



BLOOD BANK OF
THE REDWOODS



Saving lives since 1949

BBR is a full-service blood center serving
North Bay communities 24 hours a day, 7 days a week

Contact Information:

ILDI KEREK - PUBLIC RELATIONS
707-545-1222 EXT.122 · PR@BBR.ORG · WWW.BBR.ORG

Matching patient blood needs with lifesaving blood donations by:

Inspiring - community participation

Optimizing - efficiency and product quality through technology

Developing - philanthropic resources to advance our mission

Our Story

Blood Bank of the Redwoods is a full-service blood center that provides lifesaving blood products to hospitals in Sonoma, Lake and Mendocino counties 24 hours a day, 7 days a week.

The organization was started by a group of Santa Rosa Citizens in 1948 following the near-death experience of a new mom with a 2 day old baby. Sonoma County did not have enough blood products readily available for her at the time of the emergency. After this medically and emotionally difficult day, citizens clearly saw the need for a blood center to serve our communities. Since then Blood Bank of the Redwoods has been an important part of our community's healthcare system, supplying a full range of blood products that help save lives.

The blood center operates one of only four biological laboratories that process and test blood in the state. Our community needs more than 30,000 units of blood each year, which means the organization must collect 100 units everyday. Our not-for-profit organization provides blood products to hospitals, multiple clinics and various home-care agencies. In 2008, Blood Bank of the Redwoods put the one-millionth pint of blood into the community bloodstream. This remarkable milestone stands as a testament to a community and an organization with a shared and lasting vision.

Our Mission

Our goal is to be a leader in transfusion medicine, and to provide quality blood products and services to our community in a safe, economical and expedient manner. By partnering with our community of donors and healthcare providers, Blood Bank of the Redwoods is able to maintain this critical community lifeline.



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Internal Operations

- Not-for-profit, community blood center
- 17-member Board of Directors
- More than 100 employees
- 24-hour/7-day service provider

Services and Programs Provided

- Volunteer blood donor collection services
- Blood bank patient services
- Component processing
- Blood typing, cross matching, antigen screening
- 111,000 tests performed annually
- Educational resource for transfusion medicine
- Phlebotomist training
- Reference lab for hospital partners
- State and County disaster/emergency services network integration
- Distribution and inventory management
- Blood Bank quality assurance program

Hospital Partners

Kaiser Permanente Medical Center of Santa Rosa, Healdsburg District Hospital, Mendocino Coast District Hospital, Palm Drive District Hospital, Sonoma Valley Hospital, St. Helena Clearlake, Sutter Lakeside Hospital, Sutter Medical Center of Santa Rosa, Sutter Warrack Hospital, Ukiah Valley Hospital

Financial Information

Blood Bank of the Redwoods is a 501(c)(3) not-for-profit corporation.



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Fast Facts

Blood donors are a natural resource, and an extremely variable one at that. Blood Bank of the Redwoods keeps blood donors and other members of the community informed of all the facts and industry trends by distributing a wide variety of informational materials including brochures, newsletters and fact sheets.

- Every 3.5 seconds someone needs a blood transfusion.
- Over four million Americans would die each year without lifesaving donors.
- O+ and A+ are the most common blood types and are most often needed.
- O- is the "universal donor" and is frequently needed.
- The average adult has 8-10 pints of blood and can donate every eight weeks.
- After a donation, blood volume is replaced within hours.
- As separate components, the unit of blood you donate can save the lives of up to 3 people.
- You may donate if you are at least 16 years old with parental consent, weigh 110 pounds and are in good health.
- Blood products are used for accident and burn victims, cancer patients and other patients undergoing surgery.
- Approximately 40,000 units of blood are used each day in the United States.
- On a national average, 37% of the population is eligible to donate blood, yet only 5% do.
- Blood that saves lives is on the shelves right now. Please don't wait until someone you know needs blood.

To learn more about Blood Bank of the Redwoods and its services, please visit www.bbr.org.