

THE IMPORTANCE OF BLOOD

Behind every blood donation is a patient, a family, and a story.

Through these stories, we hope to put a face to the importance of blood donation and show how the generosity of donors makes a difference close to home. Each story is a reminder that when we give blood, we are giving more than blood – we are giving patients a chance to heal, recover, and return to the people and lives that matter most.



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MEET ROSIE

At 3 years old, Rosie was facing something no child should have to face. In August 2024, after experiencing headaches, bruising and pain in her leg, Rosie was diagnosed with acute myeloid leukemia (AML).

What began with symptoms her family didn't fully understand quickly became a fight for her health. After doctors discovered that Rosie had a low blood count, she was transferred to Valley Children's Hospital, where her family learned just how serious her condition was.

"I never knew how important and serious a blood count was," Rosie's mom, Karla, said.

Rosie began chemotherapy right away. Throughout her treatment, she needed frequent blood and platelet transfusions, receiving about two blood transfusions each month.

In January 2025, Rosie received a bone marrow transplant. For Karla, watching her daughter depend on blood transfusions changed the way she viewed blood donation.

"I used to see the blood buses and be afraid of getting poked, needles, all of that. But now we know we should donate," Karla said. "We saw the other side of that, and it saved my daughter's life."

Rosie's journey is a reminder that behind every blood donation is a patient who may be counting on someone they have never met. During Rosie's treatment, donated blood and platelets were an important part of the care she received.

Now 5 years old, Rosie is thankfully in remission and enjoying all the joys of childhood. She is also the reigning Petite South Valley Princess 2026!

Today, Rosie has the opportunity to keep growing, dreaming, and doing all the things she loves.

For Rosie, blood donors helped make tomorrow possible and gave her the chance to look forward to a brighter future.



GOOD NEWS FOR CANCER SURVIVORS WHO WANT TO DONATE BLOOD

More cancer survivors may now have the opportunity to donate blood. Central California Blood Center has updated its donor eligibility guidelines in accordance with FDA requirements.

MELANOMA/MALIGNANT SKIN CANCER

Deferral reduced from five years to one year. The one-year period begins on the date of removal or, when applicable, the date of last treatment.

OTHER CANCERS/MALIGNANCIES (E.G. BREAST, LUNG OR COLON CANCER)

Deferral reduced from five years to one year. The one-year period begins on the date of last treatment.

Individuals diagnosed with cancers of the blood, bone marrow, or lymphatic system remain permanently ineligible.

Your journey may have included receiving blood products from others. Now, you may have an opportunity to give back and help save lives. If you are a cancer survivor and would like to donate, please visit donateblood.org to make an appointment or call 559-389-5433 if you have further questions.



MEET OUR NEW MEDICAL DIRECTOR

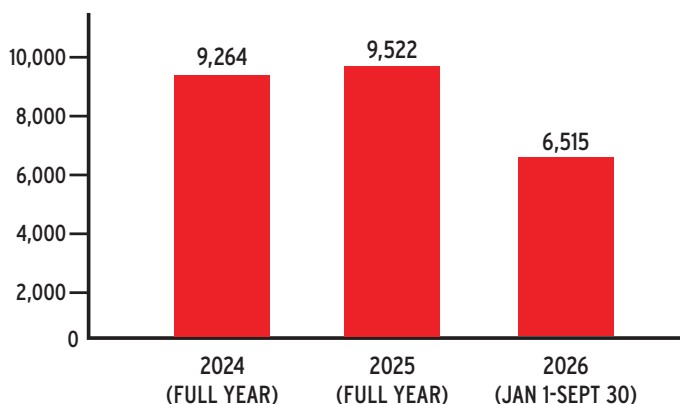
We're excited to welcome Dr. Frederick B. Axelrod as the new Medical Director of Central California Blood Center.

Dr. Axelrod brings more than 30 years of experience in transfusion medicine, blood banking, and healthcare administration. He is board certified in Clinical Pathology and earned his M.D. from Emory University. He also completed a fellowship in Transfusion Medicine at Cedars-Sinai Medical Center and earned an MBA from Northwestern University's Kellogg School of Management.

Throughout his career, Dr. Axelrod has held leadership roles with organizations including America's Blood Centers, Blood Centers of California, and the U.S. Department of Health and Human Services Advisory Committee on Blood Safety and Availability.

BE SOMEONE'S HERO - FIRST TIME DONORS NEEDED

CENTRAL CALIFORNIA BLOOD CENTER
FIRST-TIME BLOOD DONORS



Central California Blood Center needs more first-time blood donors to step forward during the remaining months of 2026. While we welcomed 9,264 first-time donors in 2024 and 9,522 in 2025, we have seen 6,515 new donors through September 30, 2026, highlighting the need for more first-time donors in the months ahead.

As a national shortage of blood products continues to impact communities across the country, the need for new donors is greater than ever.

WHAT CAN YOU DO TO HELP?

- Host a blood drive with your business, church, or organization and invite your community to donate.
- If you've never donated blood before, we encourage you to take that first step and become a first-time donor.
- Spread the word! Encourage friends, family members, and coworkers to donate blood and help save lives in our community.

The minimum age to donate is 16 with parental consent. Visit our website to review the latest donor eligibility requirements.



My Donations



Test Results



Donate Now



Online Store



Surveys



My Appointments



My Account



Badges

YOUR DONOR PORTAL: APPOINTMENTS, PERKS, AND HEALTH HISTORY

Make the most of your blood donation experience by creating your Central California Blood Center Donor Portal.

Your portal gives you convenient access to your donor rewards points, health history, and upcoming appointments, all in one place. You can also schedule your next donation appointment quickly and easily. Scheduling an appointment helps ensure you receive important reminders and allows our team to prepare for your visit.

Your Donor Portal also gives you opportunities to earn extra rewards points through programs such as Bring a Friend, donating four times a year, and donating during critical seasons when the need for blood is especially high.

Log in to your Donor Portal via donateblood.org, check your rewards, review your health history, and schedule your next appointment!



HIGH SCHOOL SCHOLARSHIPS

Students can turn blood donations into scholarships, graduation recognition, and life-changing support for local patients.

SCHOOL SCHOLARSHIP PROGRAM

Schools that host at least two blood drives during the school year can earn scholarship funds for students. Scholarship awards are based on total successful donations.

INDIVIDUAL SCHOLARSHIP PROGRAM

Host a community blood drive during critical blood shortage periods and holiday seasons to help ensure patients have the lifesaving blood they need. In return, you'll earn scholarship funds for your education.

DONOR OF DISTINCTION

Students at a participating high school, college or trade school who donate blood four or more times with CCBC before graduation can earn a Red Cord to wear with their cap and gown and/or a Certificate of Accomplishment.

DON'T MISS THESE UPCOMING CAMPAIGNS

We're partnering with amazing local organizations to make giving back even more rewarding. Don't miss these upcoming campaigns, so make your appointment soon!

RAISIN HELL RANCH

OCTOBER 9 - OCTOBER 31

Get BOGO admission to Raisin Hell Ranch in Madera

PINT FOR PANCAKES

NOVEMBER 1 - DECEMBER 31

Get free pancakes at participating Huckleberry's Restaurants (Fresno and Clovis) and Black Bear Diner (Visalia, Tulare, Porterville)

BIG RED'S HOLIDAY SWEEPSTAKES

We will be offering weekly sweepstakes items starting Thanksgiving week. Watch our social media for prize information.

BE SURE TO SCHEDULE YOUR APPOINTMENT EARLY!



Central California
Blood Center
GIVE BLOOD. GIVE HOPE.

(559) 389-5433
www.donateblood.org

 @cencabloodcenter

THANK YOU, COMMUNITY PARTNERS!



Big Red has been on the move! This summer, our lovable mascot spread smiles and shared the lifesaving message of blood donation at events throughout our community – from ABC30 "Pint for a Pint" and The Big Fresno Fair "Pint for a Pass" to the Fresno Police Department's Battle of the Badges.

We are incredibly grateful for all the community partners, organizations, and donors who come together to help collect lifesaving blood products. Together, we're making a meaningful difference for patients and families in our community!

TULARE ROTARY 9/11 MEMORIAL BLOOD DRIVE



A very special thank you to the Tulare Rotary Club for hosting its 20th Anniversary 9/11 Memorial Blood Drive. This year's event was especially meaningful as we celebrated America's 250th anniversary and commemorated the 25th anniversary of 9/11.

Thanks to the generosity of our donors, this blood drive helped save more than 1,350 lives right here in the Central Valley!

We extend our heartfelt appreciation to the Tulare Rotary Club and all the community members who came together to honor, remember, and give back through the lifesaving gift of blood donation.