Throughout this Annual Update, we are proud to share the stories of those patients and organ, eye and tissue donors we work hard to serve every day.
Dear Friends and Colleagues,

It was nearly two decades ago that I had a brief conversation with a graphic designer who was attempting to create a new **BRAND IMAGE** for the **CAUSE** of donation and the organization we now know as Donate Life America. My comments were simply that it might be “cool” if the designer were able to incorporate a symbol that I had recently seen on the foundation of a 700-hundred-year-old building in Scotland. The symbol was a swirl or spiral that I had come to understand was a Celtic symbol for life. In researching the symbol, I learned that it was one of the oldest known images and that it had been used over the centuries by various cultures to represent the universal pattern of growth and evolution, goodness and the **CYCLE OF LIFE**. One description stated “the spiral helps us accept the turnings and changes of life.” To me, this all seemed to fit with the donation analogy I had so often heard: the unanticipated and often extraordinary effects from that single first generous act that becomes the ripple effect of donation and transplantation.

Weeks later, the designer presented the initial Donate Life logo concept, and much to my surprise, the “swirl” had been incorporated. Though just one element of what we now know as the Donate Life logo, it serves as a visible reminder to us that donation and transplantation, at its most basic level, is an expression of goodness and generosity, and that life is ever-changing. The Donate Life logo features the green earth, the blue sky, and at the horizon where the two meet is the swirl, the symbol of life ever growing and ever-changing.

On the pages that follow, you will see examples of Donate Life America’s **COLLABORATIVE WORK** towards making donation and transplantation a reality for those in need. You will see personal expressions of life through empowering testimonials, innovative technology making donor registration easier and more accessible, the power of partnerships advancing the cause, and the support and relationships that make it all possible. At Donate Life America, we are proud and humbled to be a part of the work that saves and heals the lives of so many each year through donation and transplantation. We look forward to continuing our work in partnership with you.

Thank you for your trust, your involvement and your support.

Sincerely and respectfully,

G. David Fleming
President & CEO
“Less than two minutes and you can change people’s lives FOREVER. It’s insane! When I go, I am going to give other people life. I want to be a part of that.”

Alex Boyé sang the 2019 Donate Life Float’s musical theme, “Baba Yetu,” in the Tournament of Roses® Parade on New Year’s Day. Two days before the parade, Alex made the decision to register as an organ, eye and tissue donor after being inspired by the stories he heard of recipients, donors and donor families. Alex thought he had to wait to go to the DMV to register, then he learned he could register his decision to be a donor anytime in his iPhone Health App or on RegisterMe.org.

“My goal is to tell every person I meet to register. It changes lives!”
REACHING NEW HEIGHTS

156 Million
Donor Registrations

60% of the U.S.
Adult Population

2018: MORE
TRANSPLANTS
THAN EVER

Authorized by Registry in 2018

- 50% of Organ Donors
- 56% of Tissue Donors
- 61% of Eye Donors

More than 36,500
Transplants
6th consecutive record breaking year

More than 10,700
Deceased donors
8th consecutive
record breaking year

More than 6,800
Living donor transplants

10,700
6,800
36,500

2014 2015 2016 2017 2018

156 Million
Donor Registrations

50% of Organ Donors
56% of Tissue Donors
61% of Eye Donors

60% of the U.S.
Adult Population

More than 10,700
Deceased donors
8th consecutive
record breaking year

More than 6,800
Living donor transplants

10,700
6,800
36,500
9 Million reached with the Donate Life message through our websites and social media

DIGITAL REACH

The Donate Life America websites continue to grow OUTWARD through mobile, search engine optimization (SEO) content, Google Ad Grants and social media.

- Organic traffic* increased by 60%, exceeding the industry benchmark of 20% growth year-over-year.

*Visitors who find our websites after using a search engine, like Google.

CONVERSION RATES for donor registration completion continue to increase year-over-year across RegisterMe.org and DonateLife.net.

<table>
<thead>
<tr>
<th>REGISTRATION CONVERSION RATES</th>
<th>2017</th>
<th>2018</th>
<th>2019 Q1+Q2</th>
</tr>
</thead>
<tbody>
<tr>
<td>REGISTERME.ORG</td>
<td>7.42%</td>
<td>8.39%</td>
<td>8.53%</td>
</tr>
<tr>
<td>DONATELIFE.NET</td>
<td>2.02%</td>
<td>2.50%</td>
<td>2.62%</td>
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</table>

WHAT DOES THIS RATE MEAN? Our conversion rates exceed the national nonprofit benchmark of 1.5%.

CONVERSION RATES

2017 2018 2019 Q1+Q2
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WHAT DOES THIS RATE MEAN? Our conversion rates exceed the national nonprofit benchmark of 1.5%.

WHOLE WHALE

DLA works with Whole Whale, a social impact digital agency, to maximize digital reach.

SOCIAL MEDIA, AS OF JULY 1, 2019

Facebook
Facebook.com/DonateLife
250K supporters

Instagram
@donatelifeamerica
16K followers

Twitter
@DonateLife
12K followers

DYK: YouTube is the second leading search engine? The first is Google.

We are growing the DLA YouTube channel as a resource for the public and professional communities, come join us!
TRANSFORMING THE LIVING DONATION PROCESS

Donate Life America is partnering with the Fresenius Medical Care Foundation (FMCF) to reduce barriers to living donation. There is currently no easy national path to indicate your interest in being a living donor and to take the first step by testing at home.

108,000 Americans are awaiting a kidney or liver transplant
29,417 kidney & liver transplants were performed in 2018
More than 6,800 transplants were from living donors*
*the number of living donors has remained relatively flat year-over-year

OUR SOLUTION

DLA and FMCF are working together with our partners to ensure that every eligible person who needs a kidney or liver transplant receives one. We are investing in innovations that will profoundly transform the living donation process.

- Creating the first national-reaching living donor registry, the Donate Life America Living Donor Registry
- Developing an easy and accessible at-home initial screening test for potential living donors

DLA has convened donation and transplantation community experts to help with the development and stewardship of this project. Thank you to LifeLogics, United Network for Organ Sharing and the National Kidney Foundation for their support and collaboration.

LIVING DONOR WINS VOLUNTEER AWARD

Kathy Vochoska, the 2018 Donate Life America Volunteer Service Award winner, is a living donor to her son Chris, and is recognized as a living donation influencer within her southern California community.

Kathy Vochoska (center), David Fleming (left), DLA, President & CEO, Frank Wilton (right), DLA Board of Directors, Chair
BUILDING LIVING DONATION RESOURCES

DLA is making steady progress in cultivating unified messaging and materials in response to the growing interest in living donation and to address the critical shortage of kidneys and livers for transplant.

WORKING IN UNISON with Donate Life Community partners and living donation experts, the DLA Living Donation Workgroup is developing a living donation educational resource called Spread the Truth… Questions & Answers About Living Donation. This comprehensive resource has general information on living donation and why it is important, life and health after living donation, financial matters and other things to consider. There are also sections on how to start the process and for patients seeking a living donor. Links to expert sources and financial resources are included for those who want more information.

Additionally, DLA will identify best practices in promoting the option of living donation and examples of procurement agencies and transplant programs working together to further living donation. These will be showcased through webinars and conference presentations.

WoMen Encouraging Living Donation

WoMen Encouraging Living Donation was founded in 2015 in San Diego by former DLA board member and living donor Diane Brockington. The idea was to increase, encourage and support living donation through a community-based, peer-to-peer program where local living donors engage the public with personal stories and serve as a resource for those who want to learn more. When interest from others around the country evolved, Donate Life America embraced the opportunity to bring the program under its living donation education umbrella and is working to expand the program nationally.

Wayne (left) and Rina (center) shown here with their UPMC transplant surgeon, Dr. Abhi Humar (right)

Wayne did Rina’s yard work. They were friendly, but not close. When Rina learned that Wayne needed a liver transplant, she was happy to help. Wayne is alive today because Rina donated a part of her liver to him.

According to Rina, “I live my best life knowing he can now live his.”
INTRODUCING 83 FUTURES™

A single donor can save eight lives with organs and help heal 75 more with tissues. THAT’S 83 FUTURES℠.

83 Futures will offer limited-edition fashion and art “collabs” with the hottest brands and artists to create high visibility for the urgency and necessity of organ donations in multicultural communities. Here’s the catch: The ONLY way to access the limited-edition items is if you register to be an organ donor – or confirm that you are already registered. It’s a WHOLE NEW LEVEL OF EXCLUSIVE, all to save lives.

The initiative was LAUNCHED July 20-21, 2019 to 30,000 attendees at ComplexCon Chicago — a mecca for streetwear, culture and humanity.

This groundbreaking festival provided a unique platform to:
• Demystify common fears and misconceptions about organ donation for multicultural Gen Z
• Create a new avenue for donor registrations through one-of-a-kind collaborations with leading artists, including Jeff Staple, Earl Mack and Naturel

“...the most gratifying thing any creative can do is produce something that CAUSES POSITIVE CHANGE. Often times, the creator never gets to see or feel the effects of that change. That’s why I love being part of this project with 83 Futures. We get to make dope stuff and directly save lives at the same time!”

– Jeff Staple

HOW DID WE GET HERE?

In 2017, Donate Life America performed a gap analysis to identify the population of U.S. adults who may be supportive of donation yet were not registering. The analysis identified young black, biracial and multicultural men as a demographic group whose families were more likely to say no to donation in the absence of a donor registration.

WHAT’S NEXT?

83 Futures is a growing brand and platform that will continue with new collabs and opportunities to talk about the donation cause.

CREATED BY STORE HOSTED BY

The Martin Agency
THANK YOU TO OUR DONATE LIFE PARTNERS

Donate Life America relies on the support of organizations from within the Donate Life Community and beyond who recognize the importance of growing our mission and vision. Their contributions, both financial and through their work, extend our reach and ensure our continued development. Thank you to these organizations that provide valuable financial support through our Donate Life Partner program.

FEATURE PARTNERS

The American Association of Tissue Banks has been a long-standing financial contributor — supporting our work on many levels — and helping DLA to spread the important lifesaving message of tissue donation and transplantation.

Fresenius Medical Care Foundation has made a substantial commitment to helping fund our new DLA Living Donor Registry and Testing initiative. They are also empowering their patients and employees nationwide to support the Donate Life mission.

Mid-America Transplant Foundation not only supports DLA by participating in our Education Assessment, but they contribute at a Feature Partner level to help support and extend the reach of the National Donate Life Registry.

“MNX Global Logistics prides itself on our treatment of every organ, eye or tissue shipment as a gift that saves lives. We know there is no better way to celebrate that gift than through our partnership with Donate Life America. For every donor shipment we do, we make a contribution to DLA to further their mission, while continuing to honor the patients beyond the box.” – Ken Ying, Director of Marketing, MNX

For the third consecutive year, Orthofix continues its partnership with DLA through financial support, employee activation and employee fundraising. They are a proud supporter of National Donate Life Blue & Green Day and a valued contributor to our tissue donation messaging.

UPMC’s leaders, surgeons and staff support the Donate Life mission through daily action, financial support and the valuable co-hosted educational resource, UPMC & Donate Life: Living Donor Transplant Facebook hub.

““As an OPO, COLLABORATION AND STEWARDSHIP are at the heart of our work in the Donate Life Community. These core values come together in our support of the National Donate Life Registry – a practical, common sense solution to provide the donation community with a unified source of information now and in the future.””

– Kevin Lee, Vice President, External Affairs, Mid-America Transplant

PARTNERS

BLUe & GReen SPONSOR
Donate Life America continues to be the driving force behind four National Observances throughout the year: National Donate Life Month (which includes National Donate Life Blue & Green Day and National Pediatric Transplant Week), ECHO Donate Life, National DMV Appreciation Week and National Donor Sabbath.

NATIONAL DONATE LIFE MONTH
For the April 2019 National Donate Life Month theme, DLA was inspired by bicycles and the phrase “Life is a beautiful ride.” Like the donation and transplantation journey, a bicycle serves as a symbol of progress, renewal and the moving circle of life.

In 2020, National Donate Life Blue & Green Day will be celebrated on April 17.

800 PHOTO CONTEST SUBMISSIONS
NATIONAL PEDIATRIC TRANSPLANT WEEK

In its second year of observance, National Pediatric Transplant Week again focused on the powerful message of ending the pediatric transplant waiting list. Throughout the week, clinical partners shared their innovative work and patient stories, donor families were honored, and recipient families expressed their thanks and celebrated milestones.

DLA thanks the United Network for Organ Sharing (UNOS), the American Society of Transplantation (AST) and the American Society of Transplant Surgeons (ASTS) for their partnership in developing and promoting National Pediatric Transplant Week.

ECHO Donate Life is an annual initiative focused on empowering multicultural communities to Donate Life by equipping them with tools and resources to have meaningful conversations about donation and transplantation. People’s voices have the power to help others and foster community by sharing their decision to register with family, friends, neighbors and coworkers. Everyone can ECHO Donate Life by registering to be organ, eye and tissue donors.

Makisha has a beautiful smile and a big heart, but as a double-cornea transplant recipient, it is her eyes that tell the story of her life. Diagnosed with a cornea scarring disease at just ten years old, Makisha lived for years with failing vision until she finally learned that she could be a candidate for corneal transplant. Today, Makisha has a job doing something she would never have thought possible before her transplant — reading. She works as a reading assistant helping students in need of one-on-one coaching.

“

“My life opened up post-transplant,” Makisha said. “I was able to start anew.”
SOCIAL MEDIA FUNDRAISING

In April 2018, Donate Life America began fundraising through Facebook as a way to increase our revenue and engage with a larger audience of supporters.

In April 2019, DLA also started giving our supporters the opportunity to contribute through Instagram.

We are grateful to all those who have supported us through these fundraising platforms!

FACEBOOK FUNDRAISING

APRIL 1, 2018 – JUNE 30, 2019

- **$441,687** RAISED
- **14,056** CONTRIBUTIONS
- **3,424** FUNDRAISERS

PEER-TO-PEER FUNDRAISING

RAISED THROUGH DonateLife.net

JULY 1, 2018 – JUNE 30, 2019

- **$21,635** RAISED
- **229** CONTRIBUTIONS
- **37** FUNDRAISING CAMPAIGNS

RECURRING CONTRIBUTORS

Thank you to the contributors who sustain Donate Life America’s work through their recurring contributions.

Alexandra Bradley
Carlee Brannaman
Dawn Bright
Trina Britton
Jacob Carr
Amy Clay
Emily Colford
Crystal Collins
Brenda Cotez
Kathleen Coulby
Kenneth Davis
Denise Diaz
Liberty Dwyer
Kate Eflinger
Cheryl Eyock
Holly Gage
Karim Garrido
Adam Gilbin
Matthew Goodrich
Katherine Gustafson
Jamie Hanna
Kevin Hatfield
Polly Hickcox
Justice Hiser
Robert Horsey
Bethany Joseph
Michelle Kell
Heather Levanduski
Paige Lewis
Elaine and Dave Liebrecht
Ryan Linderman
Gracia Luoma
Victor Martinez
Ricardo Martins
Connie McAfee
Trevor McDonough
Tina Medina
Erin Meza
Christina Mirocha
Tyler Mitchener
Gilbert Montano
Nicholas Moscato
Teresa Murdock
Elizabeth Newsome
Maria O’Connor
Anne-Marie O’Grady
Stephanie Page
Ryan Peak
Payton Powell
Joan Powers
Michelle Ramos
Kristin Reese
Marla Regan
Kathy Richards
Evan Rosenthal
William Rouse
Jeanette Sherman
Jennifer Stech
Brian Steinmetz
Jacob Stroud
Lynn Talbott
Jim Teal
Kenneth Thorn
Brooke Truesdale and
Andrew Mauldin
Sarah Unser
Sue Van Hecke
John Veasey
Jason White

*Please note that the above list includes individuals who contributed three or more times to Donate Life America between July 1, 2018 and June 30, 2019.*
Thank you to those who have chosen to elevate their support of Donate Life America’s mission by making a financial contribution this year. Whether given in honor, memory or simply because the need is great, these gifts have made a significant difference in our work.

**INDIVIDUAL CONTRIBUTORS**

**NUMBER OF INDIVIDUAL CONTRIBUTIONS: 2,728**
(+ an additional 12,177 Facebook contributions)

**TOTAL AMOUNT CONTRIBUTED BY INDIVIDUALS: $251,630**
(+ an additional $381,781 raised through Facebook)

**AVERAGE CONTRIBUTION AMOUNT: $92**
(average Facebook contribution is $31)

**$1,000 AND ABOVE**

Andre Alden  
Gregory Bonnell  
Stuart Brower  
Heath Byrd  
Daniel Curran  
Louis Dachis  
Gail DeGrave  
Peter Dulany  
Jeff Dyke  
Jason Egbert  
Brandon Farris  
Annie Fukushima  
Ross Fuller  
Lawrence Gowen  
Anthony Gray  
Erin Harris  
Chris Harris-Evans  
Norton Herrick  
Steven Lyons  
Jennifer Milton  
Melissa Price  
Steven and Colleen Saporito  
Jon Snyder  
Chandler Tagliabue  
John Veasey  
Robert and Marilyn Weiss

**$500-$999**

Christo and Mireya Ahl  
Janice Anderson  
Patricia Baccash  
Ruth Duncan Bell  
Jennifer Bland  
Jacob Clayton  
Doris Cohen  
Michael Curtis  
Chris Dalzell  
Akshay Deshpande  
Denis Dollard  
Kate Effinger  
Jennifer E inexor  
Stephen Evans  
Debra Fowler  
Nancy Grant  
Michael Greenberg  
Kate, Don and Emma Jackson  
Mabel Johnson  
Cynthia Jones  
Jennifer D. Kinch  
Margaret Kirch  
Bruce Lawson  
Regina Loftus  
J. Daniel Long  
John Lough  
Kally Lyons  
Michael Mikolajczak  
Janis Morgan  
Brian Nelson  
Cara Olso  
Joseph Portell  
Stuart Purdy  
Mark Rambeau  
Kenneth Rater  
Abdool Razack  
Carolyn Sax  
Dorothea Shain  
Aaron and Ciara Shaver  
Spencer and Debra Simons  
Bryan Stewart  
Don and Nancy St Onge  
Lynn N. Talbott, Jr.  
James Teal  
Eric Thomas  
Kenneth Usdin  
Peter Van Veen  
Sue VanHecke  
Mr. and Mrs. Frank S. Wilton  
Douglas Wood  
Lynde and Chris Engquist  
Mike and Kim Gaines  
Karim Garriod  
Tyler Gauch  
Kimberly Gifford  
Cole Giles  
Alexandra Glazier  
Harv and Emma Gragosian  
Thomas Graslue  
Kristine Gould  
Charles and Norma Lee Gwinn  
Barbara Gzytil  
Jeff Halstead  
Anthony and Kristin Hammes  
Marc Harrell  
Alice Harrison and Steve Loan  
Ronald Hodges  
Polly Hickcox  
The James Family - Nashville, TN  
Debbie Keesling  
Bernadette King  
Sam and Deb Krueger  
Ronald Lanza  
Kelly Lanzilotta  
Amy Lawrence  
Michael Lev  
Paige Lewis  
Elaine and Dave Liebrecht  
Scott Manning and Jonathan  
Schneehegen  
William Marsh  
Sharon Matthews  
Nancy Mayo  
Helenanne McCarthy  
Trevor McDonough  
Amanda McLroy  
Jennifer Mertus  
Erin Meza  
Katherine Miller  
Gilbert Montano  
The Moses Family  
Kimberly Mrowka  
Daniel Mullin  
Teresa Murdock  
Kimberly Murch  
Brett Nortcutt  
Linda O’Neill  
kirk Pedersen  
Paige Plumb  
Mara Polan  
Nicholas Popovich  
Brian Powers  
Lynette Propes

**BUSINESSES AND ORGANIZATIONS $500 AND ABOVE**

Aetna Corporate Finance  
Autosoft  
Bow High School Chapter of the National Honor Society  
Carl F. Bostrom Estate  
Chi Delta Alpha Service Sorority  
CutSports International LLC  
Dalton Glen Barnes Memorial Scholarship Fund  
Davis-Tailer Foundation  
Delt Fall 2006 and Families  
Epic Systems Corporation  
Greater Cincinnati Browns Backers  
Mahkana  
MTF Biologics  
National Bank of Arizona  
PAA, LLP  
Sigma Pi - Montclair State University  
Staples  
Takasago International Corp  
Team Journey, Newtown Middle School  
The Jack Adjmi Family Foundation  
The Schubert Organization, Inc.  
Tremmel Crow Co.  
Quixote Studios Elliot  
WithumSmith+Brown

*Although we cannot list every name, please know that your contribution is important and appreciated. If your name has been omitted or does not appear as you would like, please accept our sincere apology and contact Karen Headley, Vice President, Partnerships and Philanthropy, at KHeadley@DonateLife.net.

Please note the above list includes gifts received between July 1, 2018 and June 30, 2019.

This list does not include those who contributed through Facebook.
We graciously acknowledge gifts made in honor or memory of those touched by donation and transplantation. Their stories have inspired others to give selflessly, providing hope to those in need. Recognized below are individuals who had gifts made in their name between July 1, 2018 and June 30, 2019.

HONOR
Susan Adcock
Chris Aerts
Robert and Kathleen Andersen
Khloeey Athley
Michael Atkinson
Amy Dawn Ban
Mike Barker
Joey Barnes
B. B. Bell
Thomas Bender
Lisa Best
Cheryl and Dennis Beyer
Judy Bode
Cheery Bourque
Tyler Bradley-Manning
Cy Brown
Carol Brown
Larry Bryant
John Buda
Patty Carey
Deborah Carter
Milt and Carol Childhood
Esperanza Cobarrubias
Bradley Condon
Beverly Ann Converse
Johnny Costarell
Donald and Robin Cox
Jacqueline Cox and
Adam Coleman
Lori Crisafiulli
Michael Francis Culpepper
Rudi Cumiskey-Pierson
Daniel Curran
Cheryl and Mike Curtis
Khairi Dawood
Vincent DiAntonio
Lorna Dickerson
Kathryn Dignan
David Donley
Molly Douglas
John Duberg
Brandy Dunn
Michael Duncan
Ross Dupriest
RANDY DUPRIEST, JR.
GINO DURAN
Gary Emerson
Karen Emerich
John and Julie Evans
Denise Fanano
RHS Fernando
Cody Finley
JJ Finn
THE FIORE FAMILY
Jack Fiorillo
Michael Fischer
David Fleming
Eli Fortner
Aldyn Frenkiewich
Maggie Frey
Tim and Eddie Gallagher
Don and Debbie Gallant
Ingrid Gardner
Steve Godfrey
Alin Gragossian, MD
Julie Griggs
Candace J. Hackenberg
Lori Haglund
Jamie Hale
Kelly Harden
Caroline Harville
Kevin Hartfield
Bob and Rosemary Heath
Larry Henderson
Janet Hepner
Dora Herrera-Patton
Timothy Mark Hill
Pam Hillings-Tegtmeyer
Troy Holloman
Suzi Ioromes
Brooke Homier
Cynthia and Raymond Hunley
Vince James
Lydia Jones
Carson Kitch
Jeremy Klein
Natalie Knowlton
Lucy Koch
Sarah Konigsburg
Christopher Kozlowski
Steve Krueger
Glenn and Bridget Kuhn
Sunny Lane
Taylor Leas
Madeline Leff
Florence Leinher
Chuck Lentz
Lara and Jaden LeRoy
Joel Levanduski
Erlit Littton
Allen Loez
Daniel and Rosaria Loucy
James Lowe
Lois Malenczak
Christine Marvel
Sara Marsloff
Chelsea Mason
Dale McArthur
Steve McElwrath
Stephanie McFarling
Danny McKinley
Steve Muenchow
Jim Mullin
Ede Murphy
Kenneth, Jodi, and
Shauna Mursch
Kenneth and Sheila Mursch
Joshua Muel
Evie Newbold
Andrea Nicholls
Paul and Terri Nichols
Kathy Normant
Patrick O’Grady
James Oliver
Emmanuel Aguine Olsen
Neil Palmer
Abby Parades
Cindi Pasicer
Pat and Randy Pavin
Karen Pearce
Jean Pelzl
Lady Perez
Rudi Pierson
Danny Pinkerton
Gary A. Pomereneke
Erika Pont and Tom Tynan
Haylee Ponte
Kristy Potiger
Joanne Powers
Leonard Pumphrey
William Quigley
Jim Quinn
Judy Race
Kerim Razack
Carolyn Reed
Claire Renzetti
Adam Ricketts
Cindy Riley
Lena Riple
Steve Roach
Joel and Gail Rogers
Jaycie Rood
Gary Rosenbaum
Killian Anderson
Todd Anderson
Chad Andrews
Alexandra Armilllo
Steve Arnicar
Diane Arnold
Jacob Arnold
Patsy Arnold
Rebecca Arnowitz
Kyle Arthur
Marisa Auerbach
Barbara Bair
Dalton Glen Barnes
Jase Barrack
Wayne Battles
Steven Beech
William Bentley, IV
Dorothy Berube
Jamie Marie Bjornsen
Walter Blacha
Benjamin Bloom
Simon Bregansky
Nancie Bokesch
Nicholas Bongiovanni
Raymond Borlo, Jr.
Tod Teats
Jennifer Testa and
Gavin Partlow
Raymond and Susan Testa
Diane Testa
Mark and Sharyn Testa
Ted Thomas
Travis Tillett
Chester Togno
Lior Tomor
Jimmy Truesdale
Jonathan Turner
Carol and Dennis Underwood
Jolene Vargas
Dr. Tom Volk
Makenna Vowels
Jenny Whalen
Debra Waczeck White
Robi Wiesehan
Julie Wilson
Laura Zellmer
MEMORY
John Abely
Nina Adasiewicz
Sandia Kay Adkins
Neal Ainsley
Rebecca Allen
Ming Allen
Logan Alvarez
Killian Anderson
Toddd Anderson
Chad Andrews
Alexandra Armilllo
Steve Arnicar
Diane Arnold
Jacob Arnold
Patsy Arnold
Rebecca Arnowitz
Kyle Arthur
Marisa Auerbach
Barbara Bair
Dalton Glen Barnes
Jase Barrack
Wayne Battles
Steven Beech
William Bentley, IV
Dorothy Berube
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Mark and Sharyn Testa
Ted Thomas
Travis Tillett
Chester Togno
Lior Tomor
Jimmy Truesdale
Jonathan Turner
Carol and Dennis Underwood
Jolene Vargas
Dr. Tom Volk
Makenna Vowels
Jenny Whalen
Debra Waczeck White
Robi Wiesehan
Julie Wilson
Laura Zellmer
In memory of JERRY HORROCKS:
“Remembering my sweet husband who put up a good fight. I’ll spend my life encouraging people to donate so that others don’t have to suffer like you did. I love you forever and a day.”
by Debbie

In honor of CAIT SHARMAN & KELLY NESTOR:
“In honor of Cait and her living donor Kelly, as we join with them in celebrating their one-year kidney transplant anniversary.”
by Donna & Pete Sharman

DONATE LIFE AMERICA
The Donate Life America TRIBUTE WALL was developed in 2018 as a way for contributors to honor and remember loved ones touched by donation and transplantation. After making a contribution to DLA, contributors are invited to post a message on the Tribute Wall. Visitors to the virtual wall are able to search for a specific tribute posting and for all posts made in memory or in honor of an individual. The Tribute Wall can be viewed at Donatelife.net/Tribute-Wall.

In memory of JEFF HANDWERK:
“Our paths never crossed, but our lives will always be connected. We never spoke but I hear you every day, beating in my chest. Forever in your debt for the most precious gift, the gift of life.”

by Tina Medina

In memory of MICHAEL DEAN PADIAN:
“Mike was an extraordinary human being – intelligent, kind, fun-loving and with abundant talent. Because of his donor, he was given extra time to live in the beauties of this earth and share its glory through his art with so many of us. Our family will miss him and cherish him.”

by Virginia Gray
THANKFUL AND FLOURISHING

Baylor went into liver failure when she was one year old, and her parents were told that she needed a transplant to survive. After nine days in the hospital, Baylor’s mom received the call that a matching liver had been donated. The next day Baylor received her lifesaving transplant. Her mom admits that when they were first told Baylor needed a transplant, they were nervous. But after thoughtful prayer, they realized it was necessary; and since her transplant Baylor has flourished.

According to Baylor’s mom, “Post-transplant life is exactly as they described it. It is hard, anxiety-filled, sheltered and scary. But with each day, we get more comfortable with the routine, we get to love on each other again, and we get to remain a family of four. We are incredibly thankful for this gift of life!”
THANKFUL AND FLOURISHING

BAYLOR, recipient

2019 ANNUAL UPDATE
Donate Life America’s Board of Directors and Advisory Council are made up of donation and transplantation community leaders who help guide our strategic purpose and execute Donate Life success throughout our Community. **MEET SOME OF OUR PEOPLE.**

### DATA & REGISTRY

**ELLING EIDBO**
- Executive Director, Association of Organ Procurement Organizations
- DLA Board of Directors
- Champion of the National Donate Life Registry at RegisterMe.org

**JON SNYDER, PHD**
- Director of Transplant Epidemiology, Chronic Disease Research Group, Hennepin Healthcare Research Institute
- DLA Board of Directors and DLA Research & Data Workgroup
- Brings understanding and application of donation data and analytics

**SEAN FITZPATRICK**
- Vice President of Public Affairs, New England Donor Services
- Chair, DLA Research & Data Workgroup
- Data and metric guru

### COLLABORATIVE & CLINICAL PARTNERS

**GEORGE BERGSTROM**
- Retired VP, Member Relations, American Hospital Association
- DLA Board of Directors
- Expert in healthcare administration and consensus building

**JENNIFER MILTON**
- Clinical Assistant Professor, University Transplant Center
- Vice Chair, DLA Board of Directors
- Annual Donate Life Blue & Green Day frontrunner, donation enthusiast and “creative mastermind”

### DMV & STATE TEAMS

**AL SMITH**
- Program Specialist, Washington Regional Transplant Community
- DLA Advisory Council and State Team Liaison
- Offers expertise and insights for DMV relationships and programming, and is involved in three Donate Life State Teams
LIVING DONATION

AIMEE ADELMANN
• Director of Education and Outreach, Donate Life Northwest
• Chair, DLA Living Donation Workgroup
• Two-time kidney recipient and Portland, Oregon Donate Life WELD Chapter Leader

DEANNA SANTANA
• Senior Public Education Coordinator, Sierra Donor Services
• Vice Chair, DLA Advisory Council
• Donor mom and living donor

KENNETH NEWELL, MD, PHD
• Professor of Surgery, Emory University School of Medicine
• DLA Board of Directors
• Leader in living donation and committed to first person authorization

PUBLIC OUTREACH & ACTIVATION

RONDA HORSTMAN
• Vice President, Donor Services, CryoLife
• DLA Advisory Council
• Tissue expert, provides guidance and talking points on birth and other tissue donation and transplantation

BOBBY HOWARD
• Director, Multicultural Donation Education Program, LifeLink of Georgia
• DLA Board of Directors
• Kidney recipient and advocate for community education

ORGANIZATIONAL FOUNDATION

ALEXANDRA GLAZIER, ESQ.
• President & CEO, New England Donor Services
• DLA Board of Directors
• Shares her OPO leadership experience and legal expertise

FRANK WILTON
• Chair, DLA Board of Directors
• Focused on DLA organizational strength
• More than 30 years of association management experience
ONE VOICE THROUGH COLLABORATION

Donate Life America continues to work closely with the leading donation and transplantation associations to ensure **UNITY** in our lifesaving message of hope, healing and life through organ, eye and tissue donation.

**SOCIAL MEDIA ROUNDTABLE**

Donate Life America **CONNECTS** national donation and transplantation organizations through the Social Media Roundtable. The roundtable relationships and collaboration allow for a consistent, unified message which amplifies the public social media influence of the Donate Life Community.

**DLA SOCIAL MEDIA FACEBOOK GROUP**

The DLA Social Media Facebook Group **JOINS** donation and transplantation communications professionals together to share social media resources and updates. The group has grown to serve as a forum for discussion and an activation platform for social and traditional media messaging.

According to Facebook CEO Mark Zuckerberg, “Groups are now at the heart of the [Facebook] experience just as much as your friends and family are.”

**SOCIAL MEDIA FACEBOOK GROUP**

- **176** ACTIVE MEMBERS
- **1,000+** POSTS, COMMENTS AND REACTIONS EACH MONTH

“’The most collaborative people I’ve ever met can be found in the DLA Social Media Facebook Group. Not only do we share news and social media tips, but many people will create and share graphics that others can localize. Wondering how to respond to an unusual comment? Need an opinion on an edgy idea? This group has your back.’”

– Jennifer Tislerics, Digital Communications Specialist, Gift of Life Michigan

Thank you to our partners who have invested in the stewardship of these collaborative efforts.
OUR CLINICAL PARTNERS

DLA celebrates our clinical partners who play a significant role promoting donation within hospitals, clinics, as first responders and more. We continue to support their amazing work by providing valuable resources and best practices.

FUNERAL HOME PILOT PROGRAM

The DLA Funeral Services Workgroup strives to promote a SYNERGISTIC relationship between the donation community and funeral homes. Comprised of recovery agency funeral home liaisons, the Workgroup recently developed the Organ, Eye and Tissue Donation Champion Funeral Home initiative with the goal and tagline, “Caring for Families Together.” The Donation Champion Funeral Home designation will allow funeral homes to distinguish themselves as specializing in acknowledging, caring for and paying tribute to donors and their families. The program works to ensure that every donor family can honor the gifts of their loved one and funeral homes can provide benchmark care of the donor — even collaborating to become community advocates for donation.

Ten funeral homes from across the country were recruited to take part in the initial phase of the program. Education, training and resources to assist funeral homes and donor families, including donation-related poems, scripts, flag raising or casket draping ceremony instructions as well as materials to support visitations and services are in development. Once the pilot is complete, findings and best practices will be incorporated and the program will be rolled out nationally.
RECOGNIZING DRIVER’S LICENSE PARTNERS

WORKING THE FRONT LINES OF DONATION

Donate Life America is grateful for the American Association of Motor Vehicles Administrators (AAMVA) partnership and support in working to save and heal lives through organ, eye and tissue donation. The vast majority of state donor registrations come through DMV and driver’s license partner (DLP) staff asking the donor registration question to customers every day.

Through the DLA DMV Award presentations, we have an opportunity to recognize leaders and to thank members at all four annual AAMVA Regional Conferences and the AAMVA International Conference. Thank you to the Donate Life Community members who represented DLA at AAMVA conferences across the country this year!

DLA DMV AWARDS PRESENTED ON THE REGIONAL AND NATIONAL LEVEL

HIGHEST DDR* AWARDS (Gold, Silver and Bronze levels)
HIGHEST DDR* INCREASE AWARD

DLA DMV INNOVATION AWARD
The Innovation Award recognizes a DMV or DLP office(s) that has implemented a unique and engaging event, activity or practice that demonstrates how the Donate Life mission is a part of their DMV or DLP office culture.

DLA DMV LIFESAVER AWARD
The Lifesaver Award recognizes a DMV or DLP staff member who demonstrates exceptional commitment to the DMV/DLP’s role as a partner in saving lives through support of the Donate Life mission.

The list of 2019 DLA DMV Award winners and information about the award process can be found at DonateLife.net/DMV-Awards.

* DDR (Donor Designation Rate). See page 27 for definition.

“We are grateful for and proud of our important partnership with the Colorado DMV. With 69% OF COLORADO RESIDENTS registering their decision to be an organ, eye and tissue donor at the Colorado DMV, we value the assistance employees give in providing educational materials and information to the public so they can make an informed decision.”

– Sue Dunn, President & CEO, Donor Alliance

Al Smith, Donate Life DC, VA and MD at AAMVA Region 1 Conference

DLA Innovation Award Winner, Chuck Hollis (2nd from right), RI DMV, with Anne Ferro (far right), President & CEO, AAMVA, at AAMVA Region 1 Conference
Benjamin Meier, better known as Chex, always wanted to be an Air Force pilot. He succeeded in his goal, flying combat missions over Iraq, Afghanistan and Libya and receiving several medals and distinctions during his service.

In 2015, while on a morning run, Chex was struck by a passing truck. He was declared brain dead and was able to donate his heart, lungs, liver and kidneys, saving the lives of five people.

Chex was honored by Donate Life America on the 2018 Donate Life Rose Parade float that included a rare military jet flyover by his former squadron in his memory. He is survived by his wife, two young sons, two sisters and their families, and parents who will forever miss him.
JAMES S. WOLF, MD COURAGE AWARD

Named for transplant surgeon pioneer and founder of the Coalition on Donation (now, Donate Life America), the James S. Wolf, MD Courage Award is presented annually to an individual or individuals, outside the professional donation and transplantation community, who have played a significant role in helping to educate the public about organ, eye and tissue donation.

In 2018, this award was presented to former NFL coach, motivational speaker and transplant recipient Sam Wyche for his commitment to increasing the number of registered donors. Speaking at hundreds of engagements each year, Sam tells his story of how a heart transplant saved his life and encourages his fans and followers to register. He also leads the charge for his fraternity, Kappa Alpha Order, to promote donation and is featured in a recent national Health Resources and Services Administration (HRSA) public service campaign on donation and transplantation.

TREY SCHWAB COACHING LEGACY AWARD

This award is presented each year at the DLA Annual Conference to a professional in the field of donation and transplantation who, like Trey, has served as a coach and trusted advisor to others in the field to further the collective work of DLA and Donate Life State Teams. The Donate Life Community was privileged to work with Trey on a cause so dear to his heart, and DLA is honored to present this award in his name.

“...I love how those of us in the Donate Life Community support each other. For me, this award is all about SHARING THE KNOWLEDGE AND WISDOM that others, such as Trey, have so generously provided to me. I am honored to receive it.”

– Tim Makinen, 2018 Award Winner

DONATE LIFE AMERICA PINNACLE AWARDS

The Pinnacle Awards are presented to organizations for programs that RADIATE SUCCESS with exceptional results in registering donors and advancing a culture that embraces donation. Dozens of submissions are reviewed each year by the DLA Advisory Council and its committees and presented at the DLA Annual Conference.

<table>
<thead>
<tr>
<th>EVENT</th>
<th>Platinum</th>
<th>Prison Outreach</th>
<th>Lifeline of Ohio</th>
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</thead>
<tbody>
<tr>
<td>FUNDRAISING</td>
<td>Falmouth Road Race</td>
<td>New England Donor Services</td>
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<tr>
<td>HOSPITAL</td>
<td>Innovation</td>
<td>1st Congress Nursing Schools</td>
<td>LifeLink of Puerto Rico</td>
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<tr>
<td>LIVING DONATION</td>
<td>“Be a Living Donor” Web Page</td>
<td>Donate Life Virginia</td>
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<td>MEDIA</td>
<td>38 Seconds</td>
<td>Donor Network of Arizona</td>
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<tr>
<td>MISCELLANEOUS</td>
<td>Going Live for Life!</td>
<td>Donor Network of Arizona</td>
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<td>YOUTH EDUCATION</td>
<td>Sibling Rivalry – KY Sigma Pi Challenge</td>
<td>KY Circuit Court Clerks’ Trust for Life and Kentucky Organ Donor Affiliates</td>
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</tr>
<tr>
<td>Best REMIX</td>
<td>Donate Life Wisconsin Pause to Give Life Statewide Flag-Raising</td>
<td>Donate Life Wisconsin</td>
<td></td>
</tr>
<tr>
<td>Best ROI</td>
<td>Rally Por la Vida (Rally for Life)</td>
<td>LifeLink of Puerto Rico</td>
<td></td>
</tr>
<tr>
<td>Best Outreach to a Diverse Multicultural Community</td>
<td>Giving Me Life: A Visual Journey of African American Organ and Tissue Transplant Recipients</td>
<td>Donor Network West</td>
<td></td>
</tr>
</tbody>
</table>
IN 2019, STATES AND OPOS ELEVATED THE NDLR TO A NEW LEVEL OF COLLABORATION AND INNOVATION, LOCALLY AND NATIONALLY.

“The efficiency and innovation of the National Donate Life Registry (NDLR) have been life changing, not only to patients on the waiting list, but to our staff, state government and general public who need a quick way to register. The NDLR opened the door with our state government, who quickly and unanimously passed Senate Bill 77. This bill links the NDLR to a key state services website where over one million Kentuckians go annually to sign up for Medicaid, Food Stamp, and other vital services.

“We also focus on peer-to-peer education through 150 annual challenges (high schools, college fraternities, businesses) where National Donate Life Registry campaign pages track progress and motivate teams to take action and encourage their peers to register. None of this would have been possible without the NDLR. We thank and commend Donate Life America for pioneering this key strategy and consistently moving donation forward.” - Shelley Snyder, Vice President of Strategic Partnerships, Kentucky Organ Donor Affiliates

“Our move to the National Donate Life Registry as our primary database for registrations started when we were thinking about a new electronic medical records system. We view this move as a way to improve sharing Mississippi donor registrations with the other 57 organ procurement organizations. We are excited to be the pioneers in this move to the National Donate Life Registry and will watch with great interest how the move will impact other states.”

– Kevin Stump, CEO, Mississippi Organ Recovery Agency

“Walgreens is proud to collaborate with Donate Life America to amplify the Donate Life message – encouraging our customers and employees to register as organ, eye and tissue donors through our app, in our stores and at our pharmacies. We are COMMITTED TO CARING for transplant recipients throughout their journey and we know that increasing donor registrations is the key to more transplants for our patients and to saving more lives.”

– Glen Pietrandoni, Senior Director Patient Care and Advocacy, Walgreens
In 2018-2019, Donate Life America worked with the Chronic Disease Research Group (CDRG) to develop a web-based quarterly donor designation data report: the DLA Registry Overview Report (ROR). The DLA ROR offers an interactive data visualization tool to help the donation and transplantation community easily access performance improvement metrics around donor registration.

“In 2018-2019, Donate Life America worked with the Chronic Disease Research Group (CDRG) to develop a web-based quarterly donor designation data report: the DLA Registry Overview Report (ROR). The DLA ROR offers an interactive data visualization tool to help the donation and transplantation community easily access performance improvement metrics around donor registration.

New England Donor Services (NEDS) utilized the DLA ROR to effectively partner with state government to determine the best audience for marketing the registration message. “The Massachusetts Department of Public Health (DPH) reached out to NEDS to partner in outreach efforts. We wanted to determine which population segment was best to target for donor registration education. Using Massachusetts EDDR* information provided in the DLA ROR, NEDS was able to identify the segment of our actual organ donor pool that was both overrepresented in the donor pool, and under-represented in the donor registry. Driven by this data, DPH moved forward with communicating the registration message to older men through paid TV broadcast PSAs, static image and video social media ads.”

– Sean Fitzpatrick, Vice President, Public Affairs, NEDS

*EDDR: Eligible Death Designation Rate. See page 27 for further definition.
### Donor Designation Rate (DDR)

The Donor Designation Rate seeks to measure the percentage of individuals during a quarter who say “Yes” to donation when given the opportunity during a motor vehicle department transaction.

### Eligible Designated Donor Rate (EDDR)

The Eligible Designated Donor Rate is the percentage of eligible deaths (as defined by the UNOS eligible death definition) who are registered donors. The EDDR goes beyond a simple Donor Designation Share (DDS) in the general adult population. The EDDR seeks to measure the rate of donor registration among those who are in the population of likely donors.

#### 2018 DONOR REGISTRATION DATA

<table>
<thead>
<tr>
<th>State</th>
<th>State Donor Designation Rate</th>
<th>State Donor Designations</th>
<th>National Donor Designations</th>
<th>EDDR (Q3-Q4 2016)</th>
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<tbody>
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<td>ALABAMA</td>
<td>NA</td>
<td>2,825,483</td>
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</tr>
<tr>
<td>ALASKA</td>
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<td>14,659</td>
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<td>31%</td>
</tr>
<tr>
<td>ARKANSAS</td>
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<td>FLORIDA</td>
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<td>IDAHO</td>
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<td>ILLINOIS</td>
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<td>IOWA</td>
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<td>KANSAS</td>
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<tr>
<td>LOUISIANA</td>
<td>58%</td>
<td>2,608,470</td>
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<tr>
<td>MAINE</td>
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<td>MARYLAND</td>
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<td>NEBRASKA</td>
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<td>NEVADA</td>
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<td>NEW HAMPSHIRE</td>
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<td>NEW YORK</td>
<td>NA</td>
<td>5,528,325</td>
<td>220,337</td>
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<tr>
<td>NORTH CAROLINA</td>
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<td>137,777</td>
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<td>OREGON</td>
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<td>TENNESSEE</td>
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<td>TEXAS</td>
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<td>VIRGINIA</td>
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<td>WASHINGTON</td>
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<td>WYOMING</td>
<td>61%</td>
<td>369,667</td>
<td>10,035</td>
<td>43%</td>
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</table>

**Total Registrations (Combined State and National Donate Life Registry): 155,381,715**

2018 data as reported to DLA as of August 2019

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**DATA METRIC DEFINITIONS**

Donor Designation Rate (DDR) - The Donor Designation Rate seeks to measure the percentage of individuals during a quarter who say “Yes” to donation when given the opportunity during a motor vehicle department transaction.

Eligible Designated Donor Rate (EDDR) - The Eligible Designated Donor Rate is the percentage of eligible deaths (as defined by the UNOS eligible death definition) who are registered donors. The EDDR goes beyond a simple Donor Designation Share (DDS) in the general adult population. The EDDR seeks to measure the rate of donor registration among those who are in the population of likely donors.
The Donate Life Education Assessment was created in 1994 to fund Donate Life America’s lifesaving programs and initiatives. It continues to serve as a mechanism for organ procurement organizations, transplant hospitals and histocompatibility labs to pool their resources and present a unified, national voice to the American public, motivating them to Donate Life. We would like to thank these valued members of the donation and transplantation community who helped to make our work possible through their support of the 2018/2019 Donate Life Education Assessment.
Hunter Holmes McGuire VA Medical Center
Indiana University Health
Inova Fairfax Hospital
Iowa Methodist Medical Center
Joe DiMaggio Children's Hospital
Johns Hopkins Hospital
Keck Hospital of USC
Mayo Clinic Hospital - Arizona
Mayo Clinic - Jacksonville
Medical City Dallas Hospital
Medical University of South Carolina
Medstar Georgetown University Hospital
Mercy Medical Center - Des Moines
Methodist Dallas Medical Center
Michael E. DeBakey VA Medical Center
Mount Sinai Medical Center
MUSC Children's Hospital
Nebraska Medical Center
Nemours/Alfred I. duPont Hospital for Children
New York University Langone Medical Center
Northwestern Memorial Hospital
Ochsner Health System
Ohio State University Medical Center
Oregon Health and Science University
OU Medical Center
Penn State Milton S. Hershey Medical Center
Phoenix Children's Hospital
Piedmont Hospital
Presbyterian Hospital
Riverside Community Hospital
Rochester Methodist Hospital - Mayo Clinic
Sanford Bismarck Medical Center
Scripps Green Hospital
Seattle Children's Hospital
Seton Medical Center
Shands at the University of Florida
Spectrum Health
St. John Hospital and Medical Center
St. Joseph's Hospital and Medical Center
St. Louis Children's Hospital
St. Mary's Hospital - Mayo Clinic
Stanford University Hospital and Clinics
Stony Brook University Hospital
SUNY Upstate Medical University Hospital
Sutter Medical Center, Sacramento
Swedish Medical Center
Tampa General Hospital
Texas Health Harris Methodist Hospital, Ft. Worth
The Christ Hospital
The Queen's Medical Center
The University Medical Center of Vermont
UCSF Medical Center at Mission Bay
University Health System
University Hospital, Cincinnati
University Hospital, Cleveland
University Medical Center of Southern Nevada
University of Arkansas for Medical Sciences
University of California Irvine Healthcare
University of California Davis Health System
University of California Los Angeles Health System
University of California San Francisco Medical Center
University of Chicago Medical Center
University of Iowa Hospitals and Clinics
University of Kentucky HealthCare Transplant Center
University of Michigan Health System
University of Mississippi Medical Center
University of North Carolina Hospitals
University of Rochester Medical Center
University of Toledo Medical Center
University of Virginia Health System
University of Washington Medical Center
UPMC
UPMC Children's Hospital of Pittsburgh
UPMC Hamot
UPMC Pinnacle Harrisburg
VA Portland Health Care System
Vanderbilt University Medical Center
VCU Medical Center
Wake Forest Baptist Medical Center
William Beaumont Hospital
Yale-New Haven Hospital

LABS
Albany Medical College Transplantation Immunology Lab
Allogen Laboratories - Ohio
Barnes-Jewish Hospital HLA Laboratory
ClinImmune Labs
DCI Laboratory - Knoxville
DCI Laboratory - Nashville
Donor Network of Arizona Immunogenetics Lab
Hawaii Cellular Therapy & Transplant Laboratory
Immune Evaluation Lab - Baylor College of Medicine
LifeLink Transplant Immunology Laboratory
Nevada Donor Network Immunogenetics Lab
NJ Sharing Network Transplant Lab
Ochsner Histo and Immunogenetics Lab
Rogosin Institute Immunogenetics Laboratory
Vitalant
<table>
<thead>
<tr>
<th>State</th>
<th>Team Leadership</th>
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<tbody>
<tr>
<td>Alabama</td>
<td>Ann Rayburn Legacy of Hope&lt;br&gt;Teresa Ham Advancing Sight Network</td>
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<td>Alaska</td>
<td>Stephanie Hill Life Alaska Donor Services</td>
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<td>Arizona</td>
<td>Kristin Patterson Donor Network of Arizona&lt;br&gt;Katie Benton Donor Network of Arizona</td>
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<tr>
<td>Arkansas</td>
<td>Audrey Coleman Arkansas Regional Organ Recovery Agency</td>
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<tr>
<td>California</td>
<td>Deanna Santana Sierra Donor Services&lt;br&gt;Jim Martin Donate Life California</td>
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<td>Colorado</td>
<td>Andrea Smith Donor Alliance&lt;br&gt;Robert Austin Rocky Mountain Lions Eye Bank</td>
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<tr>
<td>Connecticut</td>
<td>Caitlyn Bernabucci New England Donor Services&lt;br&gt;Alison Keating Donate Life Connecticut</td>
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<tr>
<td>Delaware</td>
<td>Todd Franzen Gift of Life Donor Program</td>
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<tr>
<td>District of Columbia</td>
<td>Lesley Compagnone Washington Regional Transplant Community&lt;br&gt;Al Smith Washington Regional Transplant Community</td>
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<tr>
<td>Florida</td>
<td>Betsy Edwards LifeLink Foundation, Inc.</td>
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<td>Georgia</td>
<td>Tracy Ide LifeLink Foundation, Inc. Shannon Antinarella Children’s Healthcare of Atlanta</td>
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<tr>
<td>Hawaii</td>
<td>Nancy Downes Legacy of Life Hawaii&lt;br&gt;Tiffany Thompson Legacy of Life Hawaii</td>
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<td>Idaho</td>
<td>Alex McDonald DonorConnect&lt;br&gt;Jay Lugo Idaho Lions Eye Bank</td>
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<td>Illinois</td>
<td>Brian Bush Illinois Secretary of State&lt;br&gt;Marion Shuck Gift of Hope Organ &amp; Tissue Donor Network</td>
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<tr>
<td>Indiana</td>
<td>Lindsay Johnson Indiana Donor Network&lt;br&gt;Andi Amburgey Indiana Donor Network</td>
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<tr>
<td>Iowa</td>
<td>Julie Schneider Iowa Donor Network&lt;br&gt;Ellie Engelbrecht Iowa Lions Eye Bank</td>
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<td>Kansas</td>
<td>Jason Verbeckmoes Kansas Eye Bank and Cornea Research Center</td>
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<tr>
<td>Kentucky</td>
<td>Shelley Snyder Kentucky Circuit Court Clerks’ Trust for Life, KODA</td>
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<td>Louisiana</td>
<td>Kirsten Heintz Louisiana Organ Procurement Agency&lt;br&gt;Ana Milena Hands Ochsner Healthcare</td>
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<td>Maine</td>
<td>Matthew Boger New England Donor Services</td>
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<td>Maryland</td>
<td>Jim Ford Donate Life Maryland&lt;br&gt;Jeesha Johnson The Living Legacy Foundation of Maryland</td>
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<td>Massachusetts</td>
<td>Matthew Boger New England Donor Services&lt;br&gt;Sean Fitzpatrick New England Donor Services</td>
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<td>Michigan</td>
<td>Tim Makinen Gift of Life Michigan&lt;br&gt;Alexandra Teska Eversight Michigan</td>
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<td>Minnesota</td>
<td>Susan Mau Larson LifeSource&lt;br&gt;Anne Peterson American Donor Services</td>
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<tr>
<td>Mississippi</td>
<td>Chuck Stinson Mississippi Organ Recovery Agency&lt;br&gt;Randa Lipman Mid-South Transplant Foundation</td>
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<tr>
<td>Missouri</td>
<td>Kevin Lee Mid-America Transplant&lt;br&gt;Sarah Danner Mid-America Transplant</td>
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<td>Montana</td>
<td>Mary Graff LifeCenter Northwest&lt;br&gt;Katherine Pliska LifeCenter Northwest</td>
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<td>Nebraska</td>
<td>Kara Cordell Live On Nebraska</td>
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<td>Nevada</td>
<td>Candeep Candler Donor Network West&lt;br&gt;Kristy Little Nevada Donor Network</td>
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<td>New Hampshire</td>
<td>Dave Teune New England Donor Services&lt;br&gt;Sean Fitzpatrick New England Donor Services</td>
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<td>New Jersey</td>
<td>Gary Imhoff NJ Sharing Network&lt;br&gt;Todd Franzen Gift of Life Donor Program</td>
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<td>New Mexico</td>
<td>Maria Sanders New Mexico Donor Services&lt;br&gt;Lori Stampley New Mexico Lions Eye Bank/Keralink Southwest</td>
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<tr>
<td>New York</td>
<td>Aisha Tator Donate Life New York State&lt;br&gt;Melanie Evans Donate Life New York State</td>
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<td>North Carolina</td>
<td>Deanna Mitchell Donate Life North Carolina</td>
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<td>North Dakota</td>
<td>Jessie Fiene LifeSource</td>
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<td>Ohio</td>
<td>Jillian Frazier Lifeline&lt;br&gt;Kara Steele Life Connection of Ohio</td>
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<td>Oklahoma</td>
<td>Katy Smith LifeShare Transplant Donor Services of Oklahoma&lt;br&gt;Tammye Green LifeShare Transplant Donor Services of Oklahoma</td>
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<td>Oregon</td>
<td>Aimee Adelmann Donate Life Northwest&lt;br&gt;Matthew Webber Lions VisionGift</td>
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<td>Pennsylvania</td>
<td>Colleen Sullivan Center for Organ Recovery &amp; Education&lt;br&gt;Dwendy Johnson Gift of Life Donor Program</td>
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<td>Puerto Rico</td>
<td>Maresa Boneta-Dueno LifeLink of Puerto Rico&lt;br&gt;Jennifer Oquendo LifeLink of Puerto Rico</td>
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<td>Matthew Boger New England Donor Services&lt;br&gt;Sean Fitzpatrick New England Donor Services</td>
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<td>South Carolina</td>
<td>Tracy Moore Donate Life South Carolina&lt;br&gt;Mark Johnson Donate Life South Carolina</td>
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<tr>
<td>South Dakota</td>
<td>Jessie Fiene LifeSource</td>
</tr>
<tr>
<td>Tennessee</td>
<td>Sharon Pakis Tennessee Donor Services&lt;br&gt;Randa Lipman Mid-South Transplant Foundation</td>
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<tr>
<td>Texas</td>
<td>Kim Charles Donate Life Texas&lt;br&gt;Michelle Ramirez Donate Life Texas</td>
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<tr>
<td>Utah</td>
<td>Alex McDonald DonorConnect&lt;br&gt;Dixie Madsen DonorConnect</td>
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<td>Vermont</td>
<td>Matthew Boger New England Donor Services</td>
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<td>Virginia</td>
<td>Christina Jenkins Old Dominion Eye Foundation&lt;br&gt;Lara Malbon Donate Life Virginia</td>
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<tr>
<td>Washington</td>
<td>Mary Graff LifeCenter Northwest&lt;br&gt;Katherine Pliska LifeCenter Northwest</td>
</tr>
<tr>
<td>West Virginia</td>
<td>Christy Conley Center for Organ Recovery &amp; Education&lt;br&gt;Lauren Stevens Lifeline of Ohio</td>
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<tr>
<td>Wisconsin</td>
<td>Martha Mallon Wisconsin Department of Health Services</td>
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<tr>
<td>Wyoming</td>
<td>Ryea O’Neill Donor Alliance&lt;br&gt;Janell Lewis Rocky Mountain Lions Eye Bank</td>
</tr>
</tbody>
</table>
Donate Life America is dedicated to financial stewardship and maximizing every dollar spent to advance our mission. Our focus on ROI and program efficiencies enables us to accomplish great things, and we are proud to report that 84 percent of dollars spent in FY2018 went directly to fund our mission.

### Financial Stewardship

#### Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>$1,362,855</td>
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<tr>
<td>Campaign Materials</td>
<td>114,715</td>
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<tr>
<td>Accounts Receivable</td>
<td>41,672</td>
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<tr>
<td>Prepaid Expenses</td>
<td>38,483</td>
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<tr>
<td>Net Property &amp; Equipment</td>
<td>34,427</td>
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<tr>
<td>Security Deposits</td>
<td>3,900</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$1,596,052</strong></td>
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#### Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tr>
<td>Deferred Revenue</td>
<td>168,733</td>
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<tr>
<td>Accounts Payable</td>
<td>57,522</td>
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<tr>
<td>Accrued Vacation</td>
<td>55,780</td>
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<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>$282,035</strong></td>
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**TOTAL LIABILITIES AND NET ASSETS**: $1,596,052

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### Support and Revenue

<table>
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<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Contributions</td>
<td>$1,452,383</td>
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<tr>
<td>Campaign Materials and Brochures</td>
<td>116,328</td>
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<tr>
<td>Fees and Other Revenue</td>
<td>603,721</td>
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<tr>
<td>Interest Income</td>
<td>890</td>
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<tr>
<td><strong>TOTAL SUPPORT AND REVENUE</strong></td>
<td><strong>$2,173,322</strong></td>
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#### Expenses

<table>
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<th>Description</th>
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<tr>
<td>Direct National Campaigns</td>
<td>1,591,721</td>
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<tr>
<td>- Education Programs &amp; Campaign Materials</td>
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<tr>
<td>- National Donate Life Registry</td>
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<tr>
<td>- National DLA Meetings &amp; Conferences</td>
<td></td>
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<tr>
<td>- Web &amp; Technology</td>
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<tr>
<td>Management and General</td>
<td>300,014</td>
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<tr>
<td>Fundraising</td>
<td>33,045</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$1,924,780</strong></td>
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</table>

Change in Net Assets: $248,542

Net Assets, Beginning of Year: $1,065,475

Net Assets, End of Year: $1,314,017

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Direct revenue from the Donate Life brand made up 18.6% of our total revenue in FY2018. This included revenue from:

- Rebate on sales of Donate Life promotional merchandise
- Net proceeds from Donate Life Public Store
- Rebate on sales from Donate Life Print Shop

**For Every $1 Spent**

- 84¢ goes to Mission Spending
- 15¢ goes to Operations
- <1¢ goes to Fundraising

Note: The figures that are depicted on this page are derived from the FY2018 consolidated financial statements that have been audited by the Midlothian, Virginia accounting firm of Adams, Jenkins and Cheatham in accordance with auditing standards generally accepted in the United States. To view our complete audited FY2018 financial statements and the Form 990s filed with the IRS, visit DonateLife.net.
BOARD OF DIRECTORS

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Jason K. Woody, Immediate Past Chair
Lions Eye Institute Foundation
Elling Eidbo, Secretary
Association of Organ Procurement Organizations
Matt Lovetro, Treasurer
United Network for Organ Sharing
G. David Fleming, President & CEO
Donate Life America
George Bergstrom
Retired Association Executive

Matthew Cooper, MD
Medstar Georgetown Transplant Institute
Georgetown University School of Medicine
Kevin Corcoran, CAE
Eye Bank Association of America
Alexandra Glazier, Esq.
New England Donor Services
Ellise Glennon
NJ Sharing Network
Melissa Greenwald, MD
MA Greenwald Consulting, LLC
Bobby Howard
LifeLink of Georgia

Kevin Myer
LifeGift
Kenneth A. Newell, MD, PhD
Emory University School of Medicine
Brian Shepard
United Network for Organ Sharing
Andrea Smith, Ex-Officio, Advisory Council Representative
Donor Alliance
Jon Snyder, PhD
Chronic Disease Research Group, Hennepin Healthcare Research Institute
Michelle Turman
Catalyst Consulting Services, LLC

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Donor Alliance
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Sierra Donor Services
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Donate Life Northwest
Kim Charles, Volunteers Committee Chair
Donate Life Texas
Melanie Deol, Ex-Officio
HRSA/DoT Liaison
Sean Fitzpatrick, Research & Data Workgroup Chair
New England Donor Services

Teresa Ham, State Team Liaison
Alabama Eye Bank
Tina Holmes, Funeral Services Workgroup Chair
Sharing Hope SC
Gina Horner, Youth Education Committee Chair
LifeCenter
Ronda Horstman, AATB/Tissue Liaison
CryoLife
Tracy Ide, State Team Liaison
LifeLink Foundation, Inc.
Chrissy Jenkins, EBAA/Eye Liaison & State Team Liaison
Old Dominion Eye Foundation, Inc.
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Donate Life South Carolina

Jennifer Krouse, State Team Support Committee Chair
LifeLink Foundation, Inc.
Jennifer Martin, NKF Liaison
National Kidney Foundation
Mary Beth Murphy, UNOS Liaison
United Network for Organ Sharing
Al Smith, State Team Liaison
Washington Regional Transplant Community
Lisa Strother Upsher, AMAT & Cultural Support Liaison & State Team Liaison
Center for Organ Recovery & Education
Tammy Wright, NATCO Liaison
Sharp Kidney and Pancreas Transplant
Kim Zasa, DMV Committee Chair
Gift of Life Michigan

STAFF

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President & CEO
Melissa Devenny
Executive Vice President
Karen Headley
Vice President, Partnerships & Philanthropy
Hilary Czarda
Director of Communications

Valerie Gray
Product & Brand Manager
Anneli Kirby
Graphic Designer
Casey News
Senior Development Coordinator
Lida Pieterman
Communications & Outreach Coordinator

Jocelyn Reed
Project & Office Manager
Loren Squares
Communications Assistant
Cindy Wharton
Finance Director
Diagnosed with Cystic Fibrosis when he was 4 months old, Travis Flores has been struggling to breathe for most of his life. Now 28 years old, he has had two lifesaving double-lung transplants and is in need of a third. Travis is a strong advocate for the Donate Life mission and understands the importance of educating others about our cause. He is grateful to his donors, donor families and all those who register their decision to be donors.

“My current donor family and I have become very close”, he says. “Together, we’d like to thank all organ donors and their families for their selfless decision to save lives.”

“We dedicate this annual update to the patients in need of lifesaving transplants.”

“Breathing makes everything possible. Without that ability, life becomes incredibly difficult.”
Donate Life America (DLA) is a 501(c)3 nonprofit organization leading its national partners and Donate Life State Teams to increase the number of donated organs, eyes and tissues available to save and heal lives. DLA manages and promotes Donate Life℠, the national brand for the cause of donation; motivates the public to register as organ, eye and tissue donors; provides education about living donation; manages the National Donate Life Registry at RegisterMe.org; and develops and executes effective multi-media campaigns to promote donation.