DONATE LIFE AMERICA
Committed to increasing the number of donated organs, eyes and tissue available to save and heal lives, while continuing to develop a culture where donation is embraced as a fundamental human responsibility.
Dear Friends,

Donate Life America’s Board of Directors took to heart advice from Facebook after the launch of the 2012 Timeline Donor Status Campaign. The advice: create a single national call to action, streamline online registrations and make registering mobile friendly. The response: the board envisioned and designed a national donor registry that could address the challenges uncovered with the Facebook partnership. In September of 2015, DLA officially launched the National Donate Life Registry (RegisterMe.org). This innovative move has now resulted in multiple new national partnerships.

Walgreens is distributing millions of pharmacy bag inserts each month with messaging encouraging donor registration and pointing to the National Donate Life Registry. Leo Burnett and Ogilvy & Mather (two of the top ad agencies in the world) are both executing pro-bono national campaigns driving registrations to RegisterMe.org. Starting in the fall of 2016, every iPhone user in the United States will have the ability to register as a donor through the iPhone Health App. These iPhone registrations will be passed directly into the National Donate Life Registry. DLA was pleased to present many of these new partnerships during the White House Organ Summit held this past June.

The possibility of a national registry also intrigued The Martin Agency, another top international advertising and marketing agency, to consider making a gift to the donation and transplantation community. The Martin Agency subsequently created a national strategy to engage consumers (particularly young men) in a culturally relevant way and to inspire them to register as organ, eye and tissue donors. The first element of the strategy launched in partnership with the National Kidney Foundation and Sigma Pi Fraternity in August of 2016 with the “edgy” short film featuring the fictional character Coleman Sweeney. During the first week after launch, the campaign generated more than 50 million online views and more than doubled registry rates in the National Donate Life Registry.

While we are encouraged by the partnerships specifically mentioned here and those detailed in this update, we recognize the need to continue to explore how to best serve our community and those depending on us. Over the next year, the DLA Board of Directors will be determining the best role for the organization in living donation education. We will continue to pursue new and innovative corporate partnerships to help drive donor registration opportunities, and we will be evaluating the new campaigns and strategies launched over the past year to determine the best next steps for the future. Our theme for the coming year: Provide hope, healing and life to as many people as possible, as creatively as necessary.

As a culture, we naturally gravitate to “places” where we meet to discuss business and politics, catch-up with an old friend, share our ideas, or start a meaningful relationship. Today, this might be a coffee house, local tavern, office break room or even social media. Wherever you choose to go, it is likely a familiar place where you feel comfortable sharing new ideas, you feel comfortable discussing a difference of opinion, you feel comfortable being honest. For the donation and transplantation community, we hope one of these “places” is Donate Life America—a place to meet, connect, share and explore new and innovative strategies for saving and healing lives. Please join us.

Jason K. Woody
Chair

G. David Fleming
President & CEO
The National Donate Life Registry, RegisterMe.org

The National Donate Life Registry, launched in September 2015 and managed by Donate Life America, is the first Donate Life Community developed and supported national organ, eye and tissue donor registry.

Access

The National Donate Life Registry is accessed securely by recovery organizations in every state. The majority of state registries also have a single search process in place that allows for simultaneous donor registration search in both the state registry and the National Donate Life Registry.

Data

Data from the National Donate Life Registry, as well as state registries, are included in each quarterly donor designation report from Donate Life America. The national and state data dashboard is accessible by National Registry authorized users with administrative privileges at recovery organizations in each state. The data dashboard compares national and state registration trends and offers an overview of de-identified demographic data of registrants on the national and state level.

Made Possible by the National Registry

One of the major learnings from the DLA/Facebook partnership in 2012 was the need for a national registry to easily convert national attention and interest into donor registrations. Since its launch, the National Donate Life Registry has helped facilitate national partnerships and campaigns, including: Apple, Walgreens, University of Pittsburgh Medical Center, MedStar, Oglivy & Mather/Instagram, Leo Burnett and The Martin Agency.

“...It was an easy decision to pilot the National Donate Life Registry because it offers an easy way to register as a donor. With partnerships with Walgreens and Apple, we are excited to see what possibilities the future holds for this Registry."

– Elisse Glennon, VP & Chief Administrative Officer
  NJ Sharing Network
Apple & Donate Life America Bring National Donor Registration to iPhone

Apple® and Donate Life America announced in July 2016 that, for the first time ever, iPhone® users will be able to sign up to be organ, eye and tissue donors right from the Health app with the release of iOS 10 in fall 2016. There are approximately 100 million iPhone users in the United States.

Through a simple process, iPhone users can learn more about donation and take action with just a few taps. All registrations submitted from iPhones are sent directly to the National Donate Life Registry, managed by DLA. The ability to quickly and easily become a nationally-registered donor enables people to carry their decision with them wherever they go.

National surveys indicate that in excess of 95 percent of Americans strongly support organ, eye and tissue donation, yet many are unaware of how to register. Providing convenient and efficient ways to register as a donor, particularly via iPhone, is a major strategy for increasing donor registration and saving more lives each year.

As a culture, we have become accustomed to conducting business, communicating with friends and family, and sharing our lives with others through digital communication. It is incumbent on us to act on this new way of life to enable individuals to document and share their donation decisions. We need to meet consumers where they are with opportunities to register as donors, and we see no better way than through iPhone.

Apple’s mission has always been to create products that transform people’s lives. With the updated Health app, we’re providing education and awareness about organ donation and making it easier than ever to register. It’s a simple process that takes just a few seconds and could help save up to eight lives. Together with Donate Life America, we’re excited to deliver this new feature to iPhone users in the U.S. with iOS 10.

— Jeff Williams, Chief Operating Officer
Apple

In the week following iOS 10 Health app beta launch
7,000 new registrations in the National Donate Life Registry

This announcement is yet another significant advancement in DLA’s longstanding, trailblazing fight to create and improve registries. On behalf of the 1,000+ Texans on my list – thank you and way to go!

— Jennifer Milton, Executive Director
University Transplant Center, San Antonio, TX
Donate Life America
Digital Strategy

“In this age, we all exist online. If we aren’t deliberate about our presence and digital strategy, it is akin to being up the creek without a paddle OR a direction. We need to know which way we are going online and must have the metrics to prove we are getting there.”
– George Weiner, Chief Whaler, Whole Whale

Donate Life America has been working with Whole Whale, a digital agency that leverages data and technology to increase the effectiveness of nonprofits, since January 2016 to update Donate Life America’s digital strategy.

Digital Strategy Successes in 2016
• $60,000 in free Google advertising with the AdWords grant program—driving almost 42,000 users to DonateLife.net to learn more about donation and to register to be donors
• More than 8% of users who come to DonateLife.net sign up to be donors (Most nonprofits see conversion rates of 1-2% to simply capture an email for future communication.)

Donate Life Social Media

Facebook, Facebook.com/DonateLife
206,000 followers
377,000 people reached per week

Most popular post reached more than 1.3 million people

Twitter, @DonateLife
74,000 impressions per week

Instagram, @donatelifeamerica
2,200 followers

DonateLife.net Redesign

In June 2016, Donate Life America launched the redesigned DonateLife.net. The new website design was built to maximize search optimization and user experience—and to build on the strength of the Donate Life brand with an updated clean and streamlined style.

Donate Life Celebrations & Stories of Hope

Donate Life America provides social media art and content to the Donate Life Community for a series of Celebrations marking notable dates and opportunities to amplify the Donate Life message. The reach is greater when the Community shares the same message on the same date. DLA’s 2016 Stories of Hope social media campaign highlighted individuals featured in the new Donate Life Point of View Campaign, as well as stories about living donation. These stories are also featured in the Stories of Hope gallery on the new DonateLife.net.
Innovative Campaigns

This year Donate Life America had the opportunity to partner with three award-winning ad agencies to develop innovative, targeted campaigns. The third, Your Name Saves – Leo Burnett Worldwide, launches fall 2016. For all of these campaigns, the creative talent and design fee for services were donated to DLA.

Give Me a Heart – Ogilvy & Mather and Instagram

On Instagram, you give a “like” to a photo by tapping on a heart. Ogilvy wanted Instagram users to make giving a heart on Instagram actually mean giving a heart. The Give Me a Heart campaign features 11 photos and stories of people of all ages waiting for a heart transplant. Working directly with Instagram, we were able to access new functionality that linked each photo to RegisterMe.org allowing DLA to bring the registration opportunity directly to the Instagram user.

The campaign has registered donors in a younger demographic and has increased DLA’s Instagram followers. The campaign launch video has had millions of views across social media. Three of the heart candidates featured in the campaign received heart transplants in the weeks following the campaign launch. A special thank you goes to Donate Life Texas for their support. The Give Me a Heart campaign was recently awarded a Facebook Gold Award at the Cannes Creative Festival. #GiveMeAHeart

Even a ______ Can Save a Life – The Martin Agency

Anyone can save a life. That is the premise behind DLA’s new campaign element to reach and register new organ, eye and tissue donors. Working with Thomas Jane, Will Arnett and Lyndsy Fonseca, DLA and The Martin Agency created an online video about a fictional character, Coleman F. Sweeney: World’s biggest a*hole in life and hero in death. The thought is that anyone, even the world’s biggest a*hole, can become a hero through donation.

This project began in response to low online registration rates by young men, millennials. Young men are also statistically more likely to be eligible donors, and men make up a majority of the national waiting list. The campaign video is designed to reach millennials—especially millennial men—by tapping into the current trend in entertainment of darker, edgier storytelling. The campaign video launched August 4, 2016, with launch partners National Kidney Foundation (NKF) and Sigma Pi Fraternity. #cansavealife

More than 50 million views across U.S. social media & Web*

Top Google search in the U.S.
August 5, 2016

| National Donate Life Registry Activity* Before & After Campaign Launch | as of August 10, 2016 |
|---|---|---|
| **# REGISTRATIONS/ DAY** | **% AGE 20-34** | **% MALE AGE 20-34** |
| BEFORE | 149 | 22% | 26% |
| AFTER | 1040 | 52% | 56% |
| % INCREASE | 698% | 236% | 215% |
Donate Life ECHO, a nationwide observance focused on donation and transplantation in multicultural communities, celebrated its second year in July. The two-week observance encourages individuals to register their decisions to be organ, eye and tissue donors, while providing educational information about donation. Added national initiatives this year included a video contest and a Thunderclap (social media flash mob-like message share) with a social reach of more than 630,000 people. Donate Life ECHO, which stands for Every Community Has Opportunity, is a collaborative effort uniting the Association for Multicultural Affairs in Transplantation (AMAT) and Donate Life America.
Shovon, heart recipient

As an infant, doctors discovered that only one side of Shovon’s heart was functioning, and his heart cavity was on the wrong side of his chest. By age 10, he had undergone six heart surgeries and had a pacemaker. His heart condition forced him to watch life from the sidelines. Local paramedics visited his home so often that Shovon knew them by name. Despite the best efforts of his doctors, he was told that he would need a heart transplant by the time he turned 21.

At the age of only 16, he began sweating excessively, running out of breath easily and feeling even more tired than usual. Shovon’s heart muscle was failing, and he needed a transplant to live. Fortunately, only three weeks after being placed on the national organ transplant waiting list, the perfect match was donated, and Shovon got his new heart.

His newfound health and energy enabled him to finish high school and become a paramedic. His donor made it possible for him to help those in need, just like the paramedics that helped him as a child. Shovon honors the generosity of his donor by giving back and living each day to the fullest.

New Point of View Campaign Launched!

The Point of View (PoV) Campaign replaces the Empowering Testimonials Campaign and carries the tagline, Organ, eye and tissue donors are LIFE donors. What can YOU make possible? The campaign shows the new life made possible through donation from the perspectives of six recipients.

Public Research

The PoV Campaign is intended for those with positive or neutral attitudes on donation, but who have not yet registered. A nationwide online survey of 800 of these individuals—200 each African American, Asian, Caucasian and Hispanic—was conducted by Brand Planning, LLC to evaluate various components and presentation options, with the goal of developing new multi-market materials that are the most informative and will motivate the public to register.

Remarkably, all four races/ethnicities as well as ages, genders, and education and income levels surveyed responded similarly. The depiction of what can be donated, statistics of those affected and the donation process illustration ranked the highest for motivating content. The two most compelling statistics were that 8,000 people die each year because the organs they need are not donated in time and that 120,000 people are on the national waiting list. Respondents also asked for more information on living donation. Research findings were central to development of PoV Campaign materials.

Campaign Materials & the Donate Life Print Shop

PoV Campaign materials include: PSAs, brochures, rack cards, posters, print and Web ads, and exhibit panels. Next up will be the development of a bilingual brochure and Spanish-language PSA video for use in the Hispanic community. The Donate Life Print Shop (dla.conquestgraphics.com) was launched in conjunction with the PoV Campaign to improve and modernize the Donate Life Community’s printed materials ordering experience.
Donate Life America is committed, with the help of our partners, to increasing the number of donated organs, eyes and tissue available to save and heal lives. Through our Donate Life Partner program and other collaborative efforts, corporations and organizations have the opportunity to align with the national voice of organ, eye and tissue donation, support the Donate Life brand and help propel DLA’s public education and engagement initiatives—all while demonstrating their uncompromising commitment to serving the needs of their partners, customers and communities.

In their second year as a Donate Life Partner, Medline encourages their employees to not only register as donors, but to spread the word of their commitment to Donate Life. Shown here, Medline associates gathered to celebrate Donate Life at their corporate 5k race.

Walgreens  
Specialty Pharmacy

In celebration of the 2016 National Donate Life Month in April, Walgreens and DLA launched their partnership to share information with the tens of millions Walgreens pharmacy customers about the importance of organ, eye and tissue donation, and how to register their decision to be a donor. Through this partnership, Walgreens is reaching out to pharmacy customers via targeted communications and art accompanying Walgreens prescriptions nationwide.

The call to action for this partnership initiative is to register to be a donor with the National Donate Life Registry through a customized Web link, DonateLifeWalgreens.org.

Walgreens commitment to donation and transplantation can also be seen in their employee engagement activities and the Walgreens specialty pharmacies across the nation, working directly with transplant recipients. Last year, Walgreens served more than 153,000 transplant patients.
Clinical Partners

This year, more than 175 transplant centers directly supported Donate Life America in our efforts to promote the importance of organ, eye and tissue donation. Through patient education programs, Donate Life VOICES, flag raising ceremonies and donor memorial activities, our clinical partners help us reach more patients and their families with our lifesaving message.

Donate Life America thanks our jewelry partners that offer their customers beautiful accessories that support the mission of Donate Life America. We are grateful to ALEX AND ANI, Bravelets, JoJo Rings and Melissa Joy Manning for their assistance in promoting donation.
Partnering to Promote Living Donation

With more than 115,000 Americans waiting for a kidney or liver transplant, it is vital that people consider the possibility of living donation. Living donation offers a key opportunity to save more lives, and Donate Life America is committed to supporting this message by providing the public with information and the connection to experts. Living donation messaging has also taken a larger role in DLA’s public outreach and is included in our social media communications, as well as in our brochures and education programs.

DLA and UPMC Utilize Social Media to Educate About Living Donation and Help End Waiting List Deaths

DLA has partnered with The University of Pittsburgh Medical Center (UPMC) and the Children’s Hospital of Pittsburgh of UPMC to launch a first-of-its-kind online community aimed at increasing awareness for living donation.

The Living Donor Transplant Facebook page will serve to educate the public on the importance and option of living donation through inspirational stories, videos and imagery. It will also provide timely facts and information about the lifesaving capabilities of living donation that individuals, patients and families can share with their own social networks. Tools will be shared with the broader transplant community via social media, DLA communications, national webinars and meetings.

The goal of the partnership is to harness the power of social media to reduce the pediatric and adult liver and kidney waiting lists and improve access to transplants nationally.

Collaborative Partners

With thousands of professionals in the Donate Life Community working locally across the United States, it is important that we collaborate and communicate with one singular voice when it comes to promoting donation. This is done through the use of the Donate Life brand and Donate Life America’s partnership with the donation and transplantation associations listed below. Through the collaborative efforts to spread key messaging and programs to their memberships, these organizational partners help propel the mission to save and heal more lives through organ, eye and tissue donation.
**Donate Life Rose Parade Float**

**Treasure Life’s Journey**

The “Treasure Life’s Journey” theme came alive in the form of a desert caravan of camels and riches in this year’s Donate Life Rose Parade Float in Pasadena, California. The cinnamon-scented animals carried eight of the twenty-four recipient riders, and the many golden medallions placed throughout the float depicted sixty donors who passed on life upon their deaths. Twelve living donors walked alongside the float, while carrying vibrant provisions, symbolic of their lifesaving gifts.

This year, Donate Life America sponsored float rider Anna King, a young heart recipient from Texas. Anna has been an active DLA supporter and fundraiser for several years. Her joyful and lively personality brings approachability to the topic of donation and transplantation. She lives out her mission to promote donation in honor of her donor, through her website and Facebook page called *Humor Heals The Heart*. Anna’s parents, Pam and Joe, accompanied her to this year’s event and proudly cheered her on from the stands. As chance would have it, Anna learned the identity of her donor, Klarissa, and spoke with her family for the first time just weeks before the parade. From a seat atop one of the camels, both Anna and a framed image of Klarissa beamed toward the crowd that chilly January day. Anna’s journey to California, high school and beyond was made possible by another young lady’s generous gift.

**Donate Life Transplant Games of America 2016**

The 2016 Donate Life Transplant Games took place in Cleveland, Ohio, June 10-15. Thousands of participants and supporters, including organ, eye, tissue and bone marrow recipients; living donors; donor families; volunteers; and donation and transplantation professionals united to celebrate the success of transplantation; honor the lasting legacy of donors; provide hope to those who continue to wait; and promote donor registration.

In an effort to make the most of the unique opportunity the Transplant Games presents, teams were tasked with registering new donors in conjunction with the 2016 Games. Many teams set out to meet this goal through the creation of individual Team Registry Challenge campaign pages on RegisterMe.org.

A spirit of enthusiasm about what donation and transplantation make possible reigned supreme throughout all of the competitive events and special ceremonies during the 2016 Games. Plans to build upon that momentum to further the goal of promoting donor registration at the 2018 Games and beyond are already underway.
College Outreach

Sigma Pi Fraternity

This year, a workgroup of Sigma Pi staff and Donate Life volunteers developed long-term goals for the organization, as well as an informational packet to guide chapters in their campus outreach. With more than 100,000 alumni and 5,700 undergraduates, Sigma Pi set the lofty goal of registering 250,000 donors by August 2022. Specifically, each member is responsible for registering himself (if not yet registered), plus one to two additional people. Sigma Pi also continued to reinforce last year’s requirement that all chapters host one Donate Life event per school year. To further assist the chapters, RegisterMe.org campaign pages were created for the 126 undergraduate chapters. In total, brothers have registered nearly 700 donors so far, with the top chapter, Southern Illinois University-Carbondale, registering 210 donors.

The Heather Trew Foundation

Since its inception in 2012, The Heather Trew Foundation has registered more than 10,500 donors through its Trew Friends Chapters nationwide. Over the last year, chapters continued to host events on their college campuses; and by the end of this calendar year, eight new chapters will be up and running.

Student Organ Donation Advocates (SODA)

SODA at Washington University in St. Louis created a one-day donor registration event specifically targeting college students across the United States. For their inaugural College Organ Donation Registration Day, they chose April 15, 2016, to coincide with National Donate Life Blue & Green Day.

Phi Gamma Delta Fraternity and More

Support from Phi Gamma Delta continues through its Immortal Phi Gam Campaign. This year, they provided donation and transplantation stories, and a call to register as a donor in their yearly newsletter, which is distributed to all graduated fraternity members.

Other partnerships formed with a focus on youth education include: Public Relations Student Society of America (PRSSA), American Driver and Traffic Safety Education Association (ADTSEA), National Association for School Resource Officers (NASRO) and HOSA: Future Health Professionals.
More Than 130 Million Registered

2015 was a milestone year with 15,000 organ donors enabling more than 30,000 organ transplants. In early 2016, we reached another milestone: more than 130 million U.S. adults (54 percent) are registered organ, eye and tissue donors. This incredible achievement was in large part due to the hard work of DMVs and driver’s license partners across the country.

Registered Donors in the United States

131,993,951
as of 3/31/16
2015 Donor Designation

DLA knows the value of information. Data can be unorganized facts and pieces. Information is data organized and presented in a context that is useful and can help us understand progress, identify obstacles and inform outreach. DLA collects state registry data on the number and rate of donor registrations. Donor registrations provide legal authorization (18 years old+) for recovery agencies and remove the burden of decision-making from the family. State and national donor registration information is shared with Donate Life State Team Leaders on a quarterly basis.

Donor Designation Share (DDS)
The Donor Designation Share is the total number of designated donors as a percentage of all state residents age 18 and older. Through the incredible work of the donation and transplantation community, national partners and DMVs/driver’s license partners, more than half of the U.S. adult population are registered organ, eye and tissue donors.

Donor Designation Rate (DDR)
The Donor Designation Rate 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 DDR increased in 2015 to 48 percent (2014 national DDR, 44 percent), thanks to all the DMV and driver’s license partner staff who ask the donation question every day to millions of customers across the country.

Donor Registration Affects Donation
In 2015, 46 percent of recovered organ donors, 51 percent of recovered tissue donors and 54 percent of recovered eye donors were authorized through state donor registries, facilitating the donation process.

Designated Donors Among Recovered Donors

If the 50 percent minimum DDS or DDR has been met or exceeded, these cells have a darker shade. When minimum criteria in both areas are met, the entire state row has a darker shade. Some states are unable to report total DDR. These states will have blank cells.
AAMVA and DMV as Key Partners

The vision statement for the American Association of Motor Vehicle Administrators (AAMVA) is: Safe drivers, safe vehicles, secure identities and saving lives! DLA is a proud member of AAMVA, and recognized AAMVA’s importance in saving lives this year with a strong presence at AAMVA’s Regional Conferences and the Annual International Conference. Thanks to all of the Donate Life State Team Leaders who helped support the Regional Conferences in their cities. At each conference, Donate Life representatives answered questions and provided information on how DMVs can build partnerships with Donate Life State Teams to maximize donor registration. Awards and certificates of appreciation were given at regional conferences to recognize best practices, DDR rates and commitment of service to the Donate Life mission.

Donor Designation Rate Map

This national map is distributed at AAMVA Regional and International Conferences to provide a snapshot of the rates of donor designation through the DMV and driver’s license partners. The majority of states that are able to report this measure have reached or surpassed the initial 50 percent DDR goal.

National DMV Appreciation Week

DLA and the Donate Life Community will celebrate the first National DMV Appreciation Week, September 19-23, 2016. “Our DMV partners are the people on the front lines of service who have helped register more than 130 million donors,” said David Fleming, President & CEO of Donate Life America. “Even with advances in technology, the DMV partnership remains the primary source of donor registrations. We could not have reached this milestone of registered donors and lives saved without the partnership and support of DMVs.” The Donate Life Community will be showing its appreciation of DMV partners by saying thank you to staff and leadership of DMVs across the country through national and local events and outreach.
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DLACommunity.net

DLACommunity.net continues to bring the professional donation and transplantation community together, serving as the go-to place for member engagement, resources and the latest in news and events.

Donate Life 101

Last fall, Donate Life America launched our first-ever online orientation, Donate Life 101, for the professional Donate Life Community. Perfect for inclusion in on-boarding procedures, this 25-minute eLearning module serves as a vital, yet easy, way for donation and transplantation professionals, regardless of level of experience or professional capacity, to learn about DLA, the national brand for donation, resources available to them and their role in promoting donation.

The State of State Teams

Donate Life America continues to rely on our 52 Donate Life State Teams to help fulfill our mission. State teams—comprised of the key players involved in organ, eye and tissue donation—promote donor registration through collaborative events and projects, including legislative and DMV outreach. Teams share best practices in programming, messaging strategies and team development to help their colleagues across the country. While state teams differ in structure, size and membership, each team provides a unified and powerful voice for donation within the state.

Trey Schwab Coaching Legacy Award Established

Donate Life America is pleased to announce the creation of the Trey Schwab Coaching Legacy Award. A double lung recipient and former basketball coach at Marquette University, Trey joined University of Wisconsin Organ & Tissue Donation in 2004 to lend his voice to promoting organ, eye and tissue donation. For more than a decade, he worked tirelessly on the local and national level, including serving as chair of the DLA State Team Support Committee and vice chair of the DLA Advisory Council. Sadly, Trey passed away on March 20, 2016.

The award will be presented annually 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.

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<th>22,604 Logins</th>
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<td>1,064 Unique Resources</td>
<td>Over 150 Discussion Posts</td>
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Taking Internal Communications to the Next Level

Distributed to more than 2,000 donation and transplantation professionals each month, the DLA Insider is the leading source for all the news, programs and happenings Donate Life America has to offer. Every edition covers a wide range of subjects, including:

- Meetings, Events and Webinars
- National Observances, Celebrations and Campaigns
- Programs, Projects, Materials and Resources
- Donor Designation Data and the National Donate Life Registry

Never the same publication twice, the DLA Insider is much more than just an e-newsletter—it is the key to keeping the Donate Life Community connected.

James S. Wolf, MD Courage Award

Named in honor of the transplant surgeon pioneer who founded the Coalition on Donation (now Donate Life America), the 2015 James S. Wolf, MD Courage Award was presented to ESPN The Magazine writer David “Dave” Fleming (pictured above, right). Fleming did extensive research on tissue donation and transplantation and published articles that educated ESPN’s 15 million readers about this important topic.

Quiet Giant Award

The Quiet Giant Award recognizes an individual who has made a significant contribution to increasing organ, eye and tissue donation by modeling the phrase “service above self.” Jeff Sterrette of LifeLogics won the 2015 Award for his quiet, yet mighty, contributions in building the technological framework of the National Donate Life Registry, RegisterMe.org.

Webinar Series

Now in its third year, Donate Life America’s Community Webinar Series continues to offer a wealth of information to professionals in the donation and transplantation community through 10 free webinars. We would like to give a special thanks to HRSA for providing the phone line for the series.

Topics Covered in 2016 included:

- National Donate Life Month and the new Point of View Campaign
- 1st Annual National DMV Appreciation Week
- Reaching Every Community with Donate Life ECHO
- Non-Traditional Ways to Reach Youth
- Empowering Clinical Partners to Promote Donation
- The Evolution and Synergy of Traditional and Social Media

The Pinnacle Awards program identifies proven successful programs that have achieved higher rates of donor registration or advanced the culture of donation. The nearly 50 submissions for 2015 were judged based on Donate Life branding, goals, implementation, results, ROI and replicability; and will be used in meeting presentations, webinars and on DLACommunity.net.

2016 PINNACLE AWARD WINNERS

**AFFINITY:** Live Nation Partnership, Southwest Transplant Alliance

**CLINICAL PARTNERS:** Pennsylvania Association Community Health Center Challenge, CORE & Gift of Life Donor Program

**DMV:** Bells for Life, Donate Life South Carolina & South Carolina Department of Motor Vehicles **PLATINUM**

**EVENTS:** “The Gift of Life” – Poetry, Storytelling, Short Plays, New England Organ Bank **INNOVATION**

**MEDIA:** Donate Life Hotspots – Wi-Fi Sponsorship Program, Donate Life Maryland **INNOVATION**

**MISCELLANEOUS:** Legalizing the Donate Life Texas Mobile Scan App, Donate Life Texas

**VOLUNTEERS:** Providing Hope, Offering Comfort: Donate Life No-Sew Blankets, Center for Donation & Transplant NY-VT

**YOUTH EDUCATION:** Sign Up! Lunchtime Donate Life Drive on Campus!, Sierra Donor Services

Additionally, LGBT Outreach, Lifeline of Ohio **BEST REMIX**
Donate Life Education Assessment

Since 1994, the Donate Life Education Assessment has funded a large portion of Donate Life America’s 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 through the 2015-2016 Education Assessment.

Organ Procurement Organizations

Alabama Organ Center
Arkansas Regional Organ Recovery Agency
Carolina Donor Services
Center for Donation & Transplant
Center for Organ Recovery & Education
Donor Alliance
Donor Network of Arizona
Donor Network West
Finger Lakes Donor Recovery Network
Gift of Life Donor Program
Gift of Life Michigan
Indiana Donor Network
Intermountain Donor Services
Iowa Donor Network
Kentucky Organ Donor Affiliates
Legacy of Life Hawaii
Life Alliance Organ Recovery Agency
Life Connection of Ohio
Lifebanc
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
Lifeshares
LifeSource
LiveOnNY
Lousiana Organ Procurement Agency
Mid-America Transplant
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
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
Broward General Medical Center
California Pacific Medical Center
Carolinas Medical Center
Cedars-Sinai Medical Center
Children’s Healthcare of Atlanta
Children’s Hospital and Medical Center
Children’s Hospital Los Angeles
Children’s Hospital of Michigan
Children’s Hospital of Oklahoma
Children’s Hospital of Pittsburgh
Children’s Hospital of the King’s Daughters
Children’s Medical Center Dallas
Children’s Mercy Hospitals and Clinics
Children’s National Medical Center
Christiana Care Health System
CHRISTUS Santa Rose Medical Center
Cleveland Clinic
Crozer-Chester Medical Center
Dartmouth-Hitchcock Medical Center
Driscoll Children’s Hospital
Duke University Hospital
Emory University Hospital
Erie County Medical Center
Florida Hospital
Froedtert & The Medical College of Wisconsin
Geisinger Medical Center
Georgetown University Medical Center
Georgia Regents Medical Center
Hahnemann University Hospital
Harper University Hospital
Hartford Hospital
Helen DeVos Children’s Hospital
Henrico Doctors’ Hospital
Henry Ford Hospital
Hospital of the University of Pennsylvania
Houston Methodist Hospital
Hunter Holmes McGuire VA Medical Center

Transplant Centers

Abbott Northwestern Hospital
Advocate Christ Medical Center
Albany Medical Center
Albert Einstein Medical Center
All Children’s Hospital
Ann & Robert H. Lurie Children’s Hospital of Chicago
Auxilio Mutuo Hospital
Baptist Memorial Hospital
Baylor All Saints Medical Center
Baylor University Medical Center at Dallas
Baystate Medical Center
Boston Children’s Hospital

continued
Donate Life Education Assessment continued

Indiana University Health
Inova Fairfax Hospital
Integris Baptist Medical Center
Intermountain Medical Center
Iowa Methodist Medical Center
Jackson Memorial Hospital
Johns Hopkins Hospital
Keck Hospital of USC
Lahey Clinic
Largo Medical Center
Le Bonheur Children’s Hospital
Legacy Good Samaritan Medical Center
Lehigh Valley Hospital
Lucile Packard Children’s Hospital at Stanford
Mayo Clinic – Arizona
Mayo Clinic – Jacksonville
Medical City Dallas Hospital
Medical University of South Carolina
MedStar Georgetown Transplant Institute
Macy’s Medical Center – Des Moines
Methodist Dallas Medical Center
Michael E. DeBakey VA Medical Center
Montefiore Medical Center
Mount Sinai Medical Center
Nationwide Children’s Hospital
Nebraska Medical Center
Nemours/Alfred I. duPont Hospital for Children
New York-Presbyterian Hospital Weill
Cornell Medical Center
New York-Presbyterian/Columbia University Medical Center
Newark Beth Israel Medical Center
Northwestern Memorial Hospital
Ochsner Health System
Ohio State University Medical Center
Oregon Health and Science University
OSF Saint Francis Medical Center
OU 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 Center
Presbyterian Hospital
Presbyterian/St. Luke’s Medical Center
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
Saint Barnabas Medical Center
Sanford Bismarck Medical Center
Scott and White Hospital Healthcare
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. John Hospital and Medical Center
St. Joseph Hospital
St. Joseph’s Hospital and Medical Center
St. Louis Children’s Hospital
St. Luke’s Hospital of Kansas City
St. Mary’s Hospital – Mayo Clinic
St. Vincent Medical Center
Stanford University Hospital and Clinics
Sutter Medical Center, Sacramento
Swedish Medical Center
Tampa General Hospital
Temple University Hospital
Texas Children’s Hospital
Texas Health Harris Methodist Hospital, Ft. Worth
The Christ Hospital
The Queen’s Medical Center
The University of Vermont Medical Center
UCSF Medical Center at Mission Bay
UMass Memorial Medical Center
University Health System
University Hospital, Cincinnati
University Hospital, Cleveland
University Medical Center of Southern Nevada
University of Arkansas for Medical Sciences Medical Center
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
University of Minnesota Amplatz Children’s Hospital
University of Minnesota Medical Center – Fairview
University of Missouri Health Care
University of New Mexico Hospital
University of North Carolina Hospitals
University of Pittsburgh Medical Center
University of Rochester Medical Center
University of Texas Southwestern Medical Center
University of Toledo Medical Center
University of Virginia Health System
University of Washington Medical Center
UPMC Hamot
Vanderbilt University Medical Center
VCU Medical Center
Wake Forest Baptist Medical Center
William Beaumont Hospital
Willis-Knighton Medical Center

**Labs**

Albany Medical College Transplantation Immunology Lab
BloodSource, Inc.
Central Indiana Regional Blood Center Transplant & Immunology Lab
Central Pennsylvania Transplant Associates Histo Lab
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
Midwest Transplant Network Histocompatibility Lab
Nevada Donor Network Immunogenetics Lab
NJ Sharing Network Transplant Lab
Ochsner Histo and Immunogenetics Lab
Rogosin Institute Immunogenetics Laboratory
Sanford Histocompatibility Laboratory
Texas Medical Specialty
University of Texas Histo and Immune Evaluation Lab
ViraCor-IBT Laboratories
Wake Forest University Health Sciences HLA/Immu Lab

**Eye Banks**

Old Dominion Eye Foundation
What Can YOU Make Possible?
Fundraising Challenge

This year, Donate Life America ran its first-ever virtual peer-to-peer fundraising challenge. The What Can YOU Make Possible? Challenge ran from National Donor Day on February 14, 2016, through the last day of National Donate Life Month on April 30, 2016. During the Challenge, participants were given the opportunity to create a fundraising page that they could personalize with photos, videos and stories. They were then able to share their page with family and friends through social media and email. The Challenge helped raise crucial funds and awareness for our mission and gave an outlet for our supporters to share their stories and spread our message to people who might not otherwise have heard it. Thank you to all who participated!

Fundraiser Spotlight

Maura McDonough has a special connection to donation and transplantation. On October 6, 2015, her friend Elizabeth received the gifts of a kidney and pancreas. “Her transplant has changed her life forever,” said Maura. “After years of being in kidney failure, Elizabeth is now able to have an active lifestyle!” As a way to honor her good friend and the incredible gifts she received, Maura decided to run the Vermont City Marathon and raise funds for Donate Life America. Maura initially set her goal at $2,620 to match the 26.2 miles she would run in the marathon, but quickly surpassed that goal, raising nearly $5,000 for our mission.

Thank you to the following DLA Fundraisers for their tireless dedication and support of our mission.

Raised more than $1,000
- Katelyn Currier
- Ethan Feinberg
- Michael Goldman
- Maura McDonough
- Shad McNair
- Kristin O’Connor
- Lori Schaer

Total number of fundraisers: 24

Average amount raised by a fundraiser: $737

Average donation amount contributed to a fundraiser: $64

*Please note that the information listed above encompasses fundraising campaigns held between July 1, 2015, and June 30, 2016.
INDIVIDUAL CONTRIBUTORS

Thank you to these generous contributors who make the work Donate Life America does to save and heal lives 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.

### Number of Individual Contributions: 1,831

### Total Amount Contributed by Individuals: $218,987

### Average Contribution Amount: $120

#### $1,000 and Above
Andrea Aslen
Alexandra Conrads
Robert Conrads
Kellie Drumgoole
Joanne P. Grunau
Jamie and Lauren Jones
Anna King
James Lamberg
Danielle Lanza
Taryn Leonard
Kate Malenczak
Cristina Montalvo
Jeanne Murphy
Amy Prasol
Frankie and Sharon Redd
Angelo Sakelarios
Colleen Saporito
Pamela Srinishtaj
Carolyn Slaughter
Louis Stephen

#### $250 - $499
Martha Anderson
Carolina Apunte
Nicoel Becker
George Bergstrom
Kevin Bland
Christopher Bolinder
David and Sally Boyd
Debra Brady
Stefanie and Chase Chavin
Shuk King Cheng
Matthew Cordaro
Nora Creech
Thomas and Julia Crowley
Barbara Currier
Lin, Jamie and Gina Datz
Cindy and Keith Davis
Thomas Dumont
Angela East
Amanda Eberle
Kristin Fenley
Ann Flannery
Edward and Susan Gallagher
Jason Gallant
Mike Gaulke
Laura Guzevich
Kari Hanson
Jolley’s Lunch Crew
Joan Hill
Jaima Holland
Jui-Shen Huang
Michael Kasko
Richard and Joan Klemme
Kacy Kreger
Paula Leonard
Edward Lynch
Steven and Claudia Maietta
Nancy McMullen
Sean and Christine Miller
Tamara Morle
Andrew Moskovitz
Pamela Moss
Lisa Nagy
Thomas Novak
Holly Perino
Brian Raynor
Sandra Richardson
David Schaefer
Dina Schmidt
Sara Sedinger

#### $500 - $999
Meghan Blythe
Bridgett Bobrofsky
Thomas Cassio
Jim and Leslie Christensen
Brenda Cortez
Michael Curtis
Akshay Deshpande
Rebecca Feher
Ed, Michael and Maria Ficaro
Ross Fuller
John and Kim Gifford
Bryan Howard
Joseph “Rusty” Kelly
Sara Klemmer
Michelle Lewis
Paige Lewis
Lori Lorettelli
John Lough
Ellen Malow
Valerie Mirels
Lindsay Oldham
Sara Pallas
Barry Pillard
Stuart Purdy
Julie Sartor
Jon Snyder
Amanda and Christopher Stewart
Dane Taylor
Kenneth Usdin
Amy Whalen
Wendy Wheeler

#### Businesses and Organizations
ABC’s Gymnastics Stars
Ampco-Pittsburgh Corporations
ASC Process Systems
AUL Cares
Bayley Construction
Buckeye Industrial Supply Co.
Class of 1989, Ninety Six High School
CustomInk, LLC
DMG Corporation
Feast It Forward
FFHS Pep Club
Fieldcrest East School
Fieldcrest High School
Renaissance Club
Goodman Birtcher North America
Management, LLC
Griffin Structures Inc.
Highland Meadows Book Club
Interior Office Solutions
Koenig, Russo & Associates, LLC
Konica Minolta Business Solutions
Law Offices of William C. Dedes
Ledyard Fire Company District #1 Inc.
Morningside Elementary
Muscculoskeletal Transplant Foundation
Palermo Elementary School
PepsiCo - Purchase NY
Phi Tau Omega Sorority, Tau Epsilon Chapter
Powell Industries, Inc.
Quattro Development, LLC
Reading Rand Boosters
Sawmill Baptist Church
Sigma Pi Iowa State University
Southwest Energy, LLC
St. Isaac Jogues Filipino Parishioners
Staff at Health Information
Management - Strong Memorial and Highland Hospitals
Staff of Enable Midstream Partners
Suffolk Sports Hall of Fame
Sutton Family Foundation
Synergy Medical, LLC
The Retail Connection and Topgolf Real Estate Team
Trans-Border Global Freight Systems, Inc.
Warren’s Race for Organ Donation Awareness
XynManagement

### Foundations Over $10,000

- CVS Health Foundation
- Long Island Community Foundation and James D. Brown Jr. Fund
- Patterson Barclay Memorial Foundation, Inc.

### Matching Gift Companies

Donate Life America received gifts from the following companies through their employer matching gift programs or an employee-driven giving program.

- Allstate
- AON Foundation
- Battelle
- Cardinal Health Foundation, Inc.
- Costco Wholesale Corporation
- GE Give
- Honeywell International
- Charity Matching
- HSBC Bank
- JCPenney
- John Deere Foundation
- Johnson & Johnson
- Microsoft
- Monsanto Fund
- Salesforce.org
- Target
- Travelers Insurance
- Verizon Foundation
- Wells Fargo

*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, 2015, and June 30, 2016.*
MEMORIALS AND HONORARIUMS

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, 2015, and June 30, 2016.

**Honor**
Scott Adams  
Akiba Allen  
Denise Altman  
Annette Arena  
Carrie Audino  
John Austin  
Ray Baumann  
Brian Bernstein  
Dr. Patrick Beug, DDS  
William Biermann  
Tyler Blythe  
Drew Boeddigher  
Hayley Bolinder  
Rhonda Bowery  
Weldon Bradshaw  
Keith Briscoe  
Matthew C. Bucklen  
Andrew Byrnes  
Louise Carpenter  
Jeff Cliftord  
Dane Conrads  
Joseph Cordaro  
JoAnna Costarell  
Johnny Costarell  
Sean Costarell  
Ilyse Delaney  
Melissa Dimico  
Joe Dinas  
Jan Ehrenberg  
Shane Fawcett  
Ethan Feinberg  
Tom Flaherty  
Danielle Frazzetto  
Stacey and Mike Frisbie  
Andrea Fuller  
Donald Gagnon  
Dr. Jessica and Donald Gagnon  
Andrea Fuller  
Ray Baumann  
John Austin  
Carrie Audino  
Annette Arena  
Denise Altman  
Scott Adams  
Akiba Allen  
William Biermann  
Ethan Feinberg  
Tom Flaherty  
Jason Lorton  
Lois Cloud Malenczak  
Burt Malow  
Marisa and Matthew  
John Marsillo  
George Maya  
Shad McNair  
Ken Meacham  
Terry and Mark Meade  
Elizabeth Meitz  
William L. Murphy  
Tracy Reiter  
William Earl Riggs  
Carl Robinson  
David Romano  
Marva Lane Rudolph  
Roberta Ruimy  
Bill and Kathy Ryan  
Luca Salcone  
Anthony Sangimino  
Charles Schoemaker  
Buzzy Shane  
Ken and Tami Simpson  
Jacob Smirl  
John Sohmer  
Neil Spector, MD  
Revonda Stewart  
Jason and Sara Stout  
Stephen Suto  
Linda P. Taylor  
Robert Tompkins  
Serbrina Vasquez  
Annabella Whalen  
Joseph Whalen  
David Burton Wheeler  
Joseph Clarence  
Wohlsclaeager  
Cynthia Cook  
Lorraine Coupland  
Lisa Cunningham  
Stacy Elias Davis  
Ann Bisson Day  
Sharon De Pillard  
Chantasy L. DeLashmuth  
Debbie Detrick  
Joyce Dishno  
Samantha Dixon  
Ed “Chief” Duncan  
Captain Aaron J. Eidem  
Rebecca Ann Evans  
Richard Allen Falasca  
Mark Feher  
Sharon Ferreri  
Lara Kuharich Fisher  
Dennis Flannery  
Heather Flynn  
Thomas Flynn  
Donna Mirabelllo Fournier  
Elissa Marie Frommeyer  
Carolyn Sue Fust  
Alex Galatro  
Zane Gaultle  
Keith Goodale  
Stephen J. Goslawski  
Scott Gramling  
Jack Guittams  
James Gutmann  
Phyllis Halloran  
Nikki Roberts Harrell  
L.T. Harris  
Craig Heimauer  
Rose Helly  
Leigh Ann (Charpie) Henn  
Eleanor Higlon  
Mavis Hjulberg  
Kevin Scott Hollomon  
Luane Hoover  
Richard Huberman  
Leo Hughes  
Charles L. Jenkins  
Dakari Johnson  
James W. Johnson  
Caitlyn Belle Jolley  
Max Kaner  
Casey Kayser  
Brian Keller  
Pat King  
Katherine King  
Nicole King  
Michael Miller  
Peter D. Mosher  
Christine Muleady  
Dennis Nelson  
Thomas W. Oakes, III  
Rudy Ortega  
Randall Arnold Petersen  
Michael Petrik  
Chuck Price  
John Bruce Quick  
Lucas Rasset  
Andrew Rausch  
Beverly Ann Reddick-Kuhns  
John P. Riggs  
Jay Rizzuto  
Dr. Victor L. Robards, Jr.  
Douglas William Robinson  
Paul Joseph Robinson  
Richard Roth  
Ryan from Utah  
Susan L. M. Schaefer  
Jenna Michelle  
Lindsten Schmidt  
Larry Schroeder  
Lynn Mayar Schulte  
Pete Schulze  
Victor M. Schwartz  
Scott Seipie  
Martha Ann (Ellis) Self  
Arnold Wesley Sharp, Jr.  
Daniel Shea  
Timothy N. Southwick  
Kate Spring  
Mark Star  
William Dwight Staton  
Richard Stinson  
Kathleen Marie Sullivan  
Richard Super  
Dwight Swanson  
Morgan Thornsberry  
Nancy Tice  
David Tirado  
Americo “Bob” Touzet  
Scott Tyra  
Katelyn Mary Vanacore  
Jim Walsh  
Lorraine Webb  
Carolyn Whitworth  
Johnny Williams  
Lucy Williams  
Kerry Wilson  
Coy G. Womble  
Ben Wood  

**Memory**
John F. Aguiree, Jr.  
Charles P. Ankerbrand, Jr.  
Steve Arnicar  
Ming Aslen  
Alice Avery  
Patti Jo Baer  
Leslie Baldridge  
Edwin Bettner  
Emily Biondi  
Christopher Boehm  
Vernon Thomas Brady  
Ian Brown  
Stephanie Brown  
Algean Budge  
Joey Buis  
Brian Bulman  
Bruce Cadby  
William Callahan  
Billy Campbell  
Jacob Carlander  
Mary Beth Cassio  
Esperezza Cobarrubias  
Espher Cobarrubias  
Bill Conlin  
Mary Katherine  
Henderson Constant  

Cristy Lopez  
Arthur Butler “Abe” Lowder  
Dr. Stephen Lowy  
Samuel Francis Lyons  
Art MacLean  
Aiden Macleod  
Spencer F. Manser  
Christopher Markert  
Clayton Martin  
Christopher Thomas Matott  
Gus Mayo  
Daniel McClintic  
Carrie McConnell  
James McDougal  
Brenda McGrath  
Shawn McMullen  
Andrew Meyer  
Marcel C. Miggins  
Jill Miller  
Michael Miller  
Peter D. Mosher  
Christine Muleady  
Dennis Nelson  
Thomas W. Oakes, III  
Rudy Ortega  
Randall Arnold Petersen  
Michael Petrik  
Chuck Price  
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Katelyn Mary Vanacore  
Jim Walsh  
Lorraine Webb  
Carolyn Whitworth  
Johnny Williams  
Lucy Williams  
Kerry Wilson  
Coy G. Womble  
Ben Wood
Since 2000, the growing use of the Donate Life brand has helped it become widely accepted as the national symbol for increasing organ, eye and tissue donation. Our Community’s role in this effort is vital and brings unity. We are grateful that the public sees and understands its life-affirming and hope-filled promise of generosity.

Donate Life America offers numerous resources to help in your outreach and educational efforts.

- National Donate Life Month, Donate Life ECHO and National Donor Sabbath toolkits
- Public and DLA Community online stores
- National Point of View Campaign
- Holiday cards, Pope Francis prayer cards, various Donate Life Celebrations social media graphics and much more
Licensed Promotional Vendors

Donate Life America continues to contract with Commotion Promotions and NewClients as the only two promotional companies licensed to decorate promotional items with the Donate Life logo. Both companies are committed to ensuring quality and brand oversight on all items such as pens, t-shirts, notebooks, water bottles—the list goes on. We appreciate your diligent adherence to this policy as an important aspect of Donate Life America’s branding stewardship.

Flags Across America

Since 2004, the Donate Life flag has served as a tribute to donors and their families, a symbol of hope for patients waiting and a sign of appreciation from grateful recipients.
National Donate Life Blue & Green Day

On Friday, April 15, 2016, Donate Life America held the 5th annual National Donate Life Blue & Green Day and photo contest to celebrate and promote donation. The photo contest was hosted on the Donate Life America Facebook page; and the public, as well as donation and transplantation professionals, submitted creative photos showcasing blue & green Donate Life colors!

Categories this year included: Outfitted for Life (Adult Fashion); Colorful Kids (Kid Fashion); Pets for Donation (Pet Fashion); Get Together for Blue & Green (Group Photos); Blue, Green & Delicious (Food & Drinks); Donate Life Décor (Places and Decorations); and Miscellaneous/Other.

The 6th annual National Donate Life Blue & Green Day will be observed on Friday, April 21, 2017.
This year we had two Community Choice winners—each with more than 820 votes!

141 submissions from DMVs

19,000 likes & votes
Financial Stewardship

Donate Life America takes our financial stewardship responsibilities seriously. We do not measure success in dollars spent, but in lives saved and healed through organ, eye and tissue donation; however, we cannot do the work we do without the generosity of our individual and corporate supporters. Overall support and revenue grew by seven percent over the prior year, and we continue to diversify our revenue streams. Programmatic efficiency remains a priority, and we are proud to report that 83 percent of dollars spent this fiscal year went directly to fund our mission.

DLA’s total fiscal year 2015 operating expenses of $1,930,628 exceeded our operating revenues of $1,854,182 by $76,446 due to an investment in research and production of our new national campaigns and marketing opportunities, as well as the continued development of the National Donate Life Registry.

STATEMENT OF ACTIVITIES
For Fiscal Year Ending September 30, 2015

**SUPPORT AND REVENUE**
Total $1,854,182
- Contributions (65.5%)
  - Individual and Corporate
  - Education Assessment Supporters
- Campaign Materials & Brochures (19.8%)
- Fees & Other Revenue (14.6%)
  - DLA Meeting Registration Fees
  - Revenue from Promotional Events
  - Donate Life License Fees
- Investment Income (<1%)

**EXPENSES**
Direct National Campaigns 1,605,509
- Education Programs & Campaign Materials
- National Donate Life Registry
- National Coalition Meetings
- Web & Technology
Management and General 291,750
- Fundraising 33,369
- Management and General 291,750
- Fundraising 33,369

**TOTAL EXPENSES**
$1,930,628

**SUPPORT AND REVENUE**
Contributions $1,214,875
Campaign Materials and Brochures 368,177
Fees and Other Revenue 270,044
Interest Income 1,086

**TOTAL SUPPORT AND REVENUE**
$1,854,182
(Unrestricted)

**STATEMENT OF FINANCIAL POSITION**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$1,426,370</td>
</tr>
<tr>
<td>Net Property and Equipment¹</td>
<td>75,456</td>
</tr>
<tr>
<td>Campaign Materials</td>
<td>67,744</td>
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<tr>
<td>Accounts Receivable</td>
<td>54,379</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>6,848</td>
</tr>
<tr>
<td>Security Deposits</td>
<td>3,900</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>1,634,697</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Deferred Revenue</td>
<td>160,230</td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>94,046</td>
</tr>
<tr>
<td>Accrued Vacation</td>
<td>31,905</td>
</tr>
<tr>
<td>Accrued Rent</td>
<td>7,937</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>294,118</td>
</tr>
</tbody>
</table>

| Net Assets Unrestricted   | 1,340,579      |
| **TOTAL LIABILITIES AND NET ASSETS** | $1,482,152 |

¹Includes furniture, equipment, leasehold improvements and accumulated depreciation

Note: The figures that are depicted on this page are derived from the FY2015 consolidated financial statements that have been audited by L.P. Martin & Company of Glen Allen, VA in accordance with auditing standards generally accepted in the United States. To view our complete audited FY2015 financial statements and the Form 990s filed with the IRS, visit DonateLife.net.
## Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Title &amp; Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jason K. Woody</td>
<td>Chair, Lions Eye Institute for Transplant and Research</td>
</tr>
<tr>
<td>Frank Wilton</td>
<td>Vice Chair, American Association of Tissue Banks</td>
</tr>
<tr>
<td>Susan A. Stuart</td>
<td>Immediate Past Chair, Center for Organ Recovery &amp; Education</td>
</tr>
<tr>
<td>Joseph “Rusty” Kelly</td>
<td>Treasurer, SightLife</td>
</tr>
<tr>
<td>Jeff Orlowski</td>
<td>Secretary, LifeShare of Oklahoma</td>
</tr>
<tr>
<td>G. David Fleming</td>
<td>President &amp; CEO, Donate Life America</td>
</tr>
<tr>
<td>Martha Anderson</td>
<td>Musculoskeletal Transplant Foundation</td>
</tr>
<tr>
<td>George Bergstrom</td>
<td>American Hospital Association</td>
</tr>
<tr>
<td>Diane Brockington</td>
<td>John Brockington Foundation</td>
</tr>
<tr>
<td>Andrew Cameron, MD, PhD</td>
<td>Johns Hopkins University</td>
</tr>
<tr>
<td>Kevin Corcoran, CAE</td>
<td>Eye Bank Association of America</td>
</tr>
<tr>
<td>Elling Eidbo</td>
<td>Association of Organ Procurement Organizations</td>
</tr>
<tr>
<td>Kim Gifford</td>
<td>American Society of Transplant Surgeons</td>
</tr>
<tr>
<td>Melissa Greenwald, MD, Ex-officio</td>
<td>Division of Transplantation, Health Resources and Services Administration</td>
</tr>
<tr>
<td>Joanne Maclinnes Grunau</td>
<td>Promote Donation, LLC</td>
</tr>
<tr>
<td>Bobby Howard</td>
<td>LifeLink of Georgia</td>
</tr>
<tr>
<td>Tim Makinen, Ex-officio</td>
<td>Advisory Council Representative, Gift of Life Michigan</td>
</tr>
<tr>
<td>Jennifer Milton</td>
<td>University Transplant Center</td>
</tr>
<tr>
<td>Kevin Myer</td>
<td>LifeGift</td>
</tr>
<tr>
<td>Kenneth A. Newell, MD, PhD</td>
<td>Emory University School of Medicine</td>
</tr>
<tr>
<td>Brian Shepard</td>
<td>United Network for Organ Sharing</td>
</tr>
<tr>
<td>Jon Snyder, PhD</td>
<td>Chronic Disease Research Group</td>
</tr>
<tr>
<td>Christina Strong, Esq.</td>
<td>Law Office of Christina Woodward Strong</td>
</tr>
<tr>
<td>Ross Wilkins, MD, MS</td>
<td>The Denver Clinic for Extremities at Risk</td>
</tr>
</tbody>
</table>

## Advisory Council

<table>
<thead>
<tr>
<th>Name</th>
<th>Title &amp; Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tim Makinen</td>
<td>Chair, Gift of Life Michigan</td>
</tr>
<tr>
<td>Annie Kuhl</td>
<td>Immediate Past Chair, SightSight</td>
</tr>
<tr>
<td>Melissa Devenny</td>
<td>Staff, Donate Life America</td>
</tr>
<tr>
<td>Ruth Duncan Bell</td>
<td>Secretary, LifeLink Foundation, Inc.</td>
</tr>
<tr>
<td>Aimee Adelmann</td>
<td>Youth Education Committee Chair, LifeChoice Donor Services</td>
</tr>
<tr>
<td>Caitlyn Bernabucci</td>
<td>National Observances Committee Chair, LifeChoice Donor Services</td>
</tr>
<tr>
<td>Zola Burgess</td>
<td>Mid-South Transplant Foundation</td>
</tr>
<tr>
<td>Lauren Fitting</td>
<td>DMV Committee Chair, Lifeline of Ohio</td>
</tr>
<tr>
<td>Sean Fitzpatrick</td>
<td>Research &amp; Data Committee Chair, New England Organ Bank</td>
</tr>
<tr>
<td>Todd Franzen</td>
<td>Clinical Partners Committee Chair, Gift of Life Donor Program</td>
</tr>
<tr>
<td>Sarah Gray</td>
<td>AATB Liaison, American Association of Tissue Banks</td>
</tr>
<tr>
<td>Alex McDonald</td>
<td>Intermountain Donor Services</td>
</tr>
<tr>
<td>Ashley Moore</td>
<td>Volunteers Committee Chair, LifeLink Foundation, Inc.</td>
</tr>
<tr>
<td>Anne Paschke</td>
<td>UNOS Liaison, United Network for Organ Sharing</td>
</tr>
<tr>
<td>Kris Patterson</td>
<td>The Alliance Liaison, Donor Network of Arizona</td>
</tr>
<tr>
<td>Dianne LaPointe Rudow</td>
<td>NATCO Liaison, Mount Sinai Hospital, Zweig Family, Center for Living Donation</td>
</tr>
<tr>
<td>Maria Sanders</td>
<td>AMAT &amp; Cultural Support Liaison, AOPO Liaison, New Mexico Donor Services</td>
</tr>
<tr>
<td>Marion Shuck</td>
<td>Affinity Groups Committee Chair, Gift of Hope Organ &amp; Tissue Donor Network</td>
</tr>
<tr>
<td>Andrea Smith</td>
<td>State Team Support Committee Chair, Chair, Donor Alliance</td>
</tr>
<tr>
<td>Laura Watson</td>
<td>Media Committee Chair, New England Organ Bank</td>
</tr>
</tbody>
</table>

## Staff

<table>
<thead>
<tr>
<th>Name</th>
<th>Title &amp; Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>G. David Fleming</td>
<td>President &amp; CEO</td>
</tr>
<tr>
<td>Melissa Devenny</td>
<td>Managing Director</td>
</tr>
<tr>
<td>Hilary Czarda</td>
<td>Senior Communications &amp; Data Coordinator</td>
</tr>
<tr>
<td>Nancy Evans</td>
<td>Product &amp; Brand Manager</td>
</tr>
<tr>
<td>Valerie Gray</td>
<td>Production Coordinator</td>
</tr>
<tr>
<td>Karen Headley</td>
<td>National Development Director</td>
</tr>
<tr>
<td>Anneli Kirby</td>
<td>Graphic Designer</td>
</tr>
<tr>
<td>Casey News</td>
<td>Development Coordinator</td>
</tr>
<tr>
<td>Lida Pieterman</td>
<td>Communications &amp; Outreach Coordinator</td>
</tr>
<tr>
<td>Jocelyn Reed</td>
<td>Project &amp; Conference Coordinator</td>
</tr>
<tr>
<td>Cindy Wharton</td>
<td>Finance Director</td>
</tr>
</tbody>
</table>
Donate Life America is a 501(c)3 nonprofit alliance of national organizations and Donate Life State Teams across the United States committed to increasing the number of donated organs, eyes and tissue available for transplant to save and heal lives. Donate Life America manages and promotes the national brand for donation, Donate Life℠; develops and executes effective multi-media donor education programs; motivates the American public to register now as organ, eye and tissue donors; maintains the National Donate Life Registry, RegisterMe.org; and assists Donate Life State Teams and national partners in facilitating high-performing donor registration programs.