



## Mothers' Milk Bank provides an enormous service for the smallest customers — new babies.



In hospital neonatal units around the country, tiny premature infants are routinely given the vital human milk they need to grow and thrive. In fact, there's no other nutrition more perfectly designed to help these babies get a healthy start in life. When there's a need, Mothers' Milk Bank quickly steps in to provide milk for babies whose mothers — for various reasons — cannot supply their own.

Based in Denver, Colorado, Mothers' Milk Bank is a non-profit organization that screens, collects, processes and dispenses donated human milk. Begun in 1984, it's now one of the largest organizations of its type in the country, sending milk to 120 hospitals in states as far away as Alaska.

Donated milk is carefully screened. "We're similar to a blood bank," says Laraine Lockhart Borman, Director of Outreach for Mothers' Milk Bank. "In fact, our screening is even more rigorous than it is for blood donors." The milk is then pasteurized and prepared for distribution to hospitals and families that desperately need it.

**CHALLENGES** Over the years, Mothers' Milk Bank relied on staff and a variety of local couriers to make deliveries. Since the couriers were from various companies, delivery wasn't a consistent experience. Mothers' Milk Bank wanted to ensure excellent customer service in addition to the extra care required to maintain the quality of the processed milk. "It's fragile *and* perishable," says Candace Ellman, the production manager for Mothers' Milk Bank. After processing, the milk is measured into jars and frozen until delivery. "We need to know we can count on couriers to transport it safely and quickly where it needs to go."

### How We Helped

- Provided fast, reliable delivery service to neonatal units in area hospitals
- Increased the level of professionalism required by healthcare organizations

“Our FedEx SameDay City couriers know this milk is going to hospitals and families that need it — and the timing is critical.”

— Candace Ellman, production manager, Mothers' Milk Bank



**SOLUTIONS** FedEx SameDay® City was an ideal match for their mission. Because they already had a great relationship with FedEx Express and FedEx Ground for shipping milk to distant locations, FedEx SameDay City service was a natural choice for local deliveries. “We find it much more efficient and professional to use FedEx SameDay City,” says Luanne Williams, executive director, Rocky Mountain Children’s Health Foundation. In addition to making deliveries to hospitals and families, Mothers’ Milk Bank also uses FedEx SameDay City to pick up donations from mothers at home. “We want to make sure these women at home with their babies feel comfortable opening the door to our couriers.”

**RESULTS** “FedEx SameDay City understands our requirements for reliability, speed and care. They know the value of what we’re doing, and that this milk is going to a hospital or family that desperately needs it, and that timing is critical,” says Ellman. “I don’t know what we’d do without them.”

Besides delivering on the FedEx reputation for reliability, the staff at Mothers’ Milk Bank also appreciates other benefits of the service.

**Tracking.** When a hospital calls to find out when a delivery is arriving, Mothers’ Milk Bank can instantly check status online and provide an answer.

**Professionalism.** Branded vehicles give both donors and recipients a high level of confidence and trust.\*

**GET STARTED TODAY.** Find out how FedEx SameDay City can help your organization with same-day door-to-door delivery. Go to [fedex.com/samedaycity](https://www.fedex.com/samedaycity) or call **1.800.399.5999**.

#### MOTHERS' MILK BANK STATS

**30+** years operating as a milk bank

**12,000** ounces of milk processed weekly

**85%** of milk goes to feed pre-term babies

\*Available 7 a.m.–8 p.m. Monday–Friday (excluding holidays).