



Dear Colleagues:

Every year the ACCES Blood Bank collects and processes enough blood to give over 300 transfusions within our hospital, and sell more than 100 units of blood products to local veterinary hospitals. Without our amazing community supporters and volunteer donors, this kind of success would not be possible.

To honor our donors and celebrate their life-saving contributions, we publish an annual donor calendar. The calendar features one real-life blood donor each month, along with a success story of a life saved. It is our way of showing how important blood donations are, and thanking the wonderful volunteers that give their time to help us save lives.

The calendar is produced in-house by myself and other blood bank staff members. When we first printed the calendar in 2007, not many people knew of it. Over the past 3 years it has grown in popularity to the point that we get requests from people all over Seattle for a calendar. To offset some of the costs of printing our calendars we also seek sponsorships from community partners in the pet industry.

The minimum print run for the calendar is now 600 (up from 500 last year), and we rarely have enough in stock to give out extras. It is distributed to more than 300 Seattle-area veterinary clinics (most of whom display them in their lobby), multiple copies are distributed by the donors to pet-loving friends and family members, and we send dozens of copies to local pet-related businesses in the Seattle Metropolitan area. We also reserve a small number that are sold in our hospital lobby, with proceeds going directly to the blood bank.

We are asking for your help in sponsoring the calendar for 2011 to make it as successful as possible. The sponsorship levels and explanations of their benefits are attached. All donations go exclusively toward printing costs for the calendar. Space is limited to a first come, first serve basis.

If you have any questions, please feel free to contact me any time at blood@criticalcarevets.com or (206) 364-1660.

You can also learn more about our blood bank at: www.criticalcarevets.com/newbloodbank.html

Sincerely,

A handwritten signature in black ink that reads "Christina Ryan".

Christina Ryan
Blood Bank Assistant/Marketing