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?

BY VOTE OF THE BOARD, GBF AMENDED ITS FINANCIAL YEAR TO RUN 01 APRIL TO 31 MARCH.

FOLLOWING THE DISRUPTION IN 2020 AND 2021 CAUSED BY THE GLOBAL PANDEMIC AND THE RESIDUAL DIFFICULTIES EXPERIENCED IN 2022, GBF'S WORK IN 2023/24 RETURNED LARGELY TO PRE-PANDEMIC NORMS. TRAVEL TO FACILITATE OR DELIVER PROGRAM ACTIVITIES WAS UNRESTRICTED, BLOOD CENTERS RETURNED THEIR FOCUS TO DELIVERY OF CORE PROGRAMS, SHIPPING COSTS FELL BACK TO MORE REASONABLE LEVELS AND THE BLOOD BANKING INDUSTRY SAW THE RESUMPTION OF A FULL ROSTER OF TRADE EVENTS AND OTHER NETWORKING OPPORTUNITIES.

GBF BEGAN WORK ON AN OVERHAUL OF ITS EQUIPMENT REHOMING PORTAL. THE AMBITION IS TO IMPROVE COMMUNICATION WITH DONORS AND RECIPIENTS AT ALL STAGES OF THE DONATION PROCESS, AND TO OFFER THE ABILITY TO EMBED THE DONATION OPTION WITHIN THE ORGANIZATIONAL PROCESSES FOR EQUIPMENT LIFECYCLE MANAGEMENT.

AN INCREASED FOCUS ON SOCIAL MEDIA AND DIGITAL COMMUNICATIONS (E.G. REGULAR E-NEWSLETTERS) WAS INTRODUCED TO IMPROVE INDUSTRY ENGAGEMENT AND SUPPORTER RELATIONS.

GIVEN THAT FINANCIAL DONATIONS TO THE CHARITY CONTINUE TO BE SPORADIC AND UNPREDICATABLE, A MORE STRUCTURED GIVING PROGRAM WAS LAUNCHED IN 2023. UNDER THE 'FRIENDS OF GLOBAL BLOOD FUND' BRANDING, SUPPORTERS ARE 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), AABB (ASSOCIATION FOR THE ADVANCEMENT OF BLOOD AND BIOTHERAPIES), ADRP (ASSOCIATION OF BLOOD DONOR PROFESSIONALS), GCIAMT (GRUPO COOPERATIVO IBEROAMERICANO DE MEDICINA TRANSFUSIONAL), ETC. A FORMAL MEMORANDUM OF UNDERSTAND WAS SIGNED WITH GCIAMT TO REFLECT GBF'S INCREASED FOCUS ON THE LATIN AMERICA REGION. GBF ALSO PARTNERED WITH A FRENCH MANUFACTURER OF ABO/RH TESTING TECHNOLOGY, DIAGAST, TO SUPPORT A PILOT IN GHANA OF PRE-DONATION BLOOD TYPING AS A RECRUITMENT STRATEGY.

RE-HOMING OF DISPLACED EQUIPMENT

RE-HOMING OF DISPLACED EQUIPMENT RETAINED ITS STATUS AS ONE OF THE MOST IMPORTANT PROGRAMS. GBF OWNS AND MANAGES 'EqXCHANGE', 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. AS PREVIOUSLY MENTIONED, WORK HAS COMMENCED ON BUILDING NEW FUNCTIONALITY INTO THE PLATFORM.

EXAMPLES OF 2023/24 ACTIVITY INCLUDE THE DONATION OF SEVERAL BLOODMOBILES, PORTABLE DONOR BEDS, CENTRIFUGES, BLOOD MIXERS AND T-SHIRTS FOR USE AS DONOR RECOGNITION ITEMS.

NON-EQUIPMENT BASED SUPPORT

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

THE CONTINUING WAR IN UKRAINE SAW A CONTINUATION OF 2022 ACTIVITY WITH UKRAINIAN PARTNER *DONOR UA*, WHEREBY LUNCHES ARE PROVIDED TO STAFF AT ZAPORIZHZHIA 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. IN OCTOBER 2023, BOTH GBLOBAL BLOOD FUND AND DONOR UA WERE RECOGNIZED WITH AABB'S PRESTIGEOUS PRESIDENT'S AWARD '*FOR EXTRAORDINARY LEADERSHIP IN SUPPORTING TRANSFUSION MEDICINE PROFESSIONALS IN WAR-TORN AREAS OF UKRAINE*'.

GBF LAUNCHED THE PILOT OF AN INTERNATIONAL MENTORING PROGRAM, DESIGNED TO LEVERAGE THE KNOWLEDGE AND SKILLS OF SEASONED BLOOD BANKING PROFESSIONALS IN THE US AND EUROPE, TO HELP PROFESSIONAL COUNTERPARTS IN THE NATIONAL BLOOD SERVICE GHANA (THE AFRICAN

PARTNER SELECTED FOR THE PILOT) IMPROVE THEIR ORGANIZATIONAL CAPACITY AND ABILITY TO MEET THE TRANSFUSION NEEDS OF THE COUNTRY'S PATIENTS.

GBF WORKED WITH THE AUTHORITIES IN GHANA TO RUN A 'STORY CONTEST' TO GENERATE NARRATIVE TO PROMOTE DONATION AND ENCOURAGE NEW DONORS TO COME FORWARD, AS WELL AS A PILOT FOR USING PRE-DONATION ABO TYPING AS A STRATEGY FOR RECRUITING NEW DONORS.

IN FEBRUARY 2024, GBF USED THE OPPORTUNITY OF THE BIENNIAL AfSBT MEETING IN KAMPALA, UGANDA, TO DISTRIBUTE, FREE OF CHARGE, SEVERAL HUNDRED DECKS OF A PROPREITY NEW BLOOD GROUP CARD GAME, 'REVIVR'. THIS TO BE USED AS A DONOR ENGAGEMENT AND STAFF TRANING TOOL. FEEDBACK WAS EXTREMELY POSITIVE, BOTH DURING AND AFTER THE EVENT.

THIS EVENT WAS ALSO USED TO OFFER TO BLOOD SERVICES ACROSS THE AFRICAN CONTINENT THE OPPORTUNITY TO USE, FREE OF CHARGE, HEMA-QUEBEC'S '130-FOR-1' DONOR RECRUITMENT VIDEO. PERMISSION WAS OBTAINED FROM HEMA-QUEBEC FOR THIS OFFER BECAUSE OF THE VIDEO'S SUITABLILITY: FEATURING AN ENTIRELY BLACK CAST AND CARRYING A STRONG MESSAGE ABOUT THE IMPORTANCE OF BLOOD IN TREATING SICKLE CELL DISEASE THAT RESONATES ACROSS THE AFRICAN CONTINENT.

"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.

HOWEVER, BLOOD COLLECTORS ARE INCREASING LOOKING 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. IN RESPONSE, GBF HAS SWITCHED ITS STRATEGY AWAY FROM, FOR EXAMPLE, A PASSIVE BRANDED PRESENCE IN POINT-REDEMTION STORES, TO INSTEAD OFFER TACTICAL SUPPORT ON A CAUSE-SPECIFIC BASIS THAT WILL ENGAGE BLOOD DONORS AND THEREBY IMPROVE COLLECTION, OR DELIVER AGAINST SOME OTHER SPECIFIC BUISNESS OBJECTIVE. SUPPORT FOR UKRAINE WAS A SUCCESSFUL EXAMPLE OF THIS APPROACH, THOUGH THE SALIENCE OF THIS CAUSE WANED DURING 2023.

TRAINING & EDUCATION

IN ADDITION TO THE LAUNCH OF THE MENTORING PROGRAM, DISCUSSED ABOVE, GBF CONTINUES TO PROMOTE ITS ONLINE TRAINING COURSE FOCUSED ON DONOR RECRUITMENT, RETENTION AND MANAGEMENT. THIS REMOTE LEARNING INITIATIVE OFFERS SIX HOURS/12 MODULES OF FREE VIDEO CONTENT. SEVERAL HUNDRED ENROLEES HAVE NOW COMPLETED THE PROGRAM AND IT CONTINUES TO ATTRACT SIGNIFICANT INTEREST AND ENGAGEMENT AND WIDESPREAD APPROBATION FROM THE INTERNATIONAL BLOOD BANKJING COMMUNITY.