Welcome to our sixth edition of BRIGHTLIGHTS!

This edition highlights our use of 3-D photography and how it enhances our research capabilities and introduces you to our Stewardship and Gift Administration Coordinator Donna Oleniczak.

Seeing Helps Researchers’ Believing

Technological advancements aid our researchers in the laboratory and also play a significant role in image analysis.

Blood Research Institute image processing expert, Jon Wieser, has spent the past year providing thousands of images to researchers including: Hartmut “Hardy” Weiler, Dr. Karin Hoffmeister, Herve Falet, and Dr. Karen Carlson.

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Since joining the BRI in 2017, Wieser says he generally is juggling several projects for each researcher. “All the techniques we use are trying to make these hidden mechanisms visible to us,” he said. “I’m helping people whose ultimate goal is to help people down the road.”
Say Yes, Donate Life

Every April, Donate Life America encourages people to join the organ donor registry, and honors donors and donor families who have made life-saving gifts to patients in need. As part of our mission, BloodCenter of Wisconsin is an active member of Donate Life Wisconsin, and encourages everyone in our communities to join the registry.

Every 10 minutes, a new person is added to the national organ donor waiting list, and in Wisconsin there are more than 2,400 people waiting for an organ and 199,000 nationally.

Join our celebration of Donate Life Month by saying “YES!” to organ, tissue and eye donation by signing up for the registry online, and at the annual Cream City 5K at the end of the month. CreamCity5K.org

Register to be a donor: Versiti.org/sharinglife

Research and Roses | June 20

Research and Roses, our annual donor appreciation event, takes place at the BRI on Wednesday, June 20th starting at 5:30. Come tour our labs, meet our researchers and enjoy cocktails and hors d’oeuvres – We hope you’ll allow us to thank you, in person, for supporting blood research focused on improving lives today and for generations to come. This year’s speakers will address the latest in cellular therapy research.

For more information, please contact Donna Oleniczak, Stewardship and Gift Administration Coordinator at Donna.Oleniczak@bcw.edu.

Imagine Gala | September 21

Intercontinental Hotel – Downtown Milwaukee

You are cordially invited to join us as we celebrate 71 years at BloodCenter’s Blood Research Institute! Enjoy a silent auction, dinner and presentation along with the opportunity to visit with our researchers. Invitations are being mailed later this year but we want to get our event on your calendar now.

For more information, please contact Development Director Melinda Lanham at Melinda.Lanham@bcw.edu.

BCW/BRI Founding Mothers Return for Junior League Annual Meeting

Nearly 100 Junior League of Milwaukee members attended the league’s annual meeting on Wednesday, March 28th at the Blood Research Institute in Wauwatosa. The Junior League founded BloodCenter of Wisconsin and helped establish its research arm 71 years ago.

Philanthropy Stewardship Officer Works on Staying In Touch

Donna Oleniczak is the Stewardship & Gift Administration Coordinator for the Blood Research Institute’s philanthropy team. In short, she is in charge of staying in touch with our donors through thank you messages, gift acknowledgements and ongoing communications regarding our latest breakthroughs. Donna joined the BRI in March 2017. “It amazes me how many brilliant ideas are being worked on right here in our building. The future looks so promising because of future breakthroughs I’m sure will happen. My biggest challenge lies in the best way to communicate what we do so others can be amazed too.” Donna oversees our CRM and all things data related. She is also working on the Research and Roses event using the garden at BRI as a backdrop. Guests who attend will learn more about the research done here. This year’s event takes place on Wednesday, June 20th starting at 5:30 pm.

Donna joined the BRI after more than 10 years at the National Multiple Sclerosis Society. She sees similarities between the two organizations. “What links the work at both places is the goal of finding cures, and working with wonderful people to help achieve these goals.”

The Power Of One | How You Can Get Involved

Your financial support can make one transfusion possible and help keep a lab in operation for a year. Every donation is a powerful step toward eradicating blood disease as we know it. Use your power today! versiti.org/financial-giving

One Discovery

There is a world of knowledge in every cell.

It only takes one discovery to lead to the next life-saving technique.

Take A Tour Where We Seek Cures

Our research work is done primarily in labs located at the Milwaukee Regional Medical Center located near Hwy. 45 and Watertown Plank Road in Wauwatosa. Please contact us if you’d like to see your philanthropy at work. To schedule a visit, contact Ben Merens at 414-937-3829.

Looking For A Guest Speaker?

BRI’s Ben Merens is available to speak to your company, organization or educational institution to use a series of stories to highlight the groundbreaking and life-saving work done by our researchers – past and present. Please contact Ben directly to schedule him for your next event. Bennet.merens@bcw.edu or 414-403-0511.
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