of those donor were first-time blood donors, meaning Khalipa's efforts to raise awareness and reach out to a previously untapped population of healthy blood donors had worked.

Not one to be satisfied, Khalipa is now using his status as a celebrity in the ever-growing world of CrossFit to organize a National #AvaWillWin Blood Drive, hosted at over 100 CrossFit affiliates across the nation. Gyms from Hawaii to Boston have pledged their support and will be hosting drives during the final week of September and first week of October, pushing toward a goal of 5000 units nationwide.

Learn more about Ava's progress and how you can help by visiting the NorCal CrossFit website: [nc.fit](http://nc.fit). And be sure to check [bloodcenter.stanford.edu](http://bloodcenter.stanford.edu) for updates on the September 24 #AvaWillWin blood drive!

# The Morleys

Continued from page 2



## Kendralyn's Story

Kendralyn and Cole continued to be friends over the next few years — Cole was recovering well and back on the hockey team — when one fateful afternoon Kendralyn, 13 at the time, was out riding her dirt bike and was in a terrible accident. She was riding down a bumpy hill when her front tire hit a rut, throwing her over the handlebars; her feet caught on the handlebars and whipped her towards the ground.

Despite having a full-face helmet on that day, Kendralyn suffered severe injuries. Her chin hit the ground with such an impact that it completely cracked open the helmet breaking both mandibles and splitting her chin. Additionally, her 300-pound bike landed on top of her, pinning her to the ground. “I remember every part of it like it was slow motion. It isn’t difficult to talk about that day but I still feel a lot of physical pain.” Kendralyn said.

When emergency staff arrived, they anticipated a lot of internal bleeding and made the decision to send Kendralyn to SHC to receive the best care possible. She lost so much blood that day — over ten units — that she almost died. Fortunately, the blood products she needed were available, thanks to the generosity of donors.

Surgeons replaced the shattered bones in Kendralyn’s face with metal plates and she spent the next three months in the hospital with her mouth wired shut. She was unable to eat solid food for six months so she lost a lot of weight. Once the wires were cut, she had to learn how to reuse the muscles in her jaw so she could eat and talk again. She has since had two more surgeries and may require more.

The silver lining is that a few months after the accident, Kendralyn, then 13, and Cole, then 14, started dating. They were once again on the same hockey team and the connection couldn’t be denied. “I knew pretty soon that I wanted to marry her. I couldn’t resist a girl who played hockey and she was the coolest of them all,” Cole said. The rest is history.



## Where Are They Now

Kendralyn and Cole both recognize how lucky they are. “We talk about how we are inspired to live life to the fullest. We both came so close to not being alive anymore,” Kendralyn said.

Wise beyond their years, they try to not take anything for granted — especially each other — and they also make it a priority to help others. They are both frequent blood donors and donate double-red cells as often as they can. Additionally, they are both in school studying to become elementary school teachers. They spent a couple of summers volunteering at a home for mentally challenged adults, and would someday like to open a camp to help at-risk, underprivileged youth.

Stanford Blood Center (SBC) is honored to have such inspiring and dedicated donors like the Morleys, who first gave blood when SBC hosted a mobile at their school. “We want to give blood to give back, we can save peoples lives,” said Cole. Kendralyn admits, “I don’t like needles but there is something about giving blood – it doesn’t hurt – and I know it’s going to help someone. We donate with Stanford because of our personal connection and because it fulfills an immediate need in our community.”



# Give Good Winter 2016

Learn more about Give Good on our website:

[bloodcenter.stanford.edu](http://bloodcenter.stanford.edu)

We are excited to announce  
this year's partner organization  
Bay Area Cancer Connections!



## Bay Area Cancer Connections

This nonprofit's mission is to support people touched by breast and ovarian cancer by providing comprehensive, personalized services in an atmosphere of warmth and compassion.

Its vision is to be a self-sustaining organization at the forefront of community-based cancer support by being a trusted partner to its clients, medical community, donors, and collaborative organizations, while striving to address shifting gaps in cancer services.

We look forward to supporting this organization during our Winter 2016 Give Good campaign!

## Success Over the Years



## Habitat for Humanity East Bay/Silicon Valley

In 2015, we partnered with Habitat for Humanity East Bay/Silicon Valley. We thank all the blood donors who participated and share some appreciation from Janice Jensen, President & CEO, Habitat for Humanity East Bay/Silicon Valley, who said:

"Habitat for Humanity East Bay/Silicon Valley is incredibly grateful for the partnership of Stanford Blood Center and the Give Good campaign. The financial support and awareness from this campaign will bring strength, stability, and self-reliance to more families in need of affordable homes. Thank you to those who took time out of their busy schedules to make a tangible impact by donating lifesaving blood and building a stronger community."

2,048 donors participated in our three-week campaign with Habitat for Humanity East Bay/Silicon Valley.



## BayKids Studios

In 2014, we partnered with BayKids Studios, whose mission is to help children facing long-term hospitalization heal through the power of filmmaking.

1,896 donors participated in the two-week campaign with BayKids Studios.



## Humane Society Silicon Valley

2013 was the year we launched the campaign designed to double your impact. Our first partner was Humane Society Silicon Valley (HSSV). For each donor that came in during the campaign, we donated funds towards life saving medical care and vaccines for shelter cats and dogs.

In 2013, 3,224 donors visited during the three-week campaign with Humane Society Silicon Valley.

For more information about Give Good, or if your organization is interested in a possible partnership with Stanford Blood Center, please contact Kristin Stankus at [kstankus@stanford.edu](mailto:kstankus@stanford.edu).

# Connecting Blood Donors to the Communities They Help

A large part of the blood Stanford Blood Center (SBC) collects comes from community mobile drives that originated with a specific patient need. When a loved one is severely ill and in treatment, family and friends often feel powerless and seek ways to help. SBC offers a unique way for communities to come together for a good cause: donating blood to local patients in need.

For several years, SBC has had the privilege of getting to know many families and communities that have been touched by blood donation. “Community drives often see family, friends and communities come together to help those in need. Sometimes these drives are patient driven and hosted by loved ones. The selfless act of donating blood can bring people together, show support for those going through a difficult time, and honor those who have passed,” explained SBC mobile drive account manager Tim Gilmore. Some of our annual patient focused community mobiles include:

## Ava’s Drive

One of SBC’s first neighborhood drives began in 2009 when the Hernandez family assembled their local community and asked them to donate blood as a way to honor their daughter, Ava. Ava passed away at the age of four after a battle with neuroblastoma, a highly aggressive form of cancer that primarily affects infants and children. Today, Ava’s drive is in its eighth year and has collected over 725 units to date.

## Colma Community

Luis Navarro was in a terrible water skiing accident 20 years ago that ultimately led to his needing a liver transplant last year. Luis received many blood transfusions during his treatment as his daughters watched helplessly, wishing there was something they could do. “It’s hard to understand until you’re put in a position where someone you love needs blood,” said daughter Anais. “There were countless times we wished we could give him part of our health, a healthy liver, anything to make him better.” After Luis’ transplant, the family decided to host a blood drive where 50 of Luis’s closest friends and family came together to celebrate his 56th birthday. The Navarro family recently held their second community blood drive and plan to do so annually, as a way to give people an opportunity to help those in need the way blood donors helped their father.

## Sunnyvale Presbyterian

The Presbyterian Early Learning Center preschool in Sunnyvale held their first blood drive this year to support Maya, a young girl who needed 36 blood transfusions over a 12-month period during treatment for leukemia. The school, along with the community, pulled together and collected 54 units of blood – an amazing feat. The family was overwhelmed by the response and generosity of the friends, family and donors that were touched by Maya’s story.

## Coastside Community

Six years ago, the Half Moon Bay community rallied around a local family who experienced firsthand the importance of donated blood. Dusty was just four years old when he was rushed to the emergency department at Lucile Packard Children’s Hospital Stanford, where he was diagnosed with childhood acute lymphoblastic leukemia.

Dusty’s aunt, Colleen, was by his side when he received his first blood transfusion and after seeing the impact it had on her nephew, decided to organize the first Coastside blood drive. “Dusty’s health was out of Colleen’s hands,” said Dusty’s mom, Marina. “The doctors were taking care of it. We, as parents, were taking care of it. This was something she could do to help while raising awareness about how much blood is needed and used.” To date, the drive has collected over 500 units of blood products and hopes to collect many more in years to come.

If you’ve been looking for an easy way to connect with your community and do something to give back to others, you can help local patients that need blood by hosting a community blood drive. For more information, please contact our field recruitment team at 650-723-8015. Or, if you are looking to donate blood yourself at one of our centers or at an existing community drive, please visit [sbcdonor.org](http://sbcdonor.org) to make an appointment.



# You can help turn pediatric patients into happy campers!

Join us in supporting the **Annual Solid Organ Transplant Camp by Lucile Packard Children's Hospital Stanford.**



## **SBC Kids to Camp: About the Campaign**

This summer, SBC is partnering with an organization that is very close to our hearts. The Annual Solid Organ Transplant Camp by Lucile Packard Children's Hospital Stanford offers transplant recipients at Packard Children's a chance to be a kid, not just a patient. Parents (and doctors) send their kids off for a wonderful week of swimming, scavenger hunts and campfires. In addition to all of the summer camp experiences you would expect, patients have access to the nurses and medical supplies needed to manage their chronic illnesses.

## **How You Can Help**

For two weeks this summer, August 22 – September 3, 2016, SBC will help fund the Annual Solid Organ Transplant Camp by Lucile Packard Children's Hospital Stanford for every donor we see at our mobile drives and center sites.

Please schedule an appointment at one of our centers or mobile blood drives during this time to be a part of this simple way to take your blood donation one step further!



## **About the Annual Solid Organ Transplant Camp by Lucile Packard Children's Hospital Stanford**

Every summer, Lucile Packard Children's Hospital Stanford hosts a week-long camp for transplant recipients ages 8 to 18 at Camp Meeker, near the Russian River. Kids get to experience the simple joy of being kids by leaving the daily stresses of hospitals and medical treatments behind for just a short while. The camp provides a safe haven for children of all ages to experience the wonders of nature and forge relationships with others who understand and share their challenges.

We hope to see you this summer!



# Saying Goodbye to an Old Friend



Jackie Light

Many donors, staff and volunteers will remember the friendly face of Jacqueline “Jackie” Light, who was a registrar at our center locations. She passed away peacefully on May 21, 2016. She was born in San Francisco, and married the love of her life, Wallace, on January 15, 1946; the same day she was honorably discharged after serving three years as a corporal in the United States Marine Corps. Jackie was very proud of her career of twenty plus years at Stanford Blood Center, which she always thought of as a second family. Our condolences go to Jackie’s loved ones. She will always be a part of the SBC family.

## Summer Campaign: SBC Kids to Camp



**Monday, August 22 – Saturday, September 3**  
**All Center Locations, Community Mobile Drives**

This summer, SBC is partnering with an organization that is very close to our hearts. The Annual Solid Organ Transplant Camp by Lucile Packard Children’s Hospital Stanford offers transplant recipients at Packard Children’s a chance to be a kid, not just a patient. Parents (and doctors) send their kids off for a wonderful week of swimming, scavenger hunts and campfires. In addition to all of the summer camp experiences you would expect, patients have access to the nurses and medical supplies needed to manage their chronic illnesses.

For two weeks this summer, August 22 – September 3, 2016, SBC will fund the Annual Solid Organ Transplant Camp by Lucile Packard Children’s Hospital Stanford for every donor we see at our mobile drives and center sites. Visit [SBCKidstocamp.org](http://SBCKidstocamp.org) for more information.

### **About the Annual Solid Organ Transplant Camp by Lucile Packard Children’s Hospital Stanford**

Every summer, Lucile Packard Children’s Hospital Stanford hosts a week-long camp for transplant recipients ages 8 to 18 at Camp Meeker, near the Russian River. Kids get to experience the simple joy of being kids by leaving the daily stresses of hospitals and medical treatments behind for just a short while. The camp provides a safe haven for children of all ages to experience the wonders of nature and forge relationships with others who understand and share their challenges.

# Featured Rewards Program Item



## Zippered, Hooded Sweatshirt

This unisex hoodie features a modern fit, hood, front zip and kangaroo pocket, designed with a refined ribbed triblend fabric.

- 50% polyester/25% combed and ring-spun cotton/25% rayon
- Unisex Sizing\*
- 5.6-ounce
- Side-seamed

\*These unisex-sized sweatshirts run a size large on females. For females, ordering a size smaller than customary has worked best for a proper fit.

Visit [sbcdonor.org](http://sbcdonor.org) to redeem donation points for these and other great Rewards Program items.

## Summer 2016 Promotions

### Limited-Time Promotion» Monday Movie Madness Extension

All Mondays, 6/27 through 8/29 (Due to Monday holiday closures, Tuesdays 7/5 and 9/5 instead for those weeks)  
All Center Locations



This summer, we are expanding our Monday movie tickets to all centers, all donation types, all day! Monday mornings continue to be important to the community blood supply; hospitals order the units they will need at the beginning of each week. During high

school season, many of these needed blood products are collected at high school blood drives. During the summer, however, we lose these precious opportunities to collect the blood needed for local patients. To thank you for coming in when we need you most, we'll give you one Cinemark Theatres movie ticket. Our usual Monday movie ticket promotion will be only extended for the summer months, so be sure to make your appointments before seats fill up!

### Promotion» Grateful Life Tour

Monday 7/18 – Sunday 7/31/16  
All Center Locations, Community Mobile Drives

It's year 12 of our Giving Is Groovy tie-dye T-shirt giveaway! This year, all our centers will have rainbow swirls of thanks to share for this two-week promotion.

### Ongoing Promotion» Sports Basement Vouchers

All Center Locations

Sports Basement is a long-time supporter of Stanford Blood Center. We appreciate their bringing us another batch of these popular coupons for our donors! These are available at our center locations only.

Coupons valid at all six Bay Area Sports Basement locations - Berkeley, Campbell, San Francisco Bryant St., San Francisco Old Mason St., Sunnyvale and Walnut Creek.

## Stay Connected With SBC Via Our Social Channels



Stanford University  
3373 Hillview Avenue  
Palo Alto, CA 94304-1204

NONPROFIT ORG.  
US POSTAGE PAID  
PALO ALTO, CA  
PERMIT NO. 28



*Give blood for life!*

**888-723-7831 ■ [bloodcenter.stanford.edu](http://bloodcenter.stanford.edu)**

If you received this in the mail, you're missing out! You can get all these stories and more by adding your email address to your profile. You will also get notification of rewards earned, including our popular Four Seasons shirt. If we have a critical shortage of your blood type, we'll let you know by email. Plus, you'll be able to log on and view your donor profile: see your vitals, cholesterol results and eligibility information, and check out the thank-you gifts you've earned in our rewards catalog. Your donations earn you points, so if you've never logged in, you may have a surprise waiting for you!

Call us at 888-723-7831 to let us know your email address and contact preferences.

