Community Committed

2021 Annual Report

LIFESOUTH
Community Blood Centers
Our Mission

Save lives.

To provide a safe blood supply that meets or exceeds the needs in each community we serve, and to provide a variety of services in support of ongoing and emerging blood and transfusion-related activities.

Our Vision

Relentless Compassion.

To be a vital and prominent member of our communities known for meeting the needs of the entire community, incomparable customer service and unwavering employee excellence.

To develop our communities’ blood supply by increasing blood donations from both new and existing blood donors and optimizing component yields from each donation.

To be recognized as a provider of the safest and highest quality blood components and services by engaging in unrelenting and continuous improvement in our methods and procedures.

To be an employer of choice by providing a work environment that continually reiterates and reinforces the value of each employee’s role and offers opportunities for employee development and growth.

Our Values

Safety  We are responsible for the safety of our employees, our donors, our patients and our blood supply.

Teamwork  We work together with mutual respect, personal integrity, a spirit of cooperation and remarkable professionalism to meet our communities’ needs.

A Difference  We make a difference every day by connecting our donors to our patients.

Reputation  We provide ethical, honest and courteous service to ensure the goodwill of the community.

Stewardship  We efficiently manage our resources and our community blood supply.

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As of January 1, 2021, Kimberly Kinsell has served as LifeSouth’s president and CEO. Previously, Kimberly served as LifeSouth’s general counsel, overseeing legal, human resources, quality assurance and training departments, and has been with LifeSouth since 2004. “Kim is the right person to lead LifeSouth into the future, continuing our advanced lifesaving work,” said LifeSouth Chairman of the Board Rob Smith. “Kim is proven in her dedication to our mission, and we look forward to growth under her leadership.”

Kimberly earned her juris doctor and MBA from the University of Florida. She has been certified as a Senior Professional in Human Resources from the Society for Human Resources and from the HR Certification Institute. She serves on the boards of America’s Blood Centers and National Blood Collaborative. She also serves on the Governance Committee for Blood Centers of America. With her experience in blood banking, corporate law, human resources and strategic business development, Kimberly will continue to expand LifeSouth’s services while advancing the organization’s mission.

“I am humbled and honored to be selected by the LifeSouth Board of Directors to lead this incredible organization,” said Kimberly. “I believe strongly in our mission and am proud of our employees who work determinedly every day to provide lifesaving donations to patients in our communities. I am excited about the future of LifeSouth and what we will build together.”

Board of Directors

As of September 2021

LifeSouth Community Blood Centers is governed by a volunteer board of directors. This group of dedicated community leaders provides guidance that enables us to fulfill our mission.

Rob Smith
Chairman
HealthGroup of Alabama*

Reeves Byrd Jr.
Vice Chairman
Preferred Management Investments*

Jim Kelly Jr., CPA
Treasurer
UF Health

Ron Spitznagel, EdD
Secretary
Consultant and Expert Witness

Owen Bailey
USA Women & Children’s Hospital

Jeremy Blair
WellStone

Michael Biddell
City of Montgomery

Gary Brooks
BBI Construction Management

Dan Bundy
First US Bank

Michael Corrigan Jr.
Visit Jacksonville

Avis Craig
Key Training Center

Kyle Dorsey, FACHE
Baptist Medical Center

F. Kayser Enneking, MD
UF College of Medicine

Kristi Fultz-Butts
American Heart Association

Ben Hansert
North Baldwin Infirmary

Michael Lukowski, MD
UF Health*

Tonya Raines
Chick-fil-A

Jeff Rains
Baptist Medical Center East

Michael Reinhardt
Lexus/Toyota

Jeff Samz
Huntsville Hospital

Carl Smith
Huskers

Rick Staab
InterMed Biomedical Services

Luke Standeffer
DCH Health System

Wendi Taylor
Global Youth Food Project

Jansen Voss, JD
Christian & Small, LLP

Merrick Wilson
Homewood City Schools

Emeritus Board Members
Philip Baker
Herb Bevis, PhD
John Mallory
Perry McGriff Jr.
Gary Moody, JD
Don Rothwell, PhD
Everett Scroggie Jr.
Will Shafer
Mike Wofford

*retired
“Despite its many challenges, fiscal year 2021 was a record-breaking year for both donor collections and hospital services.”

New CEO, Same Mission

As COVID-19 continues to shape the ways in which we live and work, the last year was a busy and challenging one for LifeSouth and the communities we serve. As in years past, LifeSouth has proven that the hard work and dedication of our staff and the limitless generosity of our donors allows us to adapt and grow to ensure that our hospitals have the blood and convalescent plasma they need to treat their patients. Despite its many challenges, fiscal year 2021 was a record-breaking year for both donor collections and hospital services; we collected blood from more than 290,000 donors and provided more than 406,000 blood components to our hospitals.

2021 was a year of tremendous growth for our organization as we expanded our services and operational footprint, opening eight new donor centers and bringing LifeSouth to areas where many of our donors live and work. We also deployed nine new bloodmobiles this year to help meet our communities’ growing need for blood.

This year, LifeSouth forged new hospital partnerships while continuing to provide exceptional service to the hospitals we currently supply. We expanded into a new service area, providing blood for patients at St. Francis - Emory Healthcare in Columbus, Ga., and collecting blood at our new Columbus donor center. We have also served Moffitt Cancer Center in Tampa, Fla. since April 2020 and are proud to continue our lifesaving partnership as their primary blood services provider.

As patient needs increase in the year ahead, LifeSouth will grow to meet these needs, while never compromising our commitment to the communities we currently serve. We will continue to expand into new geographic areas, adding donor collection locations, building infrastructure, deploying even more bloodmobiles and improving the scope of the services we provide, from laboratory services to cellular therapy capabilities.

Despite the uncertainty and hardships of the pandemic, our staff never faltered, working each day to ensure that patients had the blood and convalescent plasma they need to live. I am proud of the LifeSouth team for all that we have accomplished throughout the ongoing COVID-19 crisis and grateful to each and every donor who rolled up their sleeve. I look forward to working together to serve and support the health of our communities.

Kimberly E. Kinsell
President and Chief Executive Officer

Rob Smith
Chairman of the Board
Hospitals We Serve

Alabama
Athens-Limestone Hospital
Atmore Community Hospital
Baptist Medical Center East
Baptist Medical Center South
Birmingham VA Medical Center
Bullock County Hospital
Children's Hospital of Alabama
Community Hospital Tallassee
Coosa Valley Medical Center
Crenshaw Community Hospital
Crestwood Medical Center
Cullman Regional Medical Center
Dale Medical Center
DCH Regional Medical Center
Decatur Morgan Hospital
Decatur Parkway Campus
East Alabama Medical Center
Elmore Community Hospital
Evergreen Medical Center
Fayette Medical Center
Flowers Hospital
Gadsden Regional Medical Center
Grandview Medical Center
Grove Hill Memorial Hospital
Helen Keller Hospital
Huntsville Hospital
Huntsville Hospital for Women & Children
Jack Hughston Hospital
Jackson Medical Center
Jackson Community Hospital
Lake Martin Community Hospital
Lakeland Community Hospital
Lawrence Medical Center
Madison Hospital
Manderson Cancer Center
Marshall Medical Center North
Marshall Medical Center South
Medical Center Barbour
Medical Center Enterprise
Mizell Memorial Hospital
Mobile Infirmary Medical Center
Monroe County Hospital
North Alabama Medical Center
North Baldwin Infirmary
Northport Medical Center
Ocean Springs Hospital
Prattville Baptist Hospital
Provence Hospital
Regional Medical Center Anniston
RMC Stringfellow Memorial Hospital
Russellville Hospital
Shelby Baptist Medical Center
Shoals Hospital
South Baldwin Regional Medical Center
Southeast Alabama Medical Center
Springhill Memorial Hospital
St. Vincent's Birmingham
 Tanner Medical Center/East Alabama
Thomas Hospital
Thomasville Regional Medical Center
University of Alabama at Birmingham Hospital
USA Children's & Women's Hospital
USA Medical Center
Whitfield Memorial Hospital
Wiregrass Medical Center
Mississippi
Singing River Hospital

Georgia
Atlanta VA Medical Center
Children's Healthcare of Atlanta at Egleston
Children's Healthcare of Atlanta at Scottish Rite
Emory Saint Joseph's Hospital
Emory University Hospital
Emory University Hospital Midtown
Grady Health System
Habersham Medical Center
HealthSouth Rehabilitation Hospital of Newnan
Higgins General Hospital
Martin Army Community Hospital
Navicent Health
Northeast Georgia Medical Center
Northside Hospital
Northside Hospital - Forsyth
Northside Hospital Gwinnett
Piedmont Atlanta
Piedmont Henry
Piedmont Newton
SGMC Berrien Campus
SGMC Lanier Campus
South Georgia Medical Center
St. Francis - Emory Healthcare
Tanner Medical Center/Carrollton
Tanner Medical Center/Villa Rica
Warm Springs Medical Center
Wellstar Atlanta Medical Center
Wellstar Atlanta Medical Center South Campus
Wellstar Cobb Hospital
Wellstar Douglas Hospital
Wellstar Kennestone Hospital
Wellstar North Fulton Hospital
Wellstar Spalding Regional Medical Center
Wellstar Sylvan Grove Hospital
Wellstar West Georgia Medical Center

Florida
Baptist Heart Hospital
Baptist Medical Center Beaches
Baptist Medical Center Jacksonville
Baptist Medical Center Nassau
Baptist Medical Center South
Bayfront Health Brooksville
Bayfront Health Seven Rivers
Bayfront Health Spring Hill
Brooks Rehabilitation Hospital
Citrus Memorial Hospital
Lake Butler Hospital / Hand Surgery Center
Lake City Medical Center
Lake City VA Medical Center
Malcom Randall VA Medical Center
Memorial Hospital Jacksonville
Moffitt Cancer Center
North Florida Reception Center Hospital
North Florida Regional Medical Center
Oak Hill Hospital
Orange Park Medical Center
Putnam Community Medical Center
Shands Lake Shore Regional Medical Center
UF Health - Jacksonville
UF Health - North
UF Health Heart & Vascular Hospital
UF Health Neuromedicine Hospital
UF Health Shands Cancer Hospital
UF Health Shands Children's Hospital
UF Health Shands Hospital
Wolfson Children's Hospital

Hospital Partner Spotlight

LifeSouth began serving Baptist Health Jacksonville in 2017 and supplies blood to four of their Jacksonville medical centers. Since our first blood drive at Baptist Health, LifeSouth has helped save more than 7,500 patients’ lives. Blood collected by LifeSouth also helps patients at Baptist Health’s Wolfson Children’s Hospital and Baptist M.D. Anderson Cancer Center.

LifeSouth has provided blood to Mobile Infirmary Hospital since 2007. Their dedicated blood drive committees work hard to encourage employees to give; a staff member stays on site all day to offer support to their coworkers during their donation and coordinate prize giveaways for donors. October 2021 marks 15 years of lifesaving partnership with Mobile Infirmary, with a total of 12,156 units collected there to date.
LifeSouth Communities

Alabama Locations

Athens
Albertville
Anniston
Birmingham
Cullman
Daphne
Decatur
Dothan
Florence
Huntsville
Madison
Mobile
Montgomery
Opelika
Prattville
Tuscaloosa

Florida Locations

Alachua
Brooksville
Chiefland
Fleming Island
Gainesville
Inverness
Jacksonville
Jonesville
Julington Creek
Lake City
Lecanto
Leesburg
Ocala
Palatka

Georgia Locations

Atlanta
Cumming
Columbus
Gaylesville
Lawrenceville
McDonough
Valdosta

LifeSouth serves more than 650 cities in Florida, Georgia and Alabama.
Growth and Progress

2021 was a record-breaking year for blood collections. LifeSouth collected 290,184 donors, an increase of eight percent from fiscal year 2020 and provided 406,498 components, an 18 percent increase from the previous year.

To drive convalescent plasma collections and better serve our donors, LifeSouth opened seven temporary locations between December and April: Foley, Ala., Madison, Ala., Tuscaloosa, Ala., Lawrenceville, Ga., Stockbridge, Ga., Prattville, Ala. and Cumming, Ga. The Foley, Madison and Tuscaloosa locations went on to become permanent LifeSouth donor centers. LifeSouth also opened a new donor center location in Jonesville, Fla.

In April, LifeSouth began supplying blood to St. Francis - Emory Healthcare, a 376-bed, two-campus regional health system in Columbus, Ga.

LifeSouth’s updated bloodmobile showcases elements of our brand with a simplified design and a clean, modern look that reflects the community focus that sets us apart. New messaging invites donors to Give Local, Save Local, a reminder that the blood donated with LifeSouth stays in local hospitals.

This year, LifeSouth launched its inaugural class of the LifeSouth Specialist in Blood Banking (SBB) Training Program.

LifeSouth continues to manage the donor testing lab (DTL) in Stone Mountain, Ga. on behalf of the National Blood Testing Cooperative. In fiscal year 2021, LifeSouth performed testing for 13 non-profit blood centers and will begin testing for three additional blood centers this fall. By December 2021, the DTL is anticipated to test more than 1.2 million donor samples annually.
LifeSouth Staff Milestones

As of April 2021, JD Pettyjohn serves as LifeSouth’s chief operating officer. JD began his career with LifeSouth in 1999 in donor services and has served in many roles, including Birmingham regional manager, Suwannee regional manager, North Florida district director, director of corporate operations and most recently as vice president of operations. JD earned a bachelor’s degree in business management and MBA from Saint Leo University.

As chief operating officer, JD continues to oversee all operations, and is an integral part of our continued growth as an officer of our organization. His continued commitment and dedication to LifeSouth, along with his years of experience, advances our mission and the work we do every day.

Krisanne Russell now serves as general counsel for LifeSouth. Previously, she served as associate general counsel since joining the organization in February 2006. Her responsibilities include advising management and executive staff on legal, business and employment matters and overseeing LifeSouth’s human resources department. Krisanne is responsible for organizational compliance on non-technical laws and regulations, including employment practices and safety regulations.

Prior to joining LifeSouth, Krisanne worked for seven years as an assistant state attorney at the state attorney’s office in Gainesville, Fla. She attended the University of Florida College of Law and is licensed to practice in the state of Florida. She has been an active member of the Florida bar since 1999.

This year, LifeSouth celebrates Chief Financial Officer Paul Grebe’s 40th year with the organization. In 1981, Paul joined LifeSouth to write our first computer system, CRBCIS, and install the necessary hardware to bring the organization into the Information Age. Although the position was only intended to be a two-year assignment, Paul remained with the company and was promoted to his current position as CFO in 1993. Throughout his tenure, LifeSouth grew from a small blood bank to an operational footprint spanning multiple states and serving hundreds of hospitals.

“His leadership, guidance and expertise have been invaluable, helping us grow into the organization we are today,” said LifeSouth President and CEO Kimberly Kinsell. “There are very few as passionate about blood banking and being a member of the LifeSouth team as Paul, and he is admired and respected for his unwavering enthusiasm for the work we do and how we help the patients we serve.”
In April 2020, the FDA announced an Emergency Use Authorization allowing donated plasma from recovered COVID-19 patients to be used to treat patients severely affected by the virus. LifeSouth acquired a testing platform in our Gainesville, Fla. laboratory and immediately began testing all donors for COVID-19 antibodies to identify potential convalescent plasma donors as well as performing COVID-19 antibody testing for 15 other blood centers. President and CEO Kimberly Kinsell became LifeSouth’s first convalescent plasma donor on April 16, 2020. The donated plasma was used to treat a patient in need at a local hospital.

Financial support through the Biomedical Advanced Research and Development Authority (BARDA) and federal surge reimbursement funding helped facilitate LifeSouth’s convalescent plasma program, allowing us to open seven new temporary locations between December and April and launch a targeted marketing campaign utilizing social media, digital advertising and direct mail to educate potential donors on how they could help by becoming convalescent plasma donors. This campaign helped drive a 104% increase in convalescent plasma donors over three months and brought in 17,924 new donors.

LifeSouth was very successful in quickly implementing and growing our convalescent plasma collections program. The success of our efforts was highlighted by Blood Centers of America and in America’s Blood Centers’ report to the federal government. From April 2020 through March 2021, we collected more than 29,000 doses. LifeSouth ceased manufacturing convalescent plasma in March 2021 as the national inventory reached sufficient levels.

During July 2021’s sudden increase in COVID-19 hospitalizations, convalescent plasma requests from our hospitals rose from an average of 50 requests or fewer per week to more than 500 during the last week of July. In August 2021, we resumed antibody testing of all donors to help identify those who are eligible to give convalescent plasma. The national stockpile has been rapidly depleted following the latest resurgence of COVID-19, and many of our hospitals are actively using convalescent plasma for patient care.
For patients with cancer, sickle cell disease and blood disorders, the need for blood is constant. Their treatments require regular transfusions of antigen-matched units of blood. LifeSouth’s immunohematology reference laboratories (IRLs) find donor matches for these special antigen patients. LifeSouth collects cord blood and eligible units are placed on a public, national registry.

In Fiscal Year 2021, LifeSouth:

- Placed 103 units on the cord blood registry
- Shipped 11 cord blood units for transplant
- Shipped a total of 262 cord blood units for transplant all over the world

The medical professionals who collect the cord blood are a vitally important part of the lifesaving process. Nurses and physicians work each day to collect umbilical cord blood at:

- Baptist Medical Center East
- Baptist Medical Center South
- Brookwood Medical Center
- East Alabama Medical Center
- Jackson Hospital
- Mobile Infirmary
- North Florida Regional Medical Center
- Piedmont Henry Hospital
- Regional Medical Center Anniston
- Thomas Hospital
- UF Health Shands Hospital
- USA Children’s & Women’s Hospital

**Immunohematology Reference Laboratories**

For patients with cancer, sickle cell disease and blood disorders, the need for blood is constant. Their treatments require regular transfusions of antigen-matched units of blood. LifeSouth’s immunohematology reference laboratories (IRLs) find donor matches for these special antigen patients.

LifeSouth’s IRLs test for 36 antigens and send an average of 400 special red blood cell units a week to hospitals in Florida, Georgia and Alabama. Our 365 Movement outreach program schedules donors with special antigen profiles to give throughout the year. This proactive approach ensures that blood is consistently available for patients when they need it.

### Why 365?

- **One in 365 African-Americans** is born with sickle cell disease.
- Sickle cell patients fight their disease **365 days a year**.
- Special antigen donors can **join the 365 Movement by donating 365 days a year**.
The Difference Donation Makes

Three-year-old Hunter Fenix was born with hypoplastic left heart syndrome, a birth defect that affects blood flow through the heart. He was put on a ventricular assist device called a Berlin Heart while he awaited a heart transplant. During this treatment, he needed multiple blood transfusions to improve his red blood cell count.

Hunter’s mother Nicole says that his function improved when he received blood and thanks LifeSouth donors for their selfless giving. Hunter received his heart transplant in 2018 and while his health must continue to be carefully monitored, he is a happy little boy who loves swimming, basketball, soccer, reading and doing puzzles.

Nicole encourages potential donors to give so that others like Hunter can live. “Blood donors save lives,” she said. “Do something that counts. Give blood.”


An accident can change your life in an instant. 18-year-old Hadden Carswell of Toccoa, Ga. knows this better than most. In February of 2020, he was involved in a head-on vehicle collision, suffering an open skull fracture, a dislocated hip, and fractures to his femoral head, tibia and fibula. Hadden’s injuries caused him to lose a significant amount of blood.

During his hospitalization, Hadden received seven units of whole blood, one unit of platelets, four units of plasma and four units of red blood cells. He says that receiving blood has given him a new perspective. “You never really know when someone you know and love may need blood,” he said. “Thank you is simply not enough to express my gratitude for LifeSouth blood donors. Without donors like you, I would not be here.”

Thank you is simply not enough to express my gratitude for LifeSouth blood donors.
The Difference Donation Makes

At age 18, LifeSouth donor Alyson Cain has the kind of donation history it takes most people many years to achieve. Since her first donation at age 16, Alyson has donated more than 30 times. “In my free time, I would be sitting at home, watching movies,” she said. “I can do that and save lives at the same time.”

When the recommended window between whole blood donations for women in her age group, she began donating platelets so that she could give more frequently. Her family are also blood donors, but her mother’s anemia prevents her from donating, so Alyson feels like she’s stepping up to help when her mom can’t.

LifeSouth recognized her amazing commitment to our mission with a $500 college scholarship. Alyson will attend Florida State University this fall and plans to major in biology to become a surgical oncologist.

Giving blood is such a small thing to make a big difference.

As anyone with a three-year-old will tell you, they are full of nonstop energy. So, when Emily Smith of Woodstock, Ga. noticed her daughter Charlotte was tired and pale, she immediately made a trip to the emergency room. There, Charlotte was diagnosed with B-cell Acute Lymphoblastic Leukemia, which affects blood cells in the immune system and is the most common type of cancer in children.

Charlotte began chemotherapy and like many cancer patients, she needed several blood transfusions. Throughout her treatment, she has received four units of red blood cells and three units of platelets. She is now stable and quarantining at home. Doctors say that the long-term prognosis is good for Charlotte to fully recover. Emily says she is very thankful for all of the donors who have helped saved Charlotte’s life.

“I am very thankful for the LifeSouth donors who have helped save Charlotte’s life.”
### Statement of Operational Activities
(in Thousands of Dollars)

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<th>2021</th>
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<td>$117,993</td>
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### COVID-19 Related Funding
- $23,459
- (2,979)

### Statement of Financial Position
(in Thousands of Dollars)

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### Percent of Donations by State
- AL 57%
- FL 30%
- GA 13%

### Percent of Revenue by State
- FL 48%
- GA 13%
- AL 39%