Describe the organization's mission as articulated in its mission statement or otherwise adopted by the organization's governing body.

GLOBAL BLOOD FUND (GBF) WORKS WITH LOW AND MIDDLE-INCOME COUNTRIES TO ENSURE A SAFE AND SUFFICIENT BLOOD SUPPLY FOR ALL. THIS IS ACHIEVED THROUGH THE PROVISION OF TRAINING, EQUIPMENT, GRANTS AND OTHER FORMS OF SUPPORT, WITH PARTICULAR FOCUS ON ENGAGING LOCAL CITIZENS IN VOLUNTARY NON-REMUNERATED BLOOD DONATION (VNRBD).

VNRBD IS RECOGNIZED BY THE WORLD HEALTH ORGANIZATION AND OTHERS AS THE MOST COST-EFFECTIVE WAY TO PREVENT THE HUNDREDS OF THOUSANDS OF DEATHS THAT RESULT EACH YEAR FROM BLOOD SHORTAGES. IT ALSO HELPS MITIGATE THE TRANSMISSION OF INFECTIONS (SUCH AS HIV, MALARIA AND HEPATITIS) THAT CAN BE CONTRACTED THROUGH BLOOD TRANSFUSION AND WHICH DEVASTATE LIVES AND FAMILIES.

Did your organization cease conducting, or make significant changes in how it conducts, any program services?

FOLLOWING THE DISRUPTION CAUSED BY THE GLOBAL PANDEMIC, GBF'S WORK IN Q1 2023 WAS LESS IMPACTED BY COVID-19. TRAVEL TO FACILITATE OR DELIVER PROGRAM ACTIVITIES BECAME POSSIBLE ONCE AGAIN AND CAPACITY WITHIN RECIPIENT ORGANIZATIONS TO DELIVER PLANNED PROGRAMS IMPROVED. NETWORKING OPPORTUNITIES TO REBUILD PIPELINE ACTIVITIES WERE LESS RESTRICTED, ALTHOUGH THE CENTERPIECE AABB MEETING IN FLORIDA WAS CANCELLED A FEW MONTHS PREVIOUSLY DUE TO HURRICANE IAN. THE 'NEW NORMAL' OF THE PANDEMIC (IN WHICH BLOOD ESTABLISHMENTS HAD LARGELY ADAPTED TO THE NOVEL POST-COVID ENVIRONMENT BUT WERE LESS ENTERTAINING OF ANY PERCEIVED DISTRACTIONS TO NON-CORE ACTIVITY) DIMINISHED SOMEWHAT, BUT WAS STILL A NOTABLE FEATURE OF EARLY 2023.

AS COUNTRIES RE-OPENED, EQUIPMENT RE-HOMING BECAME POSSIBLE ONCE AGAIN, HELPED BY THE RETURN OF FREIGHT COSTS TO MORE NORMAL LEVELS FROM THEIR PRECIPITOUS COVID-HIGHS. WITH GETTING DONATIONS INTO MEXICO A COVID-ERA (AND POST-COVID ERA) CHALLENGE, A DECISION WAS MADE TO BROADEN THE FOCUS TO INCLUDE WIDER LATIN AMERICA. TO FACILITATE THIS, A SPANISH SPEAKING MEMBER OF STAFF WAS APPOINTED AS CO-ORDINATOR FOR THIS REGION AND GBF IS ON A THE VERGE OF SIGNING AN MOU WITH THE CO-ORDINATING BLOOD BANKING ENTITY IN IBERO-AMERICA, GRUPO COOPERATIVO IBEROAMERICANO DE MEDICINA TRANSFUSIONAL (GCIAMT).

GIVEN THAT DONATIONS TO THE CHARITY CONTINUE TO BE SPORADIC AND UNPREDICATABLE, A MORE STRUCTURED GIVING INITIATIVE WAS LAUNCHED IN Q1 2023. UNDER THE 'FRIENDS OF GLOBAL BLOOD FUND' PROGRAM, SUPPORTERS WILL BE ENCOURAGED TO PLEDGE AN ANNUAL DONATION AMOUNT, A COMMITMENT WHICH WILL ROLL FORWARD FOR SUBSEQUENT YEARS UNTIL CANCELLED.

EXPANSION OF PARTNERSHIP NETWORK

MUCH OF GBF'S ACTIVITY RELATES TO ITS ABILITY TO CREATE AND GALVANIZE NETWORKS IN THE US, EUROPE, AND AUSTRALASIA (NATIONAL AND REGIONAL BLOOD SERVICES, INDUSTRY SUPPLIERS, REGULATORY BODIES ETC.) TO ASSIST DEVELOPING-WORLD BLOOD COLLECTION ORGANIZATIONS. WORKING BOTH DIRECTLY AND THROUGH PAN-NATIONAL AND PROFESSIONAL ASSOCIATIONS, GBF IS

ABLE TO ASSEMBLE MULTI-AGENCY COLLABORATIONS, WITH OBJECTIVES AND CONFIGURATIONS DIFFERING BY PROJECT.

OVER THE PERIOD, CLOSE RELATIONSHIPS WERE NURTURED WITH AfSBT (AFRICA SOCIETY FOR BLOOD TRANSFUSION), ISBT (INTERNATIONAL SOCIETY FOR BLOOD TRANSFUSION), COBA (COALITION OF BLOOD FOR AFRICA), ADRP (ASSOCIATION OF BLOOD DONOR PROFESSIONALS), GCIAMT (GRUPO COOPERATIVO IBEROAMERICANO DE MEDICINA TRANSFUSIONAL), ETC. AS EXAMPLES OF COLLABORATION, GBF PROGRESSED A TENTATIVE AGREEMENT WITH DIAGAST – A FRENCH MANUFACTURER – TO JOINTLY SUPPORT A PILOT IN GHANA OF PRE-DONATION BLOOD TYPING AS A RECRUITMENT STRATEGY. IT ALSO DEVELOPED A PARTNERSHIP WITH DONOR UA, AN NGO ACTIVE IN UKRAINE TO HELP MITIGATE THE EFFECTS OF THE CONFLICT THERE.

GBF'S PROFILE WAS ASSISTED BY THE DEPLOYMENT OF A GAMIFIED APPROACH TO GENERATING AWARENESS. BY OFFERING AND FREELY DEPLOYING 'TIC-TAC-TRIVIA' AS AN ADDED-VALUE FEATURE AT INDUSTRY EVENTS, GBF WAS ABLE TO ACHIEVE A LEVEL OF VISBILITY ONLY OTHERWISE POSSIBLE BY INVESTING IN HUGELY EXPENSIVE SPONSORHIP OPPORTUNITIES. COMMITMENTS TO ENGAGE IN THIS ACTIVITY IN 2023 WERE SECURED FROM AfSBT, ADRP, AABB AND AT THE EUROPEAN CONFERENCE ON DONOR HEALTH AND MANAGEMENT.

RE-HOMING OF DISPLACED EQUIPMENT

RE-HOMING OF DISPLACED EQUIPMENT RETAINED ITS STATUS AS ONE OF THE MOST IMPORTANT PROGRAMS. GBF OWNS AND MANAGES 'EXCHANGE', A CLOUD-BASED PLATFORM ENABLING BLOOD SERVICES WORLDWIDE TO LIST EQUIPMENT AVAILABLE FOR DONATION. THIS TYPICALLY BECOMES AVAILABLE WHERE ITEMS ARE DISPLACED AS A CONSEQUENCE OF ROUTINE UPGRADE PROGRAMS, LEAVING STILL-SERVICEABLE EQUIPMENT SURPLUS TO LOCAL REQUIREMENTS.

AS WELL AS VIEWING AND RESPONDING TO OFFERS, THE SYSTEM OFFERS BLOOD SERVICES IN LOW-INCOME COUNTRIES THE ABILITY TO LIST AND CIRCULATE THEIR SPECIFIC REQUIREMENTS WORLDWIDE. ONCE A MATCH IS MADE BETWEEN DONOR AND RECIPIENT, GBF MANAGES AND RESOURCES THE LOGISTICS OF RE-HOMING. DONATIONS MOSTLY COME FROM THE US AND EUROPE. RECIPIENTS ARE TYPICALLY BLOOD SERVICES IN AFRICA, LATIN AMERICA, AND ASIA.

EARLY 2023 ACTIVITY INCLUDED, FOR EXAMPLE, SPOT VITALS AND DONOR CHAIRS TO MEXICO. PLEDGES WERE RECEIVED FOR BLOODMOBILE AND OTHER ITEMS TO BE DONATED LATER IN 2023.

NON-EQUIPMENT BASED SUPPORT

NON-EQUIPMENT BASED SUPPORT FORMS A MAJOR COMPONENT OF GBF'S OVERALL PACKAGE OF CHARITABLE ACTIVITY.

THE OUTBREAK OF WAR IN UKRAINE IN 2022 PROMPTED A FOCUS ON THE NEEDS OF THAT COUNTRY, AS WELL AS PROVIDING DIRECT FINANCIAL SUPPORT TO DONOR UA, AN INITIATIVE WAS DEVELOPED WHEREBY LUNCHES WERE PROVIDED TO STAFF AT DNIPRO BLOOD CENTER, A SYMBOLIC APPRECIATION FROM THE GLOBAL BLOOD BANKING COMMUNITY FOR THEIR BRAVERY AND HARD WORK. THIS EFFORT WAS FACILITATED THROUGH DONOR PROMOTIONS RUN BY SEVERAL BLOOD CENTER PARTNERS TO RAISE MONEY FOR UKRAINE-FOCUSED ACTIVITY.

"OPEN ARMS" PROGRAM

GBF'S "OPEN ARMS" PROGRAM GIVES BLOOD CENTERS ACROSS THE U.S. AND IN OTHER PARTS OF THE WORLD AN OPPORTUNITY TO OFFER THEIR BLOOD DONORS A CHARITABLE ALTERNATIVE TO THE USUAL RECOGNITION ITEMS OF PRINTED T-SHIRTS, ETC. THIS PROGRAM CREATES A VIRTUOUS CIRCLE OF ACTIVITY SUCH AS IMPROVING DONOR CHOICE, MOTIVATING COLLECTION STAFF, SAVING BLOOD CENTERS MONEY, PROVIDING A DIVERSITY PLATFORM TO ENCOURAGE BLOOD DONATION FROM MINORITY COMMUNITIES AND PROVIDING RESOURCES FOR INTERNATIONAL DEVELOPMENT WORK IN AN AREA OF INTEREST TO ALL PARTIES.

2022 SAW AN INCREASE IN BLOOD CENTER SUPPORTERS OFFERING TACTICAL SUPPORT ON A CAUSE-SPECIFIC BASIS ONLY, WITH A CORRESSPONDING REDUCTION IN CENTERS FACILITATING A ROUTINE GBF PRESENCE IN, FOR EXAMPLE, BRANDED ONLINE POINT-REDEMPTION STORES. THIS CONTINUED INTO THE START OF 2023, AS BLOOD COLLECTORS INCREASING LOOK TO RAISE CHARITABLE FUNDS TO RESOURCE THEIR OWN CORE-MISSION, LEADING TO A REDUCTION IN THE WILLINGNESS TO ENCOURAGE THEIR DONORS AND OTHER STAKEHOLDERS TO GIVE TO THIRD-PARTY ORGANIZATIONS, HOWEVER RELEVANT THE CAUSE. IT SEEMS UNLIKELY THAT THIS TREND WILL REVERSE ANYTIME SOON.

TRAINING & EDUCATION

FOLLOWING THE LAUNCH OF A PILOT MENTORING PROGRAM IN 2022, GBF CONTINUED USING A SOFTWARE PLATFORM TO CONNECT BLOOD BANKING PRACTITIONERS IN THE US AND EUROPE WITH THEIR PROFESSIONAL EQUIVILENTS IN GHANA (THE PILOT PARTNER).

GBF’S ONLINE TRAINING COURSE – FOCUSING ON DONOR RECRUITMENT, EDUCATION AND CERTIFICATION – CONTINUED TO ATTRACT SIGNIFICANT NUMBERS. THIS REMOTE LEARNING INITIATIVE OFFERS SIX HOURS/12 MODULES OF VIDEO CONTENT. SEVERAL HUNDRED ENROLEES HAVE NOW COMPLETED THE PROGRAM.