

# COMMUNITY IMPACT REPORT 2024

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Marking milestones and  
shaping futures



Moments  
made possible,  
page 4

# Shared Purpose Fuels Lifesaving Impact

## A MESSAGE FROM THE BOARD CHAIR AND PRESIDENT/CEO

“At Vitalant, you belong. Together we lead with our hearts to find a better way” is more than a statement about our culture. In 2024, this spirit of unity and dedication permeated every aspect of our mission delivery as our team members and thousands of volunteers rallied behind a shared cause to shape brighter futures.

Backed by a legacy of over 80 years as a cornerstone of the blood services community, Vitalant continues to evolve and expand its vital role in healthcare. This enduring commitment was powerfully demonstrated in 2024 through the remarkable generosity of our donors and the growth of our innovative programs.

A testament to this generosity is the Vital Elite program. In 2024, nearly 15,000 individuals made an annual philanthropic commitment to our mission through this initiative. Their dedication resulted in more than 80,000 blood donations, and over one-quarter of those individuals extended their support to financial gifts, marking significant year-over-year growth and underscoring the deep connection our donors feel to our lifesaving work.

Beyond blood services, Vitalant’s biotherapies program expanded and is strategically positioned to address a critical gap in the rapidly evolving cell and gene therapy landscape, bridging the space between patient needs and the current capabilities of the healthcare environment. By facilitating access to these innovative therapies, Vitalant is directly contributing to improved patient outcomes and offering new hope for individuals facing complex medical challenges.

Thanks to the unwavering support of our dedicated donors, valued partners, tireless volunteers, and committed staff, Vitalant played a crucial role in saving and improving hundreds of thousands of lives across the communities we serve. Each blood donation, each philanthropic contribution, and each volunteer hour directly translates into tangible impact for patients in need, making possible pivotal life moments for years to come.

We extend our deepest gratitude to everyone who has contributed to our mission. Your commitment is the lifeblood of our organization, enabling our vital work and ensuring that life doesn’t stop.



**Bill Gates,**  
**Board of Trustees Chair**



**David R. Green,**  
**President & Chief**  
**Executive Officer**



## OUR VISION

Become the nation's most innovative and inclusive blood and biotherapies partner.

## OUR MISSION

Unite blood and biologics donors, talent and innovation to save and improve lives.

## OUR VALUES

Respect, Integrity, Teamwork and Excellence.





## Marking Milestones, Shaping Futures

Every individual's commitment to our mission helps make celebrating life's milestones possible for families.

Zavion Charles lives with sickle cell disease, an inherited disorder that causes red blood cells to become misshapen or "sickled," blocking and damaging small blood vessels. A painful condition that caused Zavion to miss many days of school, blood transfusions helped ensure he felt well enough to go to prom and attend his high school graduation.

Inspired by family and friends who wanted to show their support, and in recognition of all those whose blood donations have helped him, Zavion and his mom hosted a blood drive this past year.

"Thanks to all those who donated blood, my son is going to college," Renee Gonzales said. "We are forever grateful for all the people we don't even know who continue to donate blood to help sick children thrive."

Tanner Bradtke was sidelined from soccer when he was diagnosed with leukemia in 2024, but blood donations helped him regain strength to be able to attend his first day of first grade. It's a back-and-forth for his family, but they are grateful he can go to class like others his age between stays in the hospital. He has received several transfusions over the course of his ongoing treatment.

"We notice a big difference when Tanner gets a blood transfusion," his mom, Samantha Bradtke said. "He gets his color back and has a better appetite. Platelet transfusions also help prevent his gums from bleeding, which protects him from getting sick. It's hard to imagine what would happen if these blood donations were not readily available."



**Zavion Charles**



**Tanner Bradtke**

# Blood Services

## HELP ON THE WAY: PREHOSPITAL BLOOD

According to the Prehospital Blood Transfusion Coalition, bleeding is the top cause of preventable death among trauma patients. But a proactive approach used on the battlefield in World War II is making a lifesaving difference for some of the most seriously injured patients. Vitalant is partnering with emergency medical services agencies, providing blood for transfusions in the field.

Hospitals depend on an always ready supply of different components of blood to meet every type of patient need, but when seconds count for a critically injured trauma patient, blood is increasingly becoming part of a paramedic's tools.

Coalitions across several states expanded in 2024 to equip ambulances and medical helicopters, and train emergency medical services teams to administer blood before a patient reaches the hospital. Type O whole blood donations can help stabilize severely injured patients and give them a better chance of survival and recovery.

The results are dramatic. A 2022 study from the Journal of the American College of Surgeons found that early whole blood infusions could improve 24-hour and 30-day survival odds by 60% in patients experiencing severe bleeding. Some studies suggest the early intervention may also lead to a patient's lower overall need for blood once arriving at the hospital. This profound impact fuels promise for the future.



**Battalion Chief Carrick Patterson donating at a fire department-hosted blood drive raising awareness about prehospital blood.**



See how prehospital blood helped a mom when first responders came to her aid during the birth of her daughter:

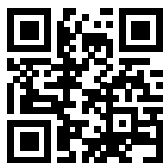
[vit.ink/24impact01](https://vit.ink/24impact01)



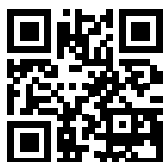


The Parker, Colorado, donation center that had initially opened in the Denver bedroom community in 2016 doubled its size in 2024, moving into an adjacent space to accommodate the community's growing volunteer spirit and potential.

### Virtual Blood Drives [vbd.vitalant.org](https://vbd.vitalant.org)



### Advocate [vitalant.org/advocacy](https://vitalant.org/advocacy)



## Blood Services

### EMPOWERING DONORS, ENSURING FUTURES

Every two seconds, someone in the U.S. needs a blood transfusion. The red blood cells, platelets and plasma generously donated with Vitalant help ensure patients needing blood can be treated without delay, whether undergoing open heart surgery, managing a blood disorder, battling cancer or arriving in the emergency room after a car accident.

Vitalant prioritizes improving the experience for those who step up to fill this constant need. From updated donation spaces and an improved self-service virtual blood drive program to the Vitalant Blood Donor mobile app and ready-to-use advocacy tools, individuals are empowered to support patients' blood needs in ways that personally resonate.



Ribbon-cutting attendees share their well wishes, signing the ceremonial ribbon.

# Vitalant's Annual Impact

MORE THAN

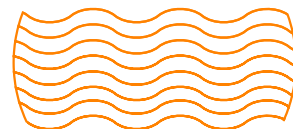
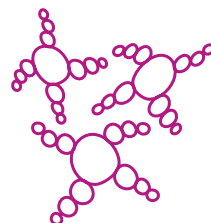
**60,000**

**DONORS**



**1.6 MILLION**  
**DONATIONS**

**2 MILLION**  
TOTAL BLOOD PRODUCTS



Partnering in

**28 STATES**

coast-to-coast





# Blood Services

## MILESTONES OF SERVICE, EXPONENTIAL EFFECTS

Each blood donor and volunteer blood drive coordinator is vital to ensuring blood is always available for patients before it is needed. Those efforts add up exponentially.

Blood and platelet donor Mike Goba celebrated his 500th donation in 2024, a milestone more than 35 years in the making.

Mike can donate platelets up to 24 times a year, and his donations are especially crucial for cancer patients, those undergoing major surgeries, and individuals with blood disorders.

"I'm just happy to sit back and know that I'm helping someone. I just sit and watch a movie, and I know I'm making a difference."

Husband and wife team, Gil and Linda Antokal, celebrated their own milestone of 55 years of marriage along with more than 30 years of hosting blood drives with Vitalant. Over the years, they have organized 125 blood drives, collecting approximately 5,000 blood donations.

Gil, a lifelong blood donor, first donated in college and then throughout his military service in the 1960s. "It's something I think is important. It gives me a good feeling to know I'm helping people," said Gil.

Their children also participate, making blood donation a family tradition. One of the blood drives they hosted was just two weeks before Gil had to undergo open-heart surgery, and knowing blood was available was reassuring.



Mike Goba



The Antokals



**10,000**  
COMMUNITY BLOOD  
DRIVE HOSTS



ABOUT  
**115**  
DONATION  
CENTERS

COLLECTING



OF  
THE U.S.  
BLOOD  
SUPPLY



# Labs, Clinical Services & Biotherapies

## A LIFETIME OF SUPPORT

**Vitalant's laboratory and clinical services provide blood and biotherapy services to hospitals and patients through transfusion, transplant, cellular therapy, therapeutic apheresis and cord blood.**

Conor Nikithser is a bright and active third grader living with hemophilia, an inherited bleeding disorder he was diagnosed with at birth. His blood doesn't clot properly on its own, complicating his ability to take part in typical activities like others his age.

Conor is one of nearly 900 patients annually who benefit from the comprehensive services offered by Vitalant's Hemophilia Center of Western Pennsylvania, including everything from medical care and treatment education to community support.

One of the largest of its kind in the country, the Center stands out in its holistic approach to helping patients for a lifetime. These vital resources help Conor and his mom navigate the complexities of hemophilia while creating space for Conor to thrive.

"It's just so comforting to know that they are there," Emily Nikithser said. "They've really helped us understand exactly what's going on with Conor, exactly how his medications work, exactly what to look out for, exactly what to do in almost every situation that we would encounter. And I know that I can always reach out if there are things that I'm not sure about."

Recently, Conor competed in six meets through his swim club. He also attended the Hemophilia Center's summer camp, an experience he loved so much that he signed up for another.

With medical guidance, emotional support, and community experiences all in one place, families like theirs aren't just managing hemophilia, they're building full, joyful lives around it.



Conor Nikithser



Watch how the Center helps Conor thrive:  
[vit.ink/conor1](https://vit.ink/conor1)

## Biotherapies Shaping Brighter Futures for Cancer Patients



Pat Still has spent more than three decades as a trusted voice on the radio, known for his wit, warmth, and connection to community. But in early 2024, that voice was nearly silenced. A routine walk upstairs left him winded. A trip to the doctor revealed blood clots and a diagnosis of multiple myeloma.

What followed was a long and grueling road: multiple rounds of chemotherapy, stem cell mobilization, and even a life-threatening case of sepsis. Pat underwent back-to-back seven-hour apheresis sessions to collect stem cells for his transplant. Those cells were then entrusted to Vitalant's Cellular Therapy Lab for processing, cryopreservation and storage. Cells not used for his transplant remain safely preserved in case the cancer returns.

This is one example of the strength of Vitalant's biotherapies offerings, a national network and advanced capabilities to support patients at every step of their journey. Vitalant serves 11 transplant centers, connecting more patients with expertly managed, lifesaving therapies.

During and after his transplant, Pat received blood and platelet transfusions from donors he may never meet but will never forget.

"To the people who donate blood, you will never quite understand the value of your selflessness," he said. "Thank you doesn't seem like nearly enough."

Back on the air, Pat carries with him a deeper sense of gratitude and a powerful reminder of what's possible when the right people, technology, and generosity come together.



Annually performing about

**1.4 MILLION TESTS,**

**11,000 CLINICAL PROCEDURES**





## Research and Innovation

### COLLABORATIVE ADVANCEMENTS



Ryan Talukder works with platelets in the Vitalant Innovation Center's flexible lab space used to pilot new technologies and processes.

Aiming to become the nation's most innovative and inclusive blood and biotherapies partner, the continuous work at Vitalant Research Institute and Vitalant Innovation Center has far-reaching impacts both domestically and as internationally.

The Research Institute's involvement in various studies continues to push the global industry forward, focusing on blood safety and blood donor eligibility. Headquartered in San Francisco with a second campus in Denver, Vitalant Research Institute team members' work appeared 77 times in research publications in 2024, and prior work continues to have significant relevance. A study looking at the effects of age on red blood cells is among the 10 most-cited papers published in 2023 in the peer-reviewed monthly journal *Transfusion*. The Denver-based Innovation Center's groundbreaking work across 16 projects in 2024 supported clinical trials, best practices and product innovation – everything from equipment testing to data generation.

Of note, several projects support the approval process and implementation of emerging blood products to help address platelet shortages. Platelets, which most often are used to help cancer patients, have a week or shorter shelf-life and are in constant demand. This vital work can help strengthen the resiliency of the blood supply.





Richard Jorgensen

## Vital Volunteers

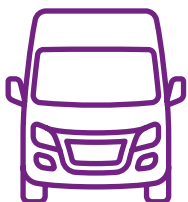
Volunteers are at the foundation of Vitalant's mission delivery. The volunteer program is expanding exponentially, increasing by 35% in 2024. Volunteers filled more than 11,000 volunteer shifts, doing the important work of transporting blood products, providing exceptional care for donors throughout their donation experience and assisting with administrative tasks.



**MORE THAN**  
**900**  
**VOLUNTEERS**



**GIVING NEARLY**  
**45,000**  
**HOURS**



**DRIVING NEARLY**  
**400,000**  
**MILES**

2024 marked a 20-year-milestone for blood Richard Jorgensen, who decided in retirement he'd like to contribute even more, racking up tens of thousands of miles on the road making lifesaving deliveries.

Richard has many stories of regular trips through cities and farmland to deliver blood to hospitals and of emergency trips to get blood to a critical patient as soon as possible.

"You realize how important it is when you are running down a hospital hallway and a nurse is running toward you to get the blood to someone," Richard remembered. "Or when you know the three boxes of blood product in your vehicle are needed now to save a mother in delivery and her baby."



**View Volunteer Opportunities/Apply**  
[vitalant.org/volunteer](https://vitalant.org/volunteer)

# Funding the Future

Financial gifts through the Vitalant Foundation enhance programs and infrastructure to ensure Vitalant can continue to lead the way in research and innovation while expanding our abilities to reach further into our communities. Through major gifts, individual contributions and in-kind donations of supplies and services, over 800 generous businesses, organizations, foundations and individuals provided more than \$2.6 million in support in 2024.

Planned gifts help ensure Vitalant can continue to meet the public health needs of patients for the long-term. One blood donor who has rolled up their sleeve more than 300 times committed a generous planned gift to support acquiring and maintaining a new bloodmobile, which will create new opportunities to bring blood drives further into the communities we serve.

Transformative gifts such as this not only secure a legacy of service, but are also a demonstration of compassion and commitment to saving lives.



Community blood drives allow Vitalant to meet donors where they are and are vital to supporting an always ready blood supply.

## Every Contribution Makes an Impact:

**\$2,500**

helps bring a full blood drive to life, enabling us to host and operate a single drive that reaches donors in the community.

**\$250**

empowers high school students to save lives by hosting their own blood drives through our scholarship program.

**\$100**

supports essential travel to bring blood drives to communities willing to help.

**\$50**

fuels our mission to bring new donors into the Vitalant community, expanding our lifesaving impact.

**\$25**

provides the materials necessary to collect blood for innovative research that pushes our understanding forward.

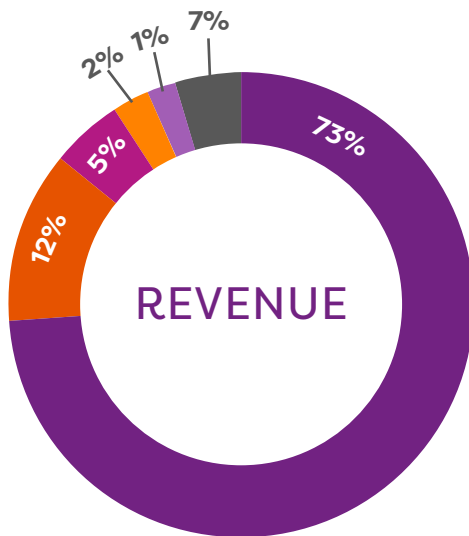


**How to Give**

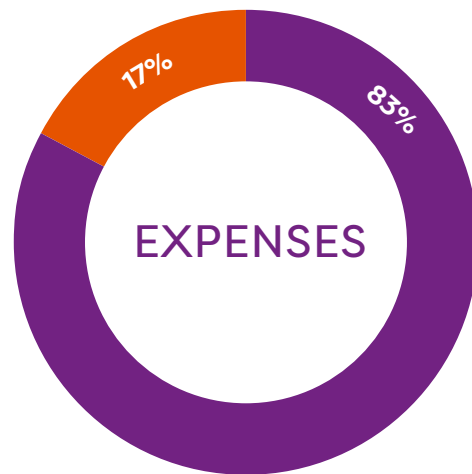
**[vitalant.org/foundation](https://vitalant.org/foundation)**

## Managing Our Resources

*Vitalant thoughtfully stewards its resources to fulfill its mission. Below are breakdowns of revenue and expenses, by program area, of Vitalant's approximate \$750M annual operating budget.*



- 73% blood & component service fees
- 12% laboratory services
- 5% plasma for fractionation
- 2% research contracts
- 1% contributions and grants
- 7% all other revenue



- 83% program services
- 17% management & general



## EXECUTIVE LEADERS



**David R. Green**  
President and Chief  
Executive Officer



**Rob Van Tuyle**  
Chief Operations Officer



**Mary Beth Bassett**  
Chief Quality Officer



**Anthony Bobos**  
Chief Information Officer



**Katie Cobb**  
President, Vitalant  
Foundation



**Dirk Johnson**  
Chief of Staff



**Maureen Musselman**  
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**J. Manuel Ocasio**  
Chief People Officer



**Bhavi Shah**  
Chief Legal Officer



**Ralph Vassallo, M.D.**  
Chief Medical and  
Scientific Officer

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Because of you,  
life doesn't stop.

[vitalant.org](https://vitalant.org) | 877-25-VITAL

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