

# Business Connection



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## Business Spotlight

### Blood donation remains an essential activity

Stanford Blood Center (SBC) is a nonprofit, community blood center and leader in the fields of transplantation and transfusion medicine. The vision is to provide hope for healing, which they fulfill on a daily basis through their support of local patients.

As a community blood center, SBC provides lifesaving blood products to patients at partner hospitals throughout the Bay Area, including Stanford Hospital and Lucile Packard Children's Hospital, both of which are Level 1 trauma centers. At SBC, they need to collect approximately 200 units (pints) of blood each day to support all the children and adults

in the community who depend on blood for treatment, including those suffering from traumatic injuries, chemo patients, burn victims, preemie babies and patients undergoing transplant surgeries.

"We encourage anyone who is eligible to please consider donating blood, as we are dependent on the generosity of blood donors to save lives on a daily basis," said Ross Coyle with Stanford Blood Center. "With just one donation, you can help multiple patients."

New to donation? Giving blood only takes about an hour of your time, with the actual donation taking only about five to 10 minutes. To make giving blood as convenient as possible, Stanford Blood



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Center has locations in Campbell, Menlo Park and Mountain View and hosts blood drives throughout the Bay Area, including many in the Tri-Valley area. They also have flexible hours and appointments available every day of the week.

"Though much has changed during the COVID-19 pandemic, we

want to remind our community that the need for blood is constant, and blood donation remains an essential activity, even in a shelter-in-place or restrictive tier designation," said Coyle. "The safety of our donors is a top priority, and we have instituted a number of measures to ensure blood donation continues to be a safe process, which you can learn

more about at [stanfordbloodcenter.org/covid-19](http://stanfordbloodcenter.org/covid-19)."

Please join Stanford Blood Center in supporting those in need in our community. For more information on donating blood, as well as partnership opportunities (including hosting a blood drive), visit [stanfordbloodcenter.org](http://stanfordbloodcenter.org) or call at 888-723-7831.



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