

## Inside this issue

- The Skydiving Survivor
- Download our new app!
- Focus on: Bupa
- Meet recruiter Steve

## CEO Message

The products and services we provide at New Zealand Blood Service are something very special. The unique donations we ask for aren't money or the clothes at the back of your wardrobe. They are intensely personal. While other companies call their products 'life changing', ours truly are. That's why gratitude is something we see a lot of.

In this issue of Partners' Voice you'll hear from Peter, who wants to thank all the donors who saved his life – twice! Then you'll hear from our Marketing Manager about our new Blood Service app with a special new 'thank you' feature. Finally, meet recruiter Steve Dalgety, who shows his appreciation for one passionate Corporate

Coordinator who is going above and beyond to encourage his colleagues to donate.

Finally, I would personally like to extend a thank you to all of you, our Partners for Life, for your role in saving and improving the lives of 42,000 Kiwis every year. If you have an idea about how we can help you save even more lives, please get in touch with your local donor recruiter.

Sam




## The Skydiving Survivor

Peter Harwood took to the track at this year's Relay for Life in Whangarei for the survivors' lap. 'Survivor' is an appropriate word for this inspirational 58 year old who has come close to losing his life on two separate occasions. Peter was diagnosed with small lymphocytic lymphoma, a type of blood cancer, in 2010, followed by a rare blood condition in 2011, idiopathic thrombocytopenic purpura.

'My word, going over it all now is the first time I've realised how much I've been through', Peter says. He had been telling people he thought he'd had around 20 or 30 transfusions. The real number? 'I've just discovered it's more like 230.'

Peter takes each day as it comes and enjoys his time with family and friends. They say that he has an incredible strength and

determination to live. 'I told myself 'you're going to pull through'. Motivation was never a problem for me, I'd always get out of bed if I was able to, I didn't feel sorry for myself.' He shares his story at a support group to give some of his strength to others. 'It makes you realise how precious life is when you meet someone who has come so close to losing it.'

In 2011 Peter started a bucket list of things he wanted to do when he got better. So in 2012, when his health was more stable, he did a tandem skydive from 16,500ft and parasailed at 1,200ft in Paihia. Next on his list is a skydive over Lake Taupo.

Peter is grateful to the blood donors who have saved his life more than once. 'One day I went into a New Zealand Blood Service mobile blood drive and said 'I'd just like to thank you all for giving blood'.'



# PARTNERS FOR LIFE

# Download our new app!

**National Manager Marketing and Communications, Asuka Burge, tells us about the new NZ Blood Service Donor app and celebrating World Blood Donor Day.**

Every year 42,000 New Zealanders need blood or blood products. For many, receiving blood is a life-changing experience and it is thanks to the 3,000 Kiwis donating every week that this can happen. To celebrate World Blood Donor Day on 14th June we would like to say a huge 'THANK YOU!' to you, our blood donors. Whether you've just made your first or your 500th donation, on behalf of not just the team at the Blood Service, but all the recipients you have helped, THANK YOU.

Donors have told us that they want donating blood to be easier, to know about when or where they can give. So this month, to coincide with World Blood Donor Day, we are launching a new app for iPhone and Android, which will make finding places to donate and booking appointments much easier. Amongst its

many features, whole blood donors will get a notification when their blood has saved someone's life.

It's just another way for us to say thank you to our amazing donors. You could be at home, on the bus to work or just supermarket shopping and you will receive a thank you. We hope it goes some way to remind you what a wonderful difference you are making to someone else's life.



## Focus on: Bupa

**Bupa's Rehabilitation Team in Waikato goes the extra mile to look after their local community. We take a look at how their Partners for Life Co-ordinator Lezani Meyer is encouraging her team to keep on giving.**

Bupa helps 32 million people in 190 countries to live longer, healthier, happier lives. In New Zealand, Bupa provides care homes, retirement villages, medical alarms and rehabilitation.

In Waikato, making a difference to people's lives is more than just a day job for the rehabilitation team. The staff wanted to go above and beyond their sterling work looking after people who have had serious brain injuries or a stroke, and look after health in the community even more.

Bupa runs an employee health and wellbeing programme called 'B-Fit', which is led by staff. The team keep fit, eat healthily and regularly fundraise for charity. B-Fit Co-ordinator, Lezani Meyer, suggested to her team that they could go one step further by giving blood.

New Zealand Blood Service supports the team's efforts by providing a shuttle bus to the Donor Centre. Sue Nix, one of our Waikato Donor Recruiters, says 'the staff have a fantastic attitude and look forward to coming into the donor centre every three months.' The team are so committed that they have booked their shuttle bus and appointments for the rest of 2016.

To boost the team's efforts, Lezani came up with a 'blood-o-meter', to track their blood donations. The fundraising thermometer is a fun way to motivate and propel donations that

we're all familiar with. The only difference is that the rehabilitation team is keeping count of the litres of blood they've given instead of dollars donated!

On behalf of New Zealand Blood Service and the people you're helping around New Zealand, well done and a huge thank you to the Bupa Rehabilitation Team!



**PARTNERS FOR LIFE**

## 5 minutes with... Steve Dalgety

*Waikato Recruitment Team Leader Steve Dalgety joined New Zealand Blood Service in November 2015. He talks to us about the challenges of finding new donors and the ways NZBS can help Corporate "Partners for Life" Coordinators to encourage more of their colleagues to roll up their sleeves and give.*

My role at NZBS is to manage the Donor Recruitment and Apheresis team in the Waikato and Bay of Plenty regions. It's inspiring to work for an organisation that literally saves people's lives.

Recently I was donating myself when four people came into the Donor Centre who had received blood or blood products themselves. I was moved by the gratitude that they had towards the donors. It was amazing to meet some of the people that need blood products just to survive. It also struck me how easy it is to save someone's life; it's just one hour out of your day.

The challenge for my team is that people are getting busier and busier. Even with the best intention in the world, they are now less likely to come in and donate in their own time. So it is essential we get buy-in from businesses, to encourage their staff and give them the time to come in to donate.

To make things as easy as possible for our Partners for Life, we run a shuttle bus to pick up and drop off staff. And we are flexible; when it

comes to running information sessions and booking donation appointments, we will do our best to fit in around you.

Don't forget about all of the no-hassle, free resources available from NZBS. We can provide posters, template emails to send to staff, flyers to go with payslips, and sign-up sheets for the staff room. Our recruitment team can come and deliver presentations, set up stands, and run information and Q&A sessions with your staff.

A great example of how our Corporate Coordinators can have a big impact is Toby Campbell from Inland Revenue Hamilton. Toby is passionate about NZBS and that comes through in the way he goes above and beyond to encourage people to donate. He is always coming up with innovative ways to get his colleagues involved. Thank you so much Toby, you're making a big difference and we really appreciate it.

We are happy to try new ideas, be flexible, and make every effort to help our Partners for Life to support us further. If you have any ideas on what might work for your business, please pick up the phone or drop us an email.



NZ Blood Service has Donor Centres in Epsom, Manukau, Takapuna, Hamilton, Tauranga, Wellington, Palmerston North, Christchurch and Dunedin. Contact details for the centres can be found on the NZBS website [www.nzblood.co.nz](http://www.nzblood.co.nz)

**0800 GIVE BLOOD**  
**[www.nzblood.co.nz](http://www.nzblood.co.nz)**



**PARTNERS FOR LIFE**