

Inside this issue

- CEO Message
- Get more from your giving
- Baxter (Christchurch)
- Dunedin City Council

CEO Message

Welcome to your final edition of the Partners' Voice newsletter. Don't worry, this isn't the end. At New Zealand Blood Service we are working behind the scenes on an all-new programme, bringing together teams from around New Zealand to save lives. We are really looking forward to introducing you and your colleagues to the new programme later this year.

As you are already a member of Partners for Life, you don't need to do anything to join our new force for good. We will transfer you over and make all the changes for you. Your local Donor Recruiter will be in touch with you over the next few months to welcome you and your colleagues to the new programme. If you have any questions about the coming changes, don't hesitate to get in touch with them before then.

In the meantime, we would love your help in telling business leaders around New Zealand why giving blood is great for business. We've listed just a few of those reasons below, so why not forward on this newsletter to your manager and marketing team, so they can see for themselves and share the news?

All the best,

Sam



Get more from your giving

When you give blood as a team, you're in incredible company. People from businesses and community organisations up and down New Zealand, just like you, are saving lives together every day. As each donation you give helps up to three people, being a blood donor makes you a real life superhero. And if that warm glow weren't enough, here are three more reasons why giving blood together is great for your team and your organisation.

Teams that donate together work great together

What better way to connect with your colleagues than by spending an hour away from work to save lives together? Sharing this experience is a far more effective way for teams to bond than a day of dreaded 'team building activities'.

It's great publicity

You and your colleagues are doing something amazing, so tell the world about it! Share photos of yourselves giving blood in press releases and on your own website and intranet.

Get seen on social

We can help you showcase the great work you're doing with our social media followers. We know from experience that people love to see real life teams from their favourite brands out saving lives and these posts can reach thousands of customers.



PARTNERS FOR LIFE

Baxter (Christchurch)

Baxter is an international healthcare company whose products and services save and sustain lives around the world. Globally, Baxter has over 50,000 employees and its New Zealand operations began back in 1980.

Ten pharmacy staff from the Christchurch facility recently decided to donate blood through Baxter's staff volunteering programme. Christine, Baxter's donation group co-ordinator, talked to us about the experience.

'NZ Blood Service kindly provided a bus to shuttle us in groups to and from their modern Christchurch Donor Centre. Donor Recruiter Jane, our driver for the afternoon, filled us in

on information we needed to know before donating. Some of us were first time donors. On arrival we were taken through the paperwork, given a finger prick test to check our iron levels, then went over to very comfortable bed-like chairs to give blood. All the staff were very friendly and professional. After our donation we had a little rest and then enjoyed refreshments and biscuits. Barbara, a New Zealand Blood Service volunteer, took care of us, supplying us with plenty of drinks and snacks. We all felt we had done something worthwhile.'



Dunedin City Council

Suzanne Donaldson, Blood Donor Coordinator at Dunedin City Council (DCC), talks about why she donates and how she encourages her colleagues to do the same.

'I have been donating regularly with the Dunedin City Council group for the past eight years, originally donating whole blood. My dad got sick in 2012 and needed plasma and platelets. I saw the difference it made to him, so I was glad to find out that I was eligible to become a plasma donor.

Back in 2013, I started organising DCC group donations. I have signed up a number of new donors over the years and the majority of them have progressed onto plasma donations. NZ Blood Service supports workplace co-ordinators very well with leaflets and posters and offering confidential advice.



It can be a challenge to sign people up for various reasons. The biggest hurdle is finding the right times for people to donate. I try to book our sessions around lunchtime to make it easy as possible for my colleagues. We also have a large proportion of people from the UK [who are ineligible to donate]. I just had a colleague tell me that if they could donate blood without a needle involved then they would gladly donate!

We have had some good news stories too. Some members of staff weren't good with needles, but conquered their needle phobia to support friends and family who were sick.

Dunedin City Council is very good at supporting blood donation, letting people have time away from work, with their manager's permission, to give blood.

NZ Blood Service has Donor Centres in Epsom, Manukau, Takapuna, Hamilton, Tauranga, Wellington, Palmerston North, Christchurch and Dunedin. Contact details can be found on the NZBS website www.nzblood.co.nz

0800 GIVE BLOOD
www.nzblood.co.nz



PARTNERS FOR LIFE