



America

**NATIONAL DONOR DESIGNATION
REPORT CARD**

APRIL 2011



Olivia, heart recipient

Designed for Success



NATIONAL GOALS

100 MILLION DESIGNATED DONORS

50% DONOR DESIGNATION RATE

WHY DONOR DESIGNATION?

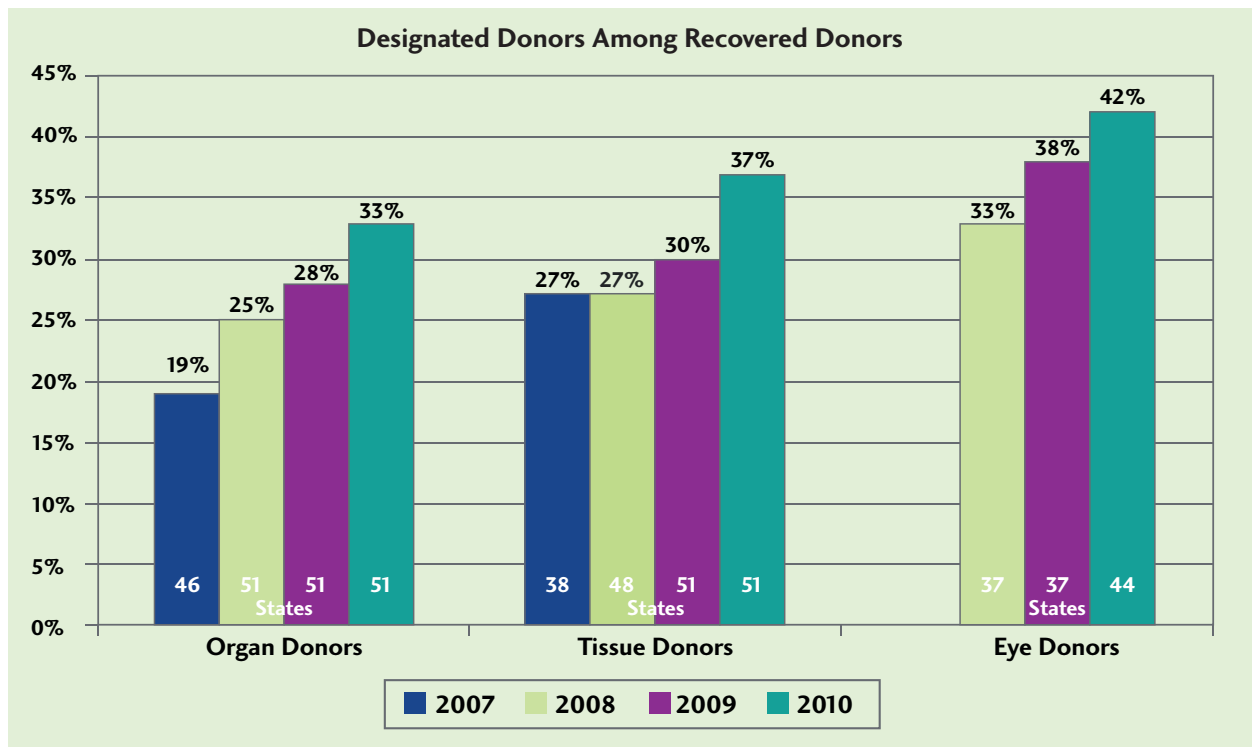
Donate Life America is dedicated to saving and enhancing lives through organ, eye and tissue donation and has challenged its constituents to work together to achieve two primary goals: 100 million registered donors and a 50 percent donor designation rate*. Donor designations allow recovery agencies to follow a donor’s decision to make an anatomical gift.

Launched in October 2006, the Donor Designation Collaborative (DDC) has evolved from a stand-alone initiative to an ongoing and integrated operational strategy. By facilitating the sharing of best practices and the creation and maintenance of high-functioning state donor registries, the DDC has helped to dramatically increase the number of designated donors in the United States. Progress is tracked quarterly by state-based teams and presented annually in this National Donor Designation Report Card.

To date, as a result of the DDC and the work of the donation and transplant community nationwide, 94.7 million individuals have registered as donors — an increase of 36.5 percent in only four years. This concerted effort has helped facilitate more than 111,000 organ transplants, approximately 160,000 cornea transplants and millions of tissue transplants since 2007. In 2010, 32.8 percent of organ donations, 37.3 percent of tissue donations and 42.2 percent of eye donations were authorized through state donor registries.

*See Appendix B

Impact on Donation, 2007–2010



Along with approaching the national goal of 100 million designated donors, 2010 reached a historic milestone as legislation authorizing recovery agencies to honor a registered donor’s decision to make an anatomical gift was passed in the 50th state.

WHY ARE EFFECTIVE REGISTRIES SO IMPORTANT AND WHAT DOES IT ALL MEAN?

In our nation's transplant system, policies and procedures are painstakingly put in place to ensure that the greatest possible number of waiting patients are successfully transplanted and that each organ or tissue goes to the person most suitable to receive them based upon information like blood type, tissue type matching or other medical criteria. Likewise, great care is used when creating and improving donor registries so that properly documented donation decisions are acted upon and achieve the donor's intent to save and heal lives. A donor designation is also a gift to the donor's family, giving them certainty of their loved one's decision at a time of great emotional strain.

Registries are deemed "effective" once they meet specific criteria defined by the Donor Designation Collaborative Faculty* as necessary to ensure that designation decisions are properly documented and acted upon 100 percent of the time. Increasing donor designations will help to save the lives of the more than 110,000 men, women and children currently awaiting organ transplants and the hundreds of thousands more in need of cornea and tissue transplants.

Effective Registry Design Criteria

1. **No follow-up step required for Department of Motor Vehicles (DMV) or online enrollment,** allowing a registration to take effect without unnecessary delay.
2. **State has passed legislation that authorizes recovery agencies to honor a donor's decision to make an anatomical gift with no further requirement for family authorization for organ, eye and tissue donation.** Legislation makes a donor's decision the priority and prevents delays due to confusion or indecision that could result in the organs and tissue no longer being viable and thus preventing the donation from taking place.
3. **Organ, eye and tissue recovery agencies can effectively search donor designations 24/7.**
A system that limits the times in which a registry can be searched also limits the number of donors. Making a registry searchable 24/7 ensures that designated donors are identified and allows donation professionals to honor the donor's documented decision.
4. **Department of Motor Vehicles enrolls donors via driver's license and ID card applications and renewals by all available channels, including field office, online and mail,** maximizing opportunities to designate a donation decision.
5. **Individuals can enroll online through a dedicated Web site, providing potential donors the ability to register their decision at any time.** Whether it is time to renew their license or not, a person can register their decision through this dedicated Web site.
6. **Individuals can enroll by completing a paper form or registry brochure form.** Multiple registration channels allow those without a license or ID card or access to the Internet to be able to register. It also allows people to designate a donation decision at health fairs, conferences and community events.
7. **Department of Motor Vehicles donor records searchable within one week of enrollment.** It is essential that registrations can be acted upon whenever a person becomes a candidate for donation.

Registry Utilization Standards

Once a state registry has adopted the effective registry design criteria, each state must maintain certain standards to ensure that they are maximizing every donation opportunity, so that each registered donor is identified and steps can be taken to determine their medical suitability.

These standards include:

1. Donor Designation Rate (DDR)*. Goal is to meet or exceed a 50 percent DDR.
2. Actionable Donor Designation (ADD)* Population 18+ Share. Each state must meet or exceed a 50 percent share, or approximately half of the adult population.
3. The registry is searched on 100 percent of potential organ, eye and tissue donation opportunities. This must apply to all recovery programs in the state.
4. All organ procurement organizations, eye and tissue banks act on donor designation, following the state's laws regarding a donor's decision to make an anatomical gift.
5. Percent of recovered designated organ, eye and tissue donors who are registered* reaches 40 percent or higher. As the share of driver's license and ID cardholders who are registered as donors increases, so should the percentage of recovered donors authorized through the registry.

**See Appendix B*

CURRENT NATIONAL STATUS

(2010 YEAR END DATA)

The DDC's goals are to achieve 100 million actionable donor designations (ADD) and a 50 percent donor designation rate at Departments of Motor Vehicles (DMVs), which as an enrollment channel accounts for 97 percent or more of donor registrations in most states.

- At the end of 2010, 94.7 million people were enrolled in state donor registries, representing 40.3 percent of all U.S. residents age 18 and over and a 9.7 percent increase from one year ago.
- In the 31 states and the District of Columbia that were able to track donor designation rate in Q4 2010, 38.7 percent of DMV driver's license and ID card applicants registered as donors.

The increasingly essential role of state donor registries is demonstrated by their effect on organ, tissue and eye recovery:

- At least 2,570 organ donors in the United States, or 32.8 percent of the total (vs. 28.4 percent in 2009 and 25.2 percent in 2008), had joined their state donor registry before their death.
- A reported 11,014 tissue donors in the United States, or 37.3 percent of the total (vs. 29.6 percent in 2009 and 27.2 percent in 2008), had joined their state donor registry before their death.
- A reported 20,375 eye donors in the United States, or approximately 42.2 percent of the total in the 44 reporting states (vs. 37.6 percent in 2009 and 32.8 percent in 2008), had joined their state donor registry before their death.

2010 STATE COMPARISONS

Actionable Donor Designation (ADD) Population 18+ Share

ADD Population 18+ Share is the total number of designated donors as a percentage of all state residents age 18 and over. (Some donor registries allow minors to enroll, so these states will reflect higher percentages than actionable.)

State	Actionable Donor Designations	State Population Age 18+**	ADD Population Age 18+ Share	Date of Registry Inception
Alaska	398,163	523,580	76%	2004
Alabama	1,764,000*	3,620,113	49%	1997
Arkansas	1,213,382	2,206,383	55%	1997
Arizona	1,643,461	4,935,605	33%	2003
California	7,751,728	27,660,482	28%	2005
Colorado	2,400,000*	3,862,769	62%	2001
Connecticut	1,044,626	2,731,735	38%	2005
District of Columbia	186,963	491,495	38%	2006
Delaware	305,482	689,585	44%	1998
Florida	5,665,904	14,638,025	39%	1995
Georgia	3,832,008	7,355,585	52%	1996
Hawaii	470,668	1,006,682	47%	1991
Iowa	1,205,000*	2,299,470	52%	2002
Idaho	659,559	1,142,260	58%	2003
Illinois	5,546,142	9,743,773	57%	1992
Indiana	3,340,000*	4,875,747	69%	2001
Kansas	642,924	2,126,013	30%	2002
Kentucky	1,011,450	3,338,856	30%	2006
Louisiana	1,907,054	3,435,871	56%	1997
Massachusetts	2,308,330	5,251,821	44%	2006
Maryland	2,124,397	4,402,765	48%	1991
Maine	506,926	1,052,690	48%	2007
Michigan	2,064,942	7,626,452	27%	1994
Minnesota	2,372,825	4,045,482	59%	2003
Missouri	2,792,420	4,623,321	60%	1996
Mississippi	414,127	2,196,680	19%	2008

State	Actionable Donor Designations	State Population Age 18+**	ADD Population Age 18+ Share	Date of Registry Inception
Montana	580,223	763,327	76%	2004
North Carolina	4,027,363	7,229,307	56%	2007
North Dakota	330,239	507,353	65%	2003
Nebraska	656,875	1,353,574	49%	2003
New Hampshire	193,968	1,048,724	18%	2009
New Jersey	2,159,679	6,688,811	32%	1998
New Mexico	921,133	1,517,167	61%	1980s
Nevada	799,743	1,992,194	40%	2001
New York	2,286,328	15,152,541	15%	2000
Ohio	4,985,404	8,901,680	56%	2002
Oklahoma	1,747,514	2,800,447	62%	2004
Oregon	2,131,848	2,983,522	71%	2007
Pennsylvania	4,345,230	9,975,117	44%	1994
Rhode Island	355,795	830,541	43%	2005
South Carolina	579,777	3,548,760	16%	2009
South Dakota	336,646	619,727	54%	2003
Tennessee	1,469,791	4,870,650	30%	2008
Texas	1,350,000*	18,176,082	7%	2006
Utah	1,404,749	1,945,151	72%	2002
Virginia	3,550,258	6,126,276	58%	2003
Vermont	671	498,650	0%	2009
Washington	3,706,481	5,182,653	72%	2004
Wisconsin	2,433,337	4,375,715	56%	2010
West Virginia	491,298	1,438,364	34%	1991
Wyoming	252,250*	420,439	60%	2003
TOTAL	94,669,081	234,830,011	40%	

*Estimated

**Source: Estimated from US Census Bureau statistics 2008-09

States appearing in green have met the ADD Population 18+ Share minimum standard.

Donor Designation Rate

Designation rate is the rate at which individuals join the state donor registry as a percentage of all driver's licenses and ID cards issued within a specific period of time. Due to limited access to this data, only the following 33 states and the District of Columbia were able to report this measure in 2010.

State	Actionable Donor Designations in 2010	DLs & ID's Issued by State DMV	Donor Designation Rate
Alaska	79,672	104,832	76.0%
Arizona	367,640	1,552,802	23.7%
California	1,667,141	6,087,218	27.4%*
Colorado	692,623	1,055,608	65.6%
Connecticut	320,165	840,377	38.1%
District of Columbia	39,115	107,992	36.2%
Florida	422,107	1,124,757	37.5%**
Hawaii	90,092	213,196	42.3%
Iowa	369,235	690,078	53.5%*
Idaho	136,085	255,264	53.3%
Illinois	649,799	2,215,586	29.3%
Kentucky	239,384	1,030,682	23.2%
Louisiana	852,399	1,531,276	55.7%
Maryland	869,686	1,925,744	45.2%
Michigan	320,481	1,967,916	16.3%
Minnesota	823,042	1,553,919	53.0%
Missouri	585,976	1,481,693	39.5%
Montana	119,267	188,791	63.2%
North Carolina	1,090,503	2,087,024	52.3%
Nebraska	222,241	499,453	44.5%
New Hampshire	40,618	76,204	53.3%
New Jersey	698,422	2,219,080	31.5%
Nevada	7,945	48,577	16.4%
New York	512,314	4,186,114	12.2%
Ohio	1,841,770	3,336,649	55.2%
Oregon	152,719	444,672	34.3%
Pennsylvania	1,128,619	2,508,279	45.0%
South Carolina	264,468	825,806	32.0%
Tennessee	576,274	1,795,814	32.1%
Utah	319,037	592,189	53.9%
Virginia	149,408	470,367	31.8%
Washington	1,054,742	1,790,451	58.9%
Wisconsin	640,560	1,111,490	57.6%
Wyoming	83,166	139,472	59.6%

Source: Reported by DDC state teams *Q1-Q3 only **Q4 only
 States appearing in green have met the DDC goal of a designation rate of 50 percent.

Registry Design

The following 36 states and the District of Columbia meet effective donor registry design criteria as determined by the DDC Faculty:

Alabama	Indiana	New Hampshire	Texas*
Alaska	Iowa	New Jersey*	Utah
Arizona	Kansas*	New Mexico	Virginia
California	Maine	Nebraska*	Washington
Colorado	Maryland	North Carolina	West Virginia
Connecticut	Massachusetts	Ohio	Wisconsin*
District of Columbia	Minnesota	Oklahoma	Wyoming
Florida	Mississippi	Rhode Island	
Idaho	Missouri	South Carolina	
Illinois	Montana	Tennessee	

**Effective Registry status achieved in 2010*

2010 Donor Designation Medals of Honor

In November 2010, Donate Life America presented its first awards to state teams in recognition of their achievements as part of the Donor Designation Collaborative (DDC).

States that received medals reached the top tier in at least three of five key categories including: a 50 percent or greater donor designation rate*, 50 percent or more of all state residents age 18 and older registered as donors, at least 40 percent of organ donors authorized through state donor registries, at least 40 percent of eye donors authorized through state donor registries or at least 40 percent of tissue donors authorized through state donor registries. Gold medals reflected achievement in all five areas, silver in four areas and bronze in three, all for the period of July 2009 through June 2010.

Gold

Colorado
Louisiana
Ohio
Utah
Washington
Wyoming

Silver

Alaska
Idaho
Illinois
Minnesota
North Carolina
Oregon
Virginia

Bronze

Delaware
Georgia
Maryland
Missouri
Montana
North Dakota
Oklahoma
Pennsylvania
West Virginia

**See Appendix B*

SUCCESSFUL DESIGN IN ACTION

DMV Role Essential



As part of our commitment to save lives, professionals in the donation and transplant community spend a considerable amount of time educating and encouraging DMV staff to share the message of donation by ensuring that the question “Do you want to register to be an organ, eye and tissue donor?” does not go unasked. Through this process, many champions have risen — champions like Lucinda Babers.

In her four-year tenure as Executive Director of Washington, D.C.’s Department of Motor Vehicles, Babers has been a local, regional and national champion for strengthening partnerships between DMV and Donate Life donor registries. In 2006 Ms. Babers’ predecessor, a donor sister, paved the way for the development of the Donate Life DC Donor Registry. Since Ms. Babers has enthusiastically taken the helm, the registry has more than doubled in size. Today, she supports training, materials, videos, customized Donate Life DC clipboards, renewal mailing inserts and other initiatives in all DMV offices. She has made increasing donor registrations part of her agency’s performance plan, and she motivates everyone with her passion and commitment to the mission. When she works the front desk (on the day after every federal holiday), she shows all her fellow representatives just how to ask the important question. “You do want to be a registered donor, don’t you?” To Ms. Babers, the power an individual has to give the gift of donation is one more way to strengthen the bonds of our community as a whole. Babers states, “It’s a pleasure to be involved, on the frontline at the DMV, within something so important as organ and tissue donation. When they think about it, everyone has a personal story related to donation — it’s those stories, and factual information provided by partners like Donate Life America, that helps me motivate customers to sign up.”

Gentle Giant Gives Life

As a young child, Steven Cordova captured the hearts of everyone who laid eyes on him with his infectious smile and good-hearted nature. In high school, Steven was a star athlete and had a passion for football. Although he was a force to be reckoned with on the field, he never failed to offer his hand to help up the quarterback he had just sacked. Steven was six-feet, three-inches tall and over 250 pounds. His teammates nicknamed him “Baby Huey” for his gentle giant nature.

As an adult, Steven was admired for his kind and respectful ways. He had a great love for children and when he became a father, his baby girl was the center of his life. He adored her and she him.



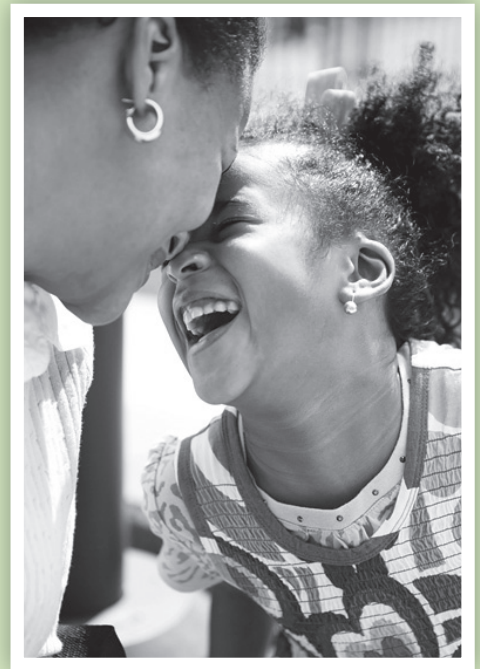
On September 22, 2007, Steven, 26, was tragically shot and died. At the time, Steven's mother, Frances, was the Director of the California branch of Community Tissue Services. "It was very common for me to receive calls at all hours, usually from staff needing my assistance in the screening of a potential tissue donor. But this call I was totally unprepared for," said Frances. "My sons had grown up in the world of organ and tissue donation for most of their young lives. We, like so many others, had 'the donation talk' years earlier and they both were registered donors. The day that Steven's young life ended, he donated his bone, skin and veins. Many of his friends were in awe when they learned that Steven was a donor, but no one was surprised. Steven inspired many of his friends to register as donors."

New Heart for Olivia

At only six months of age, Olivia was diagnosed with idiopathic dilated cardiomyopathy. Upon review of a chest x-ray, the doctor noticed that her heart took up more than half of her chest and informed her parents that her only chance for recovery was a heart transplant.

Olivia spent three months in the Pediatric Intensive Care Unit at Children's National Medical Center in Washington, D.C., where she celebrated her first Thanksgiving, Christmas and Valentine's Day clinging to life and waiting desperately for a transplant. Although in heart failure, Olivia, like most toddlers, was eager to play, learn and explore. After almost a year on the national organ transplant waiting list, Olivia's parents received the call that a heart was available for her.

The Angel Flight Network transported Olivia to the Children's Hospital of Philadelphia where she received her new heart on September 25, 2005. Only ten days after surgery, Olivia was smiling and blowing kisses at the staff. "Olivia Grace is a miracle!" says her mother. She loves playing with her dolls and coloring, and has a joyful spirit and an infectious smile. "We are forever grateful to Olivia's donor and their family. Their courage and strength gave us renewed hope, and in choosing to say 'yes' to donation, they allowed their child's heart to still beat. Now, it beats for Olivia."



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APPENDIX A*

Revised Uniform Anatomical Gift Act, 2010 Introductions and Enactments

Connecticut: Introduced as SB 250 in 2010 - ENACTED

Kentucky: Introduced as SB 4 in 2010 - ENACTED

Louisiana: Introduced as HB 1123 in 2010 - ENACTED

Maryland: Introduced as HB 1451 in 2010 - House Rules

Nebraska: Introduced as LB 1036 in 2010 - ENACTED

New Hampshire: Introduced as HB 1430 in 2010 - ENACTED

New York: Introduced as AB6966/SB4488 in 2009-10 - Assembly Health

Vermont: Introduced as SB 205 in 2010 - ENACTED

The following states have enacted the Revised Uniform Anatomical Gift Act:

Alabama	Indiana	Nebraska	South Carolina
Alaska	Iowa	New Hampshire	South Dakota
Arizona	Kansas	Nevada	Tennessee
Arkansas	Kentucky	New Jersey	Texas
California	Louisiana	New Mexico	Utah
Colorado	Maine	North Dakota	Vermont
Connecticut	Michigan	North Carolina	Virginia
District of Columbia	Minnesota	Ohio	Washington
Georgia	Mississippi	Oklahoma	West Virginia
Hawaii	Missouri	Oregon	Wisconsin
Idaho	Montana	Rhode Island	Wyoming

*Source: <http://www.anatomicalgiftact.org>

APPENDIX B

Terms

Actionable Donor Designation (ADD): An individual's decision to make an anatomical gift recorded in a searchable donor registry

Actionable Donor Designation (ADD) Population Age 18+ Share: ADD Population 18+ Share is the total number of designated donors as a percentage of all state residents age 18 and over. (Some donor registries allow minors to enroll, so these states will reflect higher percentages than actual.)

Actionable Donor Designation (ADD) Share: The total number of designated donors as a percentage of all licensed drivers

Donor Designation Collaborative Faculty: A committee of industry professionals that lead the effort

Designated Eye Donor: Recovered eye donors where recovery is assisted by donor designation

Terms, *continued*

Designated Organ Donor: Recovered organ donors where recovery is assisted by donor designation

Designated Tissue Donor: Recovered tissue donors where recovery is assisted by donor designation

Donor Designation Rate: Rate at which individuals join the state donor registry as a percentage of all driver's licenses and ID cards issued within a specific period of time

Donor Designation: A documented, legally binding commitment by an individual to make an anatomical gift that can be revoked only by that individual

Donor Registry: A searchable database of individuals who have designated themselves as donors

Effective Registry: A donor registry with best-practice characteristics that support the donor designation, maximize opportunities to enroll and streamline donor searches



ABOUT DONATE LIFE AMERICA

Donate Life America is a not-for-profit alliance of national organizations and state teams across the United States committed to increasing organ, eye and tissue donation. Donate Life America manages the national brand for donation, Donate Life, and assists Donate Life state teams and national partners in facilitating high-performing donor registries; developing and executing effective multi-media donor education programs; and motivating the American public to register now as organ, eye and tissue donors.

For more information, visit www.donatelife.net.



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