# TABLE OF CONTENTS

Message from Donate Life America Leadership ........................................... 1
Our Priorities .................................................................................................. 2

## ADVANCING THE CAUSE OF DONATION
The Brand for the Cause .................................................................................. 4
Activating the Public ....................................................................................... 7
Donate Life Partners ......................................................................................... 12
Honorariums & Memorials ............................................................................. 14
Individual Contributors .................................................................................. 17

## LEADING THE DONATE LIFE COMMUNITY
IN DRIVING THE CAUSE OF DONATION
Collaborative Partners ..................................................................................... 18
25th Anniversary Conference & Celebration .................................................. 20
Awards ............................................................................................................. 21

## REINFORCING THE CORNERSTONES OF OUR WORK
Donor Registration .......................................................................................... 22
The National Donate Life Registry ................................................................... 23
Continued Importance of DMVs ....................................................................... 25

## APPENDIX
Donate Life Education Assessment Supporters .............................................. 26
Donor Designation Charts .............................................................................. 28
Financial Stewardship ..................................................................................... 31
Leadership ...................................................................................................... 32
Dear Friend,

As the leader for the cause of donation, Donate Life America (DLA) moves the donation and transplantation community forward in action to save and heal lives. In June 2018, DLA joined leaders from this community in the opening plenary session at the Association of Organ Procurement Organization’s (AOPO) Annual Meeting. The session’s purpose was to share current work and speak to future strategies for innovation and collaboration. Presenting alongside these leaders was a stark reminder that no single organization working alone can address the myriad challenges presented by the increasing demand for lifesaving transplants. It is up to all of us to recognize this reality, and then move forward with the intent to use our resources, expertise and influence in true collaborative fashion to increase the number of living and deceased donor transplants.

Collaboration is a cornerstone of DLA’s history. We are now focused on what collaboration will look like in the future as we continue to build the cause of donation. As you read through this update, please consider how you or your organization may join us in action.

DLA is focused on eliminating what we see as the “actionless story.” Here is an immediate opportunity for you to help us. As a community, we have excelled at getting media attention for powerful stories of hope, healing and life. Yet all too often, we fail to leave our engaged audience with a call to action. We should always connect the recipient story to its genesis, the selfless gift of a donor and their family. We should always connect the donor story to lives saved. We should always invite our audience to join in this lifesaving work by registering to be a donor. A clear and concise message, “Register your decision to be an organ, eye and tissue donor at RegisterMe.org,” is all it takes to make our stories more effective. Please share this initiative with your network and organization, because actionless stories do not help those waiting for a lifesaving transplant. Stories may move hearts, but a call to action moves hands.

Thank you for your ongoing commitment to the cause of donation, DLA and those we serve together.

Yours sincerely and respectfully,

Frank S. Wilton
Chair

G. David Fleming
President & CEO
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.
ADVANCING THE CAUSE OF DONATION

145.5 million American adults have taken the action to register as organ, eye and tissue donors. The power of those voices can do more for the 115,000 Americans waiting for a lifesaving organ transplant, and the hundreds of thousands who can be healed and saved through tissue and corneal transplants.

Donate Life America is committed to advancing the CAUSE of donation by empowering registered donors to raise their voices as activated Donate Life champions.

LEADING THE DONATE LIFE COMMUNITY IN DRIVING THE CAUSE OF DONATION

DLA continues our commitment to convening the donation and transplantation community in collaborative efforts to educate and motivate the public through the development of key action-driven messaging, recognizing successes, eliminating the actionless story, and sparking a community of networking and sharing.

REINFORCING THE CORNERSTONES OF OUR WORK

DLA is investing in the tools, systems and architecture needed to drive informed outreach and to best increase and uphold authorization. Key priorities include: extending the reach of the National Donate Life Registry, recognizing our DMV and driver’s license partners, and developing new data metrics and data visualization resources.
ADVANCING THE CAUSE OF DONATION
The Brand for the Cause

The Donate Life® brand is the national symbol for the cause of organ, eye and tissue donation. The Donate Life brand statement and logo were developed to position donation in the context of LIFE and living, a selfless gift, showing compassion for humanity. Blue, green and the swirl represent the sky, earth and circle of life. The Donate Life logo is a call to action, telling the public to Donate Life — to register their decision to save lives — and to extend the urgent request to others.

In our role as owner and administrator of the Donate Life brand, Donate Life America is committed to managing and promoting the brand — overseeing its use across all platforms, safeguarding its integrity, fostering appropriate use and maintaining brand standards to ensure effectiveness.

Beyond the mark, the Donate Life brand serves as a rallying point for patients waiting, recipients, living donors, donor families, registered donors, the public, and the professional donation and transplantation community.

The Donate Life brand collectively represents the experiences, thoughts and feelings that one has with donation and transplantation.

HONOR
A gathering place for donor and patient families to honor loved ones, by sharing stories of both living and deceased donors, as well as those who died waiting for a transplant

HOPE
A symbol of hope to patients waiting and their families, and to clinical partners caring for their patients

GRATITUDE & CELEBRATION
A platform for recipients and their families to celebrate the life they were given through their donors’ selfless gifts

TRUST
A source of accurate information and safeguarded registry data for the public and the professional Donate Life Community

UNITY
A centralizing force, bringing together all members of the donation and transplantation community with a collective message
The Donate Life logo, colors and design are instrumental to creating a unified brand identity for the cause of donation both locally and across the nation. In a brand-centric culture such as ours, it is hard to imagine any successful national effort to change behavior and perception that does not incorporate a strong brand image like we are fortunate to have with Donate Life.

Alexandra Glazier  
President & CEO  
New England Donor Services
The Donate Life brand provides an opportunity for recognized, actionable messaging throughout the donation and transplantation community. We use it locally as part of our targeted community and professional education initiatives to highlight our common mission. The Donate Life logo is easy to include on promotional materials, websites, giveaways, presentations and during events — allowing for consistency of message across the country.

Ruth Duncan Bell, MPA
Senior Vice President, Public Affairs
LifeLink® Foundation

DONATE LIFE LICENSED PROMOTIONAL VENDORS
Donate Life America has licensing agreements with two promotional vendors for use of the registered Donate Life, Done Vida, state versions or any other composite Donate Life logo. To ensure quality and brand oversight, all promotional items decorated with the registered marks must be purchased through one of our licensed vendors. These vendors provide a royalty, which comprises roughly 15 percent of our operational revenue.

More than 2 million
Donate Life promotional items were sold through the Donate Life Public Store and by our two licensed promotional vendors — serving as new brand touch points and providing financial support for our mission. From June 2017 through June 2018

DONATE LIFE ROSE PARADE FLOAT
DLA supports OneLegacy each year in their production of the Donate Life Rose Parade Float, sharing the important lifesaving message of organ, eye and tissue donation to millions on New Year’s Day.

DONATE LIFE TRANSPLANT GAMES
The Donate Life Transplant Games provide a unique opportunity for DLA to work with recipients, living donors and donor families to equip and empower them to promote donor registration. This year, we created a National Donate Life Registry campaign page for each of the 43 Teams.
Activating the Public

As the national voice for the cause of donation, Donate Life America educates the public about living and deceased donation, encouraging everyone to be a champion for the cause.

REGISTERED DONORS → ACTIVATION → LIFESAVING CAUSE

cause
/kəʊz/

dimensional noun

a principal, aim, or movement that, because of a deep commitment, one is prepared to defend or advocate.

“she is committed to the cause of donation”

synonyms: principle, ideal, belief, conviction

ACTIVATING THE PUBLIC TO CONSIDER LIVING DONATION

The number of deceased donors has steadily increased; however, the number of living donors has remained flat for the past decade. With more than 108,000 Americans waiting for a kidney or liver transplant, living donation is a significant opportunity to save more lives. The public has a high level of interest in living donation, even non-directed donation. They now need accurate information regarding risks and initial steps to take.

DLA WILL ACTIVATE DONATE LIFE SUPPORTERS BY:

• Building upon the commitment of registered donors to educate about the lifesaving opportunity of living donation
• Collaborating with living donation experts as a member of the national Living Donor Coalition
• Working with our clinical partners to consolidate information and develop accurate messaging
• Promoting the message and facts about living donation through our extensive network of public outreach platforms

In late 2017, DLA commissioned a survey which indicated that although most adults believe they can donate a kidney to a relative, a friend or a stranger, most vastly overestimate the risks involved.

<table>
<thead>
<tr>
<th>Risk</th>
<th>Surveyed Percentage</th>
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<tr>
<td>30% of those surveyed thought the <strong>risk of death during donation surgery</strong> was 5-15% and 31% had no idea.</td>
<td>FACT: the risk is .03%.</td>
</tr>
<tr>
<td>31% of those surveyed believed the <strong>risk of the donor needing a replacement kidney</strong> later in life is 5-20% and 34% surveyed had no idea.</td>
<td>FACT: the risk is &lt;1%.</td>
</tr>
</tbody>
</table>

**Willingness to Donate a Kidney**

• Likely to donate to a family member **86%**; close friend **74%**; acquaintance **51%** and to a stranger **30%**
Motivating the Public Through Digital Influence

Donate Life America is investing in our digital presence to reach audiences where they are — cultivating and activating our network of online supporters.

DONATELIFE.NET

In 2018, Donate Life America continued collaborating with Whole Whale digital consultants to update web content, optimize SEO and maximize Google AdWords Grants to reach our goals of increasing DonateLife.net organic search traffic and public e-newsletter sign-up and engagement.

2019 WEBSITE GOALS:
- Activate the registered public as champions of the cause
- Continue content updates and A/B testing to optimize user experience
- Incorporate video to increase public reach
- Continue to serve as the public voice for the Donate Life cause

Social Media

FACEBOOK

DLA's current focus is to engage our Facebook community to support the Donate Life cause through financial support, social media influence and volunteering with Donate Life State Teams.

In 2017, 12,600 people registered to be organ, eye and tissue donors through DLA social media platforms.

WHOLE WHALE

DLA works with Whole Whale, a digital agency that leverages data and technology to increase the impact of nonprofits.

INSTAGRAM AND TWITTER

OUR FOCUS IS TO CONTINUE THE GROWTH OF THESE PLATFORMS TO:
- Reach new audiences
- Connect with key members of the public and professional Donate Life Community
- Develop a strong presence for media and cultural influence

2019: Build presence on YouTube and LinkedIn

As of June 22, 2018

Facebook
Facebook.com/DonateLife
237K supporters

Twitter
@DonateLife
10.2K followers

Instagram
@donatelifeamerica
8.7K followers

2019 WEBSITE GOALS:
- Activate the registered public as champions of the cause
- Continue content updates and A/B testing to optimize user experience
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- Continue to serve as the public voice for the Donate Life cause
PUBLIC E-NEWSLETTER

Donate Life America
Subject: Saving Lives Starts with You
Reply-To: Donate Life America

Today at 11:49 AM

Spread the Donate Life Message!

10,500 Subscribers
Access to:
• Insider Information
• Resources
• Activation Tools
To subscribe, visit DonateLife.net/email-sign-up

Since January 2017 launch

FACEBOOK FUNDRAISERS

Facebook fundraisers have been a successful way to activate our public community to invest in the cause of donation. Since April 2018, more than 250 Facebook fundraisers have been created. We are grateful to all those who have created a fundraiser, and to those who have supported our efforts with their financial contributions.

2,200 individual contributions totaling $70,000 raised through Facebook Fundraising

From April through July 2018

NATIONAL DONATE LIFE BLUE & GREEN DAY TRENDING ON TWITTER!

#BlueGreenDay trended in the top 10 on Twitter the afternoon of this year’s Donate Life Blue & Green Day on Friday, April 13.

DYK: To trend in the Twitter top 10 means there were at least 1,500 tweets including #BlueGreenDay in a few hours timespan!
National Observances

National Observances provide specific, targeted opportunities to call attention to donation. Donate Life America is the driving force behind four National Observances throughout the year: National Donate Life Month, Donate Life ECHO, National DMV Appreciation Week and National Donor Sabbath. We provide campaigns with graphics, printed materials, media resources and Stories of Hope.

NATIONAL DONATE LIFE MONTH

April 2018 marked the fifteenth celebration of National Donate Life Month (NDLM), our premier observance that commemorates and highlights the lifesaving and healing gift of donation. For this year’s campaign, DLA chose the theme of rainbows and Maya Angelou’s quote “Be a rainbow in someone else’s cloud.” We all have the opportunity to be rainbows in other people’s clouds through the gift of organ, eye and tissue donation.

The first Donate Life Facebook Frames were introduced during 2018 NDLM:

DONATE LIFE GREEN BAND FRAME
16K users

2018 NDLM RAINBOW FRAME
5K users

BLUE & GREEN DAY FRAME
5K users

IN 2019, NATIONAL BLUE & GREEN DAY WILL BE CELEBRATED ON APRIL 12

705 PHOTO CONTEST SUBMISSIONS
DONATE LIFE ECHO

Donate Life ECHO, developed in collaboration with the Association for Multicultural Affairs in Transplantation (AMAT), provides an annual opportunity to focus on multicultural communities — engaging social media and community storytelling to talk about donation and encourage people to register as donors. This observance takes place annually during the second and third full weeks of July. The fourth annual Donate Life ECHO included a video contest and introduced the Donate Life ECHO Boomerang Challenge.

2018 ECHO VIDEO CONTEST WINNER: ALLEN GAZAWAY
SUBMITTED BY KODA

Allen’s mother saved four lives through organ donation. She was known as a caregiver in their neighborhood and the school where she worked. Allen challenges the African American community to #ECHO him and register to be donors.

NATIONAL DONOR SABBATH

Given the role that faith plays in the lives of many Americans, National Donor Sabbath provides an opportunity to connect with religious communities to call attention to those touched by donation and transplantation and to encourage individuals to be a symbol of hope to those waiting, by registering as donors. This observance takes place annually two weekends before Thanksgiving, from Friday through Sunday.
Donate Life Partners

DONATE LIFE PARTNERS MAKE OUR WORK POSSIBLE

INVESTING IN OUR MISSION

ENGAGING EMPLOYEES

ACTIVATING CONSTITUENTS

REGISTERING DONORS

Donate Life Feature Partner, Orthofix, celebrates National Donate Life Month with employee activation events at their multiple locations.

Representatives from Donate Life Partner, CryoLife, exhibiting at the 2017 DLA Annual Conference.

Feature Partner, Mid-America Transplant, promotes Donate Life on Facebook with a clear call to register.

Donate Life Partners

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Representatives from Donate Life Partner, CryoLife, exhibiting at the 2017 DLA Annual Conference.

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Empowering Our Youth

Educating our youth about the importance of organ, eye and tissue donation is key to developing a national culture where donation is embraced. In 2018, the DLA Youth Education Committee continued to maintain partnerships with existing organizations and developed three in-demand resources for educators and students:

**COLLEGE EVENT GUIDE**
Tips, lists and resources for students to take charge of their own registration events

**YOUTH EDUCATIONAL GUIDE**
Sample lesson plans and reading materials for educators to use in the field

**DONATE LIFE PATCH PROGRAM GUIDE**
Template to use in partnering locally with Girl Scout councils and troops — thanks to the work of Girl Scout Council of West Central Florida in partnership with Lions Eye Institute for Transplant & Research

National partnerships with education-based high school, college and fraternal organizations aim to:
- Promote organ, eye and tissue donation
- Educate on opportunities in the donation and transplantation field
- Empower chapters to register donors on their campuses and in their networks

Activating Recipients

As a liver recipient, Tim Davidson knew he wanted to give back to the cause and honor the donor that saved his life. For more than nine years, he has quietly served his donation and transplantation community in Michigan by leading poster projects, managing donation websites and driving efforts for a celebration at the state Capitol, bringing more awareness to donation and transplantation among local lawmakers.

<table>
<thead>
<tr>
<th>TIM DAVIDSON’S OUTREACH:</th>
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<tbody>
<tr>
<td>Spoke at 15 volunteer trainings</td>
</tr>
<tr>
<td>Worked 166 events</td>
</tr>
<tr>
<td>Registered 2,341 donors</td>
</tr>
<tr>
<td>Donated 1,478 hours</td>
</tr>
</tbody>
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In 2017, DLA created the National Volunteer Service Award to honor volunteers within the donation and transplantation community. Tim Davidson was the winner of the award in its inaugural year.
Honorariums and Memorials

We graciously acknowledge gifts made in honor or memory of those touched by donation and transplantation. Their stories have inspired others to give selflessly, providing hope to those in need. Recognized below are individuals who had gifts made in their name between July 1, 2017 and June 30, 2018.

HONOR

Jeff Abke
Allan Afrow
Christina Ahearn
Leina Al Rabadi
Morris, Murray and Paul Algire
Chis Allen
Nicole Alvey
Krista and Matt Andringa
James Baldwin
Mackston Barrick
Natalie Benavides
Dale and Norma Jean Berndt
Cheryl and Dennis Beyer
Sofie Blackmon
Jackie Blair
Bernie Blocchi
Abbie and David Boggs
Hannah Bortsch
Stacey Bradshaw
Pam Brandenburg
Jim and Peg Braun
Stu Brower
Jeff Butler
Virginia Campbell
Bob Campion
Elizabeth Cannan
Brian Carden
Makay Carlino
Tyler Allan Carnes
David and Candy Carroll
Deborah Carter
Sue Caruso
Bill Castleberry
Milt and Carol Childress
Dr. Jason Christie
Vince Clews
Andrea Conroy
Joanna Costarell
Johnny Costarell
Landy Crafton
Janice Crago
Angie Culp
Rudi Cumiskey
Gary Dachis
John Davidson
Mr. and Mrs. Homer Davis
Melissa Devenny
Glenda Deven
Kathleen Diedrich
Bonnie Drew
John Duberg
David Edmondson, Jr.
Katie Elwell
Keith Sandy Erbstein
Joey Estep
The Geyman Family
The Ladd Family
The Londre Family
Melissa and Tom Farr
Joseph Feeney
Guy and Traci Fichter
Elisabeth Finch
Aldyn Frenkiewich
Beverly and Ron Frenkiewich
Edward Gallagher IV
Carlos Garrido
Sunnie Gast
Matthew Gornyi
Brian Griffey
Diane and Andy Guerrieri
Chelsea Haggerty
Lynn Hammond
Bill Hanna
Carolina Gaines Harville
Will, Charlie and Luke Haus
Erica Hibbs
Tim and Teresa Hill
Allison Hillen
Carrie and Jim Holland
Ross Hoogenakker
Michael James
Jennifer Jehle-Panzer
David H. Johnson
Barbara Tracy Keating
Bruce Miles
Geoffrey Miller
Jerry Miller
Ethan Miller
Bobbie Mischeimer
Jennifer Muise
Elaine Murray
Auggie and Jeannine Nobriga
Steven Nugent
Norihiko Oda
Peggy Olrich
Emmeline Olson
Cindy Orchowski
Tricia Osuna
Patricia and Randy Pavin
Meghan Perez
Rudi Pierson
Dr. Amy Pope-Harman
Mike Proud
Monica Pusch
Judy Race
Ron Rager
Cyndi Riley
Cheri Rodriguez
Eldor Rolling
Gayle Rose
Roberta Rubman

In memory of Corey Burns:

“Thank you for showing us all how to live life in the face of great adversity.”

by David and Lucille Wall

In honor of Joel Levanduski:

“Celebrating two years of marriage, and the gift of life.”

by Heather Levanduski

In memory of Joel Levanduski:

Susan Kille
Eileen Kitts
Emma Knight
Leo and Joan Kozlowski
Daniel Krauss
Joseph Kudla
Rachel Langston
Ryan and Melanie Lee
Joel Levanduski
Josh Levin
Marlene Lewis
Shirley Lopinski
Carl and Veronica Luongo
Diane MacDougall
Sandra Macinnis
Erin MacLean
Lois Malenczak
Megan Malingkas
Joanne Matthews
Carolyn McInerney
Lauren Meizo
Meghan Russell
David Russell
David Sandlin
Allison Sarver
Sarah Schott
Paul and Ashley Schuiteman
Steve Schulak
Todd and Leslye Schumacher
Aja Shroll
Ruby Snell
John Spangenberg
Hugo Stopler
Jeff Stout
Taezen Sullivan
Janet Tabah
Robert Therese
Kendal and Jesse Thomas
Bill Thomasson
Rodney and Heather Thompson
Daisy Thorshov
Craig Trowbridge
Jimmy Truesdale
Nittie Underwood
Kayla Urrey
Becky Van der Heide Galuska
Wayne Wagner
Evan Ware
Sally Weglinski
Susan Welliver
Eric Wells
Michael Wetzel
Andrew Widman
Elise Williams
Lora Wilson
Jeanne and Frank Wilton
Pete and Anne Woods
Laurie and Tim Wright
John Yoder
Lani Young

MEMORY

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

Midge and Richard Denno’s lives changed forever on December 3, 2008. That was the day Midge received a lifesaving kidney transplant, and the day that Richard became an active Donate Life America champion. The experience inspired Richard to create the Masonic Organ & Tissue Donor Awareness Program with its mission to increase the number of registered donors in New England.

“Midge was one of those special people that virtually everyone loved,” said Richard. “She was kind, caring, thoughtful and frugal with finances. And did I say she was a beautiful woman? We were together for 50 years. In all those years, I never failed to tell her how much I loved her and how special she was. I usually tell folks that they tolerated me to have a relationship with her. In all this time, I never found one person who didn’t like and admire her.”

Midge’s new kidney gave her nine more years with Richard, family and friends. Sadly, she passed away on March 3, 2018, after succumbing to end-stage renal disease. In Midge’s memory, Richard created a Donate Life America fundraising page and a National Donate Life Registry campaign page.

“I will always be grateful to the caring person who registered as an organ donor and provided Midge with a much-needed kidney,” said Richard.

Monthly Contributors
Thank you to the contributors who sustain Donate Life America’s work through their monthly gifts.

Alexandra Bradley
Denise Diaz
Liberty Dwyer
Karin Garrido
Adam Giblin
Jamie Hanna
Robert Horsey
Heather Levanduski
Paige Lewis
Elaine Liebrecht
Erin Meza
Marie O’Connor
Stephanie Page
Kathy Richards
Christina Strong
Lynn Talbott
Jim Teal
Gabrielle Trachtman
Brooke Truesdale
John Veasey

Suzie was an amazing wife, mother, grandmother, sister and friend to many. She made the very best of the three additional years of life she had been given thanks to the generous gift of two perfect lungs donated to her by a total stranger. My daughters and I are now all strong advocates for organ donation. All three daughters have Donate Life license plates, and I have not removed my Donate Life green bracelet since Suzie’s transplant. One of Suzie’s last requests was that her obituary read: ‘In lieu of flowers, please consider becoming an organ donor.’

Jim Teal
Recipient Family & Monthly Contributor
Individual Contributors

Thank you to those who have chosen to elevate their support of Donate Life America’s mission by making a financial contribution this year. Whether given in honor, memory or simply because the need is great, these gifts have made a significant difference.

**NUMBER OF INDIVIDUAL CONTRIBUTIONS: 2,543**

**TOTAL AMOUNT CONTRIBUTED BY INDIVIDUALS: $263,354**

**AVERAGE CONTRIBUTION AMOUNT: $105**

**$1,000 AND ABOVE**

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<td>Christina Strong</td>
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</table>

*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, Vice President, Partnerships and Philanthropy, at kheadley@donatelife.net.

Please note that the above list includes gifts received between July 1, 2017 and June 30, 2018.
LEADING THE COMMUNITY IN DRIVING THE CAUSE OF DONATION
Driving Collaboration

Donate Life America was founded more than 25 years ago by the donation and transplantation community to unify the message for the cause of donation.

We continue to work closely with the leading donation and transplantation associations to ensure a consistent lifesaving message of hope, driving others to be organ, eye and tissue donors.

Thank you to the collaborative partners who support our work and promote the Donate Life message to their constituents.

SOCIAL MEDIA ROUNDTABLE
The National Social Media Roundtable continues to grow organizational collaboration and social media presence for the cause of donation. The Roundtable facilitates easy and trusted communication and discussion between national donation and transplantation organizations.

ON THE ROAD
As part of our collaborative efforts and industry partnerships, DLA has an ongoing presence within the exhibit halls and meeting sessions at annual conferences, including AATB, AMAT, AOPO, EBAA, NATCO and UNOS Transplant Management Forum. This helps ensure that all are aware of the resources that are available.

OTHER FREE SERVICES WE OFFER THE DONATE LIFE COMMUNITY
• National Donate Life Registry
• Monthly Webinar Series
• Donate Life 101 Orientation Module
• National Observances Content and Resources
• Awards Programs
• Social Media Graphics
• Patient Stories and Talking Points
• Donor Designation Data Reports
• Networking Opportunities
• The DLA Community site, DLACommunity.net
OUR CLINICAL PARTNERS

DLA recognizes the important role our clinical partners play in promoting donation. We continue to partner with the American Hospital Association and transplant centers across the country, providing valuable resources and best practices.

NEW DONATE LIFE PINS

This year, DLA created new lapel pins that feature our clinical partners to encourage them to use their role as a platform for promoting the cause.

NATIONAL PEDIATRIC TRANSPLANT WEEK

Launched in 2018 as part of National Donate Life Month, National Pediatric Transplant Week offers a platform to:

- Talk about the powerful message of ending the pediatric waiting list
- Engage clinical partners to share their innovative work and patient stories
- Honor donor families whose children have saved and healed lives through organ, eye and tissue donation

We would like to thank the American Society of Transplantation (AST), the American Society of Transplant Surgeons (ASTS) and the United Network for Organ Sharing (UNOS), for their partnership in launching and supporting National Pediatric Transplant Week.

In 2019, National Pediatric Transplant Week will be April 22-26.

#KidsTransplantWeek

FUNERAL SERVICE PARTNERS

DLA is developing materials to assist funeral professionals in supporting donor families and promoting donation to their clients and communities. Our Funeral Services Task Force is also working with national funeral associations to provide education and resources.
25th Anniversary Celebration

In October 2017, Donate Life America capped off our 25th anniversary with the Annual Conference and Celebration entitled *Celebrating our Past, Creating our Future: 25 Years of Passion and Perseverance.*

25TH ANNIVERSARY LEGACY CIRCLE SPONSORS

Thank you to these contributors for helping us celebrate 25 years of saving and healing lives together.

**GOLD LEGACY CIRCLE**
Boost Promotional Branding
Donation Promotions
Gift of Life Donor Program
LifeLink Foundation, Inc
LifeShare Transplant Donor Services of Oklahoma
LiveOnNY
New England Donor Services

**BRONZE LEGACY CIRCLE**
LifeSource
Pacific Northwest Transplant Bank

**SILVER LEGACY CIRCLE**
Donor Network of Arizona
Gift of Life Michigan
Nevada Donor Network
Washington Regional Transplant Community

**INDIVIDUAL CONTRIBUTIONS**
Stu Brower, Past Chair, DLA Board of Directors
Joanne Grunau, Principle Consultant, Promote Donation LLC and DLA Board of Directors
Howard Nathan, President & CEO, Gift of Life Donor Program and Past Chair, DLA Board of Directors
Jeffrey* & Lorinda Orlowski, *President & CEO, LifeShare Transplant Donor Services of Oklahoma and Past Chair, DLA Board of Directors

**ANNUAL CONFERENCE**
This landmark meeting brought together more than 300 professionals from organ, eye and tissue organizations; DMVs; clinical partners; national organizations and Donate Life State Teams from across the country focused on collaboration in advancing the cause of donation and saving lives. The conference ended with a celebration at the historic hotel, The Jefferson.
Awards

NICHOLAS GREEN AWARD FOR A LIFETIME OF GIVING

The Nicholas Green Award for a Lifetime of Giving was created to recognize outstanding lifetime achievement in saving and healing lives through organ, eye and tissue donation, especially in the field of public education and outreach. The award is named for Nicholas Green and *The Nicholas Effect*, a movement that grew from the incredible story of the Green family, who donated their son Nicholas’ organs after he was killed while on vacation in Italy. Their decision of compassion encouraged people across Europe and the world to give the gift of life.

For decades, Howard Nathan, President & CEO, Gift of Life Donor Program, has been a leading and untiring force in encouraging others to save and heal more lives through donation. A founding member and the second president of DLA, then the Coalition on Donation, Howard has inspired both the public and the donation and transplantation community to always strive for improvement and innovation when it comes to serving those waiting. His commitment to donor families and transplant recipients truly represents the dedication for which this award stands.

TREY SCHWAB COACHING LEGACY AWARD

Collaboration and support are at the heart of DLA’s network of Donate Life State Teams and their members. The Trey Schwab Coaching Legacy Award was established in 2016 to honor the late Trey Schwab, a double-lung recipient and former Marquette University basketball assistant coach who epitomized this. The 2017 winner was Jennifer Tislerics of Gift of Life Michigan for being a willing resource and enthusiastic mentor in the Donate Life Community.

DONATE LIFE AMERICA QUIET GIANT AWARD

Traditionally, the DLA Quiet Giant Award is given to an individual or individuals who have made a significant contribution to increasing organ, eye and tissue donation “looking for opportunities to serve, not for praise.” More than 95 percent of donor registrations come through DMV and driver’s license transactions, where employees have quietly asked the donor registration question to every customer, every day with lifesaving and healing results. In recognition of their ongoing service and commitment to the cause of donation, the 2017 Quiet Giant Award was presented to the American Association of Motor Vehicle Administrators (AAMVA) for their incredible partnership.

DONATE LIFE AMERICA PINNACLE AWARDS CELEBRATE OUR BEST

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

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<td><strong>LIVING DONATION</strong></td>
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<td><strong>MEDIA</strong></td>
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<td><strong>Best Remix</strong></td>
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<td><strong>Best ROI</strong></td>
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<td><strong>BEST OUTREACH TO A DIVERSE MULTICULTURAL COMMUNITY</strong></td>
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REINFORCING THE CORNERSTONES OF OUR WORK
Donor Registration: At the Center of All We Do

145.5 Million Donor Registrations
58% of the U.S. Adult Population
includes state and National Donate Life Registry registrations as of December 31, 2017

Donate Life America believes that the key to saving and healing more lives is increasing donor registrations. A donor registration is a first-person legal authorization that removes the burden of decision making from grieving families, and provides a lifesaving legacy that helps family, friends and communities heal.

“After his death, Cameron left us the first of many blessings — he had registered his decision to be a donor! That simple act saved us from having to make that difficult decision. His dad and I took comfort in knowing we were upholding his decision to give the gift of life to others.”

Lori Chana
Donor Mom

Sigma Pi Fraternity has a personal connection to donation and has been a Donate Life champion since 2009, when they lost a brother, Cameron Chana, in a tragic accident. Since then, the fraternity has taken on donation as its national cause to honor Cameron and his family. Cameron saved and healed the lives of 59 people through organ, eye and tissue donation.

Nearly 35,000 Organ Transplants
1.75 Million Tissue Transplants
More than 84,000 Corneal Transplants

2017 was the first year more than 10,000 people became deceased donors in the U.S.

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Based on OPTN/UNOS data as of January 9, 2018

AUTHORIZED BY REGISTRY IN 2017

49% of Organ Donors
55% of Tissue Donors
56% of Eye Donors
The National Donate Life Registry

### NATIONAL REGISTRY HIGHLIGHTS

- **4 Million Registrations**
- **4,000 New Registrations Every Day**
- **Increased Exposure and Recognition of the Donate Life Brand**
- **National Partnerships with Apple and Walgreens**
- **799 Campaign Pages**
  - 593 Organization Pages
  - 206 Individual Pages

**As of July 2018**

### MAXIMIZING REACH THROUGH PARTNERSHIPS

DLA continues to partner with industry leaders to reach new audiences with the call to register through the National Donate Life Registry.

#### CAMPAIGN PAGES

The National Donate Life Registry allows individuals and organizations to be a part of the Donate Life cause through custom campaign pages. Individual and organization campaign pages allow the registration ask to be targeted and either personal or linked to a specific organization-led outreach campaign.

#### NATIONAL REGISTRY HIGHLIGHTS

- **4 Million Registrations**
- **4,000 New Registrations Every Day**
- **Increased Exposure and Recognition of the Donate Life Brand**
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- **799 Campaign Pages**
  - 593 Organization Pages
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#### COMING SOON: ANDROID PARTNERSHIP

DLA’s partnership with Apple in 2016 allowed iPhone users to register through their Health App. We now have a commitment from Android to offer the registration opportunity within the coming year. We are eager to continue to bring the donor registration opportunity to the public at multiple touch points, meeting them where they are with secure, mobile and easy registration opportunities. Through smart phones and our social media platforms, the majority of National Donate Life Registry registrations come through mobile devices.

From June 17-30, 2018, nearly 2,000 people registered on the National Donate Life Registry through the Walgreens App.

**MedStar Health**

In Spring 2018, MedStar Health launched a Living Will app that invited consumers to register on the National Donate Life Registry as they create their living will.

**COMING SOON: ANDROID PARTNERSHIP**

DLA’s partnership with Apple in 2016 allowed iPhone users to register through their Health App. We now have a commitment from Android to offer the registration opportunity within the coming year. We are eager to continue to bring the donor registration opportunity to the public at multiple touch points, meeting them where they are with secure, mobile and easy registration opportunities. Through smart phones and our social media platforms, the majority of National Donate Life Registry registrations come through mobile devices.
Donate Life America has developed new metrics and improved data visualization for our donor designation reports to help move the Donate Life Community forward with informed strategic outreach and public education.

We are now partnering with the Chronic Disease Research Group (CDRG) of the Minneapolis Medical Research Foundation to offer quarterly web-based data reports that provide easy access to key metrics, identify data trends and better inform outreach through data visualization. These new reports launch Fall 2018 with Q1 2018 donor designation data.

**WHY THE ELIGIBLE DESIGNATED DONOR RATE MATTERS**

The Eligible Designated Donor Rate (EDDR) is the percentage of eligible deaths (as defined by the UNOS definition of eligible death) who are registered donors. The EDDR goes beyond the Donor Designation Share (DDS), the number of registered donors in the general adult population, to measure the rate of donor registration among those who are in the population of likely donors. The DLA Research and Data Committee has worked to develop and educate about the EDDR metric to help the Donate Life Community use these data to best inform outreach.

“Donate Life America is using data to better understand where there are gaps in those who support organ donation and those who take the step to register. These data will help Donate Life State Teams better target efforts to increase registration rates, ultimately healing and saving more lives.”

Jon Snyder, PhD
Director of Transplant Epidemiology
Chronic Disease Research Group
Minneapolis Medical Research Foundation

**COMING SOON: NEW CAMPAIGNS**

DLA is continuing our work with The Martin Agency to develop a national marketing campaign intended to reach two key groups identified through gap analysis as having lower registration rates: multicultural communities and Gen Z.
Continued Importance of DMVs

The vast majority of registrations in state donor registries come through DMV and driver’s license partners (DLPs).

Donate Life America continues to support state level DMV outreach by building a strong national partnership with the American Association of Motor Vehicle Administrators (AAMVA).

Thanks to DLA’s partnership with AAMVA, the Donate Life Community has a consistent and featured presence at all four AAMVA Regional Conferences and the AAMVA International Conference (AIC). Through video Stories of Hope and award presentations, our time on every AAMVA Awards Luncheon agenda allows us to thank and recognize DMVs and DLPs for their vital role in saving and healing lives.

NATIONAL DMV APPRECIATION WEEK

The third annual National DMV Appreciation Week will be celebrated September 24-28, 2018. This newest National Observance gives the Donate Life Community the opportunity to say thank you and to recognize the work done every day by our DMV and driver’s license partners to help save lives.

[*NEW AWARDS IN 2018:*

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

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

“At the root of AAMVA’s work is supporting our members to serve their constituents and communities. We are grateful for our partnership with Donate Life America, which honors this commitment in a very special way.”

Anne S. Ferro
President & CEO, AAMVA

Donate Life America has a new webpage for DMV focused content: DonateLife.net/DMV
Donate Life Education Assessment

The Donate Life Education Assessment was created in 1994 to fund Donate Life America’s lifesaving programs and initiatives. It continues to serve as a mechanism for organ procurement organizations, transplant centers and histocompatibility labs to pool their resources and present a unified, national voice to the American public, motivating them to Donate Life. We would like to thank these valued members of the donation and transplantation community who make our work possible through their support of the 2017/2018 Donate Life Education Assessment.

ORGAN PROCUREMENT ORGANIZATIONS
Alabama Organ Center
Arkansas Regional Organ Recovery Agency
Carolina Donor Services
Center for Donation and 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
Kentucky Organ Donor Affiliates
Legacy of Life Hawaii
Life Alliance Organ Recovery Agency
Life Connection of Ohio
Lifebanc
LifeCenter Northwest
LifeCenter Organ Donor Network
LifeChoice Donor Services (NEDS)
LifeGift
Lifeline of Ohio
LifeLink of Florida
LifeLink of Georgia
LifeLink of Puerto Rico
LifeNet Health
LifeQuest Organ Recovery Services
LifeShare Of The Carolinas
LifeShare Transplant Donor Services of Oklahoma
Lifesharing
LifeSource
LiveOnNY
Louisiana Organ Procurement Agency
Mid-America Transplant
Mid-South Transplant Foundation
Midwest Transplant Network
Mississippi Organ Recovery Agency
Nebraska Organ Recovery Systems
Nevada Donor Network, Inc.
New England Organ Bank (NEDS)
New Mexico Donor Services
NJ Sharing Network
OneLegacy
Pacific Northwest Transplant Bank
Sharing Hope SC
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

TRANSPLANT CENTERS
Abbott Northwestern Hospital
Advocate Christ Medical Center
Albert Einstein Medical Center
Ann & Robert H. Lurie Children’s Hospital of Chicago
Arkansas Children’s Hospital
Augusta University Medical Center
Auxilio Mutuo Hospital
Banner University Medical Center Phoenix
Banner University Medical Center Tucson
Baylor All Saints Medical Center
Baylor St. Luke’s Medical Center
Baylor University Medical Center at Dallas
Baystate Medical Center
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 Hospital of Wisconsin
Children’s Medical Center Dallas
Children’s Mercy Hospitals and Clinics
Children’s National Medical Center
Christian Care Health System
CHRISTUS Santa Rosa Medical Center
Cleveland Clinic
Dartmouth-Hitchcock Medical Center
Duke University Hospital
Driscoll Children’s Hospital
Emory University Hospital
Erie County Medical Center
Florida Hospital Transplant Institute
Geisinger Medical Center
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
Indiana University Health
Inova Fairfax Hospital
Intermountain Medical Center
Iowa Methodist Medical Center
Joe DiMaggio Children’s Hospital
Johns Hopkins Hospital
Keck Hospital of USC
Largo Medical Center
Minesh, double corneal transplant recipient, honors his two donors every day as a successful business man, husband and father.
Miami-Dade Fire Rescue Department celebrates 2018 National Donate Life Month.
## 2017 Donor Designation

<table>
<thead>
<tr>
<th>STATE</th>
<th>STATE DONOR DESIGNATION RATE</th>
<th>STATE DONOR DESIGNATIONS</th>
<th>STATE DONOR DESIGNATION SHARE</th>
<th>NATIONAL DONATE LIFE REGISTRY REGISTRATIONS</th>
<th>EDDR (Q3-Q4 2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>NA</td>
<td>2,715,806</td>
<td>72%</td>
<td>50,085</td>
<td>32%</td>
</tr>
<tr>
<td>Alaska</td>
<td>91%</td>
<td>507,970</td>
<td>92%</td>
<td>10,910</td>
<td>38%</td>
</tr>
<tr>
<td>Arizona</td>
<td>36%</td>
<td>3,236,074</td>
<td>61%</td>
<td>75,200</td>
<td>31%</td>
</tr>
<tr>
<td>Arkansas</td>
<td>NA</td>
<td>1,450,403</td>
<td>64%</td>
<td>28,349</td>
<td>35%</td>
</tr>
<tr>
<td>California</td>
<td>34%</td>
<td>14,319,202</td>
<td>47%</td>
<td>357,668</td>
<td>31%</td>
</tr>
<tr>
<td>Colorado</td>
<td>68%</td>
<td>2,827,651</td>
<td>66%</td>
<td>78,140</td>
<td>55%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>46%</td>
<td>1,362,970</td>
<td>48%</td>
<td>33,910</td>
<td>28%</td>
</tr>
<tr>
<td>Delaware</td>
<td>NA</td>
<td>418,616</td>
<td>56%</td>
<td>8,940</td>
<td>37%</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>38%</td>
<td>361,102</td>
<td>64%</td>
<td>10,295</td>
<td>24%</td>
</tr>
<tr>
<td>Florida</td>
<td>49%</td>
<td>9,686,873</td>
<td>59%</td>
<td>191,604</td>
<td>39%</td>
</tr>
<tr>
<td>Georgia</td>
<td>41%</td>
<td>4,793,600</td>
<td>61%</td>
<td>93,236</td>
<td>32%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>NA</td>
<td>681,431</td>
<td>61%</td>
<td>11,341</td>
<td>29%</td>
</tr>
<tr>
<td>Idaho</td>
<td>59%</td>
<td>793,593</td>
<td>64%</td>
<td>17,646</td>
<td>49%</td>
</tr>
<tr>
<td>Illinois</td>
<td>NA</td>
<td>5,925,602</td>
<td>60%</td>
<td>134,135</td>
<td>38%</td>
</tr>
<tr>
<td>Indiana</td>
<td>NA</td>
<td>3,804,108</td>
<td>75%</td>
<td>69,777</td>
<td>53%</td>
</tr>
<tr>
<td>Iowa</td>
<td>NA</td>
<td>1,735,279</td>
<td>72%</td>
<td>35,680</td>
<td>35%</td>
</tr>
<tr>
<td>Kansas</td>
<td>55%</td>
<td>1,501,658</td>
<td>68%</td>
<td>39,654</td>
<td>42%</td>
</tr>
<tr>
<td>Kentucky</td>
<td>54%</td>
<td>1,841,984</td>
<td>54%</td>
<td>55,176</td>
<td>42%</td>
</tr>
<tr>
<td>Louisiana</td>
<td>53%</td>
<td>2,523,715</td>
<td>71%</td>
<td>45,985</td>
<td>37%</td>
</tr>
<tr>
<td>Maine</td>
<td>55%</td>
<td>737,688</td>
<td>69%</td>
<td>14,558</td>
<td>36%</td>
</tr>
<tr>
<td>Maryland</td>
<td>50%</td>
<td>2,874,145</td>
<td>62%</td>
<td>49,113</td>
<td>44%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>52%</td>
<td>3,382,437</td>
<td>62%</td>
<td>71,109</td>
<td>34%</td>
</tr>
<tr>
<td>Michigan</td>
<td>58%</td>
<td>4,804,396</td>
<td>62%</td>
<td>97,682</td>
<td>34%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>55%</td>
<td>2,647,528</td>
<td>63%</td>
<td>52,981</td>
<td>45%</td>
</tr>
<tr>
<td>Mississippi</td>
<td>NA</td>
<td>848,719</td>
<td>37%</td>
<td>31,628</td>
<td>19%</td>
</tr>
<tr>
<td>Missouri</td>
<td>50%</td>
<td>3,414,103</td>
<td>73%</td>
<td>73,626</td>
<td>44%</td>
</tr>
<tr>
<td>Montana</td>
<td>66%</td>
<td>760,816</td>
<td>93%</td>
<td>10,725</td>
<td>47%</td>
</tr>
<tr>
<td>Nebraska</td>
<td>44%</td>
<td>803,086</td>
<td>56%</td>
<td>22,205</td>
<td>29%</td>
</tr>
<tr>
<td>Nevada</td>
<td>48%</td>
<td>1,100,406</td>
<td>49%</td>
<td>25,453</td>
<td>34%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>56%</td>
<td>690,789</td>
<td>64%</td>
<td>16,395</td>
<td>41%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>NA</td>
<td>2,766,192</td>
<td>40%</td>
<td>125,998</td>
<td>26%</td>
</tr>
</tbody>
</table>

- **State DDR or DDS is at or above the 50% benchmark**
- **Both DDR and DDS are at or above the 50% benchmark**
### DATA METRIC DEFINITIONS

#### Donor Designation Share (DDS)
The Donor Designation Share seeks to measure the percentage of the adult population registered as donors by dividing the number of individuals in the donor registry of a state by the adult population, as measured by the most recent census or census estimate.

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

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

#### Donors Authorized by the Registry: Designated Eye Donor Share (DED), Designated Tissue Donor Share (DTD) and Designated Organ Donor Share (DOD)
DED, DTD and DOD shares measure the percentage of a state’s donors that were authorized through donor registries.

---

<table>
<thead>
<tr>
<th>STATE</th>
<th>STATE DONOR DESIGNATION RATE</th>
<th>STATE DONOR DESIGNATIONS</th>
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<th>NATIONAL DONATE LIFE REGISTRY REGISTRATIONS</th>
<th>EDDR (Q3-Q4 2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Mexico</td>
<td>61%</td>
<td>990,028</td>
<td>62%</td>
<td>20,073</td>
<td>44%</td>
</tr>
<tr>
<td>New York</td>
<td>NA</td>
<td>4,911,282</td>
<td>32%</td>
<td>166,636</td>
<td>16%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>56%</td>
<td>4,891,695</td>
<td>62%</td>
<td>102,236</td>
<td>42%</td>
</tr>
<tr>
<td>North Dakota</td>
<td>54%</td>
<td>377,957</td>
<td>65%</td>
<td>7,394</td>
<td>38%</td>
</tr>
<tr>
<td>Ohio</td>
<td>59%</td>
<td>5,726,907</td>
<td>64%</td>
<td>114,282</td>
<td>46%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>NA</td>
<td>1,736,349</td>
<td>59%</td>
<td>39,428</td>
<td>35%</td>
</tr>
<tr>
<td>Oregon</td>
<td>54%</td>
<td>2,544,905</td>
<td>79%</td>
<td>53,491</td>
<td>39%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>48%</td>
<td>4,774,441</td>
<td>47%</td>
<td>91,116</td>
<td>43%</td>
</tr>
<tr>
<td>Puerto Rico</td>
<td>NA</td>
<td>610,150</td>
<td>22%</td>
<td>10,641</td>
<td>10%</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>45%</td>
<td>496,666</td>
<td>59%</td>
<td>9,491</td>
<td>30%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>49%</td>
<td>1,988,049</td>
<td>51%</td>
<td>45,239</td>
<td>38%</td>
</tr>
<tr>
<td>South Dakota</td>
<td>59%</td>
<td>430,436</td>
<td>66%</td>
<td>7,984</td>
<td>26%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>38%</td>
<td>2,233,580</td>
<td>43%</td>
<td>69,496</td>
<td>33%</td>
</tr>
<tr>
<td>Texas</td>
<td>31%</td>
<td>10,163,223</td>
<td>49%</td>
<td>291,641</td>
<td>16%</td>
</tr>
<tr>
<td>Utah</td>
<td>59%</td>
<td>1,669,216</td>
<td>78%</td>
<td>38,626</td>
<td>48%</td>
</tr>
<tr>
<td>Vermont</td>
<td>53%</td>
<td>306,167</td>
<td>60%</td>
<td>8,787</td>
<td>62%</td>
</tr>
<tr>
<td>Virginia</td>
<td>58%</td>
<td>4,259,001</td>
<td>65%</td>
<td>83,420</td>
<td>43%</td>
</tr>
<tr>
<td>Washington</td>
<td>59%</td>
<td>5,037,864</td>
<td>89%</td>
<td>79,611</td>
<td>44%</td>
</tr>
<tr>
<td>West Virginia</td>
<td>NA</td>
<td>602,758</td>
<td>41%</td>
<td>15,873</td>
<td>43%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>57%</td>
<td>2,843,493</td>
<td>63%</td>
<td>62,412</td>
<td>39%</td>
</tr>
<tr>
<td>Wyoming</td>
<td>59%</td>
<td>259,376</td>
<td>58%</td>
<td>7,288</td>
<td>43%</td>
</tr>
<tr>
<td>Total</td>
<td>49%</td>
<td>142,190,979</td>
<td>56%</td>
<td>3,264,369</td>
<td>34%</td>
</tr>
</tbody>
</table>

**Total Registrations (Combined State and National Donate Life Registry): 145,455,348** **Overall DDS: 58%**

As of December 31, 2017
Donate Life State Team Leaders

ALABAMA
Ann Rayburn
Alabama Organ Center
Teresa Ham
Alabama Eye Bank

ALASKA
Tara Grantland
Life Alaska Donor Services
Stephanie Hill
Life Alaska Donor Services

ARIZONA
Kristin Patterson
Donor Network of Arizona
Katie Benton
Donor Network of Arizona

ARKANSAS
Audrey Coleman
Arkansas Regional Organ Recovery Agency

CALIFORNIA
Cathy Olmo
Donor Network West
Jim Martin
Donate Life California

COLORADO
Andrea Smith
Donor Alliance
Robert Austin
Rocky Mountain Lions Eye Bank

CONNECTICUT
Caitlyn Bernabucci
New England Donor Services
Alison Keating
Donate Life Connecticut

DELWARE
Todd Franzen
Gift of Life Donor Program

DISTRICT OF COLUMBIA
Lesley Compagnone
Washington Regional Transplant Community
Al Smith
Washington Regional Transplant Community

FLORIDA
Betsy Edwards
LifeLink Foundation, Inc.

GEORGIA
Tracy Ide
LifeLink Foundation, Inc.
Dawn Fletcher
Emory University Hospital

HAWAII
Nancy Downes
Legacy of Life Hawaii
Tiffany Thompson
Legacy of Life Hawaii

IDAHO
Alex McDonald
Intermountain Donor Services
Jay Lugo
Idaho Lions Eye Bank

ILLINOIS
Brian Bush
Illinois Secretary of State
Marion Shuck
Gift of Hope Organ & Tissue Donor Network

INDIANA
Lindsey Johnson
Indiana Donor Network
Andi Amburgey
Indiana Donor Network

IOWA
Tony Hakes
Iowa Donor Network
Ellie Engelbrecht
Iowa Lions Eye Bank

KANSAS
Sarah Dolezal
Midwest Transplant Network
Jason Verbeckmoe
Kansas Eye Bank and Cornea Research Center

KENTUCKY
Shelley Snyder
Kentucky Circuit Court Clerks’ Trust for Life, KODA

LOUISIANA
Kirsten Heintz
Louisiana Organ Procurement Agency
Ana Milena Hands
Oschner Healthcare

MAINE
Matthew Boger
New England Donor Services

MARYLAND
Jim Ford
Donate Life Maryland
Leesha Johnson
The Living Legacy Foundation of Maryland

MASSACHUSETTS
Matthew Boger
New England Donor Services
Sean Fitzpatrick
New England Donor Services

MICHIGAN
Tim Makenen
Gift of Life Michigan
Alexandra Teska
Eversight Michigan

MINNESOTA
Rebecca Ousley
LifeSource

MISSISSIPPI
Chuck Stinson
Mississippi Organ Recovery Agency
Randa Lipman
Mid-South Transplant Foundation

MISSOURI
Kevin Lee
Mid-America Transplant

MONTANA
Mary Graff
LifeCenter Northwest
Katherine Pliska
LifeCenter Northwest

NEBRASKA
Kara Cordell
Nebraska Organ Recovery System

NEVADA
Candee Candler
Donor Network West
Kelli Little
Nevada Donor Network

NEW HAMPSHIRE
Dave Teune
New England Donor Services
Sean Fitzpatrick
New England Donor Services

NEW JERSEY
Brooke Hartrum
NJ Sharing Network
Todd Franzen
Gift of Life Donor Program

NEW MEXICO
Maria Sanders
New Mexico Donor Services
Lori Stempley
New Mexico Lions Eye Bank/TBI

NEW YORK
Aisha Tator
New York Alliance for Donation, Inc.
Melanie Evans
New York Alliance for Donation, Inc.

NORTH CAROLINA
Deanna Mitchell
Donate Life North Carolina

NORTH DAKOTA
Jessie Fienen
LifeSource

OHIO
Marilyn Pongonis
Lifeline of Ohio
Andi Johnson
LifeCenter Organ Donor Network

OKLAHOMA
Katy Smith
LifeShare Transplant Donor Services of Oklahoma
Tammie Green
LifeShare Transplant Donor Services of Oklahoma

OREGON
Aimee Adelmann
Donate Life Northwest
Matthew Webber
Lions VisionGift

PENNSYLVANIA
Colleen Sullivan
Center for Organ Recovery & Education
Dwenty Johnson
Gift of Life Donor Program

PUERTO RICO
Maresa Boneta-Dueno
LifeLink of Puerto Rico

RHODE ISLAND
Matthew Boger
Old Dominion Eye Foundation, Inc

SOUTH CAROLINA
Tracy Moore
Donate Life South Carolina
Mark Johnson
Sharing Hope SC

SOUTH DAKOTA
Matt Erickson
LifeSource
Rebecca Ousley
LifeSource

TENNESSEE
Sharon Pakis
Tennessee Donor Services
Randa Lipman
Mid-South Transplant Foundation

TEXAS
Kim Charles
Donate Life Texas
Laura Frnk-Davis
LifeGift

UTAH
Alex McDonald
Intermountain Donor Services
Dixie Madsen
Intermountain Donor Services

VERMONT
Matthew Boger
New England Donor Services

WASHINGTON
Mary Graff
LifeCenter Northwest
Katherine Pliska
LifeCenter Northwest

WEST VIRGINIA
Christy Conley
Center for Organ Recovery & Education
Lauren Stevens
Lifeline of Ohio

WISCONSIN
Martha Mallon
Wisconsin Department of Health Services

WYOMING
Ryea O’Neill
Donor Alliance
Janell Lewis
Rocky Mountain Lions Eye Bank
Donate Life America is dedicated to financial stewardship and maximizing every dollar spent to advance our mission. Our focus on ROI and program efficiencies enables us to accomplish great things, and we are proud to report that 83 percent of dollars spent in FY2017 went directly to fund our mission.

### Financial Stewardship

DLA made a conscious decision in FY2017 to invest more resources into our core mission spending to drive more donor registrations and support the Donate Life Community; primarily with the public educational website ([DonateLife.net](http://DonateLife.net)) and with the usability and analytics of the National Donate Life Registry ([RegisterMe.org](http://RegisterMe.org)). Additionally, revenue from Campaign Materials and Promotional Items saw a decline. As a result, our total FY2017 operating expenses of $2,162,315 exceeded our operating revenues of $1,873,532 by $288,783. The board and leadership have made adjustments to operations and to revenue expectations for the annual Education Assessment, ensuring net income growth in coming years.

### Financial Summary

#### For Fiscal Year Ending September 30, 2017

<table>
<thead>
<tr>
<th>Statement of Financial Position</th>
<th>Statement of Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td><strong>Support and Revenue</strong></td>
</tr>
<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>Contributions $1,201,720</td>
</tr>
<tr>
<td>Net Property &amp; Equipment¹</td>
<td>Campaign Materials &amp; Brochures $112,998</td>
</tr>
<tr>
<td>Campaign Materials</td>
<td>Meetings, Fees &amp; Other² $557,834</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>Interest Income $980</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td><strong>Total Support and Revenue</strong></td>
</tr>
<tr>
<td>Security Deposits</td>
<td>$1,873,532</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>(Unrestricted)</td>
</tr>
<tr>
<td>$1,316,776</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deferred Revenue</td>
<td>Direct National Campaigns $1,798,447</td>
</tr>
<tr>
<td>Accrued Vacation</td>
<td>- Education Programs &amp; Campaign Materials</td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>- National Donate Life Registry</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>- National DLA Meetings &amp; Conferences</td>
</tr>
<tr>
<td>$303,940</td>
<td>- Web &amp; Technology</td>
</tr>
</tbody>
</table>

| Net Assets Unrestricted       | Management & General $329,411|
| **TOTAL LIABILITIES AND NET ASSETS** | Fundraising $34,457 |
| $1,369,415                    | **Total Expenses** $2,162,315 |

| Change in Net Assets          | (288,783) |
| Net Assets, Beginning of Year| $1,354,258 |
| Net Assets, End of Year       | $1,065,475 |

¹Includes furniture, equipment, leasehold improvements & accumulated depreciation

²Fees and other revenue refer to DLA annual meeting registration fees, Donate Life America promotional events revenue and Donate Life license fees

### For Every $1 Spent:

- **83¢** goes to mission spending
- **16¢** goes to operations
- **1¢** goes to fundraising

**Note:** The figures that are depicted on this page are derived from the FY2017 consolidated financial statements that have been audited by the Midlothian, Virginia accounting firm of Adams, Jenkins and Cheatham in accordance with auditing standards generally accepted in the United States. To view our complete audited FY2017 financial statements and the Form 990s filed with the IRS, visit DonateLife.net.
**BOARD OF DIRECTORS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frank S. Wilton</td>
<td>Chair</td>
<td>American Association of Tissue Banks</td>
</tr>
<tr>
<td>Jennifer Milton</td>
<td>Vice Chair</td>
<td>University Transplant Center</td>
</tr>
<tr>
<td>Jason K. Woody</td>
<td>Immediate Past Chair</td>
<td>Lions Eye Institute for Transplant and Research</td>
</tr>
<tr>
<td>Elling Eidbo</td>
<td>Secretary</td>
<td>Association of Organ Procurement Organizations</td>
</tr>
<tr>
<td>Rusty Kelly, Treasurer</td>
<td></td>
<td>JR Kelly Consulting Services</td>
</tr>
<tr>
<td>G. David Fleming, President &amp; CEO</td>
<td></td>
<td>Donate Life America</td>
</tr>
<tr>
<td>Martha Anderson</td>
<td></td>
<td>Musculoskeletal Transplant Foundation</td>
</tr>
<tr>
<td>George Bergstrom</td>
<td></td>
<td>Retired Association Executive</td>
</tr>
<tr>
<td>Caitlyn Bernabucci, Ex-Officio, Advisory Council Representative</td>
<td></td>
<td>New England Donor Services</td>
</tr>
<tr>
<td>Diane Brockington</td>
<td></td>
<td>John Brockington Foundation</td>
</tr>
<tr>
<td>Kevin Corcoran, CAE</td>
<td></td>
<td>Eye Bank Association of America</td>
</tr>
<tr>
<td>Kim Gifford</td>
<td></td>
<td>American Society of Transplant Surgeons</td>
</tr>
<tr>
<td>Alexandra Glazier, Esq.</td>
<td></td>
<td>New England Donor Services</td>
</tr>
<tr>
<td>Melissa Greenwald, MD</td>
<td></td>
<td>MA Greenwald Consulting, LLC</td>
</tr>
<tr>
<td>Bobby Howard</td>
<td></td>
<td>LifeLink of Georgia</td>
</tr>
<tr>
<td>Kevin Myer</td>
<td></td>
<td>LifeGift</td>
</tr>
<tr>
<td>Kenneth A. Newell, MD, PhD</td>
<td></td>
<td>Emory University School of Medicine</td>
</tr>
<tr>
<td>Brian Shepard</td>
<td></td>
<td>United Network for Organ Sharing</td>
</tr>
<tr>
<td>Jon Snyder, PhD</td>
<td></td>
<td>Chronic Disease Research Group</td>
</tr>
<tr>
<td>Christina Strong, Esq.</td>
<td></td>
<td>Law Office of Christina Woodward Strong</td>
</tr>
<tr>
<td>Michelle Turman</td>
<td></td>
<td>Catalyst Consulting Services, LLC</td>
</tr>
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**ADVISORY COUNCIL**

<table>
<thead>
<tr>
<th>Name</th>
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<th>Organization/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caitlyn Bernabucci, Chair</td>
<td></td>
<td>New England Donor Services</td>
</tr>
<tr>
<td>Andrea Smith, Vice Chair</td>
<td></td>
<td>Donor Alliance</td>
</tr>
<tr>
<td>Tim Makinen, Immediate Past Chair</td>
<td></td>
<td>Gift of Life Michigan</td>
</tr>
<tr>
<td>Melissa Devenny, Staff</td>
<td></td>
<td>Donate Life America</td>
</tr>
<tr>
<td>Anne Paschke, Secretary &amp; UNOS Liaison</td>
<td></td>
<td>United Network for Organ Sharing</td>
</tr>
<tr>
<td>Aimee Adelmann, Youth Education Committee Chair</td>
<td></td>
<td>Donate Life Northwest</td>
</tr>
<tr>
<td>Sarah Dolezal, State Team Support Committee Chair</td>
<td></td>
<td>Midwest Transplant Network</td>
</tr>
<tr>
<td>Sean Fitzpatrick, Research &amp; Data Committee Chair</td>
<td></td>
<td>New England Donor Services</td>
</tr>
<tr>
<td>Todd Franzen, AOPO Liaison &amp; State Team Liaison</td>
<td></td>
<td>Gift of Life Donor Program</td>
</tr>
<tr>
<td>Mary Ganikos, PhD, Ex-Officio, HRSA Liaison</td>
<td></td>
<td>Health Resources and Services Administration</td>
</tr>
<tr>
<td>Ronda Horstman, AATB/Tissue Liaison</td>
<td></td>
<td>CryoLife</td>
</tr>
<tr>
<td>Chrissy Jenkins, EBAA/Eye Liaison &amp; State Team Liaison</td>
<td></td>
<td>Old Dominion Eye Foundation, Inc.</td>
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<tr>
<td>Mark Johnson, Media Committee Chair</td>
<td></td>
<td>Sharing Hope SC</td>
</tr>
<tr>
<td>Jennifer Martin, NKF Liaison</td>
<td></td>
<td>National Kidney Foundation</td>
</tr>
<tr>
<td>Ashley Moore, Volunteers Committee Chair</td>
<td></td>
<td>LifeLink Foundation, Inc.</td>
</tr>
<tr>
<td>Dianne LaPointe Rudow, NATCO Liaison</td>
<td></td>
<td>The Mount Sinai Medical Center, Zweig Family Center for Living Donation</td>
</tr>
</tbody>
</table>

**STAFF**

<table>
<thead>
<tr>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>G. David Fleming</td>
<td>President &amp; CEO</td>
<td></td>
</tr>
<tr>
<td>Melissa Devenny</td>
<td>Executive Vice President</td>
<td></td>
</tr>
<tr>
<td>Karen Headley</td>
<td>Vice President, Partnerships &amp; Philanthropy</td>
<td></td>
</tr>
<tr>
<td>Hilary Czarda</td>
<td>Director of Communications</td>
<td></td>
</tr>
<tr>
<td>Valerie Gray</td>
<td>Product &amp; Brand Manager</td>
<td></td>
</tr>
<tr>
<td>Anneli Kirby</td>
<td>Graphic Designer</td>
<td></td>
</tr>
<tr>
<td>Casey News</td>
<td>Senior Development Coordinator</td>
<td></td>
</tr>
<tr>
<td>Lida Pieterman</td>
<td>Communications &amp; Outreach Coordinator</td>
<td></td>
</tr>
<tr>
<td>Jocelyn Reed</td>
<td>Project &amp; Office Manager</td>
<td></td>
</tr>
<tr>
<td>Loren Squares</td>
<td>Communications Assistant</td>
<td></td>
</tr>
<tr>
<td>Cindy Wharton</td>
<td>Finance Director</td>
<td></td>
</tr>
</tbody>
</table>
Life made possible because someone said YES!

Five years heart transplant strong.
Donate Life America (DLA) is a 501(c)3 nonprofit organization leading its national partners and Donate Life State Teams to increase the number of donated organs, eyes and tissue available to save and heal lives. DLA manages and promotes Donate Life℠, the national brand for the cause of donation; motivates the public to register as organ, eye and tissue donors; provides education about living donation; manages the National Donate Life Registry at RegisterMe.org; and develops and executes effective multi-media campaigns to promote donation.