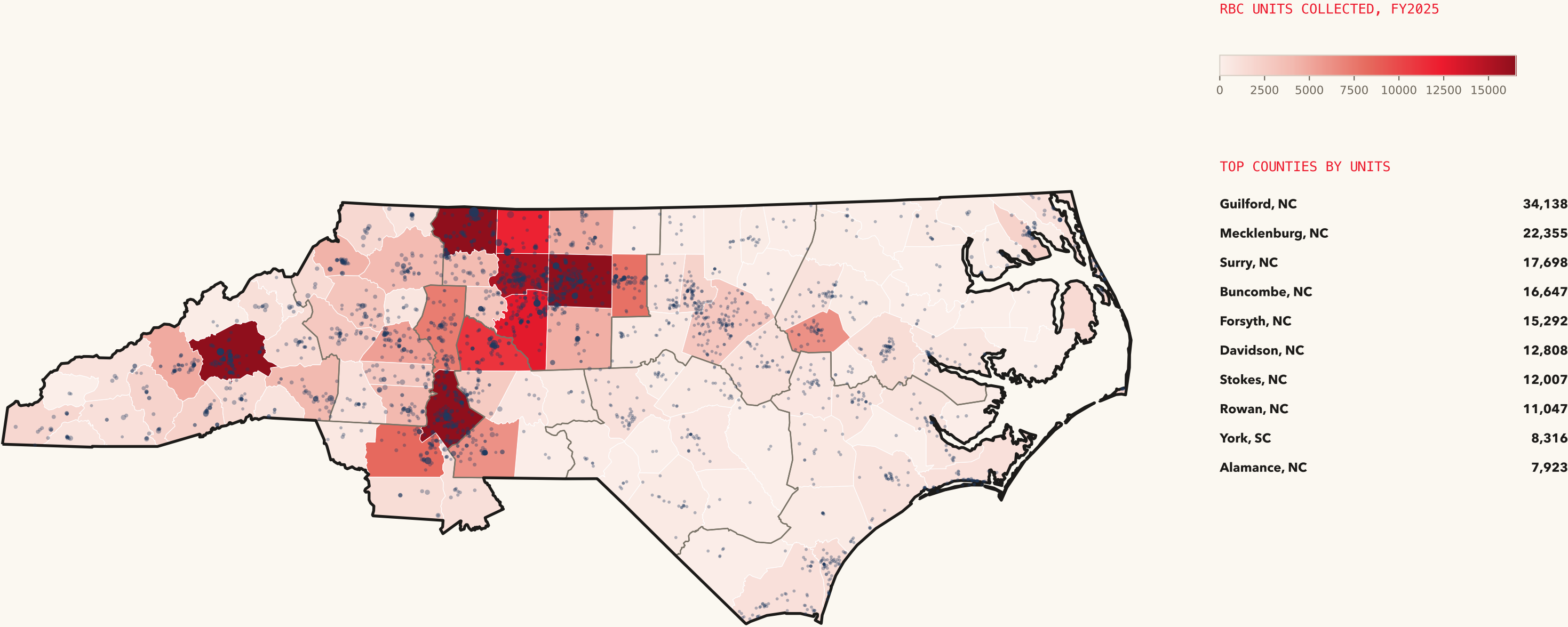


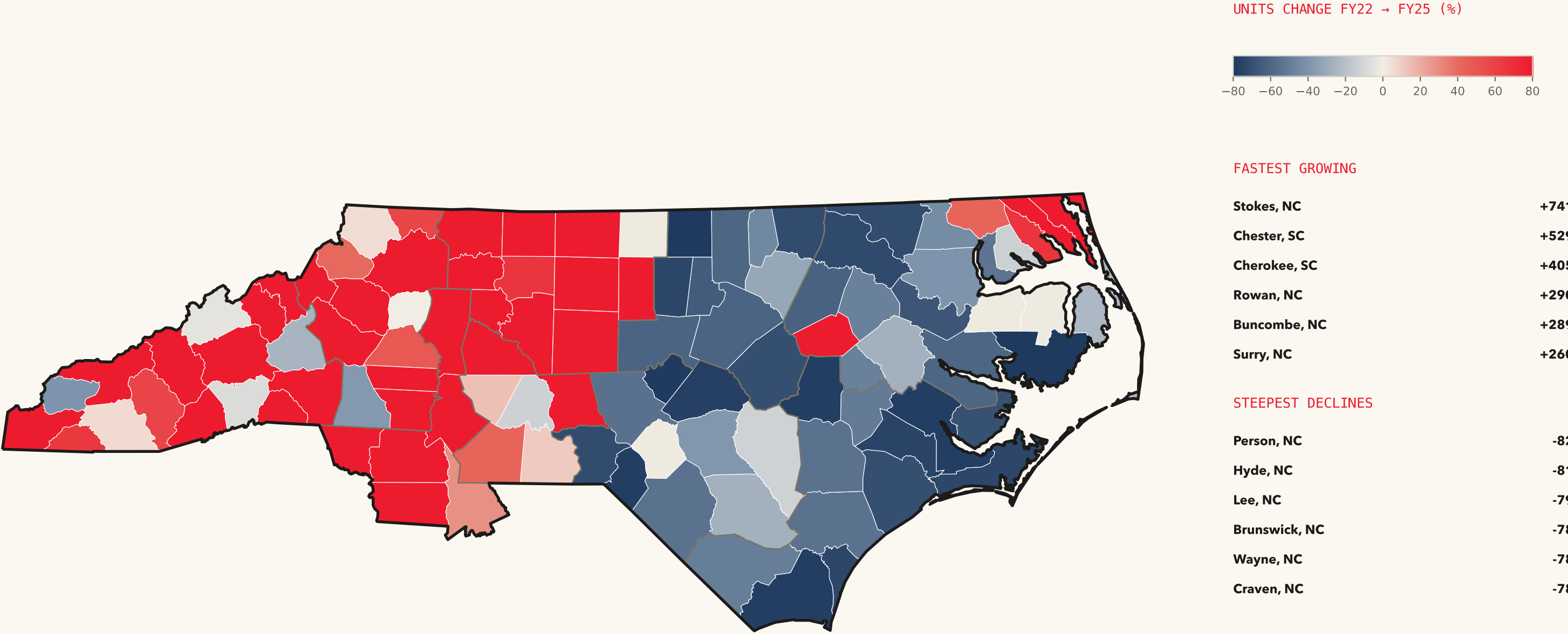
North Carolina Region — FY2025 Blood Collections

2,527 Sponsors · 10,067 Drives · 290,815 RBC Units Collected · Counties Shaded by Units, Dots Are Drive Sponsors



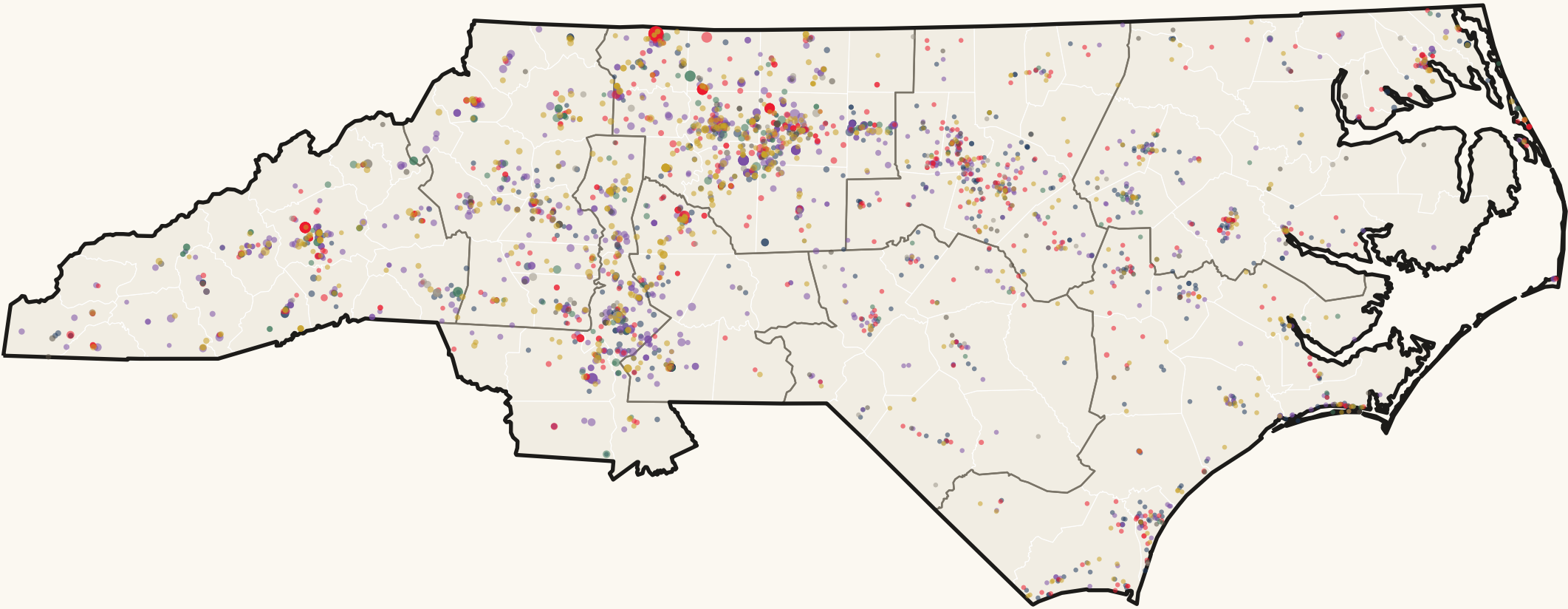
North Carolina Region — Collections Growth, FY22 → FY25

Region Total 192,278 → 290,815 Units (+51.2%) • Counties Shaded by Percent Change • Gray = Under 100 Units in FY22



North Carolina Region — Sponsor Mix, FY2025

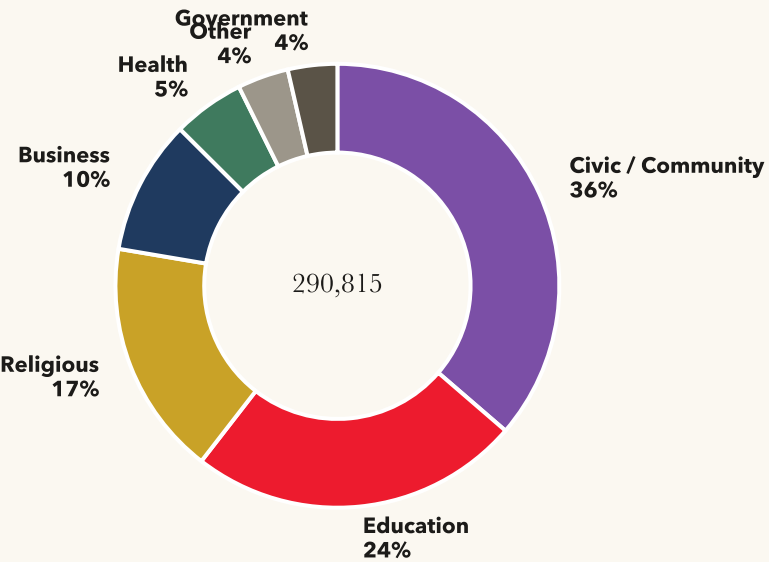
Who Hosts the Drives: Civic / Community Sponsors Lead With 3,669 Drives · Dots Colored by Sponsor Account Type, Sized by Drives



DRIVES BY SPONSOR TYPE

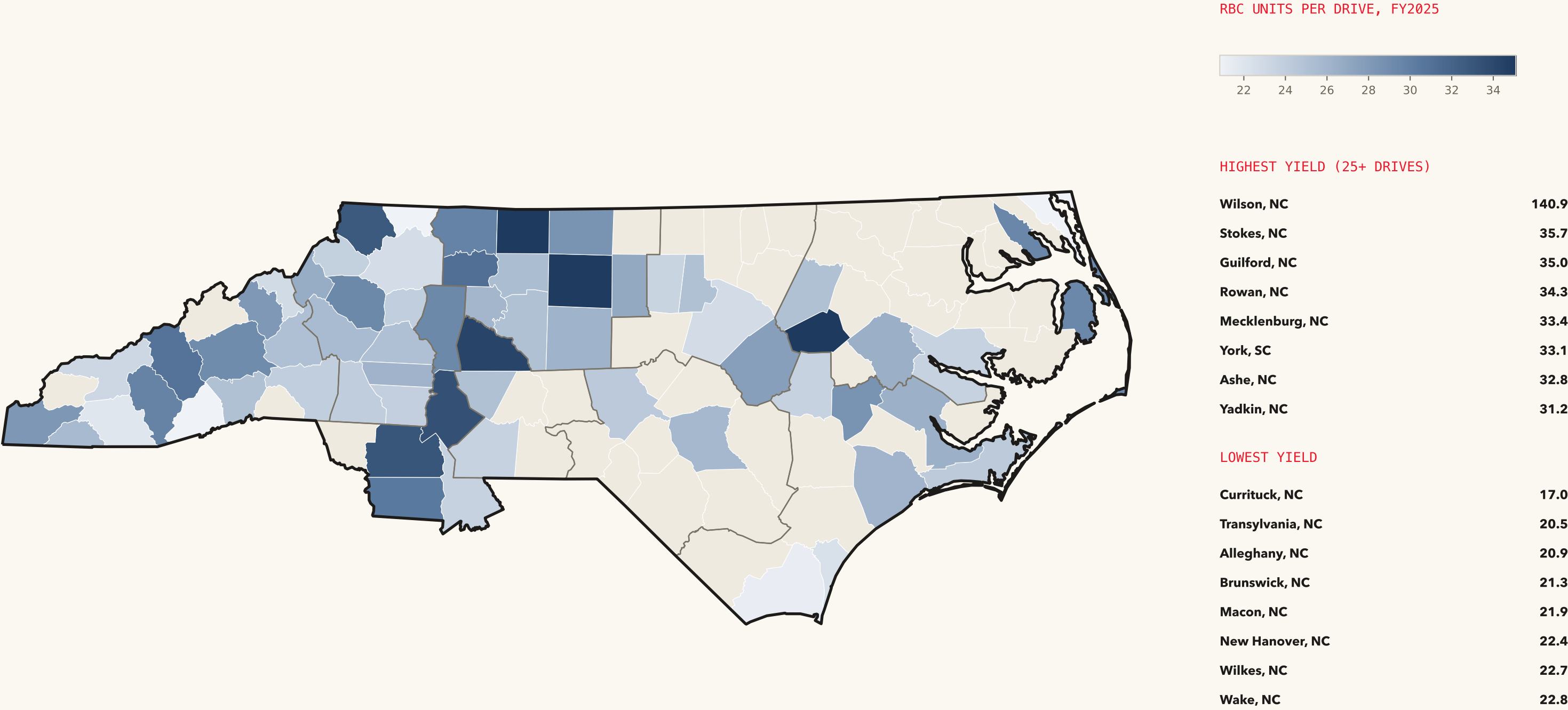
- Civic / Community (3,669)
- Education (1,985)
- Religious (1,877)
- Business (1,212)
- Health (651)
- Government (389)
- Other (284)

RBC UNITS SHARE BY TYPE



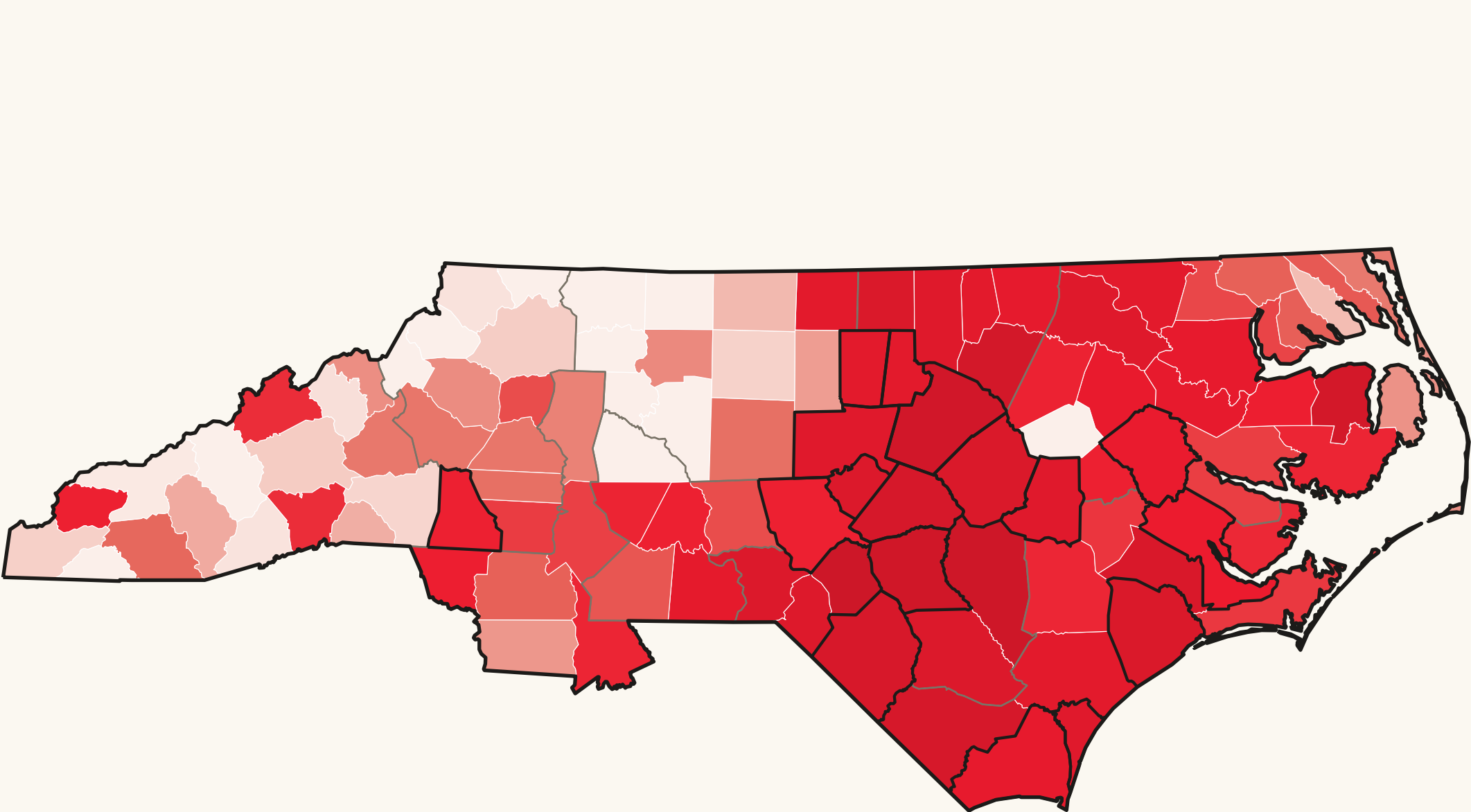
North Carolina Region — Drive Yield, FY2025

Region Average 28.9 RBC Units Per Drive • Counties Shaded by Units Per Drive • Gray = Under 25 Drives

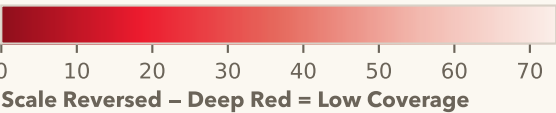


North Carolina Region — Collection Opportunity, FY2025

Region Average 25.8 Units Per 1,000 Residents • Deeper Red = More Untapped Potential (Low Units Per Capita)



UNITS PER 1,000 RESIDENTS



TOP TARGETS – BIG POPULATION, LOW COVERAGE

Wake, NC	1,206,858 Pop • 2.5/k
Durham, NC	339,475 Pop • 6.4/k
Cumberland, NC	337,037 Pop • 1.9/k
Johnston, NC	237,149 Pop • 4.5/k
New Hanover, NC	234,539 Pop • 5.9/k
Onslow, NC	211,839 Pop • 4.3/k
Pitt, NC	172,847 Pop • 8.0/k
Brunswick, NC	152,762 Pop • 7.4/k
Orange, NC	152,148 Pop • 6.5/k
Harnett, NC	138,876 Pop • 3.5/k