



America

What can WE make possible?



2015 ANNUAL UPDATE

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.



ON THE COVER

Cloe knows her aunt Lorelei Gregory, who works at Southwest Transplant Alliance, helps people “get better”; so the 9-year-old was also eager to help by putting her creativity to work when she was told about this year’s Donate Life Blue & Green Day Photo Contest. Cloe signifies the effect we have on our communities and the potential we have to engage others as donation advocates. Just as you cannot be too young or old to be a donor, it is never too early or late to cultivate a culture of donation.

Dear Friends,

You go nowhere by accident. You are likely reading this annual update because you have made the personal decision to invest your time, energy and resources to help those in need and those who will be touched by donation or transplantation. You have committed to helping make LIFE possible. We are so very fortunate and grateful that you have chosen to partner with Donate Life America (DLA) in doing so.

In communities across the country, the work of Donate Life America and its vast network of Donate Life State Teams, volunteers and partners is making a tangible difference in people's lives. Our collaborative work provides volunteers and advocates the ability to personally engage in meaningful outreach tied to lifesaving results. Corporate partners are afforded opportunities to demonstrate a culture of service, compassion and charity. Donate Life State Teams and community partners creatively develop, activate and measure new and innovative best practices that are shared and leveraged at the national level. Examples of this work over the past year include the launch of "Donate Life ECHO," a new advocates program designed in partnership with the Association of Multicultural Affairs in Transplantation (AMAT) to empower multicultural communities to share personal stories and encourage those they influence to register; the partnership between Genentech and DLA to create a new PSA featuring PGA TOUR golfer and heart recipient Erik Compton; ALEX AND ANI® bringing the Donate Life brand and story to a new audience of jewelry lovers; and Donate Life State Teams and our DMV partners joining forces to promote donor designation and surpass the 125 million registered donors mark.

As we look forward, past these and other successes from the last year, we are eager to launch new efforts in the coming year. The new Donate Life Registry is slated to "go live" in the Fall of 2015, enabling people to more easily document donation decisions from their mobile devices and through online transactions. In conjunction with the launch of the registry, we will be releasing new national campaign elements focused on engaging communities through the affinity they have for their favorite sports teams, athletes and popular personalities. Please be on the lookout for these and other new programs and campaign elements in the coming months.

Now, we would like to take a moment to specifically thank two former board members and tremendous advocates for Donate Life America and our efforts over the past 23 years. Both of these champions for life recently "retired" from official service to our community and remain examples of true dedication and commitment to saving lives through donation and transplantation. Please join us in recognizing the incredible lifetimes of achievements selflessly offered by Helen Bottenfield and Teresa Beigay. To both of you, we say thank you for inspiring our community to new levels of innovation and excellence.

Like Helen's and Teresa's influence on our work, much of our success depends on your personal decision to join in our efforts. Every day, we are inspired by the energy and dedication you and other advocates demonstrate and inspire in others. We are so very thankful for your steadfast support and generosity, and for your passion for helping us approach a day when everyone in need receives the gift of hope, healing and life. Together, this is what WE can make possible.

Susan A. Stuart
Chair



G. David Fleming
President & CEO



NEW DONATE LIFE REGISTRY ALLOWS QUICK, EASY REGISTRATION

Modernizing the donor designation infrastructure has been a top priority of Donate Life America since our partnership with Facebook several years ago. Through this partnership, Facebook users gained the ability to showcase their status as organ, eye and tissue donors on their profiles. However, there was no singular portal to allow users to easily register as donors. In order for DLA to take advantage of corporate partnerships and facilitate the use of social media for direct donor designation, we have partnered with LifeLogics to develop the new Donate Life Registry.

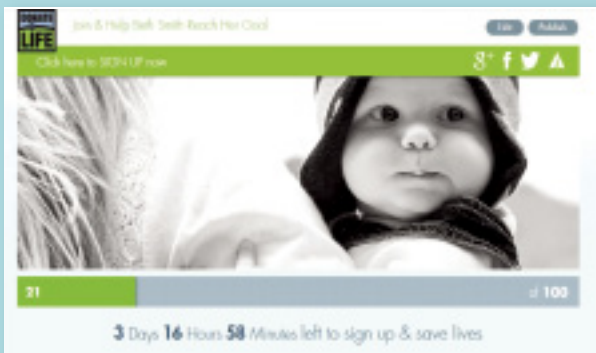
The purpose of the Donate Life Registry is to increase the number of alternate donor designation options and allow consumers to register quickly and easily in response to national campaigns, especially via mobile devices. It is designed to supplement existing state registries and act as a companion or parallel system.

Legal counsel has reviewed the Uniform and Anatomical Gift Act (UAGA) from all 50 states, as well as the District of Columbia and Puerto Rico, confirming that donor registrations in the Donate Life Registry are valid documents of gift.

Access to the search functionality is available to recovery organizations and personnel that are currently authorized to search state registries. Future phases include development of a public-facing Spanish language version and creation of research portals for de-identified data.

If a prospective donor is registered in both the Donate Life Registry and the state registry, recovery organizations follow their existing policies regarding which to act on—similar to when someone is registered in another state. Recovery agencies will be able to print out the document of gift, including the date and time of registration. Should there be any question about the identity of the registrant, IDology, an identity verification utility, will be checked to confirm the registrant's identity.

The creation of this Donate Life Registry is one significant step that we are taking to make donor registration easy, convenient and accessible to all.



CAMPAIGN FEATURE PROMOTES DONOR REGISTRATION

A feature we are especially excited about allows registered donors to create their own, public-facing “campaigns” to track how many people they register through their personal social media outreach.

CENTRALIZED REGISTRY ADVISORY GROUP (CRAG)

- Teresa Beigay, Health Resources and Services Administration
- Dave Bosch, Eversight
- Elling Eidbo, Association of Organ Procurement Organizations
- Sean Fitzpatrick, New England Organ Bank
- David Fleming, Donate Life America
- Alex Glazier, New England Organ Bank
- Joanne MacInnes Grunau, Donate Life Wisconsin
- Christina Jenkins, Old Dominion Eye Foundation
- Sara Pace Jones, Donor Network of Arizona
- Susan Mau Larson, LifeSource
- Jeff Orłowski, LifeShare of Oklahoma
- Jeff Sterette, Lifelogics
- Christina Strong, Donate Life America Board of Directors
- Bob Walsh, Health Resources and Services Administration



Special thanks to LifeLogics for volunteering their expertise and to the Centralized Registry Advisory Group for their leadership.

ACTIVATING THE PUBLIC AND BUILDING A CULTURE OF DONATION

Donate Life America has been committed to increasing the number of donors since our inception in 1992. We believe the most important action people can take to save and heal lives is to register as donors. As more people register, we move closer toward a culture that embraces donation as a fundamental human responsibility.

Building a Community of Donation Advocates

Registering as a donor is not enough to solve the critical shortage. We need to engage donation supporters to be part of a *community of advocates* and empower them to reach out (with tools and resources provided by Donate Life ECHO, Donate Life VOICES, etc.), proudly sharing their decision to register and encouraging those around them to do the same. This peer-to-peer advocacy allows DLA to develop ongoing relationships with donation supporters, showing our appreciation and establishing us as the “go to” source for donation information.

Supporting Living Donation

Given that the vast majority of the patients awaiting transplants are in need of kidney donation, it is incumbent upon people to consider the possibility of being a living donor. As an important first step, DLA intends to support this message by providing the public with information and connection to experts in living donation.

Integrating Prevention Messaging

The best long-term solution to ending the organ shortage crisis is to avoid the need for transplantation all together. To this end, DLA will include prevention messaging and connection to other organizations that lead the charge in promoting healthy living as part of our outreach.

DLA will continue to promote all of these available opportunities for donation supporters to join in our lifesaving and healing efforts.



DONATE LIFE VOICES

In 2011, the Donate Life VOICES program was created as an interactive way to activate those directly affected by donation and transplantation to educate and inspire members of their personal networks to register as donors. This year, the VOICES program and its website, DonateLifeVOICES.org, underwent an extensive facelift in order to grow its reach and garner a stronger online presence.

The VOICES program now offers even more easy-to-use tools and DLA resources to empower Donate Life advocates. One exciting new feature is the Idea Blog, a two-way sharing platform that allows any member of the VOICES Community to share with other VOICES their personal experiences and ideas for spreading the lifesaving and healing message of donation.

The VOICES program continues to rely on the support of transplant centers and OPOs; therefore, the “Healthcare Professionals” page provides detailed information for those organizations to engage patients and volunteers in the program. Resources, such as a free, customizable flyer and icons to use on patient sites, are simple yet effective ways to recruit more advocates.

DLA looks forward to continuing the growth of this beneficial program, while engaging more VOICES in our quest to save and heal lives through donation.



DONATE LIFE SOCIAL MEDIA

Donate Life America's Facebook page now has more than 170,000 fans and is gaining more every day. Through DLA's outreach efforts on Facebook, the lifesaving message of donation reaches an average of 220,000 people per week. Combined with the localized efforts of Donate Life State Teams and partnering organizations, the Donate Life Community continues to share the unified message with an ever-growing audience. We cannot thank our Facebook users enough for all they do to spread the word.



172,000 FANS
220,000 IMPRESSIONS PER WEEK
6,000 LIKES PER WEEK
60 COMMENTS PER WEEK
1,120 SHARES PER WEEK

I'M A REGISTERED
ORGAN DONOR



SHARE IF YOU SAID YES!

Social media users enjoy establishing their identity by making statements about themselves online. The success of this simple "Share If You Said Yes" graphic showcases the far-reaching power of tapping into that desire.

REACHED MORE THAN
13.8 MILLION PEOPLE

528,037
LIKES

218,931
SHARES

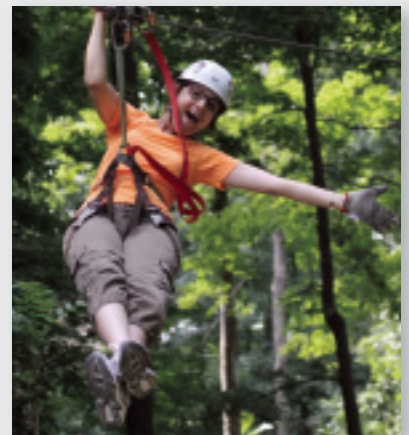


Robbie and Chandler in 2004

TRANSPLANT SUCCESS STORY

We first met Robbie in 2004, when she was featured as a patient awaiting a lifesaving double-lung transplant. Diagnosed with cystic fibrosis at 13, Robbie's respiratory health went into significant decline at age 36, and she functioned on a 20 percent lung capacity for more than a decade, requiring oxygen all day, every day. Any outing required significant preparation and resulted in two to three days of recuperation afterwards—the energy it took for her to simply breathe was exhausting. Forced to become a spectator to many of her daughter Chandler's life events, Robbie made it her goal to see Chandler grow up.

In 2014, Robbie became the grateful recipient of two, healthy lungs. Today she can again do the things most people take for granted, such as gardening, laundry, grocery shopping and cooking. She can even climb the stairs to see Chandler's third-floor college apartment.



Robbie on a zip-line in 2015



NEW POINT OF VIEW CAMPAIGN SHOWS WHAT DONORS CAN MAKE POSSIBLE

For most of us, it is hard to imagine what it would be like to *need* a transplant to live, and even harder to imagine what it would be like to *receive* that new life. The *Point of View Campaign* allows us to venture into the recipient's world for a moment, and to see, through the eyes of the recipient, the LIFE that is made possible through someone's lifesaving and healing decision to be a donor.

In reality, organ donors are LIFE donors. Swimming, playing soccer, carrying groceries from a car or seeing grandchildren grow up are activities that most of us take for granted. But for many, without a transplant, they are beyond reach. The *Point of View Campaign* provides a close and personal reason for committing to donation and making it possible for someone else to play, work, live and love. Words are important; yet images are transforming. In showing the recipient's simple but powerful point of view, we begin to change the prospective donor's viewpoint about what he or she can make possible through donating LIFE.

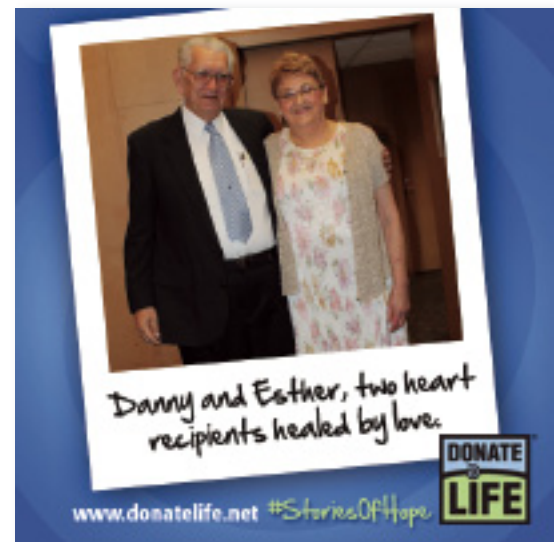
DONATE LIFE CELEBRATIONS

This year, Donate Life America began providing Facebook, Twitter and Instagram graphics and content to the Donate Life Community for a variety of notable dates throughout the year. National Donor Day, World Kidney Day and Older Americans Month are just a few examples of celebrations DLA observed in 2015.



ERIK COMPTON & GENENTECH CONTINUE TO ENGAGE ATHLETES IN OUR MISSION

Donate Life America and Genentech partnered for the fourth year with PGA TOUR golfer and two-time heart transplant recipient Erik Compton. This year, we developed a PSA featuring Erik and other athletes who have received organ transplants. The key objective of the PSA is to promote the importance of organ, eye and tissue donation and encourage people to *Donate Life* by portraying transplant recipient athletes leading active, healthy lives today.



STORIES OF HOPE

Donate Life America's "Stories of Hope" is a social media campaign that showcases inspiring stories of those touched by donation and transplantation. Each month, a story is shared on Facebook and Twitter pages throughout the Donate Life Community to highlight the lifesaving and healing power of donation and to encourage readers to register. For Valentine's Day, DLA shared the story of Danny and Esther, who met and fell in love after each received a heart transplant at University of Rochester Medical Center.



NEW NATIONAL OBSERVANCE: DONATE LIFE ECHO

The Association for Multicultural Affairs in Transplantation

(AMAT) and Donate Life America joined forces to launch “Donate Life ECHO,” designed to reach and empower multicultural communities. ECHO, which stands for Every Community Has Opportunity, was created based on feedback

from the Donate Life Community to bolster engagement, increase dialogue and promote donor registration within African American, Asian/Pacific Islander, Latino and other multicultural communities.



Its objectives include focusing on the power of sharing one’s personal decision to register as a donor with members of one’s community and encouraging registered donors to ask members of their personal networks to register as donors. Through the ECHO concept of reiteration and repetition, more lives will be saved and healed.

The annual two-week observance will be held during the second and third full weeks in July. This year’s inaugural observance was July 12 - July 25. As nearly 60 percent of the current U.S. transplant waiting list is comprised of ethnically diverse patients, the need for increased education efforts and new strategic approaches is a critical step toward increasing the number of registered donors from multicultural communities.

Resources for the new observance were translated into multiple languages, including Spanish. “Done Vida ECO” stands for Esperanza, Comunidad y Oportunidad and translates to “Hope,” “Community” and “Opportunity.” A digital toolkit that included social media banners, graphics, talking points and stories of hope were designed to foster meaningful conversations and personal testimonies. ECHO offers a new mid-year opportunity with tremendous social media and public potential.



DONATE LIFE HITS THE RED CARPET

As part of our commitment to increasing the number of donors who save and heal lives, Donate Life America partnered with the Georgia-based independent film production company, Creative Media Entertainment (CME) Films, to produce the dramatic and inspirational film, *The Wish – A Story of Hope, Faith and Generosity*. Written by CME Films’ Founder and Director, Ty Manns, *The Wish* is a faith-based film about a beloved high school teacher’s kidney failure and her struggles as she awaits the kidney transplant she needs to save her life.

The Wish is ideal for use during National Donor Sabbath as well as in schools and houses of worship, particularly within the Black community. Multi-city premieres have provided opportunities to answer questions about both living and deceased donation, dispel myths, and engage in candid dialogue about what it means to be a donor and how donation helps those in need within communities of color.

To support the film, DLA launched a Web page, DonateLife.net/TheWish, and developed customizable resources that can be downloaded and printed to assist with hosting local showings of the film. Available in both 45-minute and 75-minute versions, *The Wish* is also being distributed to mega churches in the Black community as well as historically Black colleges and universities.

THE HAPPY AND NEVER-ENDING STORY OF LIVING DONATION

Donate Life America has proudly sponsored the Donate Life Rose Parade Float for the past 12 years. The 2015 float was very special for DLA as it not only celebrated the importance of organ, eye and tissue donation, but also highlighted the generosity of living donation. John and Diane Brockington represented DLA on this year's float, entitled "The Never-Ending Story," where butterflies were shown emerging from storybooks to symbolize the enduring power of donation and transplantation.

Diane Brockington, a living kidney donor to her now-husband John, walked alongside the Donate Life Float as one of the 12 generous, yet otherwise ordinary, people who donated kidneys so that others could live. These living donors walked the five-mile parade route to emphasize what can be achieved after donating a lifesaving organ, while demonstrating the vitality of people who have done so. John Brockington rode aboard the float with 30 fortunate recipients of organ and tissue transplants.



John and Diane were an amazing example of matching that defied ethnicity and size. John, an All-American running back at Ohio State, part of the Buckeye's 1969 National Championship team and an All-Pro Green Bay Packer, suffered kidney failure in 2000. Diane, his friend at the time, offered to be his donor. Remarkably, at 5'2", Diane was a match and able to offer her smaller kidney to her 6'1" friend in November 2001. After returning to good health, John asked Diane to marry him. Now, as husband and wife, they direct the John Brockington Foundation to increase organ, eye and tissue donation and raise funds for people awaiting transplants.

More than 13 years later, the kidney is still performing like a champ, proving that the two are a perfect match. Together, the Brockingtons shared this amazing "Never-Ending Story" on New Year's Day through their participation in this year's float.



THE WISH RESOURCES

- Tips for Hosting a Movie Night
- Facts Sheet
- Group Discussion Guide
- Take-Away Sheet
- Logos
- Poster
- Web Banner



Partners Help Make Our Work Possible



Now in its third year, the Donate Life Partner Program has reached great heights and engaged new corporate friends to aid in Donate Life America's mission. Since 2013, organizations like AlloSource, the American Association for Tissue Banks, Genentech and Musculoskeletal Transplant Foundation have contributed more than \$600,000 to DLA, ensuring we can continue our vital work of promoting organ, eye and tissue donation.

One such partner, ALEX AND ANI®, brought the Donate Life brand and story to a new audience of jewelry lovers through their CHARITY BY DESIGN® collection. Since our relationship began in March 2014, ALEX AND ANI® has contributed more than \$155,000 through proceeds from the sale of their Life Preserver signature expandable wire bangle. More than 23,000 people now wear this beautiful symbol of the lifesaving effect of organ, eye and tissue donation. The ALEX AND ANI® team have shown their corporate commitment not only through financial support, but by also rallying their retail personnel to promote donation and host community education events in 44 stores nationwide. We are greatly appreciative of their tremendous efforts and look forward to more successes to come.



 **ALEX AND ANI®** | **CHARITY®**
 (+) ENERGY | BY DESIGN



Novartis Pharmaceutical Corporation has been working in transplantation for more than 30 years, demonstrating a strong commitment to supporting and inspiring those affected by transplantation. Novartis also supports and sponsors efforts to promote organ donation and to recruit voluntary organ donors as well as living donors. This past year, they generously provided grant funds to Donate Life America to help fund two important initiatives: the revitalized Donate Life VOICES website and *The Wish* film (see pages 3 and 6/7 respectively). DLA values the partnership of renowned companies like Novartis; and we applaud their commitment to patients, especially those touched by transplantation.

DLA relies on the generous financial support of its corporate partners to help fund our essential work. Thank you to these 2015 Donate Life Partners:

FEATURED PARTNER



PARTNERS



[TBI/TISSUE BANKS INTERNATIONAL](#)

BLUE & GREEN SPONSORS



A HEART FIT FOR A. KING



Anna King is a remarkable young woman with an incredible passion for life and for organ, eye and tissue donation. Diagnosed with a rare heart condition at age 12, the now 15-year-old spends her free time celebrating her new heart, the generosity of her donor and the importance of donation.

Anna was an energetic, active and fun-loving young girl. However, in the summer of 2012, she was not feeling like her spirited self and went in for a chest x-ray to see if she might have pneumonia. This appointment was just the beginning of countless doctors' visits and devastating revelations for Anna and her family. Her doctors ultimately identified that her heart had been enlarged by an infection and that she had been living with a rare form of heart disease. Anna needed a new heart to survive, and so she began the wait for a transplant—a wait that would last 832 days.

It was during those 832 days that Anna realized her love for golf. She was especially inspired by a new idol in her life, PGA golfer Erik Compton. Anna felt a special bond with Erik because he, too, had received his first heart transplant during his teenage years. While Anna waited, she watched Erik play. She watched him share his story and promote donation and, in doing so, was inspired to make promoting donation a priority in her life as well. She started a personal crusade to tell her story as often as possible and promote donation with confidence, courage and her infectious sense of humor.

Anna's family believes it was her positive attitude and love for life that kept her going until August 22, 2014, when a generous donor gave her the gift of a new heart. Anna's commitment to honoring her donor and to ending the wait for others has not faltered. Since receiving her new heart, Anna has had the opportunity to share her story at multiple events and with her fan base on social media. Through her efforts to promote donation and with the help of Donate Life Partner, Genentech, Anna has met Erik Compton twice, once before her transplant and once this past spring while attending the Erik Compton Golf Classic.

Anna also secured a grant for Donate Life America from the Project for Awesome Fund in 2014 and hosted her own golf tournament this past July with part of the proceeds benefitting DLA.

Above all, Anna is grateful to the donor who gave her the gift of life. She hopes to one day be able to meet her donor's family and thank them for their incredible generosity.



DSW
SHOE
LOVERS
CARE

Leave Your Mark

Donate Life America was one of eight nonprofits nominated by DSW employees that competed for grant funds in the DSW Shoe Lovers Care *Leave Your Mark* campaign. For 11 days in November 2014, supporters rallied through social media efforts to promote the contest and vote for DLA against other nationally renowned nonprofit groups. Facebook posts reached more than 160,000 people, and we received 30,000 online votes. Not only did DSW contribute financially to us as a result of our participation, but the social media exposure also helped us to reach new audiences, celebrate Donate Life brand loyalty and rally our community.



SIGMA PI AND DONATE LIFE
SIGMAPI.ORG/DONATELIFEMONTH

STRENGTHENED COLLABORATION WITH SIGMA PI

The connection between Donate Life America and Sigma Pi Fraternity—originally made by Lori and Rob Chana in memory of their son Cameron, a Sigma Pi at Eastern Illinois University who became a donor upon his death—grew by leaps and bounds this year thanks to the collaboration of the DLA Advisory Council Education Committee, members of the Sigma Pi Executive Office and the Chana Family.



This past winter, Sigma Pi announced that every collegiate chapter would be required to take part in at least one local Donate Life initiative during the spring 2015 semester. DLA worked closely with Sigma Pi to develop a co-branded logo, connect chapters to their local contacts and create content for Sigma Pi's online magazine.

In total, Sigma Pi collegiate chapters hosted or assisted with more than 40 Donate Life events in support of DLA's mission. Moving forward, Sigma Pi will focus their efforts on National Donate Life Month, expand their work to include a fundraising component and continue to connect with local Donate Life Community members to increase their effect.



DONATE LIFE TRANSPLANT GAMES OF AMERICA AIM TO REGISTER MORE DONORS

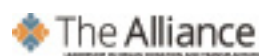
Planning is underway for the next Donate Life Transplant Games of America, set to take place in Cleveland, Ohio in June 2016. More than 5,000 transplant recipients, living donors, donor families, transplant professionals and a host of others who have been touched by donation are expected to participate.



In addition to highlighting the success of transplantation and the healing power of donation, a major focus for the 2016 Transplant Games is to make the most of the unique opportunity to increase the number of registered organ, eye and tissue donors. To that end, the Donate Life Transplant Games of America Donation Promotion Council was formed this year to develop tools and resources to enable Transplant Games teams, their members and supporting organizations to incorporate the promotion of donor registration in every aspect of the Cleveland Games.

COLLABORATIVE PARTNERS

Hundreds of organizations across the United States directly benefit from the promotion of organ, eye and tissue donation; therefore, it is vital for Donate Life America to engage and collaborate with key industry associations. We are thankful to the following organizations for their support and promotion of DLA messaging and programs to their members and constituents, ensuring a united voice for organ, eye and tissue donation.



2015 NATIONAL DONOR DESIGNATION REPORT CARD



50% OF U.S. ADULTS NOW REGISTERED AS DONORS

Congratulations to the donation and transplantation community and Departments of Motor Vehicles across the United States. We have now registered more than 50 percent of the adult population as lifesaving and healing donors, making us the largest “membership” organization in the country! Thank you and keep up the good work!

50 states, DC and PR as of 12/31/14
U.S. Population Age 18+: 248,049,083
(From U.S. Census as of 7/12/14)



2014 DONOR DESIGNATION

Donate Life America continues to gather, evaluate and compare state registry data, especially the number of donor designations and the rate at which people are registering—either for the first time or renewing their commitment. These documents of gift provide legal authorization for recovery agencies and remove the burden of decision making from the next of kin. Since the 2006 launch of the Donor Designation Collaborative, this approach of sharing best practices, measuring progress in registering donors and advancing donor designation has become our standard operating practice.

DONOR DESIGNATION SHARE (DDS)

The donor designation share is the total number of designated donors as a percentage of all state registrants age 18 and older. Through the work of the entire donation and transplantation community, as well as our invaluable partners in state DMV offices, 50 percent of the U.S. adult population, or 125 million people, are now registered organ, eye and tissue donors. Donate Life State Teams continue to partner with DMV offices around the country, conducting training sessions about donation for DMV employees, showcasing the lifesaving power of donation to DMV customers and helping to inspire people to register as donors. This hard work has paid off!

DONOR DESIGNATION RATE (DDR)

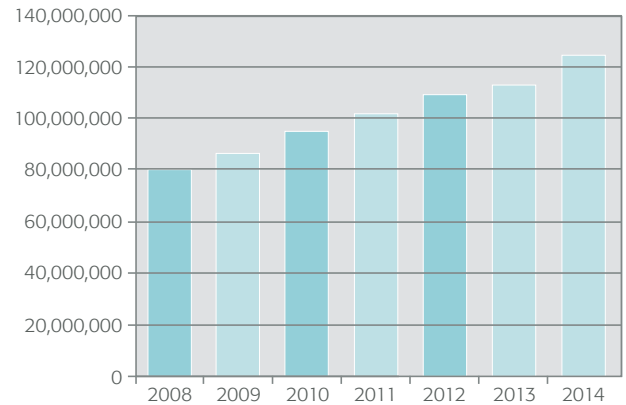
The donor designation rate is the rate at which individuals join or remain in the state donor registry as a percentage of all driver's licenses and ID cards issued within a specific period of time. Our goal is for each state to achieve a minimum 50 percent DDR. For example, if 1,000 people receive either a new or renewed driver's license or state ID, at least 500 must register or remain donors to reach 50 percent DDR. The current national DDR is 44 percent.

Some states are unable to report the data necessary to calculate DDR. Fortunately, each year more and more states have been able to overcome that barrier. Many states still struggle to meet or surpass the 50 percent goal. We must continue to share information and spread best practices so that the national goal will be achieved.

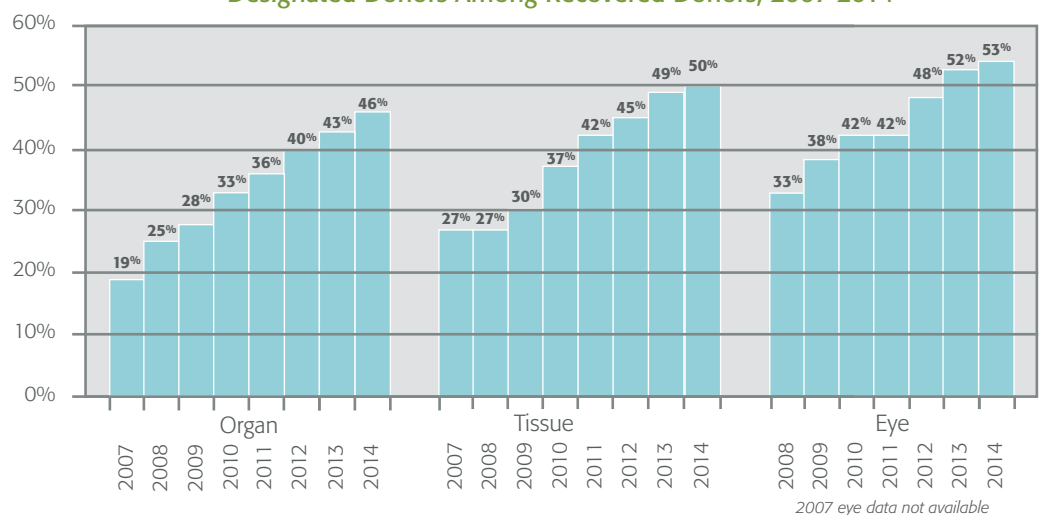
NATIONAL EFFECT ON DONATION

In 2014, 46 percent of recovered organ donors, 50 percent of recovered tissue donors and 53 percent of recovered eye donors were authorized through state donor registries. These percentages have nearly doubled over the past eight years, facilitating the recovery process of following a donor's decision to make an anatomical gift.

Donor Designation in the United States
124,602,453 as of 12/31/14



Designated Donors Among Recovered Donors, 2007-2014



STATE	DONOR DESIGNATIONS	DONOR DESIGNATION SHARE	DONOR DESIGNATION RATE	REGISTRY INCEPTION YEAR
Alabama	2,464,736	66%		1997
Alaska	459,571	84%	84%	2004
Arizona	2,465,610	48%	33%	2003
Arkansas	1,356,270	60%		1997
California	11,731,046	40%	28%	2005
Colorado	3,225,000*	78%	68%	2001
Connecticut	1,219,167	43%	44%	2005
Delaware	389,940	53%	51%	1998
District of Columbia	277,569	51%	36%	2006
Florida	7,881,230	50%	48%	1995
Georgia	4,564,008	60%		1996
Hawaii	617,703	56%	40%	1987
Idaho	744,413	62%	56%	2003
Illinois	5,693,881	58%	25%**	1992
Indiana	3,538,476	71%	17%**	2001
Iowa	1,902,308	80%	55%	2002
Kansas	1,238,826	57%	63%	2002
Kentucky	1,523,617	45%	44%	2006
Louisiana	2,286,199	65%	53%	1997
Maine	645,063	60%	50%	2007
Maryland	2,613,321	56%	45%	1991
Massachusetts	2,936,896	55%	50%	2006
Michigan	3,826,876	50%	52%	1994
Minnesota	2,682,305	64%	65%	2003
Mississippi	698,509	31%		2008
Missouri	3,343,079	72%	46%	1996
Montana	688,780	86%	68%	2004
Nebraska	763,081	54%	45%	2003
Nevada	868,212	40%	40%	2001
New Hampshire	603,213	57%	54%	2009
New Jersey	2,507,523	36%	32%	1998
New Mexico	1,120,000*	71%	56%	1980s
New York	3,628,908	23%		2000
North Carolina	4,621,540	60%	53%	2007
North Dakota	391,425	69%		2003
Ohio	5,386,045	60%	60%	2002
Oklahoma	1,621,558	55%		2004
Oregon	2,285,193	73%	55%	2007
Pennsylvania	4,576,618	45%	46%	1994
Puerto Rico	524,271	19%	21%	2011
Rhode Island	451,246	54%	45%	2005
South Carolina	1,470,376	39%	36%	2009
South Dakota	368,641	57%		2003
Tennessee	1,953,037	39%	33%	2008
Texas	6,974,107	35%	26%	2006
Utah	1,492,244	73%	57%	2002
Vermont	162,255	32%	47%	2009
Virginia	3,846,522	60%	61%	2003
Washington	4,479,164	82%	61%	2004
West Virginia	550,617	37%		1991
Wisconsin	2,612,258	59%	56%	2010
Wyoming	330,000*	74%	60%	2003
Total	124,602,453	50%	44%	

DMVs AND DONATE LIFE: PARTNERS IN SAVING LIVES

Donate Life America is a proud member of the American Association of Motor Vehicle Administrators (AAMVA). Donate Life State Team representatives attended each of the AAMVA Regional Conferences as well as the AAMVA International Conference in 2015, providing information on how DMVs can partner with State Teams to maximize donor designation through employee training and customer access to educational materials. Recognizing that currently 98 percent of donor registrations come through DMV transactions, DLA presented a variety of awards to highlight the important work of DMV offices in increasing the number of registered donors who save and heal lives.



The chart to the left details the DDS and DDR achieved by each state at the end of 2014.

**Estimated Total, **New registrations only. If the 50 percent minimum DDS or DDR has been met or exceeded or effective registry design criteria have been met, these cells have a darker shade. When minimum criteria in all 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.*

Effective Registry Design

1. One-step registration process.
2. State legislation authorizes recovery agencies to honor a donor's decision.
3. Recovery agencies can effectively search donor designations 24/7.
4. DMVs enroll donors via driver's license and ID card applications and renewals by all available channels.
5. Individuals can enroll online through a dedicated website.
6. Individuals can enroll by completing a paper form.
7. DMV donor records are searchable within one week of enrollment.

DONATE LIFE STATE TEAM LEADERSHIP

ALABAMA

Becky Davis
Alabama Organ Center
Beverly Berry
Alabama Organ Center

ALASKA

Janet Cornelius
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
Sharon Ross
Lifesharing

COLORADO

Andrea Smith
Donor Alliance

CONNECTICUT

Caitlyn Bernabucci
LifeChoice Donor Services
Kari Mull
Donate Life Connecticut

DELAWARE

Todd Franzen
Gift of Life Donor Program
Pam Lilly
*Delaware Division of Motor
Vehicles*

DISTRICT OF COLUMBIA

John Ogden
*Washington Regional
Transplant Community*
Lesley Compagnone
*Washington Regional
Transplant Community*

FLORIDA

Erin Morton
RTI Donor Services
Christopher Carroll
Donate Life Florida

GEORGIA

Tracy Ide
LifeLink Foundation, Inc.
Septima Hardy
Piedmont 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

INDIANA

Andrea Bauschek
Donate Life Indiana

IOWA

Anne Casey
Iowa Donor Network
Debra Schuett
Iowa Lions Eye Bank

KANSAS

Ray Gabel
Midwest Transplant Network
Sarah Jane Dolezal
Midwest Transplant Network

KENTUCKY

Shelley Heavrin Snyder
*Kentucky Circuit Court Clerks'
Trust for Life*
Jenny Miller Jones
Kentucky Organ Donor Affiliates

LOUISIANA

Kirsten Heintz
*Louisiana Organ
Procurement Agency*
Ana Milena Hands
Ochsner Healthcare

MAINE

Matthew Boger
New England Organ Bank
John Maccone
New England Organ Bank

MARYLAND

Libby Wolfe
Donate Life Maryland
Litsa Williams
*The Living Legacy Foundation
of Maryland*

MASSACHUSETTS

Matthew Boger
New England Organ Bank
Sean Fitzpatrick
New England Organ Bank

MICHIGAN

Tim Makinen
Gift of Life Michigan
Alison Claerhout Wright
Eversight Michigan

MINNESOTA

Rebecca Ousley
LifeSource

MISSISSIPPI

Becky Pierson
Mississippi Organ Recovery Agency
Trisha King
Mississippi Organ Recovery Agency

MISSOURI

Michala Stoker
Saving Sight
T'shon Young
Mid-America Transplant Services

MONTANA

Mary Graff
LifeCenter Northwest
Arlene Blackmer
LifeCenter Northwest

NEBRASKA

Lisa Carmichael
Donate Life Nebraska
Ann Compton
Donate Life Nebraska

NEVADA

Kate McCullough
Nevada Donor Network, Inc.
Sandy Andrada
Donor Network West

NEW HAMPSHIRE

Dave Teune
New England Organ Bank
Sean Fitzpatrick
New England Organ Bank

NEW JERSEY

Jackie Lue Raia
NJ Sharing Network
John Green
Gift of Life Donor Program

NEW MEXICO

Maria Sanders
New Mexico Donor Services
Lori Stampely
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

Sharon Hirsch
Donate Life North Carolina
Debbie Gibbs
LifeShare Of The Carolinas

NORTH DAKOTA

Susan Mau Larson
LifeSource

OHIO

Marilyn Pongonis
Lifeline of Ohio
Andi O'Malley
LifeCenter Organ Donor Network

OKLAHOMA

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

OREGON

Leslie Brock
Donate Life Northwest
Valerie Egan
Donate Life Northwest

PENNSYLVANIA

John Green
Gift of Life Donor Program
Misty Enos
*Center for Organ Recovery &
Education*

PUERTO RICO

Maresa Boneta-Dueno
LifeLink of Puerto Rico

RHODE ISLAND

Matthew Boger
New England Organ Bank
Sean Fitzpatrick
New England Organ Bank

SOUTH CAROLINA

Tracy Armstrong
Donate Life South Carolina
Mark Johnson
LifePoint

SOUTH DAKOTA

Susan Mau Larson
LifeSource
Rebecca Ousley
LifeSource

TENNESSEE

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

TEXAS

Laura Davis
LifeGift
Suzy Miller
Donate Life Texas

UTAH

Alex McDonald
Intermountain Donor Services
Dixie Madsen
Intermountain Donor Services

VERMONT

Matthew Boger
New England Organ Bank
Lauren Quinn
Center for Donation & Transplant

VIRGINIA

Christina Jenkins
Old Dominion Eye Foundation
Hilary Czarda
Donate Life Virginia

WASHINGTON

Mary Graff
LifeCenter Northwest
Megan Erwin Clark
LifeCenter Northwest

WEST VIRGINIA

Christy Conley
*Center for Organ Recovery &
Education*
Lauren Fitting
Lifeline of Ohio

WISCONSIN

Martha Mallon
*Wisconsin Department of
Health Services*
Joanne MacInnes Grunau
Promote Donation, LLC

WYOMING

Andrea Smith
Donor Alliance

Community Outreach and Support

In addition to promoting the importance of organ, eye and tissue donation to the public, Donate Life America is also committed to assisting the donation promotion efforts of the Donate Life (DL) Community: organ, eye and tissue agencies, transplant centers, donor hospitals, labs and beyond. We support the DL Community through providing tools, sharing best practices, connecting professionals and recognizing award-winning success stories that promote donation.

NEW ONLINE ORIENTATION

Donate Life America is pleased to announce the upcoming debut of our first DLA Online Orientation. This 30-minute eLearning module will serve as a vital yet easy way for Donate Life Community members, regardless of level of experience or professional capacity, to learn about DLA and our role in their work. This tutorial will highlight the origin and power of the Donate Life brand; DLA's cohesive role within the donation and transplantation community; the work we do to promote donation; and available resources and programs—all presented through the vehicle of **DLACommunity.net**.

DLACOMMUNITY.NET CONTINUES TO GROW

In October 2013, Donate Life America enhanced its internal online community website, **DLACommunity.net**, to allow for more interactive capabilities. Since then, more than 700 donation and transplantation community members have logged in to the site nearly 12,000 times. Our online catalog now includes close to 700 unique resources, and we have expanded our offerings to include open discussion groups.

Our most recent addition to the site is the Donate Life Community Chat. Open to all community members, the Community Chat, is a place to pose questions and discuss topics, ideas, events and initiatives relevant to the Donate Life Community.

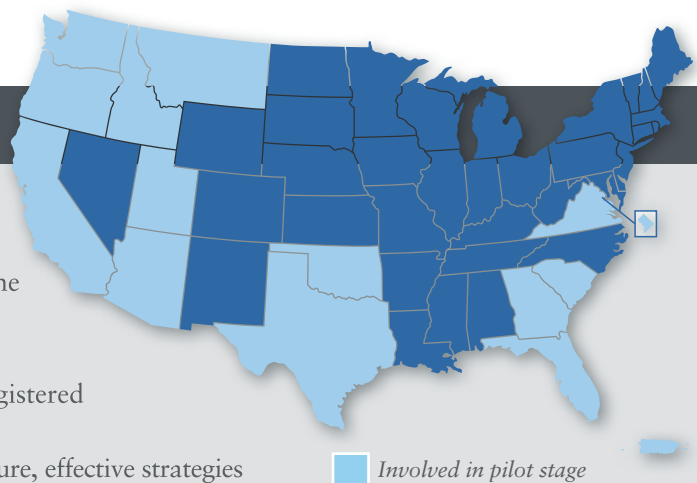
We are excited to see our community site continue to grow into the “go to” place for community member engagement, resources and the latest in donation and transplantation news and events. **DLACommunity.net** is an important resource for our professional community, ensuring ongoing two-way communication, sharing of best practices and celebrating the lifesaving and healing work happening across the country to promote donation.

USING DATA TO MAP SUCCESS

The Donate Life America Research and Data Committee is a newly formed Advisory Council Committee working to develop a system for tracking and reporting measures which indicate success in achieving the DLA mission. To do this, we are looking at two important questions:

1. What is the effect of efforts designed to increase the number of registered organ, eye and tissue donors?
2. What can we learn about current efforts and outcomes to inform future, effective strategies focused on increasing the number of lifesaving and healing donors and transplants?

The committee's first big initiative is the Zip Code Mapping Project in consultation with Bach Harrison in Utah. At this pilot stage, we will work with registries hosted or supported by Inetz to look at donor designation data based on zip codes, and then overlay it with demographic data, including age, ethnicity and income for each zip code. Success stories identified will be shared to promote improvement in other similar areas.



WEBINAR SERIES

For two years running, Donate Life America has offered its Donate Life Community Webinar Series, which is free and open to professionals in the donation and transplantation community. The webinars cover topics ranging from *Pros vs. Cons of Volunteer Background Checks to Crisis Communications in the 21st Century*. Each of the 10 webinars features best practice presentations, an update by the CEO of a donation and transplantation association and an opportunity for participants to ask questions. These webinars have been highly attended and are a successful addition to our support programs for the Donate Life Community. A special thank you to HRSA for providing the phone line for the webinar series.



DLA INSIDER KEY TO INTERNAL COMMUNICATIONS

The *DLA Insider* continues to be Donate Life America's most important internal communications vehicle. Distributed monthly to more than 1,900 donation and transplantation professionals, the *DLA Insider* (formerly *eNews*) offers the latest information on a wide variety of subjects, including meetings and events; national campaigns, programs and webinars; and promotional materials and merchandise. Every *DLA Insider* also features a new "Face of the Month" highlighting a member of the DL Community.

PINNACLE AWARDS SHOWCASE EXEMPLARY WORK

For the third year, Donate Life America is awarding Pinnacles to Donate Life State Teams and their members for successes in increasing donor designation and/or advancing a culture that embraces donation as a fundamental human responsibility.

This year we received more than 50 submissions from 28 organizations across the United States. Each was judged based on Donate Life branding, goals/objectives, execution, results/ROI and replicability.

Congratulations to the following organizations for inspiring more individuals to say "Yes!" to organ, eye and tissue donation.

- AFFINITY: *Michigan Libraries for Life*, Gift of Life Michigan **PLATINUM**
- DMV: *Love Life Mobile Photo Studio Pack*, Donate Life Maryland **INNOVATION**
- EDUCATION: *Go Recycle Yourself Curriculum*, Donate Life Northwest
- EVENTS: *World Record for Largest Gathering of Heart Recipients*, Donate Life Coalition of Michigan
- HOSPITAL: *Health Care for Hope*, Donor Network of Arizona
- MEDIA: *Vinny Castilla NMDAW Hispanic Media Tour*, Donor Alliance
- PR/MARKETING: *My Hero Said Yes! Branding and Advertising Campaign*, Donor Alliance
- VOLUNTEER: *Designing an Effective Volunteer Program*, LifeLink Foundation

- Campus Challenge - "YOLO: Your Organs Live On,"* Donor Network of Arizona **BEST REMIX**
- Swipe to Donate Life*, Donor Network of Arizona **GAME CHANGER**



Our Supporters

DONATE LIFE EDUCATION ASSESSMENT

Since 1994, the Donate Life Education Assessment has funded a large proportion of Donate Life America programs and activities. It serves as a mechanism for all organizational members of the donation and transplantation community to pool their resources and present a unified, national voice to the American public, motivating them to *Donate Life*. As valued members of the donation and transplantation community, we would like to thank these organizations for their support of our mission through the 2014-2015 Education Assessment.

TRANSPLANT CENTERS

Abbot Northwestern Hospital
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
Broward General Medical Center
California Pacific Medical Center
Cardinal Glennon Children's Medical Center
Carolinas Medical Center
Cedars-Sinai Medical Center
CHI St. Luke's Health Baylor College of Medicine Medical Center
Children's Healthcare of Atlanta
Children's Hospital, New Orleans
Children's Hospital and Medical Center
Children's Hospital Boston
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 Daughter
Children's Medical Center Dallas
Children's Mercy Hospitals and Clinics
Children's National Medical Center
Children's of Alabama
Christiana Care Health System
CHRISTUS Santa Rosa Medical Center
Cleveland Clinic
Crozer-Chester Medical Center
Dartmouth-Hitchcock Medical Center
Driscoll Children's Hospital
Duke University Hospital
Emory University Hospital
Erie County Medical Center
Erlanger Medical Center
Froedtert & The Medical College of Wisconsin
Geisinger Medical Center
Georgetown University 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
Indiana University Health
Inova Fairfax Hospital
Integris Baptist Medical Center
Intermountain Medical Center
Iowa Methodist Medical Center
Jackson Memorial Hospital
Joe DiMaggio Children's Hospital
Johns Hopkins Hospital
Keck Hospital of USC
Kosair Children's Hospital
Lahey Clinic
Le Bonheur Children's Hospital
Legacy Good Samaritan Medical Center
Loma Linda University Medical Center
Lucile Packard Children's Hospital at Stanford
Mayo Clinic – Jacksonville
Mayo Clinic Hospital – Arizona
Medical City Dallas Hospital
Medical University of South Carolina
MedStar Georgetown Transplant Institute
Memorial Regional Hospital
Mercy Medical Center – Des Moines
Methodist Dallas Medical Center
Methodist University Hospital
Michael E. DeBakey VA Medical Center
Mount Sinai Medical Center
Nationwide Children's Hospital
Nebraska Medical Center
Nemours / Alfred I. duPont Hospital for Children
NewYork-Presbyterian / Columbia University Medical Center
North Shore University Hospital
Northwestern Memorial Hospital
Ochsner Healthcare
Ohio State University Medical Center
Oregon Health & 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 / St. Luke's Medical Center
Presbyterian Hospital
Providence Sacred Heart Medical Center

Rady Children's Hospital and Health Center
Riverside Community Hospital
Robert Wood Johnson University Hospital
Rochester Methodist Hospital – Mayo Clinic
Rush University Medical Center
Saint Barnabas Medical Center
Sanford Bismarck Medical Center
Sanford Medical Center, Fargo
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. David's North Austin Medical Center
St. John Hospital and Medical Center
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
Tampa General Hospital
Temple University Hospital
Texas Children's Hospital
Texas Transplant Institute
The Children's Hospital of Philadelphia
The Christ Hospital
The Queen's Medical Center
UMass Memorial Medical Center
University Health System
University Hospital
University Hospital, Cincinnati
University Hospital, Cleveland
University Medical Center, University of Arizona
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

continued

DONATE LIFE EDUCATION ASSESSMENT *continued*

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 Mississippi Medical Center
University of Missouri Hospital and Clinics
University of New Mexico Hospital
University of North Carolina Hospitals
University of Pittsburgh Medical Center
University of Rochester Medical Center
University of Texas Medical Branch at Galveston
University of Toledo Medical Center
University of Utah Hospitals & Clinics
University of Virginia Health System
University of Washington Medical Center
Vanderbilt University Medical Center
VCU Medical Center
Wake Forest Baptist Medical Center
William Beaumont Hospital
Willis-Knighton Medical Center
Yale-New Haven Hospital



Staff from Legacy of Life Hawaii celebrating their Donate Life pride

LABS

Albany Medical College Transplantation
Immunology Lab
Barnes-Jewish Hospital HLA Laboratory
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
Gift of Hope Organ & Tissue Donor
Network Lab
Hawaii Cellular Therapy &
Transplant Laboratory
LifeLink Transplant Immunology Laboratory
Midwest Transplant Network
Histocompatibility Lab
Nevada Donor Network Immunogenetics Lab
NJ Sharing Network Transplant Lab
Ochsner Histocompatibility and
Immunogenetics Lab
Rogosin Institute Immunogenetics Laboratory
Sanford Histocompatibility Laboratory
Texas Medical Specialty
University of Texas Histo and Immune
Evaluation Lab
Wake Forest University Health Science
HLA/Immuno Lab

ORGAN PROCUREMENT ORGANIZATIONS

Alabama Organ Center
Arkansas Regional Organ Recovery Agency
Carolina Donor Services
Center for Donation & Transplantation
Center for Organ Recovery & Education
Donor Alliance
Donor Network of Arizona
Donor Network West
Finger Lakes Donor Recovery Network
Gift of Hope Organ & Tissue Donor 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, Inc.
LifeQuest Organ Recovery Services

LifeShare of the Carolinas
LifeShare Transplant Donor Services of Oklahoma
Lifesharing
LifeSource
Louisiana Organ Procurement Agency
Mid-America Transplant Services
Mid-South Transplant Foundation
Midwest Transplant Network
Mississippi Organ Recovery Agency
Nebraska Organ Recovery System
Nevada Donor Network, Inc.
New England Organ Bank
New Mexico Donor Services
New York Organ Donor Network
NJ Sharing Network
OneLegacy
Pacific Northwest Transplant Bank
Sierra Donor Services
Southwest Transplant Alliance
Tennessee Donor Services
Texas Organ Sharing Alliance
The Living Legacy Foundation of Maryland
TransLife Organ & Tissue Donation Services
Unyts
UW Organ & Tissue Donation
Washington Regional Transplant Community
Wisconsin Donor Network

EYE BANKS

Old Dominion Eye Foundation

THANK YOU TO THE FOLLOWING DONATE LIFE AMERICA FUNDRAISERS FOR THEIR TIRELESS DEDICATION AND SUPPORT OF OUR MISSION

Raised more than \$1,000

Ted Conrads
Heather Meskimen
Edward Mooney
Timmy Morrow
Jessica Schreck
Jim Scott
Trinity Simons
Tarin Ward

Total number of fundraisers: 30

Total amount raised by fundraisers: \$67,636

Average donation amount contributed to a fundraiser: \$180

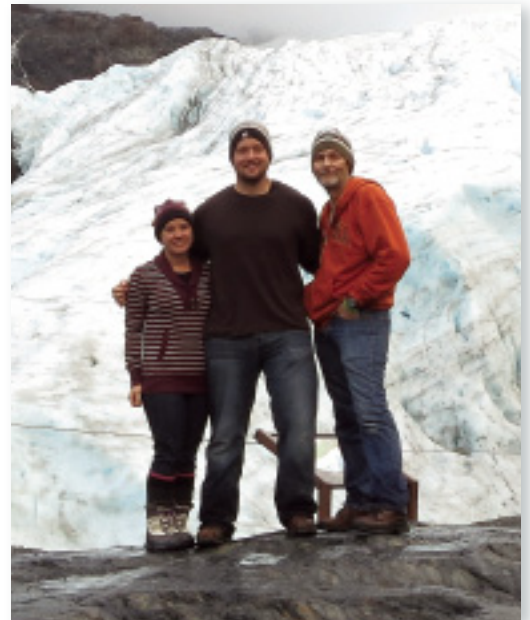
**Please note that the information listed above encompasses fundraising campaigns held between July 1, 2014 and June 30, 2015.*

What can **YOU** make possible through fundraising and donor recruitment?



FUNDRAISER SPOTLIGHT

For Trinity Simons, organ donation and transplantation hits close to home. In June 2008, her dad received a heart transplant that saved his life. “Over the past six years, he has enjoyed life with his grandchildren, traveled to new places and continues to beat me at chess,” said Trinity. An avid runner, Trinity was given an invitational entry to run in the Boston Marathon this past spring. Leading up to her race, Trinity raised funds and promoted organ donation in honor of her father. She initially set her fundraising goal at \$2,620 to match the number of miles she would run in the 26.2 mile race; however, she surpassed that goal—eventually raising more than \$3,100 for DLA.



Trinity, her brother and father (shown here) traveled to Alaska to celebrate her father's 5th year post-transplant.

The funds raised by volunteers like Trinity increased by 100 percent this year over last. We continue to engage Donate Life advocates to take their support to the next level by creating their own DLA fundraising campaigns.

NEW FUNDRAISING CHALLENGE: HARNESS THE POWER TO CHANGE LIVES

Donate Life America is excited to announce a new fundraising and donor recruitment campaign, entitled the *What Can YOU Make Possible Challenge*, beginning later this year. We will be inviting Donate Life advocates and friends to elevate their commitment to organ, eye and tissue donation by creating a personal online campaign to raise funds for our mission and increase the number of registered donors. Like simple acts of kindness we perform each day, supporting organ, eye and tissue donation can harness the power each of us has to change someone's world, but in a lifesaving way. We look forward to seeing what YOU can make possible.

INDIVIDUAL CONTRIBUTORS

Thank you to these generous contributors who make possible the work Donate Life America does to save and heal lives. Whether given in honor or memory of someone, or just because 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: **2,135**

Total Amount Contributed by Individuals: **\$207,806**

Average Contribution Amount: **\$118**

\$1,000 AND ABOVE

Andre Aslen
Tyler Blythe
Robert Conrads
Peter Crane
Robert Damus
Gail DeGrave
Timothy Fronczak
Joanne Grunau
Peter Hanbury
Michael Jackson
Aimee Leifer
Andrew MacMillan
Luis Martinez
Heather Meskimen
Patricia K. Mooney
Anthony Rea
Colleen Saporito
Suzanne Shevitz
Charles Stroupe
John Woody

\$500-\$999

Wayne Berman
Kevin Bland
Ted Conrads
Kelliann Davis
Akshay Deshpande
Eric Dimperio
Angie Dudley
Lindsey Eckhouse
Gregory Edwards
Kara Egan
Cliff Eisenhut
Cheryl Esiason
Patrick Fowler
Ross Fuller
Katherine Gibson
William Gross
Emilia Hofmeister
Michael Jackson
Joseph Kelly
Michelle Lewis
John Lough
Ellen Malow
Pamela McNaught
Alex Millie
Patricia K. Mooney

Heidi Moser
James Nelson
Matthew Pry
Stuart Purdy
B. Reimche
Barry and Kathy Schoedler
Jay Shah
Julie Simpson
Deborah Sumner
Richard Swisher
Ryan Turner
Kenneth Usdin
Jason Woody

\$250-\$499

Catherine N. Abrahams
Thomas Adams
Timothy Ahlborg
Lorraine W. Besch
Mike and Julene Bobier
Margie Borsheim
Helen Bottenfield
Jane Brouwer
Caryn Bujnak
Raymond Canton
Elizabeth Condon
Danielle and Berkeley DeLancey
Scott Dunkel
Indivar Dutta-Gupta
Jonathan Eide
Erin Ferrell
Lea Garrett
Krissy Glidden
Angie Griffin
Matthew Hooks
David Huberman
Shannon Johnson
Patrick and Kim Kacani
The Kahley Family
David Karbal
Rick and Joan Klemme
Annie Kuhl
Gregory Lashuk
Rebecca Levin
Matthew Lundy
Jeanette Moore
Robert Munson
Brett Northcutt

Jennifer Porter
Tammy Prairie
Jim and Elaine Roemer
Douglas Schneider
Anne Scott
Paul Slane
David Sobel
Angela Stelling
Kris Stephens
Susan Stuart
Jannie Teel
Sarah Urban
Valentin Vitan
Alec Zoicher

FOUNDATIONS OVER \$10,000

Patterson Barclay Memorial Foundation, Inc.
Project Awesome 2014 Grant

BUSINESSES AND ORGANIZATIONS

Axiall Corporation
Ballard Spahr LLP
Barnert Temple Men's Club
BCC Software
Beaverkill Foundation, Inc.
Bloomfield Center Court Club
Central National Bank
Co-workers from CHA
Costco Wholesale Corporation
County Attorneys Association of the State of New York
CustomInk Campaigns
ISEC Foundation
J.K. Scanlan Company, LLC
J.M. Huber Corporation on behalf of The Sohmer Family
Johnson & Johnson
Karp Financial Strategies
Katten Muchin Rosenman LLP
MixxedFit
Montoursville Area High School Class of 2015
New York Life Insurance Company
New York State Association of Counties

New York State County Treasurers and Finance Officer's Association
Newburyport BNI
Oakland Mapleville Fire Department
Ohio Northern University – Student Society of Health System Pharmacists
Phil Long Dealerships
Salesforce.com Foundation
SCW Fitness Education
Sigma Pi Fraternity, Epsilon Chapter
Somers High School - Global Youth Fund
Staff of Ontario Primary, Ontario Elementary and Freewill Elementary School
The Brookstone School, Inc.
The Jane & Robert Salzer Foundation
Viking Global Foundation
Virginia Economic Development Partnership
Wells Fargo
Xerox Services

MATCHING GIFT COMPANIES

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

AIG
Ameriprise Financial
AT&T
Bank of America
Battelle
BP Agency
Bristol-Myers Squibb
Cardinal Health
CompTIA Inc.
Costco Wholesale Corporation
GE Foundation
MasterCard
Rockwell Collins
TE Connectivity
Tesoro Corporation
Travelers
WDBJ Television

**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, 2014 and June 30, 2015.

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, 2014 and June 30, 2015.

HONOR

Ellen Lewers Anderson
Scott Altman
Steve Andrezejewski
Frank Antonucci
Thomas Armstrong
Amy Baghdadi and
Olivia Lemen
Tom and Amy Baulsir
Tyler Blythe
Mia Bobier
Peta Cappello
Louise Carpenter
Deborah Carter
Lauren Cestaro
Dane Conrads
Johnny Costarell
Lloyd Day
Dr. Dempsey
John David DiGiovanni
John Dipierro
Maria Feeney
Matt Felix
Tori Knight Ferguson
Maria Flannery
Andrea Fuller
Matty Geib
Georgetown Pediatric
Transplant Kids
Daniel Goldberger
Joshua Gottheimer
Jack Hickey
Steve Hill
Allison Hillen
Brenda Huff
Odell Jackson
Mary Jobe
Allie Karbal
Rusty Kelly and
JP Stephenson
Evelyn Grace Kittle
Paul Knapp
Elias Kosednar
Paige Kuersten
David Landes
Jake LaRouche
Yona Lieberman
Shannon Lillard
Bill Lindsay
Morgan Marie Lira
Maria Francisca Longoria
Elizabeth Lower-Basch
Ryan Luengo
Jennifer MacIntyre
Jane B. MacRae
Lois Cloud Malenczak

Elijah Marquez
Kathy Massari
Riley McCandless
Darius McCane
Stephen McLean and
Kim Flyr
Shad McNair
John Mehalak
Brent Miller
Everett Miller
The Mitchell Family
Mike Moskau
Austin Nicely
Peg and Russ Noble
Shane O'Donnell
Harris Orsini
Jeffrey P. Orłowski
Randy and Pat Pavin
Shirley Pincus
Nick Pollino
Gena R. Roberts
Robert Radd
Transplant Recipients from
Kuser School
Chris Roddy
Anthony Sangimino
Heather Semans
Matthew Shaw
Steven Suto
Eric Sweeney
Henry Tablada
Andy Trosper
Kyle C. Williams
Jenni Williams and
Nick Haglund
Katie Woodard and
Tari Vickery
Kenneth C. Woodka

MEMORY

Justin Acocella
Jane S. Ahlberg
Ike Akbari
Alan C. Alonge
Margaret Altieri
William J. Anderson III
Robert Anglen
Ming Aslen
Robert Ausfeld
Todd Auskalnis
Tiffany Byrd Austry
Stacey Avallone
Jamell Baca
Leslie Baldrige
Philip Bekerman
George Forrest Bell

James Berk II
Jonathan Berzan
Michael Blankenship
Gary Alan Boatwright
Chris Boehm
Hongyu Boley
Claire Joni Brennan
Shelly Slavis Brooks
Susan Bulriss
Nola Burch
Suzan Rhea Burnett
Benjamin Byler
Jason Michael Byrd
Deanna Call
Holden Cameron
John Albert Campbell
Trina Campbell
Kim Marie Caraher
Margaret Micki Carriero
Earl Wendell Chambers
William Chovan
Ira Jay Cohen
Debbie Crowder
Jacqueline Cunningham
Saverio Sam DaDamo
Stacy Elias Davis
Lauren Emily Davis
Sterling Day
Peter Devenny
Benjamin Michael Diamond
Gary Dixon
Richard Dobbins
Kenneth Michael Dunn
Bill Dymond
Jefferson R. Edwards, IV
Andrew Eilertsen
Jarrett Farmer
Mark Thomas Feher
Ron Fontana
Fred Frederiksen
Elissa Frommeyer
Joyce M. Cooksy
Braswell Fulton
Gerri L. Galiffa
Mary Gase
Charles Gatt
Shawn B. Gavin
Logan Gill
Carrie Givens
David Glendening
Stephen Goslawski
Timothy Green
Roger Greer
Jaime Rene' Hakala
Jasun Ty Hansen
Janice M. Hare

Nikki Roberts Harrell
Janet McCormick
Harrington
Ryan Hawkins
John Wallace Heller
Rose Helly
Carolyn Hoch
Kevin Scott Hollomon
Richard Huberman
Stephanie Hurlbert
Dylan Hurley
James P. Hurley
Jill Huyck
James Wayne Johnson
Vivian L. Jordan
Gary Kahn
Joan and Katie Kelly
Neil D. Kelly
Paul Kelly
Michelle Kiefhaber
Maria Alcina Knapp
Charles Kouvel
David Kutzner
Malia Langen
Jessica Link
Paul G. Lipinski
Greg Lockhart
Michael Loeffler
Lisa Louise Lynn
Virgil Thomas Lyerly
Judy MacMillan
Gina MacQueen
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Maureen Oleskiewicz
Todd Osenbaugh
Beverly Ann Paylor
Eric Petersen
Ben Pfohl
Melissa D. Mitchell
Picklesimer
Ryan Reaves
Beverly Reddick-Kuhns
Harley Butch Reed
Hannah Ridling
Jay Rizzuto
Roger Rodgers
Robert Roman
Gary Lee Ross
Courtnie Rupe
Oliver Sanofsky
Susan Schacht
Tayler Schmid
Victor Miller Schwartz
Jerry Gifford Scott
Matthew Shaw
Rick Shirley
Erin Shoap
Michelle Sikes
Natalie Slivka
Gerald Spath
Richard Stanley
Martha Stephens
Edward Stone
Martin Stroh
Cynthia Tanis
Joseph Taylor
Walter J. Thomas
Americo "Bob" Touzet
Michael David Tubbs
Steve Tully
Ted Tuttle
Ulrike Ulli Wilson
Harvey Richard Walker
Lorraine Webb
Robin Weigel
Amelia Wenzel
David Wheeler
Carolyn Huckabee
Whitworth
Christopher A. Winkel
Elisha White
Johnny Williams
Larry Wood
David Yates

The Donate Life Brand



The Donate Life brand is bigger than any particular marketing effort. It is foundational to the success of the donation and transplantation community. Our branding instills loyalty, builds trust and provides consistency for our transient population—while serving as a rallying call for both the public and professionals to be ambassadors for donation. Every flag flying across America, every ad, every marketing promotion and every lived experience of the brand together help strengthen Donate Life as the national brand for increasing organ, eye and tissue donation. Our collective use of Donate Life is a communication of values and attributes that clarify donation as the generous and hope-filled commitment of saving and healing lives. Your role in strengthening the brand continues to be important and appreciated.

9th Year for National Donate Life Month Art



50,000 Posters, Wall Graphics and Table Tents Printed



50% Increase in Sales on DLA's Public Online Store





Flags Fly Across America



10,000 Holiday Cards Printed



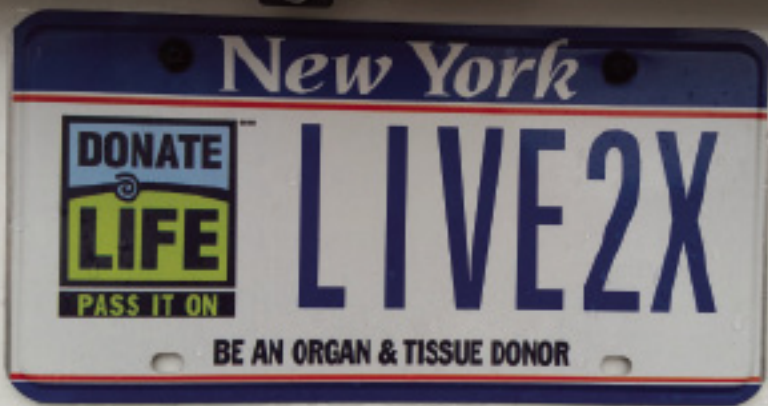
DONATE LIFE LICENSED PROMOTIONAL VENDORS

Donate Life America is entering its fifteenth and third year respectively in partnering with Commotion Promotions and NewClients. These two promotional companies serve as the only two vendors licensed to use the Donate Life logo on promotional items, from hats and shirts to pins and pens. They help ensure quality and brand oversight, while providing a portion of sales from Donate Life branded items back into DLA's programs. Thank you for your recognition of this important branding strategy.

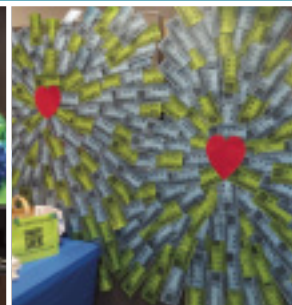




On Friday, April 17, Donate Life America hosted the fourth annual National Donate Life Blue & Green Day and photo contest to celebrate and promote donation. DLA's Facebook page was flooded with colorful pictures of those touched by organ, eye and tissue donation. Categories included: Outfitted for Life; Colorful Kids; Paws for Donation; Get Together for Blue & Green; Donate Life Décor; and Blue, Green and Delicious. The fifth annual National Donate Life Blue & Green Day will be observed on Friday, April 15, 2016.



This year, we added a Community Choice Award, inviting participants to vote for their favorite submissions. Tara Salerno from New York won with more than 1,500 votes for her license plate image.

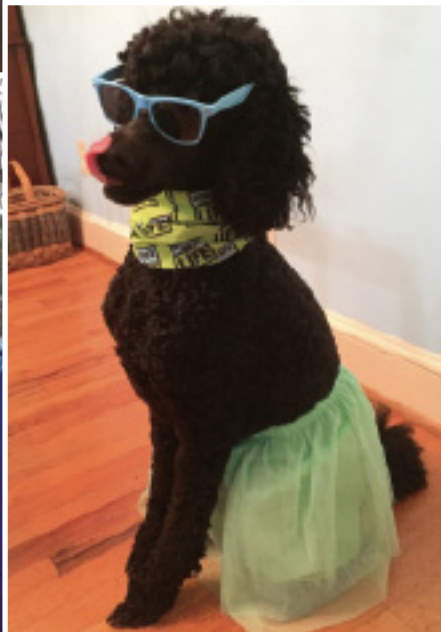


A Department of Motor Vehicle category was added to help showcase the invaluable work motor vehicle offices around the country are doing to increase the number of registered donors. The DMV Category had more than 70 spirited submissions. The Lakeland, FL DMV office submitted the winning photo of their staff and received a pizza party.





450 Photos Submitted



27,000 Views



11,000 Likes and Votes



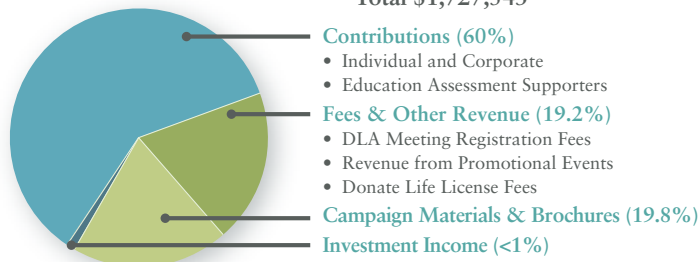
Financial Stewardship

Donate Life America's financial performance for the fiscal year ending September 30, 2014, was very strong. Overall support and revenue grew by nearly 14 percent over the prior year due to a healthy increase in contributions from corporate partners and individuals (20 percent year over year). Programmatic efficiency remained relatively consistent with the prior fiscal year, with the modest decrease (< 1 percent) attributable to investments in information systems and staff talent. DLA's total fiscal year 2014 operating revenues of \$1,727,543 exceeded its operating expenses of \$1,649,971 by \$77,572.

DLA is proud to report that 78 percent of dollars spent this fiscal year went directly to support our mission.

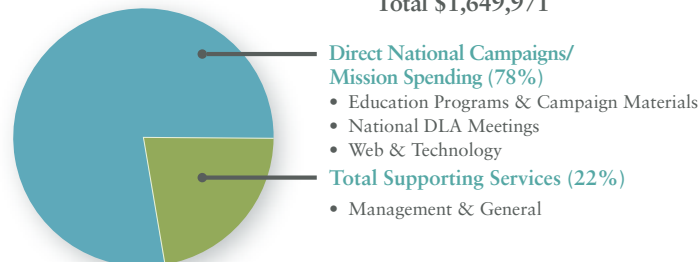
SUPPORT & REVENUE

Total \$1,727,543



OPERATING EXPENSES

Total \$1,649,971



FINANCIAL SUMMARY

For Fiscal Year Ending September 30, 2014

STATEMENT OF FINANCIAL POSITION		STATEMENT OF ACTIVITIES	
ASSETS		SUPPORT AND REVENUE	
Cash and Cash Equivalents	\$1,234,234	Campaign Materials and Brochures	\$ 331,582
Accounts Receivable	77,802	Contributions	1,041,331
Campaign Materials	68,413	Fees and Other Revenue ²	353,547
Prepaid Expenses	2,693	Interest Income	1,083
Security Deposits	3,900	TOTAL SUPPORT AND REVENUE	1,727,543
Net Property and Equipment ¹	95,110	(Unrestricted)	
TOTAL ASSETS	1,482,152	EXPENSES	
LIABILITIES AND NET ASSETS		Direct National Campaigns	1,282,738
Accounts Payable	38,390	- Education Programs & Campaign Materials	
Accrued Vacation	17,308	- National DLA Meetings	
Accrued Rent	9,429	- Web & Technology	
TOTAL LIABILITIES	65,127	Management and General	367,233
Net Assets (Unrestricted)	1,417,025	TOTAL EXPENSES	1,649,971
TOTAL LIABILITIES AND NET ASSETS	\$1,482,152	Change in Net Assets	77,572
		Net Assets, Beginning of Year	\$1,339,453
		Net Assets, End of Year	\$1,417,025

¹ Includes furniture, equipment, leasehold improvements and accumulated depreciation

² Fees and Other Revenue refers to DLA Annual Meeting registration fees, Donate Life America promotional events revenue and Donate Life license fees

Note: The figures that are depicted on this page are derived from the FY2014 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 FY2014 financial statements and the Form 990s filed with the IRS, visit DonateLife.net.

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Frank Wilton, CAE
American Association of Tissue Banks

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Gift of Life Michigan

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President & CEO

Melissa Devenny
Managing Director

Nancy Evans
Product & Brand Promotion Supervisor

Karen Headley
National Development Director

Aaron Kelchner
Marketing Communications & Data Coordinator

Anneli Kirby
Graphic Designer

Casey News
Development Assistant

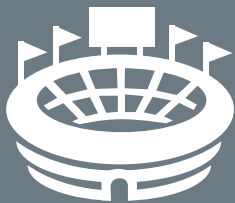
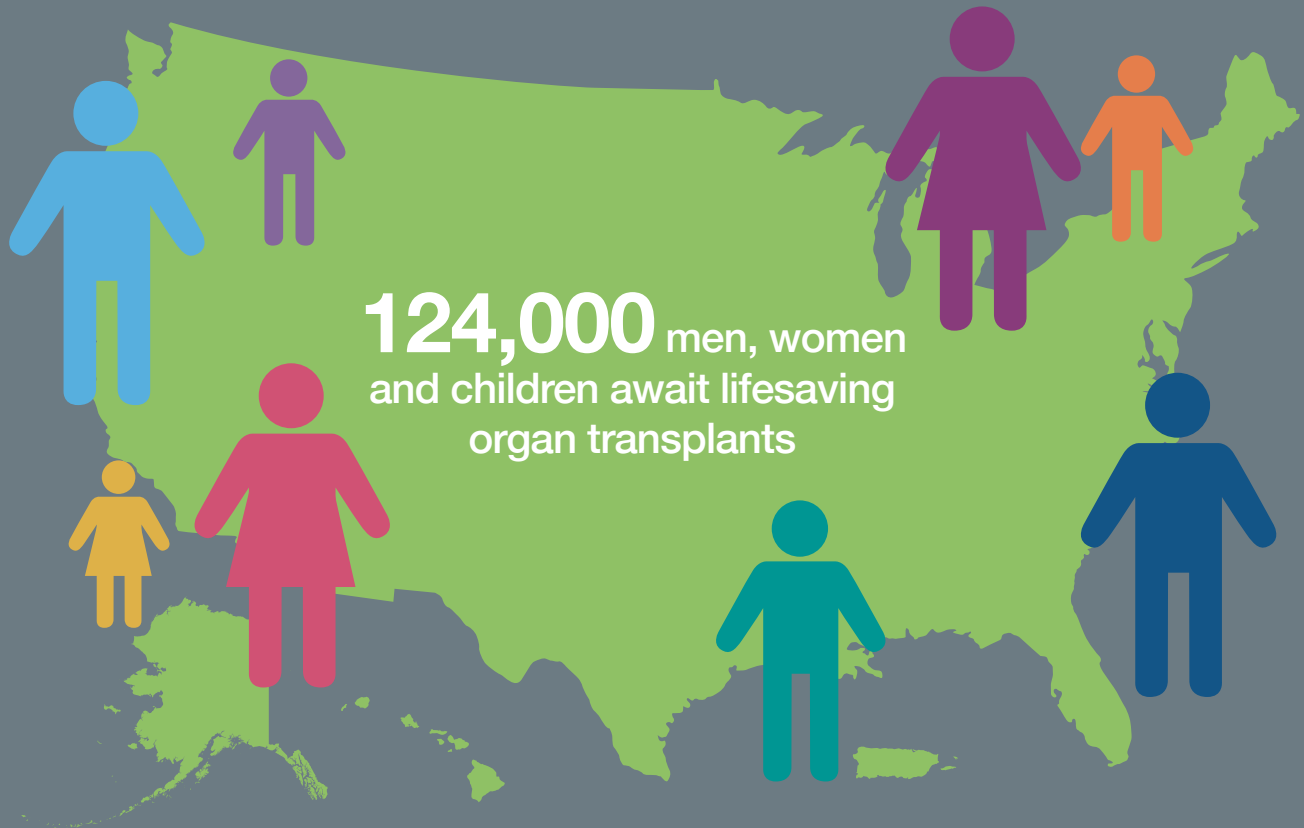
Valerie Paquette
Production Assistant

Lida Pieterman
Communications & Outreach Coordinator

Jocelyn Reed
Project & Conference Coordinator

Cindy Wharton
Finance Coordinator

The Need Remains Great



Even the largest football stadium in the US could not fit the number of patients on the national transplant waiting list

80% of patients waiting are in need of a kidney

58% of those waiting are non-white



Another person is added to the waiting list every 10 minutes

Sadly, **8,000** people die each year because the organs they need are not donated in time

Hundreds of thousands of people need tissue and corneal transplants annually





Donate Life America continues to work hard every day to save and heal more lives.

TOGETHER...what can WE make possible?



Donate Life America is a 501(c)3 not-for-profit alliance of national organizations and Donate Life State Teams across the United States, committed to increasing the number of donated organs, eyes and tissue available to save and heal lives. Donate Life America manages and promotes the national brand for donation, Donate LifeSM; develops and executes effective multi-media donor education programs; motivates the American public to register as organ, eye and tissue donors; and assists Donate Life State Teams and national partners in facilitating high-performing donor registries.

701 East Byrd Street, 16th Floor, Richmond, Virginia 23219
DonateLife.net | DoneVida.org | Facebook.com/DonateLife