



September 30, 2020

Dear Community Leader,

On behalf of Miller-Keystone Blood Center (MKBC), I would like to take this opportunity to introduce you to our organization and *The Life Blood of Our Community*.

MKBC is a 501(c)(3) nonprofit organization and is the sole community blood center to 28 hospitals in 15 eastern Pennsylvania counties and 5 western New Jersey counties. I invite you to join MKBC in achieving our mission of *saving lives by partnering with our community to provide a continuous supply of blood products and services.*

Every day, MKBC provides blood products to treat: trauma, bleeding and immune system disorders, cancer, burns, accident victims, heart surgery, organ transplants, and bone marrow transplants. Due to COVID-19, MKBC has been experiencing challenges maintaining a safe and stable blood supply. Striving to preserve our mission, we have partnered with the Greater Wilkes Barre Chamber of Commerce to establish *The Life Blood of Our Community* - a collaboration with five local nonprofit organizations to recruit new blood donors and raise needed operating funds.

Included in the group are the American Cancer Society, North Branch Land Trust, CASA of Luzerne County, Osterhout Free Library, and Wyoming Valley Children's Association. *The Life Blood of Our Community* will be hosting a three-day event on December 3rd-5th, 2020 at MKBC's blood donor center, located at 400 Route 315 Suite E, Pittston Township. Our goal is to collect 150 units of blood during this three-day event and raise sponsorship funds for the participating nonprofit organizations.

***Just imagine, one unit of blood helps to save three lives, this means that when our goal is achieved, we will be able to help 450 patients, including premature infants, those with cancer, leukemia, and traumas.***

Please consider becoming a sponsor of ***The Life Blood of Our Community*** collaboration. Your support will help save lives and be integral in bringing this brand-new partnership to fruition. *All* of the sponsorship funds raised will be given to the five participating nonprofits and used for programmatic and operating costs.

Each organization that makes up ***The Life Blood of Our Community*** team has been faced with additional challenges due to COVID-19. However, we have come together because we believe that alone we would be able to survive, but by working together we can truly thrive.

If you have any questions about MKBC or ***The Life Blood of Our Community*** collaboration, please do not hesitate to contact me. My contact information is listed below. Thank you in advance for your consideration and I look forward to hearing from you.

Regards,



Kathy Rowinski  
MKBC, Account Manager  
570-449-5586  
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Enclosure:

Nonprofit Descriptions  
Sponsorship Form  
Quick Facts Sheet  
MKBC Hospitals served



### **About The Life Blood of Our Community Organizations:**

**Miller-Keystone Blood Center (MKBC):** MKBC is a 501(c)(3) nonprofit organization and licensed by the Food and Drug Administration in Pennsylvania, New Jersey, and Maryland. Since 1971, MKBC has provided a vital community service that saved thousands of lives, our work is twofold:

1. Recruiting and collecting blood from volunteer donors
2. Processing and delivering blood products to the hospitals we serve.

For almost 50 years, hospitals have trusted MKBC to deliver blood products when needed. In 2018, over 116,000 blood products (red blood cells, platelets, and plasma) were delivered to 28 hospitals in our service region, including Geisinger Wyoming Valley and Geisinger Medical Center. In addition, the mission of MKBC is to save lives by partnering with our community to provide a continuous supply of blood products and services.

**American Cancer Society:** At the American Cancer Society, we're on a mission to free the world from cancer. Until we do, we'll be funding and conducting research, sharing expert information, supporting patients, and spreading the word about prevention. All so you can live longer — and better. We help patients access lifesaving care and resources with programs such as Hope Lodge and Road to Recovery, but COVID-19 is putting that support at risk. Your support helps ensure cancer patients, survivors and caregivers continue to get the support they need and the continuation of critical Cancer Research which is very much at risk right now.

**North Branch Land Trust:** North Branch Land Trust conserves the natural, working, and scenic landscapes in Northeastern Pennsylvania that enrich our lives. During these challenging and unsettling times, the power of nature to comfort, refresh, and inspire has never been more evident. Conservation work is about land and people and the preservation of our region's natural spaces directly impacts the health and vitality of our communities. This time of unprecedented stress and

isolation has highlighted the powerful benefits of nature on the human spirit and has deepened NBLT's resolve to conserve and protect the forests, watersheds, farms, wildlife habitat, open space, and scenic views we cherish in NEPA before they disappear. By supporting NBLT, you are helping to protect and save the very nature that is sustaining and enriching our lives.

**CASA of Luzerne County:** CASA's mission is to provide a trained and compassionate volunteer advocate to every Luzerne County child who has suffered abuse or neglect to ensure their placement in a safe, permanent, and nurturing home as soon as possible. CASA focuses 100% on an unmet need in our community. Right now there are more than 500 Luzerne County children in the foster care system. They have experienced abuse, neglect, fear, trauma, and shame. We know that when a child has one caring, compassionate, and committed adult in their lives, they flourish. Our volunteer advocates step into the "messiness" of a child's life, to ensure they receive the services they need, to advocate for placement in a safe, nurturing, and permanent home, and to provide them with hope that their past doesn't have to define their future.

**Osterhout Free Library:** Where would many of us be without the information we find in our public libraries? When you show support for the Osterhout Free Library, you are not just supporting the library, you are giving back to the community. Many Luzerne County residents utilize the library's programs to continue their education after their school-age years, to conduct research and study for post-secondary school exams, and to immerse their children and grandchildren into the wonders of reading. The Osterhout Free Library is a dynamic, versatile community center. In 2019, we welcomed over 125,000 visitors. More than half of young adults and seniors living in poverty in Luzerne County came to the Osterhout to access the Internet and participate in life enriching programs. They used this access among other purposes to find work, apply to college, secure benefits, learn new skills, and file for unemployment. To many, the Osterhout is a lifeline.

**Wyoming Valley Children's Association:** Wyoming Valley Children's Association (WVCA) is a very special school located in Forty Fort, PA. Founded in 1924, WVCA is proud to be serving the Wyoming Valley for over 96 years. WVCA is a top provider of early childhood education and therapy services for children with a wide array of developmental and physical disabilities, such as autism, Down Syndrome, cerebral palsy and more, as well as typically developing children. Our educational programs include *The Together We Grow* Preschool, Kindergarten and infant/toddler daycare. WVCA offers physical, occupational, speech and music therapies to students in need. WVCA also provides home-based therapy and education services and we host the CATCH (Childhood Autism Team Check) Clinic that helps to diagnose autism and related conditions. We truly believe in every child's unique potential and strive to minimize and/or eliminate the effects of developmental delays through therapeutic services and quality education. By serving ALL children, WVCA creates an inclusive environment for children to discover and develop into curious learners and compassionate citizens.



### ***The Life Blood of Our Community Sponsorship Form***

Company or Individual Name:

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Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

***YES!*** I would like to become a sponsor of ***The Life Blood of Our Community.***

Please accept this donation in the amount of \$ \_\_\_\_\_

Please list my name in event publications (list as you would like your name to appear in print):

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I would like this gift to remain anonymous.

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**TOTAL AMOUNT DUE:** \_\_\_\_\_

Bill Me       Check Enclosed       Call me for credit card information.

***Make checks payable to: The Life Blood of our Community Fund of The Luzerne Foundation  
34 South River Street, Wilkes-Barre, PA 18702***



### Quick Facts: *The Life Blood of Our Community*

- ★ Dates: December 3rd, 4th and 5th, 2020
- ★ Time: All day - Blood donors can pick a specific time slot to arrive at the blood donation center to give their donation. *This is to enforce strict safety precautions due to COVID-19.*
- ★ Location: Miller-Keystone Blood Center at 400 PA-315 Suite E, Pittston, PA 18640
- ★ Participating nonprofit organizations:
  - [American Cancer Society](#)
  - [North Branch Land Trust](#)
  - [CASA of Luzerne County](#)
  - [Osterhout Free Library](#)
  - [Wyoming Valley Children's Association](#)
- ★ The participating nonprofit organizations will help recruit new blood donors for this three day event and distribute marketing materials to their respective audiences.
- ★ Made possible with support from the Greater Wilkes-Barre Chamber of Commerce.
- ★ Our goal is to collect 150 units of blood. *No cost* to the blood donor!
- ★ ALL sponsorship funding received will be divided evenly between the participating nonprofit organizations and used for programmatic and operating costs.
- ★ All sponsors will be included in promotion of the event, including all printed materials, listings on traditional and social media platforms and websites of the members of *The Life Blood of Our Community*.
- ★ For more information contact Kathy Rowinski at 570-449-5586 or [krowinski@giveapint.org](mailto:krowinski@giveapint.org).

**Miller-Keystone Blood Center**  
**28 Hospitals and 18 Counties Served as of 08/06/2020**

Geisinger Medical Center – 100 N. Academy Avenue, Danville, PA 17822  
Geisinger Wyoming Valley Medical Center – 1000 E. Mountain Blvd, Wilkes-Barre, PA 18702  
Geisinger Community Medical Center – 1800 Mulberry Street, Scranton, PA 18510  
Geisinger Bloomsburg Hospital- 549 Fair Street, Bloomsburg, PA 17815  
Geisinger Lewistown Hospital – 400 Highland Avenue, Lewistown, PA 17044  
Geisinger Jersey Shore Hospital – 1020 Thompson Street, Jersey Shore, PA 17740  
Geisinger Holy Spirit Hospital – 503 N. 21st Street, Camp Hill, PA 17011  
Geisinger St. Luke’s Hospital: 100 Paramount Blvd, Orwigsburg, PA 17961

LVHN Cedar Crest: 200 Cedar Crest Blvd., Allentown, PA 18103  
LVHN 17th Street: 17th & Chew Streets, Allentown, PA 18102  
LVHN Tilghman: 4825 Tilghman St, Allentown, PA 18104  
LVHN Muhlenberg: 2545 Schoenersville Road, Bethlehem, PA 18017  
LVHN Hazleton: 700 E. Broad Street, Hazleton, PA 18201  
LVHN Schuylkill East Norwegian: 700 E Norwegian Street, Pottsville, PA 17901

St. Luke’s University Hospital – Bethlehem Campus: 801 Ostrum Street, Bethlehem, PA 18015  
St. Luke’s Hospital – Allentown Campus:1736 Hamilton Street, Allentown, PA 18104  
St. Luke’s Hospital – Anderson Campus:1872 Riverside Circle, Easton, PA 18045  
St. Luke’s Hospital – Upper Bucks Campus: 3000 St Luke’s Dr, Quakertown, PA 18951  
St. Luke’s Hospital – Miners Campus:360 W. Ruddle Street, Coaldale, PA 18218  
St. Luke’s Hospital – Monroe Campus:100 St. Luke’s Lane, Stroudsburg, PA 18360  
St. Luke’s Hospital – Easton Campus, 250 S 21st St, Easton, PA 18042 (*effective 7/1/2020*)  
St. Luke’s Hospital – Sacred Heart Campus:421 Chew Street, Allentown, PA 18102  
St. Luke’s Hospital – Lehighon Campus:211 N. 12th Street, Lehighon, PA 18235  
St. Luke’s Hospital – Warren Campus:185 Roseberry Street, Phillipsburg, NJ 08865

Grand View Health: 700 Lawn Avenue, Sellersville, PA 18960  
Hunterdon Healthcare: 2100 Wescott Drive, Flemington, NJ 08822  
Summit Medical Group:140 Park Avenue, Florham Park, NJ 07932  
Tower Health Reading Hospital: 6th Avenue & Spruce Street, Reading, PA 19611

**Counties Served:**

15 PA—Berks, Bucks, Carbon, Columbia, Cumberland, Dauphin, Lackawanna, Lehigh, Luzerne,  
Lycoming, Mifflin, Montour, Monroe, Northampton, Schuylkill  
3 NJ—Hunterdon, Mercer, Warren