

2024 Blood Donor Annual Report

Executive Summary

In 2024, the cooperative's blood donor community expanded, reaching approximately 3.15 million donors contributing a total of 6.13 million donations, marking a robust increase of approximately 4% year-over-year (YoY). Significant highlights include an impressive 11% rise in first-time donor recruitment, substantial growth in minority donor participation, and a notable increase in platelet donation frequency.

Donor Participation Overview

- Total Donors: 3.15 million (+3.9% from 2023)
- Total Donations: 6.13 million (+4.04% from 2023)
- Average Donations per Donor: 1.94 (stable YoY)

Demographic Trends

Age Group Analysis

- Strongest donor growth observed among older groups (ages 40-70+), with the highest increase in donors aged 70+ (up ~8%).
- Younger donors (19 and under, 20-24) showed modest growth:
 - 19 and Under: Donors up 4.08%, Donations up 4.19%
 - 20-24: Donors up 1.51%, Donations up 1.64%

Gender Dynamics

- Female donors: 1.54 million (+0.74%)
- Male donors: 1.602 million (+6.84%), surpassing female donors for the first time
- Notably increased reporting and participation of donors identifying as "Other" gender 4,445 donors, nearly doubled YoY)

Ethnic Diversity

- Caucasian donors remained the majority at 69.8% (growing 3.52% YoY).
- Significant YoY increases:
 - African American donors: +10.8%
 - Hispanic donors: +6.59%
 - Asian donors: +6.43%

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- Multi-ethnic donors: +8.74%

Blood Type Distribution

- O+ remained most common (40% of donors).
- Universal donor type O- slightly grew (2.53%), representing around 8.5% of donors.
- Stable distribution across other blood types.

Donation Type Trends

Whole Blood

- Donors: 2.71 million (+3.43%)
- Donations: 4.75 million (+3.34%)
- Donation frequency stable at approximately 1.75 per donor per year.

Platelet (Apheresis)

- Donors: 154,663 (flat growth)
- Donations: 691,019 (+5.29%)
- Donation frequency increased notably to 4.47 donations per donor annually.

First-Time Donors

- New donors increased significantly to 933,789 (+10.95%), comprising nearly 30% of the total donor base.

Young Donor Engagement

- Continued steady but modest growth in young donor segments highlights the need for sustained youth-focused outreach:
 - 19 and Under: Donor increase of 4.08%, Donation increase of 4.19%
 - 20-24: Donor increase of 1.51%, Donation increase of 1.64%

Conclusion

The cooperative achieved substantial donor base growth, a more diverse donor profile, and record participation among first-time and platelet donors in 2024, indicating strong donor engagement and community support.