Donate Life America

Driving individuals, organizations and communities to increase the number of designated organ, eye and tissue donors who save and heal lives.

Committed to building a culture of trusted donation expectation.
Dear Friends,

On behalf of Donate Life America (DLA) and our partnering organizations, we would like to dedicate this 2014 Annual Update to the thousands of tireless volunteers from around the country in recognition of their commitment and dedication. It has been our honor and privilege to serve as chair, chair-elect and president of the board and to personally witness what our supporters accomplish each and every day. We could not have achieved many past goals, or have hope for accomplishing all that lies ahead, without these generous gifts of time, energy, skills and resources. For all of these gifts, we say thank you!

The past year has been another one of evolution for Donate Life America, as it seeks to fulfill the growing needs of the community it serves. DLA has continued to expand and diversify its financial support with significant increases in overall funding coming from individual and corporate contributions to meet the growing needs. It is uplifting to see individuals and organizations from outside the field of donation and transplantation taking an active role in furthering our work. We are also humbled and grateful for the ongoing support of the annual education assessment and our partnership program. Growing these partnerships is vital to the success of many initiatives such as assisting Donate Life State Teams, cultivating Donate Life VOICES, modernizing our donor designation infrastructure and launching new national multimedia education campaigns.

DLA is also evolving the way it measures success. While DLA will always retain a focus on increasing donor designation and influencing culture, we are now accepting the challenge of judging performance based on the increase in the number of lives saved and healed through transplantation. We are proud to join the Donation and Transplantation Community of Practice in establishing the goal of increasing the number of organ transplants performed by 5,000 over the next five years (1,000 more transplants performed each year), as we advance strategies to further increase authorization for cornea and tissue donation. DLA is also increasing its involvement in living donor education by collaborating with community partners to distribute accurate information, connecting interested individuals with appropriate experts and sharing best practices for living donor advocacy. Additionally, we are asking you to join us in recognizing the real gift in donation, the decision to become a donor and to save someone’s life if possible. In return, our community must make every effort to preserve an individual’s right to make this gift and to honor their directive 100 percent of the time.

As we transition board leadership to Susan Stuart, President & CEO of the Center for Organ Recovery and Education, we are energized by new performance standards focused on more lives saved and strategies for registering organ, eye and tissue donors; proactively recognizing and thanking these registrants; and establishing ongoing relationships with these individuals, as we work toward a nation that accepts donation as a trusted cultural expectation. Over the past year, we have been promoting the concept that “increasing organ, eye and tissue donation is a team sport,” and we need you on our team. It is only together that we can increase the number of lives saved and healed through donation and transplantation. If you are on the team, please accept our sincere appreciation. If not, please consider how you might engage in this lifesaving work.
REGISTRATIONS

BRAND PROMOTION, MEDIA OUTREACH, EDUCATION CAMPAIGNS AND CELEBRATIONS AIMED AT INCREASING DONOR DESIGNATIONS AND INFLUENCING CULTURAL ACCEPTANCE.

Donate Life America is in the process of working with registry experts to design and build an effective centralized system for people to easily and efficiently register as donors via current and future communications technology. The vision for the centralized registry is the creation of a donor registry that is legally valid in all 50 states (plus D.C. and Puerto Rico) and can be searched by recovery agencies in a single step. Registration of donors into the centralized registry will ideally occur through many different entry points. This will allow for a range of strategic partnerships with entities like the Health Resources and Services Administration (HRSA), Donate Life State Teams, eye banks, tissue banks, organ procurement organizations (OPOs) and others that wish to launch targeted marketing campaigns on the front end; it would ensure that recovery agencies are working with a centralized registry and search function on the back end. This centralized registry will enable national marketing opportunities to register more donors in a simple and technologically efficient manner and also centralize the search function for recovery agencies to simultaneously access existing state registries.

A PICTURE IS WORTH A THOUSAND WORDS… OR MILLIONS OF IMPRESSIONS

Anyone tuning in to the U.S. Open this year could not have missed the exciting coverage of Erik Compton playing his way to tie for runner-up. And when you saw Compton, the only professional golfer in the world to compete with a transplanted heart, you saw Donate Life. Thanks to a partnership with Genentech, a member of the Roche Group, Erik’s shirtsleeve displayed the Donate Life logo for all to see. Captured by news crews from ESPN, NBC and multiple other broadcast networks, Compton and the Donate Life logo received hours of airtime that continue to be seen through streaming media, even after the close of the event online. Estimated at more than three million viewers, airtime during this tournament leaves a powerful impression.

Donate Life America is incredibly honored and proud of its ongoing partnership with Compton, now in its third year. “Off the golf course, organ donation is a topic that is very personal to me, which is why I am so excited to be partnering with Donate Life America,” said Compton. “I hope that by sharing my experience with others, Americans can see for themselves how important it is to learn the facts about organ donation and consider taking the next step of registering to become an organ donor.”

In addition to the U.S. Open, Compton promoted Donate Life in multiple PGA tours this season through the “Play Through with Erik Compton” Campaign, which promotes the importance of organ, eye and tissue donation to the golfing community and beyond.

In collaboration with the Donate Life Community and the Health and Human Services Division of Transplantation, Walgreens is promoting the importance of organ donation through a national, multi-channel campaign encouraging donor registration. Leveraging social media channels including Facebook and Twitter, Walgreens helped to deliver messages promoting National Donate Life Month and donation in general. In addition, to date, more than 36 million customers have received information about organ donation through targeted communications accompanying Walgreens prescriptions.
SHARING THE POWER OF DONATION ON FACEBOOK

Donate Life America’s Facebook page now has more than 145,000 fans and gains even more every day. Through DLA’s outreach efforts on Facebook, the donation message reaches an average of 160,000 people per week. Combined with the localized efforts of the Donate Life State Team pages and partner organizations, the Donate Life Community continues to spread its unified message to an ever-growing audience. We cannot thank our Facebook users enough for all that they do to share the lifesaving and healing power of donation.

PEOPLE LIKE US

Donate Life America participated in National Donor Day this past February 14, combining the themes of compassion and hope with a request for Facebook users to register as organ, eye and tissue donors. A single post with a simple graphic reached more than 466,000 people, generating 17,883 total likes and 5,992 total shares. Because of its close connection with Valentine’s Day and theme of love, National Donor Day will continue to grow in importance in Donate Life America’s social media outreach.

DONATE LIFE VOICES ACTIVATES PATIENTS AND FAMILIES

Research has shown that people are most likely to register if they know someone who has been affected by donation and transplantation. The Donate Life VOICES program is aimed at activating those closest to donation and transplantation, and equipping them with tools to reach out to those around them with an inspiring request to register as donors.

In 2011, Donate Life America partnered with Cleveland Clinic, Oregon Health & Science University and Vanderbilt University Medical Center to pilot Donate Life VOICES. Nearly 4,000 kits were distributed, prompting more than 500 people to join as a VOICE. When surveyed, those who joined said that as a result they had done things like: registered as donors themselves; sent emails and notecards to friends and family telling their story and asking them to register as donors; joined us on Facebook; and used other tools such as apparel, bumper stickers and mail stickers to generate conversations about donation.

This year, Donate Life America developed a more streamlined kit appropriate for distribution by transplant centers and OPOs. The kit contains a customizable letter; premium items to help promote donation; and an informational brochure booklet with tips on how to rally their inner circle and extend their reach, suggestions for storytelling, donation and transplant statistics and myth busters.

The Donate Life VOICES program also supports a dedicated website, DonateLifeVOICES.org, that provides additional information and resources: outreach ideas and examples, an email template, Web banners and more.
DONOR DESIGNATION

In 2006, Donate Life America launched the Donor Designation Collaborative to increase donor designation nationwide, thus helping to save the tens of thousands of men, women and children awaiting organ transplants and heal the hundreds of thousands more in need of corneal and tissue transplants. In the ensuing eight years, this process has evolved into our standard operating practice for advancing donor designation.

In order to continue to improve the systems that enable recovery agencies to follow a donor’s decision to give, Donate Life America gathers, evaluates and compares state registry data. One of the most important data points we track is the number of donor designations. A donor designation is a documented, legally authorized commitment by an individual to make an anatomical gift that can be revoked only by that individual.

2014 NATIONAL DONOR DESIGNATION REPORT CARD

Annually, data from the donor registries of all 50 states, the District of Columbia and Puerto Rico are reported through the National Donor Designation Report Card.

The 2014 National Donor Designation Report Card indicated that 117.1 million people had enrolled in state donor registries by the end of 2013.

Nationwide, 48 percent of individuals age 18 and older have registered to be organ, eye and tissue donors. Montana and Alaska top the state list with 84 percent and 83 percent respectively, followed by Washington with 80 percent.

Also in 2013, 43 percent of recovered organ donors, 49 percent of recovered tissue donors and 52 percent of recovered eye donors were authorized through the state donor registries.

WE ARE PROJECTING BY THE END OF 2015 TO HAVE THE MAJORITY OF THE U.S. POPULATION OVER THE AGE OF 18 REGISTERED AS ORGAN, EYE AND TISSUE DONORS.
DONOR DESIGNATION SHARE AND RATE

Donor Designation Share (DDS) is the total number of designated donors as a percentage of all state residents age 18 and over. Donor Designation Rate (DDR) is the rate at which individuals join or remain in the state donor registry as a percentage of all driver’s licenses and ID cards issued within a specific period of time.

The chart to the right details the DDS and the DDR achieved by each state at the end of 2013. If the goal of a 50 percent minimum DDS or DDR has been met or exceeded, these cells are highlighted in dark green. When minimum criteria in all areas are met, the entire state row is highlighted in dark green. States unable to report DDR will have blank cells.

Donor Designation Share in the United States
50 states, D.C. and Puerto Rico as of 12/31/13

U.S. Population Age 18+: 245,343,985
(From U.S. Census as of 7/12/13)

* Estimated total
** Designated Donor Rate shown if reported in all four quarters
On Friday, April 11, Donate Life America hosted the third annual National Donate Life Blue & Green Day and photo contest to celebrate and promote donation. The Internet was flooded with images of faces, places and inspirations of those touched by organ, eye and tissue donation. Categories included: Outfitted for Life, Colorful Kids, Paws for Donation, Get Together for Blue & Green, Donate Life Décor and Blue, Green and Delicious. DLA was overwhelmed by this year’s energy and creativity from both the public and the Donate Life Community. The fourth annual National Donate Life Blue & Green Day will be observed on Friday, April 17, 2015.
“When my son, Jax, received his lifesaving liver transplant at just six months of age, it was a gift that you can never ever imagine.”

REAL HOUSEWIVES STAR PROMOTES DONATION

Donate Life America thanks Heather Thomson for using her celebrity influence for good – to advocate for organ, eye and tissue donation. As the mother of a transplant recipient, Thomson knows firsthand the power of donation and advocates through both her show, Bravo’s “Real Housewives of New York City” and brand, Yummie by Heather Thomson. In recent months, Heather blogged for HuffingtonPost.com during National Donate Life Month and shared her story on CBS New York’s morning talk show “Live from the Couch.” She takes every opportunity she can to remind others to check the box and become a registered donor.

WHAT A DIFFERENCE A YEAR – AND A LIFESAVING GIFT – CAN MAKE

Daniel Kinnaird shared the story of his son, Caleb, at the DLA Annual Meeting in June 2013. Caleb desperately needed a new heart so that he and his family could leave behind their long-term residence in the hospital and resume a normal life. He was on the list for a total of 321 days, the longest any inpatient Indiana child has ever spent waiting for a heart. Caleb’s grateful family reported that in September 2013, Caleb received a new heart and is now finally living the happy, energetic life of a 3-year-old. What a difference a year can make!

DLA COMMUNITY WEBINAR SERIES

In January, we launched the 2014 DLA Community Webinar Series, covering topics such as inspiring multicultural communities, engaging with hospital and educational partners, and capitalizing on effective social media strategies. The monthly webinars provide a platform for the Donate Life Community to learn best practices in public outreach efforts across a wide variety of disciplines.

Thank you to the Division of Transplantation, Health Resources and Services Administration for helping to make these webinars possible and to the Organ Donation and Transplantation Alliance for providing additional webinar support.
DONATE LIFE ROSE PARADE FLOAT INSPIRES

On the morning of January 1, 2014, the Donate Life Community once again rang in the new year in Pasadena, CA at the Tournament of Roses® 2014 Rose Parade. Hundreds of Donate Life supporters cheered on the 30 recipient riders and 12 living donor walkers as they ushered a festival of lanterns on a five-mile journey with a single mission: To “Light Up the World” in front of 800,000 spectators and 50 million television viewers in the U.S. alone.

Serving as America’s Donate Life Celebration and a powerful call to register, the Donate Life Rose Parade float is more than a float. It is the centerpiece of a national media campaign that extends the Donate Life message worldwide. Donate Life America continues to be a proud signature benefactor and partner of the float and looks forward to participating in the 2015 parade.

CHERYL’S SENDS SWEET MESSAGE

In December 2013, Donate Life America partnered with Cheryl’s, an Ohio-based cookie company, to create the Donate Life Cheryl’s Cookie Card. The cookie card is a way to help raise money and inspire those who have not yet committed to organ, eye and tissue donation. For every cookie card sold, approximately 10 percent of the purchase price benefits DLA. Thank you, Cheryl’s, for your commitment to spreading the word about organ, eye and tissue donation so that others may live.

DONATOS SPREADS THE WORD

The Donate Life Community recently partnered with Donatos Pizza in an effort to promote the lifesaving power of organ, eye and tissue donation. During an episode of the CBS show “Undercover Boss,” a Donatos store associate shared with the Donatos CEO that she wears her green Donate Life bracelet as a way to honor her brother, Taylor, who died and became a tissue donor. That scene sparked this multi-state initiative. Spearheaded by Lifeline of Ohio staff, the partnership was realized on February 11, 2014 – the three-year anniversary of Taylor’s death. Donations made during a four-week promotion benefited the educational efforts of the Donate Life State Teams in Alabama, Indiana, Kentucky, North Carolina and Virginia.
RECOGNITIONS

PAUSING TO APPRECIATE AND THANK OUR PARTNERS, SUPPORTERS, VOLUNTEERS AND THOSE WHO HAVE COMMITTED TO SAVING LIVES THROUGH THEIR DECISION TO BE A DONOR.

PINNACLE AWARDS

Donate Life America presented the second annual Pinnacle Awards this year. The program is intended to identify success stories in increasing donor designation and/or advancing a culture of donation in a given state. Criteria included goals and objectives; implementation and creativity; and results in terms of donor designations or positive cultural change achieved. The process also enabled the spread of these best practices through breakout sessions held at the annual meeting and availability on the Donate Life America Community website. The Pinnacle Awards provide the perfect platform to share ways of furthering the Donate Life mission.

In addition to the seven Pinnacle categories, a Platinum Award was presented for the best overall entry and an Innovation Award was given for exceptional creativity.

JAMES S. WOLF, MD COURAGE AWARD

When Bill Ryan resurrected the Transplant Games and gave them a new home, he did so with a strong intent to make the promotion of donation an integral part of its mission. Along with celebrating the success of transplantation and honoring those who have given the gift of life, Bill has made a conscious effort to ensure that the Donate Life Transplant Games of America inspire people to register as donors. His service-above-self approach made Bill the ideal recipient of the James S. Wolf, MD Courage Award.

QUIET GIANT AWARD

Donate Life America awards the Quiet Giant Award to an individual who works, often behind-the-scenes and without public recognition, to help increase donation and transplantation. Even before being on the DLA Board of Directors, Teresa Beigay worked to ensure programs at DLA and HRSA’s Department of Transplantation were complimentary and strategically aligned, facilitating widely successful initiatives to increase the number of registered organ, eye and tissue donors. In her own quiet way, she has undertaken an immeasurable amount of work to further the cause of donation.

Congratulations to the winners!

Affinity: Partnerships for Life with Mexican Consulate, California Transplant Donor Network
DMV: Social Media TV Project, New England Organ Bank
Education: High School Education Program, Donate Life California
Hospital: Hospitals for Hope, Gift of Hope
Innovation Media: Affinity Advertising Campaign, Donate Life North Carolina
Miscellaneous: General Assembly Pin Day, Donate Life Virginia
PR/Marketing: LiveOnAZ.org, Donate Life Arizona

PLATINUM
Volunteer: Donate Life Ambassadors Conference, OneLegacy

PAUSING TO APPRECIATE AND THANK OUR PARTNERS, SUPPORTERS, VOLUNTEERS AND THOSE WHO HAVE COMMITTED TO SAVING LIVES THROUGH THEIR DECISION TO BE A DONOR.
DONATE LIFE EDUCATION ASSESSMENT SUPPORTERS

Since 1994, the Donate Life Education Assessment has funded a large proportion of all Donate Life America programs and activities. It serves as a mechanism for all organizational members of the donation and transplantation community to pool their resources and present a unified, national voice to the American public, motivating them to Donate Life.

As valued members of the donation and transplantation community, we would like to thank these organizations for their support of our mission.

### TRANSPLANT CENTERS
- Abbott Northwestern Hospital
- Albany Medical Center
- Advocate Christ Medical Center
- All Children’s Hospital
- All Children’s Hospital
- Ann & Robert H. Lurie Children’s Hospital
- Auxilium Mutuo Hospital
- Banner Good Samaritan Medical Center
- Baptist Health Medical Center
- Baptist Memorial Hospital
- Baylor All Saints Medical Center
- Baylor University Medical Center
- Bayside Medical Center
- Beth Israel Deaconess Medical Center
- Broward Health Medical Center
- California Pacific Medical Center
- Cardinal Glennon Children’s Medical Center
- Carolinas Medical Center
- Cedars-Sinai Medical Center
- Children’s Healthcare of Atlanta
- Children’s Hospital and Medical Center
- Children’s Hospital Boston
- Children’s Hospital Colorado
- Children’s Hospital Los Angeles
- Children’s Hospital New Orleans
- Children’s Hospital of Michigan
- Children’s Hospital of Pittsburgh
- Children’s Hospital of The King’s Daughter
- Children’s Medical Center Dallas
- Children’s Mercy Hospitals and Clinics
- Children’s National Medical Center
- Children’s of Alabama
- Christiana Care Health System
- CHRISTUS Santa Rosa Medical Center
- Cleveland Clinic
- Cozer-Chester Medical Center
- Dartmouth-Hitchcock Medical Center
- Driscoll Children’s Hospital
- Duke University Hospital
- Emory University Hospital
- Erie County Medical Center
- Erlanger Medical Center
- Fletcher Allen Health Care
- Florida Hospital
- Froedtert & The Medical College of Wisconsin
- Geisinger Medical Center
- Geisinger Wyoming Valley Medical Center
- Georgia Health Sciences Medical Center
- Hackensack University Medical Center
- Harper University Hospital
- Hartford Hospital
- Helen DeVos Children’s Hospital
- Henrico Doctors’ Hospital
- Henry Ford Hospital
- Hospital of the University of Pennsylvania
- Hunter Holmes McGuire VA Medical Center
- Indiana University Health
- Inova Fairfax Hospital
- Integriscis Baptist Medical Center
- Intermountain Medical Center
- Iowa Methodist Medical Center
- Jackson Memorial Hospital
- Joe DiMaggio Children’s Hospital
- Johns Hopkins Hospital
- Kosair Children’s Hospital
- Lahey Clinic
- Legacy Good Samaritan Medical Center
- Lehigh Valley Hospital
- Loma Linda University Medical Center
- Lucile Packard Children’s Hospital at Stanford
- Massachusetts General Hospital
- Mayo Clinic – Jacksonville
- Mayo Clinic Hospital – Arizona
- McAllen Medical Center
- Medical City Dallas Hospital
- Medical University of South Carolina
- MedStar Georgetown Transplant Institute
- Mercy Medical Center – Des Moines
- Methodist Dallas Medical Center
- Michael E. DeBakey VA Medical Center
- Mount Sinai Medical Center
- Nationwide Children’s Hospital
- Nemours / Alfred I. duPont Hospital for Children
- New York Presbyterian Hospital
- New York Presbyterian Hospital Well Cornell Medical Center
- New York-Presbyterian / Columbia Hospital
- New York University Langone Medical Center
- Newark Beth Israel Medical Center
- North Shore University Hospital
- Northwestern Memorial Hospital
- Ochsner Healthcare
- Oregon Health & Science University
- OSF Saint Francis Medical Center
- Our Lady of Lourdes Medical Center
- Penn State Milton S. Hershey Medical Center
- Phoenix Children’s Hospital
- Piedmont Hospital
- PinnacleHealth, Harrisburg Hospital
- Portland Veterans Administration Medical Presbyterian Hospital
- Providence Sacred Heart Medical Center
- Rady Children’s Hospital and Health Center
- Riverside Community Hospital
- Robert Wood Johnson University Hospital
- Rochester Methodist Hospital – Mayo Clinic
- Rush University Medical Center
- Saint Barnabas Medical Center
- Saint Mary’s Health Care
- Sanford Bismarck Medical Center
- Sanford Medical Center, Fargo
- Scott and White Hospital
- Scripps Green Hospital
- Seattle Children’s Hospital
- Sentara Norfolk General Hospital
- Seton Medical Center
- Shands at the University of Florida
- Sharp Memorial Hospital
- Spectrum Health
- St. Christopher’s Hospital for Children
- St. David’s North Austin Medical Center
- St. John Hospital and Medical Center
- St. Joseph Hospital
- St. Joseph’s Hospital and Medical Center
- St. Louis Children’s Hospital
- St. Luke’s Episcopal Hospital – Texas Medical Center
- St. Luke’s Hospital of Kansas City
- St. Mary’s Hospital – Mayo Clinic
- St. Vincent Medical Center
- Stanford University Hospital and Clinics
- Stony Brook University Medical Center
- SUNY Upstate Medical University Hospital
- Sutter Medical Center, Sacramento
- Tampa General Hospital
- Temple University Hospital
- Texas Children’s Hospital
- The Christ Hospital
- The Methodist Hospital
- The Nebraska Medical Center
- The Ohio State University Medical Center
- The Queen’s Medical Center
- The University of Texas Medical Branch
- The University of Toledo Medical Center
- Thomas Jefferson University Hospitals
- Tulane Medical Center
- UMass Memorial Medical Center
- University Health System
- University Hospital, Cincinnati
- University Medical Center, University of Arizona
- University of Arkansas for Medical Sciences
- University of California Davis Health System
- University of California Irvine Healthcare
- University of California Los Angeles Health System
- University of California San Diego Medical Center
- University of California San Francisco Medical Center
- University of Chicago Medical Center
- University of Colorado Hospital
- University of Illinois Medical Center
- University of Iowa Hospitals and Clinics
- University of Kansas Hospital Authority
- University of Kentucky HealthCare
- Transplant Center
- University of Michigan Health System
- continued
University of Minnesota Amplatz Children’s Hospital
University of Minnesota Medical Center – Fairview
University of Missouri Hospital and Clinics
University of New Mexico Hospital
University of North Carolina Hospitals
University of Pittsburgh Medical Center
University of Rochester Medical Center
University of Virginia Health System
University of Washington Medical Center
Vanderbilt University Medical Center
VCU Medical Center
Via Christi Hospital
Wake Forest Baptist Medical Center
William Beaumont Hospital
Willis-Knighton Medical Center

ORGAN PROCUREMENT ORGANIZATIONS
Alabama Organ Center
Arkansas Regional Organ Recovery Agency
California Transplant Donor Network
Carolina Donor Services
Center for Donation & Transplant
Center for Organ Recovery & Education Donor Alliance
Donor Network of Arizona
Finger Lakes Donor Recovery Network
Gift of Hope Organ & Tissue Donor Network
Gift of Life Donor Program
Gift of Life Michigan
Indiana Organ Procurement Organization
Intermountain Donor Services
Iowa Donor Network
Kentucky Organ Donor Affiliates
Legacy of Life Hawaii
Life Alliance Organ Recovery Agency
Life Connection of Ohio
Lifeline
LifeCenter
LifeCenter Northwest
LifeChoice Donor Services
LifeGift
Lifeline of Ohio
LifeLink of Florida
LifeLink of Georgia
LifeLink of Puerto Rico
LifeNet Health
LifePoint
LifeQuest Organ Recovery Services
Lifeshare of the Carolinas
Lifeshare Transplant Donor Services of Oklahoma
Lifesharing
LifeSource
Louisiana Organ Procurement Agency
Mid-America Transplant Services
Mid-South Transplant Foundation
Midwest Transplant Network
Mississippi Organ Recovery Agency
Nebraska Organ Recovery System
Nevada Donor Network, Inc.
New England Organ Bank
New Mexico Donor Services
New York Organ Donor Network
NJ Sharing Network
OneLegacy
Pacific Northwest Transplant Bank
Sierra Donor Services
Southwest Transplant Alliance
Tennessee Donor Services
Texas Organ Sharing Alliance
The Living Legacy Foundation of Maryland
TransLife Organ & Tissue Donation Services
Unyts
UW Organ & Tissue Donation
Washington Regional Transplant Community
Wisconsin Donor Network

LABS
Albany Medical Center
Allogen Laboratories – West Virginia
Barnes-Jewish Hospital HLA Laboratory
BloodSource, Inc.
Central Indiana Regional Blood Center TX & Immunology Lab
Central Pennsylvania Transplant Associates
Histo Lab
Clinical Laboratories of Hawaii
ClinImmune Labs
DCI Laboratory – Knoxville
DCI Laboratory – Nashville
Donor Network of Arizona Immunogenetics Lab
Gift of Hope Organ & Tissue Donor Network Lab
IMMCO Immunogenetics
LABS, Inc.
LifeLink Transplant Immunology Laboratory
Midwest Transplant Network
Histocompatibility Lab
Nevada Donor Network, Inc.
NJ Sharing Network Transplant Lab
Ochsner Health System Histo and Immunogenetics Lab
Puget Sound Blood Center Immunogenetics Lab
Rogosin Institute Immunogenetics Laboratory
Sanford Histocompatibility Laboratory
Southwest Immunodiagnostics
Texas Medical Specialty
University Health System Histo & Immunogenetics Lab
Wake Forest University Health Sciences
HLA / Immuno Lab

EYE BANKS
Old Dominion Eye Foundation

2014 MEETING SPONSORS
Donate Life America’s 2014 Annual Meeting was generously supported by the following organizations:
Thank you to these generous contributors who make the work of Donate Life America possible. Whether given in honor, memory, or just because they know the need is great, these gifts have made a significant difference in DLA’s mission to save and heal lives through organ, eye and tissue donation.

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*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 apologies and contact Karen Headley, National Development Director at kheadley@donatelife.net.

Please note that the above list includes gifts received between July 1, 2013 and June 30, 2014.
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 those individuals who had gifts made in their name between July 1, 2013 and June 30, 2014.

**MEMORIALS**

Luke Abbate  
Paul Adams  
Maggie Altieri  
Kelly Amerson  
William J. Anderson III  
Isabella Augustine  
Maria Avendano  
Kevin Ball  
Melvin Bareiss  
Nicole Michele Barsalou  
Noah Bates  
DaVon Bean  
Mary Kay Bellanger  
Jack Berg  
Daniel Bernstein  
Jonathan Berzan  
Rose Bethel  
Robert Bienias  
Neal Bonnett  
Elizabeth Boyer  

**HONORARIUMS**

Reika Alexander  
David Anderson  
Erin Andrews  
Rick Bartlett  
Nikke Bereola  
Chris Bielenda  
Cookie Billings  
Rosario Biralie  
David Bishop  
Aloma Jo Blaylock  
Jama Bolt  
Helen Bottenfield  
Christine Bowman  
Stacey Bradshaw  
Mariella Brandon  
Thomas Brockway  
Ron Canaday  
James Carden  
Miguel Carmona  
Ralph Carr  
Adam & Jennifer Cohen  
Johnny Costarell  
Justin Cowley  
Simeon Crowther  
Randy & Pat David  
Angelina Deans  
Robin Dobson  
Ashlee Edwards  
Elyse Elkonin Goldberg  
Gwen Feldman  
Matt Felix  
Karen Feuchtenberger  
Jim Fleck  
Mary Frankhouser  
Jenny Gallagher  
Betsy Ann Grant  
Finnie & Becky Green  
Joanne & Gary Grunau  
Michael Gruner  
The Harrison Family  
Kristen Hearne  
Tatlyn Hughes  
Dr. Jared Jaffe  
Joel James  
Mike Kent  
Rhonda Kilian  
Shawna Knipper  
Annie & Dan Kure  
Gianna Laiola  
Stephen Landis  
Diane Langguth  
Diane Lamnguth  
Sheri Lawson  
Coby & Coco Lefkowitz  
Pamela Lehn  
Shannon Lillard  
Peg MacGilpin  

**MEMORIALS AND HONORARIUMS**

Peg MacGilpin  
Shannon Lillard  
Aloha Jo Blaylock  
Jama Bolt  
Helen Bottenfield  
Christine Bowman  
Stacey Bradshaw  
Mariella Brandon  
Thomas Brockway  
Ron Canaday  
James Carden  
Miguel Carmona  
Ralph Carr  
Adam & Jennifer Cohen  
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Dr. Jared Jaffe  
Joel James  
Mike Kent  
Rhonda Kilian  
Shawna Knipper  
Annie & Dan Kure  
Gianna Laiola  
Stephen Landis  
Diane Langguth  
Diane Lamnguth  
Sheri Lawson  
Coby & Coco Lefkowitz  
Pamela Lehn  
Shannon Lillard  
Peg MacGilpin  

**RECOGNITIONS**

Brian McFadden  
Dale McManah  
Donald Melillo  
The Mitchell Family  
Aiden Mobley  
Cindy Zidek Montrief  
Lindsey Nanz  
Jan Nilsen  
Bill Nisley  
Tami Noonan  
Chris & Rusty Opdycke  
Eric Patterson  
Erika Pont  
Karen Potter  
Mike Pregent  
David Raffety  
Jim Raleigh  
Paul Scherer  
Helena Schworm  
Trish She  
Lauren Shields  
Maura Smith  
Peyton Smith  
Donald Snyder  
Mike Sosa  
Chris Searns  
Gabi Super  
Henry Tablada  
Ashley Traficant  
Jen Trokan  
Jim Wilson  
Scott Wilson  
Paul Witzigreuter  

J. Keennon Bromberg  
Gary Bryant  
David Burke  
Mary Katherine Burkholder  
Marty Burman  
Lyle Burnham  
Gilbert Burnham, Jr.  
Yasmeen Bursiaga  
Kathy Marie Burton  
David Campbell  
Robert Capocaccia, Sr.  
Vicky Carroll  
MaryBeth Kelly Cassio  
W. Wayne Clapp  
Shirley Clark  
Jeff Cliford  
Jeanne Clink  
Zoe Cooper  
David Counts  
Amy Crow  
John Cyr  
George Daniels  
Robert Davey  
Noah Michael Davis  
Stacy Elias Davis  
Peter Devenny  
Stephen Doane  
Miguelito “Mike” Evans  
Nicholas Feather  
David Fitzgerald  
Ryan Folmer  
Fred Frederiksen  
Connie Fulton  
James Gardner  
Bessie Garris  
James Garvey  
Anthony Giaquinto  
Allan Gingold  
Jina Gorman  
Andrea Gormley  
Stephen Goslawski  
Terry Lynne Granger  
Larry Haralambou  
Tom Hartman  
Gregory Hassebrook  
Jean Hawn  
Donold Hegman  
Matthew Heisler  
Rose Helly  
Renda Sue Hemple  
Henry Tablada  
Ashley Traficant  
Jen Trokan  
Jim Wilson  
Scott Wilson  
Paul Witzigreuter  

Gene Jelinek  
Melissa Johnston  
Demetra Karabatsos  
Michelle Kiehaber  
John Christopher Kohn  
Brynleigh Marie Kortke-Sherman  
Paige Kuersten  
Stephen Kuhlman  
Denise Kukahiko  
Kenneth Laffin  
Bette Langston  
Peter Lanza  
Lamarr Michael Laughman  
Donald Lavigne  
Jon Lehman  
April Line  
Judy Macmillan  
Philip Madison  
James William Malcarne  
Dr. James Malone  
John Manning  
Brad Martin  
Toby Martinez  
Jerome Martino  
Cathy Massari  
Lawrence J. McGinn, Jr.  
Dixie Marie McNary  
Moncus  
Nefeterious McPherson  
Rosalie Meyer  
Ed Mixtacki  
Linda Faye Montiano  
Pete Mosher  
Bruce Moss  
Herb Muntz  
Bill Murphy  
Donald Murry  
Gregory Musichuk  
Billy Newman  
Kathleen Ryan Noonan  
Javier Nunez  
Mary Magdalena Nunez  
Jay Curtis O’Malley  
Dick Olsen  
Charlie Osborne  
Rick Parks  
Tylor Patnaude  
Molly Pearce-Eaker  
Mark Pelak  
Diane Pidrak  
Daniel Plotkin  
Diane Pidrak  
Mark Pelak  
Luis Manual Hernandez  
Nettie Hine  
Jody Hoffman  
Ruby Homer  
Corey Hoover  
Richard Huberman  
Dylan Jahner  

Jay Rizzuto  
Nikki Dianne Roberts  
Vicky Rocha  
Robert Roman  
Timothy Neal Royale  
Matthew Rude  
John Saunders  
Nicholas Christopher  
Sayles  
Adam Scharz  
Wally Schlauderoff  
Lila Serpe  
Eric Sese  
Larry Edward Shaw  
Dawn Shepherd  
Austin Shimon  
Maggie Shook  
Barbara Lorraine Simpson  
Natalie Slivka  
Brendan Smith  
Monica Smith  
Rodney Sokoloski  
W. Jeffrey Stanton  
David Sasik  
Reid Steinbauer  
Martha Stephens  
H. Todd Stone  
Roger Suhr  
Michael Taylor  
Donna Thomas  
Craig Tiffany  
Justin Tobia  
Sheryl Toscano  
Brandon Alexander Tovar  
Salvatore “Sam” Traficant  
Theodora & Todd Tworek  
Howard Udoff  
Gordon Velasco  
Benjamin Wagner  
Elizabeth Wagner  
Harvey Richard Walker  
Luther Curtis Warhurst, Sr.  
Christine Ruvelo Waters  
Julie Watson  
Janice Wegrynski  
Josh Weiner  
Ellen Weiser  
Janet Wells  
Kevin Wilson  
Scott Wilson  
Larry Wood  
David Yates  
Jim Zebraski  
Morris Zoldan  

14
DONATE LIFE AMERICA
WITH GRATITUDE

Donate Life America is incredibly grateful to our volunteers who take the support of organ, eye and tissue donation even further by choosing to fundraise for this incredible mission.

FUNDRAISER SPOTLIGHT ON PAUL KNAPP

Since being successfully transplanted with his new heart last June, Paul Knapp has taken every opportunity to celebrate life. He is golfing again and enjoying time with friends and family. Paul recently competed in the 2014 Donate Life Transplant Games of America, bringing home the silver in Texas Hold’em poker and finishing seventh in his age group in golf. Thankful for his second chance at life, Paul is committed to helping those still waiting for a transplant and has made educating others about the power of organ, eye and tissue donation his top priority. Paul started his fundraising campaign as another way to help others currently “on the list.” He shares his incredible story with everyone he meets, encouraging others to register as a donor and to support DLA. To date, Paul has raised over $4,000 for DLA’s mission.

FUNDRAISER SPOTLIGHT ON ANGELINA DEANS

Angelina Deans began fundraising for DLA because she wanted to do something to remember two special people – her brother who died while awaiting a transplant and a family friend who saved lives with her gift. On April 26, 2014, the one-year anniversary of her brother’s passing, Angelina ran a 30K to educate others about the lifesaving and healing power of organ, eye and tissue donation. She did not stop there! Leading up to her race, Angelina raised over $2,600 for DLA and added close to 50 people to state donor registries. In addition, throughout the span of her campaign, Angelina increased her county’s donor designation share from 18.5 percent to 28.02 percent.

THANK YOU TO THE FOLLOWING DLA FUNDRAISERS FOR YOUR TIRELESS DEDICATION AND SUPPORT

- Steven Bukauskas
- Carolina Callers
- Linda Christian
- Trista Cravens
- Barbara Dadswell
- Angelina Deans
- Amy Diamond
- Audrey Gruner
- Brandon Hoeffer
- Jake Jones
- Christine Keck
- Paul Knapp
- Amy Lamensdorf
- Hilary Levitin
- Danyel Nelson
- Gloria Oliver
- Bonnie Richardson
- Kristin Setze
- Colleen Shaughnessy
- Kelly Sheldon
- Chris and Mandi Stewart
- Lauren Taylor
- Ashley Traficant

Total Raised by DLA Fundraisers: $25,163
Since its inception more than two decades ago, DLA has depended on its relationships with other donation and transplantation community associations to reach all audiences with the lifesaving and healing message of donation. The collaborative partners shown below play a critical part in promoting Donate Life to their members and constituents by including a call to action to register on their websites, in electronic newsletters, in sessions at their conferences, through social media and more. Our unified message and collective resources allow us to maximize efforts.

In addition, over the past year, we have made great strides in ensuring ongoing communication and synergy between Donate Life America and our collaborative partners. Newly established liaison positions on the DLA Advisory Council to each association facilitate sharing best practices and cross-promoting webinars, conferences and other professional education opportunities while helping to avoid duplication of effort. These relationships are vital to our mission to save and heal more lives.
2014 AWARDS

Donate Life Champion awards are given to well-known athletes, teams and other role models within the sports community who demonstrate remarkable support for donation and inspire others to give the gifts of life, sight and mobility. Award recipients encourage their community members, supporters and fans to honor them by joining their state donor registry, thus becoming Fans For Life.

BALTIMORE RAVENS PRESIDENT DICK CASS PRESENTED WITH DONATE LIFE CHAMPION AWARD

In 2006, Dick Cass received a phone call telling him that a friend from law school was suffering from kidney failure and that he would need a new kidney in order to survive. After thoroughly researching living donation, Mr. Cass went through the standard battery of tests and ended up being a match, so he decided to become a living donor. Just one week after his donation, he was back at work. Only a few weeks after that, he was fully exercising again. Now with one kidney, his life is completely normal; and physically speaking, he feels no different than before the transplant.

Speaking at the Donate Life America Annual Meeting, Mr. Cass shared his story and discussed how he sees living donation as a great opportunity to save the life of another person and reduce the number of people waiting for a transplant, all while still maintaining one’s healthy, active lifestyle. Dick Cass was then presented with a Donate Life Champion award in honor of his effort to inspire true Fans For Life.
THE DONATE LIFE BRAND

The blue, green and “circle of life swirl” of the Donate Life brand were spotted across the country in many forms this year — license plates, banners, buttons, signs — thanks to our Donate Life Community members, partners and contributors. Their commitment to our established brand continues to help us spread our lifesaving message and work toward building a culture of trusted donation expectation. Thank you for further authenticating Donate Life as the brand for organ, eye and tissue donation.
Donate Life flags continue to fly at medical centers and within local communities, near and far. Each serves as a billowing salutation of hope and remembrance for those touched by donation and transplantation.
That partnership came to fruition July 11-15, 2014 in Houston, Texas with the Donate Life Transplant Games of America. More than 3,000 recipients, living donors, donor families and supporters gathered to celebrate the success of organ, corneal and tissue transplantation; to honor those who have given the gift of life; and to call attention to the need for more donors. A goal of the 2014 Games was to increase diversity in participation by adding non-traditional events such as ballroom dancing, corn hole, Texas Hold’em poker, darts and a trivia challenge to traditional events like track and field, swimming, cycling, volleyball, bowling and basketball. A public 5K Run/Walk launched the event to promote the need for more registered donors.

An integral part of the five-day event was a series of workshops, many aimed at empowering and activating transplant recipients, living donors, and donor families in the quest for donor designations. Donate Life America presented a workshop on the Donate Life VOICES program and provided participants with tips and tools for reaching out to those around them with an inspiring and motivating request to register.

We look forward to renewing our partnership for the 2016 Games to be held in Cleveland, Ohio.

Lisa Colaianni (left, top) has been a Donor Family Advocate for more than 22 years at Washington Regional Transplant Community. Spending two decades with donor families, recipients and those waiting for transplants inspired her to form a new connection with donation and become a living kidney donor.

That is when she met Janet Hiller (left, bottom), a clinical nurse specialist in the Incompatible Kidney Transplant Program at Johns Hopkins Hospital. Janet was touched by Lisa’s generosity and willingness to become an altruistic donor and give her kidney to a stranger.

Inspired, Janet entered her own tissue type into the Kidney Paired Donation database. She matched only one patient: a young woman who had been waiting for two years and continued to have a hard time finding a donor. Knowing her own kidney would be the best possible match for this young woman, Janet began her evaluation and ultimately donated her kidney.

Lisa and Janet continue to work in the donation and transplantation field. Through their altruistic donations, they have generated an even deeper connection to the community and have showcased the inspiring possibilities of living donation.
“LIFE IS ONLY GETTING BETTER!”

Greg Hampton had been battling heart disease for more than twenty years, first diagnosed with hypertrophic cardiomyopathy in 1993. In 2007, Greg’s underlying condition became more active; and for the next several years, he was hospitalized on a number of occasions. In the spring of 2010, he and his wife Andrea learned that his heart was only functioning at a mere 35 percent. It was then that he was added to the waiting list. Greg spent 19 months waiting for a lifesaving heart transplant, mostly living at Tufts Medical Center as he was experiencing the debilitating effects of end stage heart failure. Luckily, on August 22, 2013, his new heart was donated.

One year later, Greg is back at work, has picked up his favorite game of golf, and is biking six to ten miles whenever the weather permits. He is most excited about the ability to begin coaching hockey to his team of seven-year-olds (see picture). When he is not working to get back to his “new normal,” Greg with his wife Andrea are out sharing their story with the intent to inspire more people to register as donors so that others can receive the gift of life as Greg has.

Throughout his struggle, Greg and Andrea had friends at Alex and Ani, a fast growing lifestyle brand dedicated to giving back to the community, that were following his story. Compelled by Greg and Andrea’s strength, and armed with the knowledge that more needs to be done to end this preventable healthcare crisis, Rhode Island-based Alex and Ani decided to do their part to share the lifesaving message of donation. In April 2014, Alex and Ani and their Charity By Design division partnered with DLA to release the Life Preserver signature expandable wire bangle. It was created to inspire a sense of peace and safety in regards to the unpredictable tides, as well as to serve as a reminder that you have the power to save and heal lives by registering as an organ, eye and tissue donor. Alex and Ani donates 20 percent of the proceeds from each bangle sold to DLA. So far this year, Alex and Ani has generously contributed more than $64,000 to DLA’s mission through this initiative.

As Greg states: “It’s all about relaying knowledge and information to folks about organ donation. If it affects one person who chooses to donate, only good things can happen.”
BELOVED FATHER AND HUSBAND AWAITS A LIFESAVING HEART TRANSPLANT

Jason was diagnosed with congestive heart failure in 2009. At that time, his doctors gave him three to five years to live. Since then, he and his family have been desperately awaiting a lifesaving heart transplant.

Jason is passionate about hunting and fishing. His hunting buddies have even learned how to operate his left ventricular assist device (LVAD) in case of emergencies. However, because of his deteriorating condition, Jason cannot take part in nearly as many trips as he used to.

Jason’s wife, Shannon, blogs about their family’s experience with Jason’s ongoing treatment and wait for a transplant. She has also established her own support network for those who have a spouse on the waiting list. On her blog, Shannon shared the family’s “after-transplant bucket list,” which includes playing in the ocean at the beach, going on a cruise and joining their kids on roller coaster rides.

Jason and the more than 123,000 people on the transplant waiting list are the reason Donate Life America and its partners work hard to register more donors that save and heal lives. Every new registration offers another bit of hope for Jason and his family.

With everything we do and all the services we provide, the most powerful effect is nourishing hope among those we serve. As we chart a bold course to saving and healing more lives, it is critical that we strengthen our partnerships with individuals, corporations, organizations and media to maximize advocacy.

We ask everyone in our network of 52 Donate Life State Teams, donation and transplantation professionals and individual advocates to rededicate themselves, along with us, to increasing the number of registered donors and transplants performed, and to building a culture of trusted donation expectation. HOPE begins with us!
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INDEPENDENT AUDITOR’S REPORT

To the Board of Directors
Donate Life America

REPORT ON FINANCIAL STATEMENTS

We have audited the accompanying financial statements of Donate Life America, which comprise the statement of financial position as of September 30, 2013, and the related notes to the financial statements.

Management’s Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principals generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement whether due to fraud or error.

AUDITOR’S RESPONSIBILITY

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor’s judgment due to fraud error. In making those risk assessments, the auditor considers internal control relevant to the entity’s preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

OPINION

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Donate Life America as of September 30, 2013, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principals generally accepted in the United States of America.

L.P. Martin & Company
Glen Allen, Virginia
May 9, 2014
Donate Life America is a 501(c)3 not-for-profit alliance of national organizations and Donate Life State Teams across the United States committed to saving and healing lives through increased organ, eye and tissue donation. Donate Life America, with the help of its corporate partners, is dedicated to spreading the word about the importance of being a registered donor so that others may live. Our vision is a nation that embraces organ, eye and tissue donation as a fundamental human responsibility.

Donate Life America manages and promotes the national brand for donation, Donate LifeSM; assists Donate Life State Teams and national partners in facilitating high-performing donor registries; develops and executes effective multimedia donor education programs; and motivates the American public to register as organ, eye and tissue donors.