



Dear Friends and Lifesaving Partners,

Big things are happening at the Central California Blood Center! Our mission has always been to provide a safe and reliable blood supply for the patients in our community who need it most – from newborns to trauma survivors. Thanks to our dedicated donors, volunteers, and community partners, we continue to ensure hospitals across the Central Valley have the lifesaving blood they need.

In this newsletter, you'll see how we're transforming the donor experience with more convenience, recognition, and rewards at every step. With our new donor cards, enhanced rewards program, QuickPass technology, redesigned website, and new mascot, Big Red, we're improving every step of the donor journey.

CCBC is also empowering the next generation through our Student Opportunities program. Individual students can earn scholarships by hosting blood drives during high-need seasons, while schools can earn scholarship funds to award students who help organize campus blood drives.

While our look and technology are changing, our core remains the same: we cannot do this without you. Every donation helps ensure that patients like Rey and Avery Torres have access to the care they need when it matters most. If you've donated before, thank you. If you've been thinking about donating, there's never been a better time to join us.

Together, we're building a stronger, healthier Central Valley – one donation at a time.



Christine Hayes

Christine Hayes
President and CEO



TWO LIVES SAVED – ONE FAMILY'S GRATITUDE

For Avery and her father Rey, blood donors made all the difference.

Avery was born with Tetralogy of Fallot, a congenital heart defect that affects blood flow through the heart. When she was just four months old, she underwent a complex 10-hour open-heart surgery to repair her heart. During the procedure, blood transfusions were critical in helping doctors complete the lifesaving operation.

Today, Avery is six years old and thriving – a joyful, energetic child with a bright future ahead.

Recently, Avery's father Rey faced a life-threatening medical emergency of his own when he suffered a double "widowmaker" heart attack. Once again, blood transfusions played a crucial role in saving his life.

For their family, the generosity of blood donors isn't just meaningful – it's personal. Blood donations helped save both a father and his daughter. Their story is a powerful reminder that a single blood donation can help patients of all ages when they need it most.



DONOR REWARDS PROGRAM

Giving blood has always made a difference – now it comes with rewards.

Our new Donor Rewards Program lets you earn points every time you donate. Redeem them for exclusive merchandise, and special donor perks. Because heroes deserve something in return!

Visit our website and learn more about donor rewards.



INTRODUCING NEW BLOOD DONOR CARDS

Your blood donation is an important act of generosity and now it comes with a meaningful keepsake.

All first-time and active donors will soon receive a commemorative donor card in the mail displaying their blood type, recognizing their vital role in our lifesaving community.

It's more than just a card – it's a symbol of the difference you're making for patients in need. Visit our new website to learn more about your blood type.

For questions, please e-mail marketing@donateblood.org.



NEW WEBSITE IS LIVE!

We've launched a brand-new website designed with you in mind.

Scheduling appointments is faster. Finding blood drives is easier. Tracking your donor journey is simpler than ever.

Visit donateblood.org to explore all the new features and schedule your next donation today.

NEW CENTER HOURS

Effective June 1, 2026

JENNY ELLER DONOR CENTER

MON	12PM-7PM	TUE	9AM-4PM	WED	12PM-7PM
THU	9AM-4PM	FRI	7AM-2PM	SAT	6AM-1PM
		SUN	7AM-2PM		

FRESNO DONOR CENTER

MON	10AM-5PM	TUE	9AM-4PM	WED	12PM-7PM
THU	9AM-4PM	FRI	7AM-2PM	SAT	7AM-2PM
		SUN	CLOSED		

NORTH FRESNO DONOR CENTER

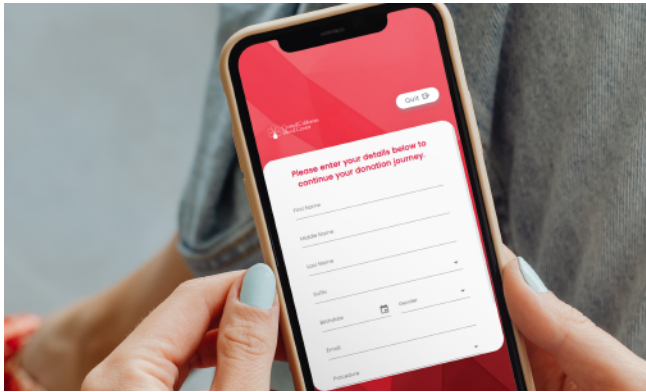
MON	CLOSED	TUE	CLOSED	WED	12PM-7PM
THU	10AM-5PM	FRI	7AM-2PM	SAT	7AM-2PM
		SUN	CLOSED		

CLOVIS DONOR CENTER

MON	CLOSED	TUE	CLOSED	WED	12PM-7PM
THU	9AM-4PM	FRI	7AM-2PM	SAT	7AM-2PM
		SUN	8AM-3PM		

VISALIA DONOR CENTER

MON	8AM-3PM	TUE	9AM-4PM	WED	12PM-7PM
THU	11AM-6PM	FRI	7AM-2PM	SAT	6AM-1PM
		SUN	7AM-2PM		



SAVE TIME WITH QUICKPASS

Get a head start on your donation with QuickPass. Complete the required health screening questions on your own device before you arrive – all on the day of your appointment.

When you're finished, simply print or screenshot your QR code and bring it with you.

It's fast. It's convenient. And it helps get you to the donation chair sooner.

Access QuickPass directly from our homepage at donateblood.org.



STUDENT OPPORTUNITIES

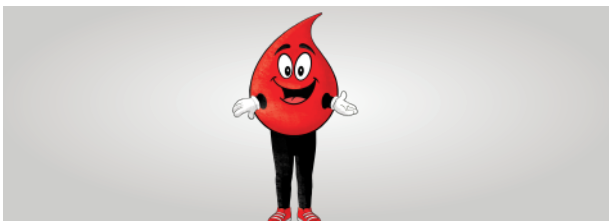
SCHOOL SCHOLARSHIP PROGRAM

Schools that host at least two blood drives during the school year are eligible for scholarships based on successful donations collected. Schools select the recipients, and funds are sent directly to the student's college, university, or trade school.

INDIVIDUAL STUDENT SCHOLARSHIP PROGRAM

High school seniors and college or trade school students can earn scholarships by hosting blood drives during high-need seasons, including the summer break (June 15-August 15) and winter holidays.

Visit our website to learn more about eligibility, program details, and how to participate.



MEET BIG RED!

Say hello to Big Red, our brand-new blood drop mascot!

Big Red will be cheering on donors, appearing at community events, and reminding everyone that donating blood is one of the simplest ways to make a lifesaving impact.

If you see Big Red around town, be sure to snap a photo and share the love.



Donate blood between July 1 - September 7 and receive a pint of Umpqua ice cream, a cookie from The Brownie Baker, and a t-shirt (while supplies last).

THANK YOU TO OUR SPONSORS!



DON'T MISS THESE UPCOMING CAMPAIGNS



FRESNO GRIZZLIES TICKETS UNTIL SEPTEMBER 6

Donate blood between now and September 6 for a chance to win tickets to Fresno Grizzlies games and summer events.



APCAL ROCK'N RANCH UNTIL SEPTEMBER 30

Give blood between now and September 30 and receive a voucher for free admission to any APCAL Rock'n Ranch event in Madera. Voucher valid through September 30.



PINT FOR A PINT JULY 1 - SEPTEMBER 7

Donate blood and receive a refreshing pint of Umpqua ice cream as our thank-you. Join us at the Jenny Eller Donor Center in Fresno with ABC30 on July 17 for the campaign kickoff.

**BE SURE TO SCHEDULE
YOUR APPOINTMENT EARLY!**



Central California
Blood Center
GIVE BLOOD. GIVE HOPE.

(559) 389-5433
www.donateblood.org

FIND INFORMATION ON OUR LATEST PROGRAMS,
CAMPAIGNS, AND PROMOTIONS ON OUR WEBSITE.

 @cencabloodcenter