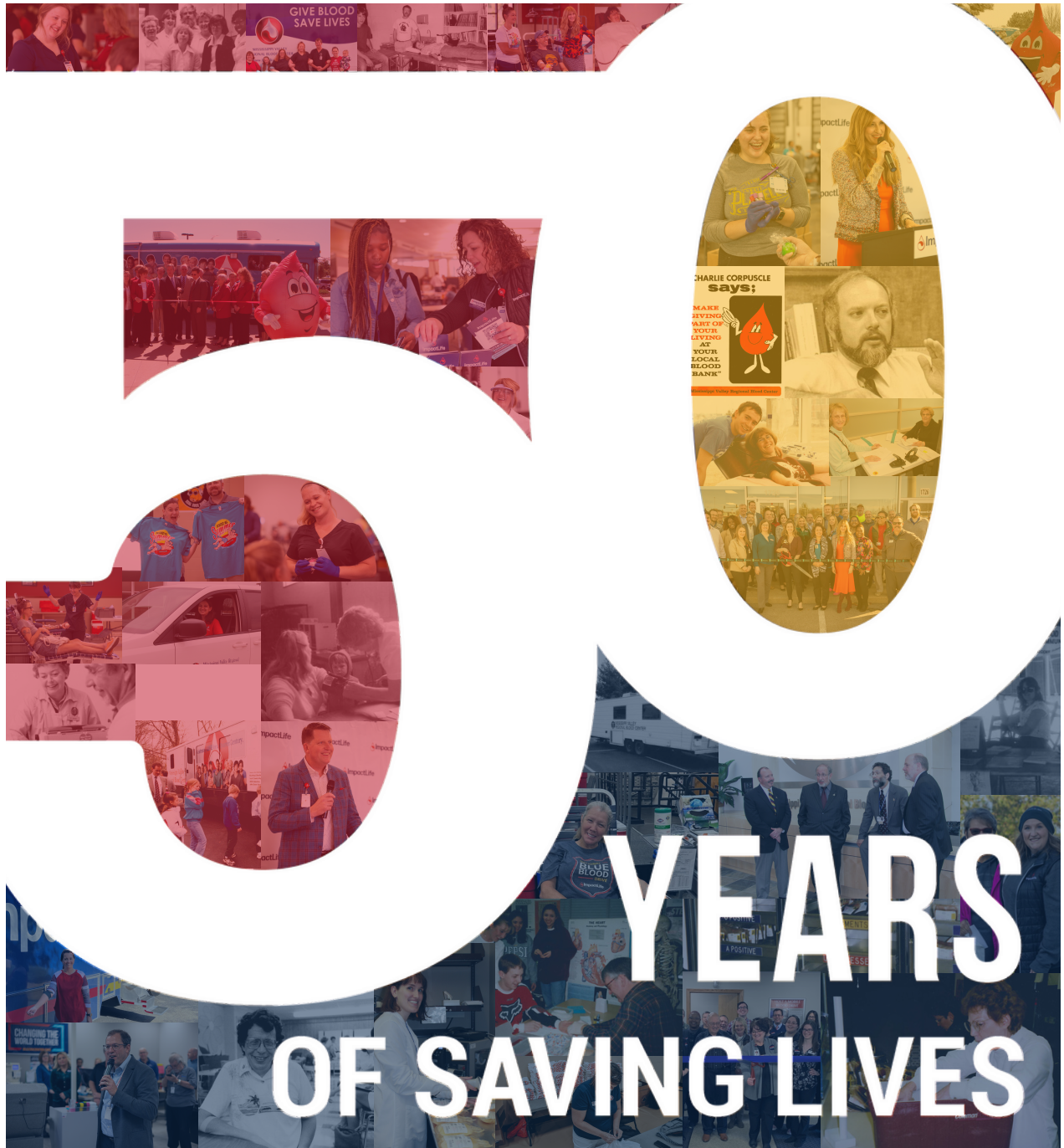


# ImpactLife



# 50 YEARS OF SAVING LIVES

50 YEARS CELEBRATION MARKETING TOOLKIT

# CHEERS TO 50 YEARS

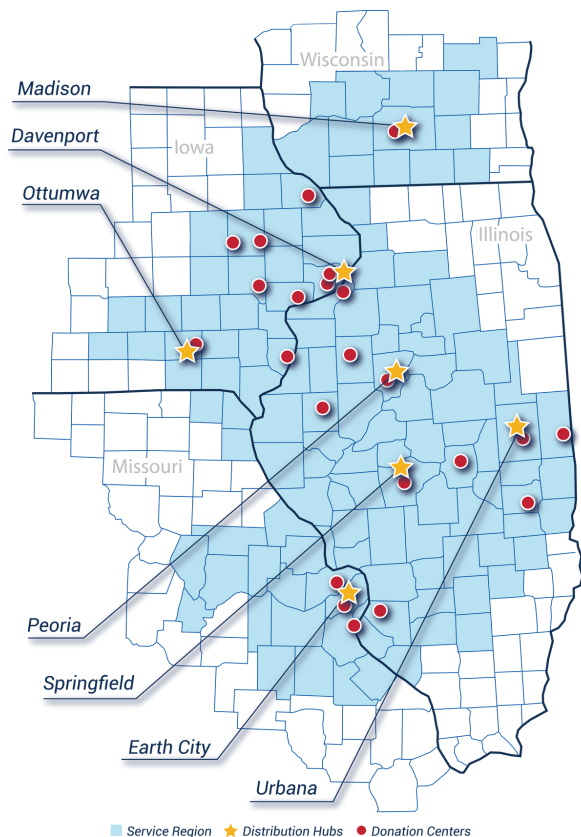
In 2024, we celebrate 50 Years of Saving Lives. Over the years, we've grown and merged across the Midwest from small, independent, community nonprofits to evolve into ImpactLife. We're still an independent, community nonprofit, only we're not so small. Today, our team is 800+ strong across four states. Join us in celebrating this year!



## ABOUT US

ImpactLife is the exclusive provider of blood products and services to more than 120 hospitals in Illinois, Iowa, Missouri and Wisconsin. We rely on the generosity of volunteer blood donors and community partners who host mobile blood drives to provide a critical resource for hospitals throughout a four-state service region.

We are a 501(c)(3) nonprofit blood center, established in 1974.



# TIMELINE

In the United States, blood banking originated in the 1940s as a way to support the World War II effort. By the 1970s, there was a major shift in blood banking culture toward controlled regulations and regionalization with the National Blood Policy of 1974.



1970s

Shifts toward controlled, process-oriented regulations following Good Manufacturing Practices from FDA and separating products by blood type.

Forms Mississippi Valley Regional Blood Center, through a merger of two county blood banks to provide a safe, plentiful supply of blood for patients in local hospitals.

1974

Addresses the AIDS crisis with introducing new donor screening measures and HIV testing. Begins to collect platelets and plasma with the introduction of apheresis technology.

1980s

Follows an unprecedented pace of change, growth and consolidation in blood industry by tripling whole blood collections and increasing service hospitals from 12 to 74.

1990s

Responds to the Boston Marathon bombing to provide additional units of blood, helping stabilize the local supply.

2013

Experiences significant growth with the addition of 24 new service hospitals and the opening of facilities in Peoria, Illinois; Madison, Wisconsin; and Earth City, Missouri.

2019

Unites under one new name: ImpactLife. This evolution allowed us to bring the organization together under a unified identity that truly embraces our mission.

2021

Opens donor center in Arnold, Missouri and introduces Mixed Reality headsets in the blood donation processes.

2023

1975

Initiates mobile operations with the John Deere Foundry sponsoring the first drive and opens first headquarters facility in Davenport, IA.

1986-87

Expands service to Muscatine, Iowa followed by Burlington, Iowa in 1987, signaling the start of the blood center's growth and evolution as a regional blood provider.

2012

Implements "Donate, Feel Great," aimed at enhancing the donation experience at high school blood drives through specialized educational materials.

2014

Opens a new laboratory, distribution hub, and administration center in Springfield and celebrates 40 years of connecting volunteer blood donors with patients in need.

2020

Activates disaster plan due to the COVID-19 Pandemic, with blood centers collecting Convalescent Plasma.

2022

Welcomes Dr. Daniela Hermelin as Chief Medical Officer, joins the Blood Emergency Readiness Corps and opens a donor center in Fairview Heights, Illinois.

2024

Celebrates 50 years of growth, from a small community nonprofit to a team of 800+ across four states, embodying an enduring commitment to saving lives and making a meaningful impact on the communities they serve.

# SOCIAL MEDIA GRAPHICS

Share these on social media and tag us @impactlifeblood.

#ImpactLife50 #50Years #BloodDonorsSaveLives

“

I love being part of a great organization, being involved with so many people passionate about making a difference.

TAMMY LEWIS • 21 YEARS  
TALENT ACQUISITION SPECIALIST



Employee Pull Quote Social Media Post



Profile Picture



Facebook Post



Right click on graphics and select "Save image as" to use on your social media pages. If you're on mobile, touch and hold the image to save.



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# MORE SOCIAL MEDIA GRAPHICS

Share these on social media and tag us @impactlifeblood.  
#ImpactLife50 #50Years #BloodDonorsSaveLives



Instagram Post



50 Years Logo Animation



50 Years of Saving Lives Horizontal Logo



Email Signature



*Right click on graphics and select "Save image as" to use on your social media pages. If you're on mobile, touch and hold the image to save.*

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