



CELEBRATING **25 YEARS** OF WORKING
TOGETHER TO SAVE AND HEAL LIVES

2017 ANNUAL UPDATE

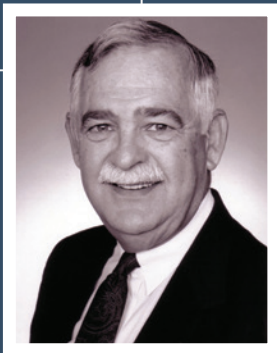
DONATE LIFE AMERICA

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.

25 YEARS

1992

Coalition on Donation
founded



*James S. Wolf, MD, transplant surgeon
and first Coalition president*



2000

Donate Life logo
and brand created

2006

Donor Designation
Collaborative launched

2006

Coalition on
Donation becomes



2015

National Donate Life
Registry established
RegisterMe.org

2016

136 million registered donors
55%
of U.S. adults

Donate Life America has a rich history that is marked and numbered by the dedication and hard work of many reading this letter. We both count ourselves fortunate to have been a part of DLA for a significant portion of the organization's history. We are proud that DLA has offered so many of you an avenue to invest in the cause of organ, eye and tissue donation; and we are humbled by the results you have so boldly generated through your work.

Our history began 25 years ago, when a committed and determined retired transplant surgeon asserted that more could be done to educate and influence Americans about the need for organ, eye and tissue donation. The vision and steadfast nature of Dr. James S. Wolf were the building blocks of what now exists as Donate Life America. The organization has stayed true to Dr. Wolf's plan to build a national brand for the cause of donation and to inspire public action beyond awareness.

In the early days, this plan focused on education, myth busting and encouraging committed donors to share their decision with their family and loved ones — "Share your life. Share your decision." As time passed and laws changed to support first-person authorization for donation, the community recognized the need for a more definitive call to action through donor designation. Since that time, we have been the fortunate benefactor of technological growth and now execute the plan through the use of social media and digital storytelling. These platforms are used to educate and inspire committed donors to legally document their donation decisions through donor registration at the state level or via the National Donate Life Registry. The results are impressive with 55 percent of adults in the United States legally authorized as organ, eye and tissue donors at the end of 2016.

In the coming years, DLA will continue to focus on educating and inspiring individuals to register as donors. A theme has emerged for the future: "Providing Hope, Healing and Life to as many people as possible, as creatively as necessary." For the organization, this means meeting consumers where they are and offering registration opportunities as part of everyday life and everyday activities. It means finding ways to cut through the media clutter and get people's attention. It also means looking for value-added and effective ways to engage our culture in living donor education, storytelling and action. DLA will be working with leaders in living donation to expand on the great work that is already in progress and will be adopting the goal of increasing living donation for those in need.

As you read through this update, it is our hope that you will take note of moments from the past 25 years that are meaningful to you or your organization — moments that you feel were turning points for change or that inspired action. Then we ask that you build on our collective work from the past 25 years to shape a future where everyone in need receives the gifts of HEALING and LIFE.

With our gratitude, we dedicate this 25th Anniversary Update to the donors, patients and their families who inspire us.

Jason K. Woody
Chair



G. David Fleming
President & CEO



DONATE LIFE AMERICA

Formerly the Coalition on Donation, Donate Life America (DLA) was founded in 1992 to educate the public about the importance of organ, eye and tissue donation; avoid duplication of effort; and provide a unified national message. Back then, signing a donor card was the widespread call to action. Although the Uniform Anatomical Gift Act of 1968 made it legal, the common practice was *not* to act on it for authorization.

Based on this, in 1994 when DLA launched its first national campaign, *The Rope*, the television ad urged viewers to tell their family of their wish to be a donor; because, in the end, their family would be asked for consent. The spot that depicted a drowning man asserted, “otherwise, it’s like throwing a 12-foot rope to someone who’s 15-feet away,” and closed with the tagline “Share your life. Share your decision.” The donation and transplantation community was taken aback by the stark presentation, which differed greatly from the feel-good donation ads prevalent at the time. DLA was willing to take this risk to ensure that the public understood what they needed to do.

The follow-up campaign had award-winning director Michael Apted (*Nell* and *Gorillas in the Mist*) interviewing donor families about the importance of family discussion. Then, in 1998, when light humor was used in an ad showing a game of telephone (with

then unknown Elizabeth Banks), the donation and transplantation community was skeptical. But DLA insisted that if donation was to become a widely accepted part of our culture, we needed to get people asking “Are you an organ and tissue donor?”

Development of the *Donate Life*SM brand and campaign in 2000 framed donation in the context of life and living, and shifted the tagline to “Talk to your family about Donating LIFE.” DLA’s campaigns over the next few years ranged from pop art bus displays to the first-ever national Hispanic donation campaign. The “Numbers” campaign concentrated on the large population of African Americans awaiting kidney transplants and urged action.

Storytelling came into its own with the “Empowering Testimonials” campaign, featuring true first-person accounts and the idea that “You have the power to save lives.” This testimonial approach is now a mainstay in the Donate Life Community. Using storytelling to illustrate the importance of donation and transplantation draws the public’s support and influences them to embrace donation as a fundamental human responsibility. Registering as a donor is the clear and consistent call to action, allowing the public to make an actionable decision and enabling the Donate Life Community to measure its success.

EVEN AN A*HOLE CAN SAVE A LIFE

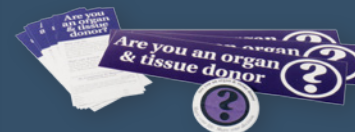
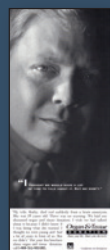
We know through research and past experience that it takes innovation — and sometimes risk — to drive action. We are inspired daily to create campaigns that will provide hope, healing and life to as many people as possible, as creatively as necessary.

In 2015, we partnered with The Martin Agency on an 18-month journey to conceptualize, develop, execute and garner approval for our newest campaign introducing “The World’s Biggest A*hole,” Coleman Sweeney. With a goal of reaching and motivating a millennial male demographic, this short film took a risk and used edgy humor to tell the story of the lifesaving effect of organ, eye and tissue donation.

The risk paid off. The video has had over 150 million views and directly inspired more than 80,000 donor registrations. We are also honored to have won 10 Lions at The Cannes Lions International Festival of Creativity: 3 Gold, 2 Silver and 5 Bronze awards for “The World’s Biggest A*hole.” Thanks, Coleman — you’re not an a*hole, anymore.



“It’s a new film from Donate Life America with the mission of convincing millennials to become organ donors. Not a small challenge, but one met with a controversial, compelling, creative and strategically brilliant film. And a film that took real guts to approve.”
—Will Burns, *Forbes* - article excerpt (August 5, 2016)



HOW CAN YOU HELP?

1. Protect Your Health

The best long-term solution to the organ donor crisis is to avoid the need for transplantation.

- Have your blood pressure checked routinely.
- Exercise regularly.
- Limit foods high in salt, cholesterol and saturated fats, such as fried foods that can clog arteries.
- Visit your doctor at least once a year and get tested for diabetes and other illnesses that can lead to organ failure.

2. Register to be a Donor at **RegisterMe.org**

- Commit now to giving life to others when you die.
- Each registration serves as a symbol of hope to every patient awaiting a lifesaving or healing transplant.

3. Consider Being a Living Donor

- Living donation is an opportunity to save a life while you are still living. It is not included in your donor registration.
- For more information, visit **DonateLife.net**.

4. Extend Your Reach

- Share your life-affirming decision to register with family, friends, coworkers and community members. Ask them to consider doing the same.
- Get involved with outreach efforts in your community.

Thank you for making LIFE possible.

From the start, DLA has provided research-based messaging and materials to make a concrete difference, focusing on action, not just awareness.

LIVING DONATION

Living donation is key to saving more lives. Kidney and liver patients who are able to receive a living donor transplant can receive the best quality organ much sooner, often in less than a year. Unfortunately, the number of living donor transplants has remained static for the past six years. Donate Life America is committed to bringing living donation education, personal stories and consistent communication to the public.

Our goal is to have living donation and the option of being a living donor understood and accepted by the public, so that anyone who is faced with a loved one's — or their own — need for a kidney or liver transplant is already familiar with the facts. Over the last 25 years, we have worked with the Donate Life Community to make organ, eye and tissue donation at the time of death a trusted process and expectation — 138 million people are registered donors today. DLA is now also committed to using our voice, reach and national brand to build public trust and understanding of living donation.

We believe stories make ideas personal and drive action for good. Stories of living donors and their recipients help to mainstream the option and provide personal testimony on the risks and rewards.

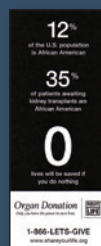


Sister and Living Donor.

DonateLife.net #StoriesOfHope



“Living donation was easy for me. I am grateful that I was able to make life possible! My brother needed a kidney transplant. I needed to help. Life as we knew it after donation and transplantation returned to normal pretty quickly for both of us. Never fear the unknown — there is always something greater on the other side.”
— Jocelyn, living donor



DONATE LIFE AMERICA IS THE NATIONAL DONOR REGISTRATION DATA RESOURCE

WHY DONOR REGISTRATION IS IMPORTANT

Donor registrations — which are documents of gift — facilitate the donation process, providing legal authorization for recovery agencies and removing the burden of decision-making from the family in a time of loss. The lifesaving legacy of a loved one provides comfort to family and friends as they grieve and heal. With every registered donor, the culture of donation within the U.S. continues to grow.

WHY WE COLLECT THE DATA

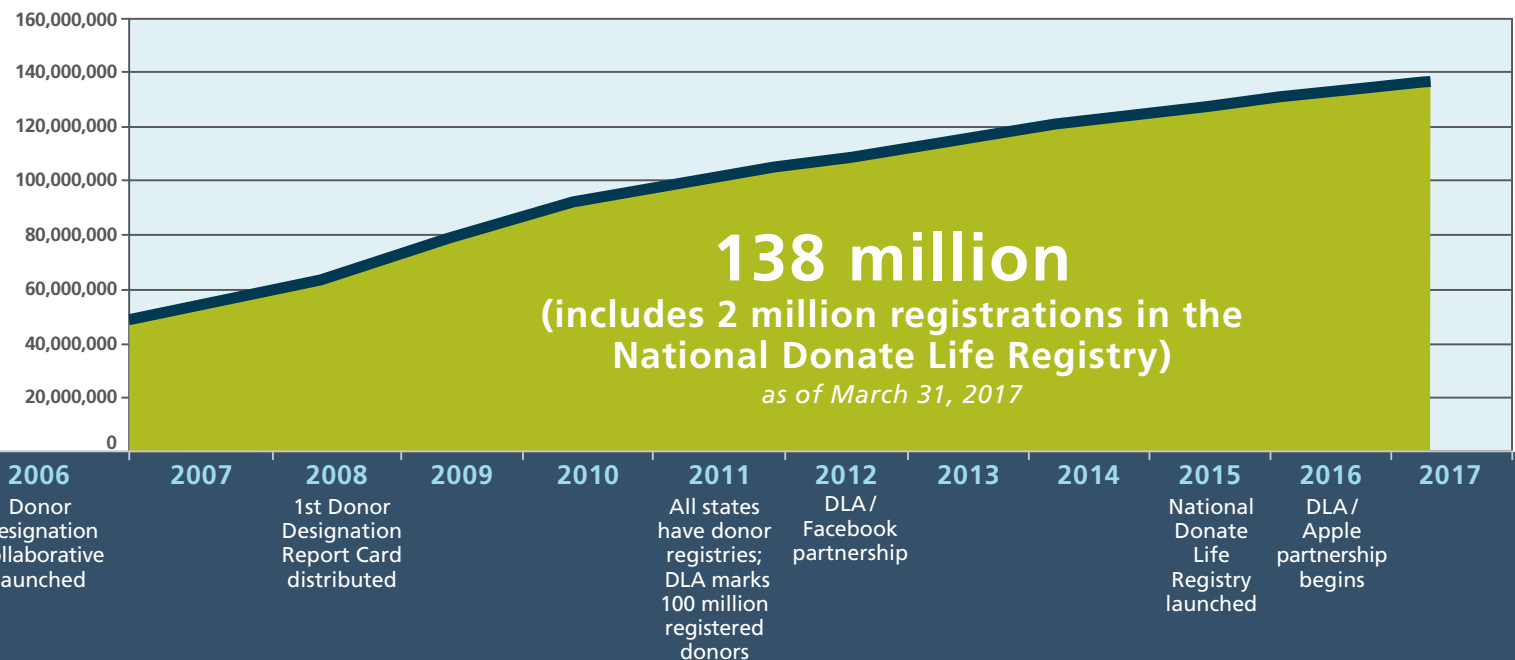
DLA collects state registry data, focusing on the number of donor designations, the rate at which people are registering and the number of donors authorized through registries. We evaluate, summarize and share all of the state and national donor designation information with the Donate Life Community in quarterly and year-end reports. The DLA Research & Data Committee continues to review and improve donor designation metrics used to organize and give context to donor registration data. Most recently, eligible donor designation rates, which measure the rate of donor registration in the population of likely donors, were included. National Donate Life Registry data are included in quarterly and year-end reports, and de-identified demographic data are evaluated to inform national campaign and education outreach. **Data metric definitions are listed on page 27.*

HOW THE DATA ARE USED

- Donation professionals develop and evaluate informed community education.
- News media and the general public gain a greater understanding of the donation cause, as well as the need and importance for donation and donor registration.
- Partners help develop national outreach campaigns and support.
- DMVs measure their success in asking the donation question.
- Individuals and organizations with National Donate Life Registry campaign pages measure their progress.
- Researchers evaluate the evolution of the cause, as well as public attitudes and behaviors around donor registration.

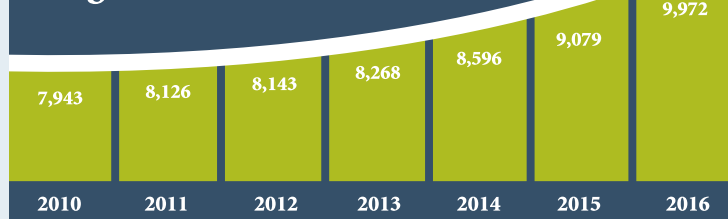
DONOR REGISTRATIONS IN THE UNITED STATES

“In many ways, our results in 2016 mirrored those nationally. We achieved a 19% increase in organ donation by participating in national efforts through organizations like Donate Life America and taking the lead in finding donors.”
— Alexandra Glazier, President & CEO
New England Donor Services



2016 DATA

26% increase in deceased organ donors since 2010



2016 was another incredible milestone year: 33,600 lifesaving transplants were performed thanks to 9,972 deceased donors and 5,981 living donors. This growth was largely driven by an increase of 9.2 percent in the number of deceased donors from 2015 to 2016, continuing a six-year trend of annual increases.

“In 2016, more than ever, Donate Life America and the Donate Life Community worked to meet the public where they are, bringing the message and the donor registration opportunity to them on their iPhones, at the DMV, on social media and at events, making registration trusted, easy and secure.”

— G. David Fleming, President & CEO, Donate Life America

136 MILLION REGISTERED DONORS

55% OF THE U.S. ADULT POPULATION

AUTHORIZED BY REGISTRY IN 2016

48% OF ORGAN DONORS

55% OF TISSUE DONORS

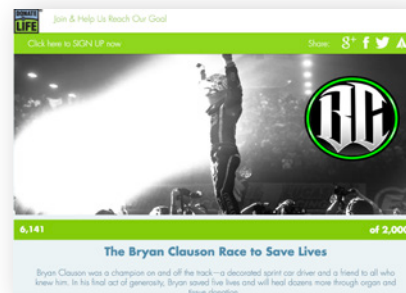
55% OF EYE DONORS

1.75 MILLION TISSUE TRANSPLANTS

MORE THAN **82,000** CORNEAS PROVIDED FOR TRANSPLANT

NATIONAL DONATE LIFE REGISTRY, REGISTERME.ORG

Donate Life America recognized the need to maximize the results of national or cross-state registration opportunities. Therefore, in September 2015, with the support of the Donate Life Community, we launched the easily accessible, secure and mobile-friendly National Donate Life Registry at RegisterMe.org. The launch of the National Donate Life Registry facilitated a partnership with Apple, bringing online donor registration to iPhone users across the U.S. As of July 2017, the National Donate Life Registry holds more than 2.4 million donor registrations and is accessed securely by recovery organizations in every state. In addition, hundreds of National Donate Life Registry campaign pages have been created for individuals, events, hospitals, college groups and other organizations.



Donate Life Indiana registered more than 6,000 people in honor of Sprint car driver, Bryan Clauson.



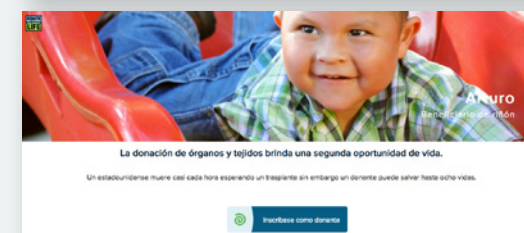
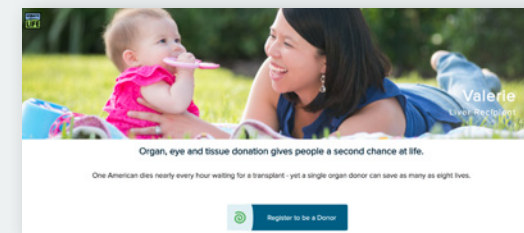
Astellas and DLA broke the Guinness World Record for number of online organ donor registrations in an eight-hour period with 3,316.



Donate Life Wisconsin uses their page to help drive innovative mobile registration campaigns.

HIGHLIGHTS OF THE NATIONAL DONATE LIFE REGISTRY

- 20 percent of states are using or in the process of using the National Donate Life Registry, RegisterMe.org, as their online state registry (as of July 2017).
- Community partners linking to the National Donate Life Registry: AATB, AMAT, APOPO, AST, EBAA, NKF, The Alliance and UNOS.
- Spanish-language National Donate Life Registry registration form and resources are available at DoneVida.org. Spanish-language donor records can be accessed and edited by registrants at Inscribase.org.





NATIONAL DONATE LIFE MONTH

National Donate Life Month (NDLM) was instituted by Donate Life America and our partnering organizations in 2003, replacing National Organ and Tissue Donor Awareness Week (NOTDAW). Celebrated in April, NDLM features an entire month of local, regional and national activities to help encourage Americans to register as organ, eye and tissue donors, and to celebrate those who have saved lives through the gift of donation. Since 2007, DLA has created unique art each year and made it available on an array of resources, including: posters, table tents, note cards, social media graphics, promotional products and more. The 2017 theme of pinwheels was symbolic of an instrument that turns obstacles into opportunities by capturing and passing on energy, paralleling one's potential to make LIFE possible as a donor. Each Donate Life pinwheel had four sails supported by one stem, representing the power one person has to be an organ, eye, tissue or living donor. This year's art and theme was the most extensively used to date by the Donate Life Community.



NATIONAL DONATE LIFE BLUE & GREEN DAY

In 2012, Donate Life America created National Donate Life Blue & Green Day with the Blue & Green Day Photo Contest as its signature event. Over the past six years, National Donate Life Blue & Green Day and the photo contest have grown into established traditions for the public and the Donate Life Community. They took place this year on Friday, April 21, with the contest being hosted on the Donate Life America Facebook page.

Categories included: Blue, Green & Delicious; Clinical Partners; Colorful Kids; Community Choice (*most votes by the public*); DMV; Donate Life Decor; Get Together for Blue & Green; Outfitted for Life; and Pets for Donation.

The next National Donate Life Blue & Green Day and photo contest will be observed on Friday, April 13, 2018.

750 entries!



More than 53,000 views



More than 7,800 votes



123 Clinical Partner entries



161 submissions from DMVs





DONATE LIFE ECHO

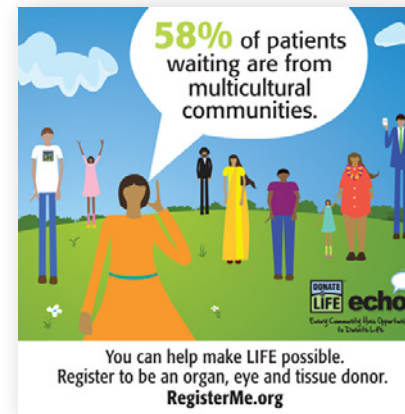
Donate Life ECHO is a national two-week outreach campaign, held each year during the second and third full weeks of July. Created in 2015 as a collaborative partnership between the Association for Multicultural Affairs in Transplantation (AMAT) and Donate Life America, Donate Life ECHO stands for “Every Community Has Opportunity” — the opportunity to save and heal lives. The campaign focuses on the importance of donation and transplantation in multicultural communities.



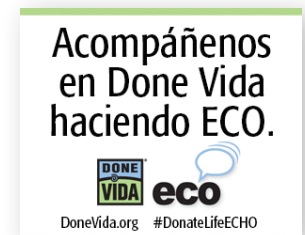
Donate Life Texas volunteers speaking with a San Antonio family at a Walgreens ECHO event.

Initiatives in 2017 included a video contest for participants to share their personal donation and transplantation stories, as well as collaborative efforts by DLA's national partner Walgreens. Throughout July, information about Donate Life ECHO was featured on Walgreens health resource panels included with prescriptions filled at its retail and local specialty pharmacies nationwide. In addition, Walgreens hosted donor registration drives at select Walgreens stores in several markets across the country with highly diverse populations.

“ECHO is about giving every community a voice in saving and healing lives, through organ, eye and tissue donation. Diverse languages, different methods, yet one message — LIFE.”
— Remonia Chapman, AMAT president



“Donate Life ECHO was started with the aim of giving voice to the experience of multicultural communities with donation and transplantation. To increase our educational outreach efforts and donor registrations, voices and stories from these communities need to be heard.”
— Bobby Howard, DLA board member and AMAT past president



#HEARMYSTORYOF #DONATELIFE ECHO



MEDIA FROM PRESS RELEASES (within 48 hours)

ENGLISH – 237 PICK-UPS WITH A
POTENTIAL REACH OF
18.4 million

SPANISH – 62 PICK-UPS WITH A
POTENTIAL REACH OF
137 million

TOTAL – 296 PICK-UPS WITH A
POTENTIAL REACH OF
155.4 million

NATIONAL DONOR SABBATH

Observed annually on Friday through Sunday two weekends before Thanksgiving, this three-day observance seeks to include places of worship in promoting donation. During National Donor Sabbath, faith leaders from many religions, donor families, transplant recipients, and donation and transplantation professionals participate in services and programs to increase awareness of the need for the lifesaving and healing gifts passed to others through transplantation and encourage people to register as donors. Donate Life America has offered a customizable bulletin insert for nearly twenty years. Over time, additional resources like a media kit, Bible markers, social media graphics, web banners, promotional products and more have been offered.



DONATE LIFE CELEBRATIONS

Donate Life America provides social media art and content to the Donate Life Community for a series of Celebrations that mark key dates with opportunities to share the Donate Life message and cause. The reach and power of a message are greater when the Community sends one unified message together using the nationally recognized brand. In 2016, DLA hosted national donation and transplantation organizations at a social media roundtable with a focus on collaboration to amplify the national Donate Life message to the public.



DONATE LIFE AMERICA SOCIAL MEDIA

DLA continues to build and invest in our social media reach and engagement across platforms and audiences. As the trusted national brand for the cause of donation, Donate Life messages are shared with the public for brand consistency and storytelling. Engagement is key to reaching the public, and a call to action is vital to saving and healing lives. Our social media engagement rates exceed national benchmarks for U.S. health nonprofits and nonprofits overall across platforms.* In 2016, 11,300 people registered to be donors through our social platforms.

Social media also offers the opportunity and provides easy tools to activate registered donors, donor families, living donors, recipients and recipient families to be cause advocates and champions.



Facebook, Facebook.com/DonateLife
225,000 supporters



Twitter, @DonateLife
8,500 followers



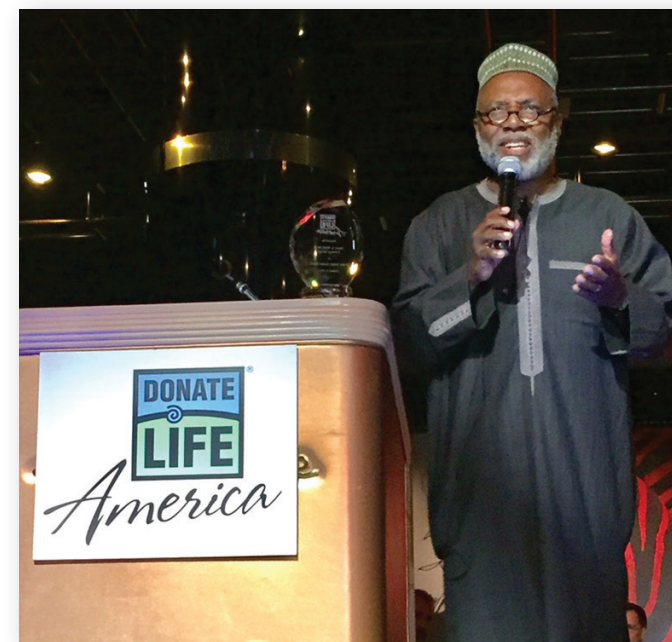
Instagram, @donatelifeamerica
5,500 followers

* Average Facebook engagement rate for health nonprofits: 5.1%
DLA Facebook average engagement rate: 6.5%
Average Twitter engagement rate for health nonprofits: 1.6%
DLA Twitter average engagement rate: 2.4%

JAMES S. WOLF, MD COURAGE AWARD

This award, named for transplant surgeon pioneer and founder of the Coalition on Donation (now Donate Life America), is presented annually to an individual or individuals outside of the professional donation and transplantation community, who have played a significant role in helping to educate the public about organ, eye and tissue donation.

The 2016 recipient, Imam Johari Abdul-Malik (*shown right*), is the outreach director at the Dar Al-Hijrah Islamic Center, one of the largest Islamic Centers in North America. He partnered with the Washington Regional Transplant Community (WRTC) to organize presentations at the Islamic Medical Association of North America's Annual Convention and the International Institute of Islamic Thought, among others, working to ensure that Muslims across the United States know that donation is allowed by their religion.



PREVIOUS RECIPIENTS OF THE AWARD INCLUDE:

David Fleming, *ESPN*, 2015

Bill Ryan, 2014

Joey Gase, 2013

Steve Ferkau, 2012

David and Susan Caples, 2011

Kim Harper-Johnson, 2010

Jack and Arlene Locicero, 2009

John Brockington, 2008

Susan McVey Dillon, 2007

Detective Steve Stockwell, 2006

Nancy and Katherine Heigl, 2005

Gary Foxen, 2004

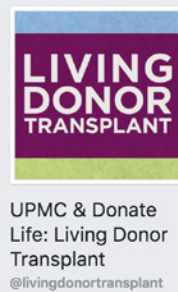
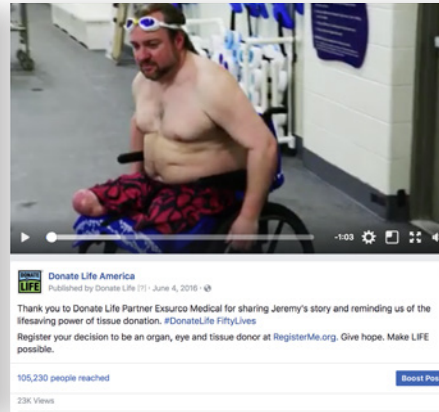
Trey Schwab and Stephen Oelrich, 2003

Chris Klug, 2002

Phil and Joann Nixon, 2001

Jane Smith and Michael Carter, 2000

Ryan Tripp, 1999



DONATE LIFE PARTNERS

Donate Life America launched our Donate Life Partner Program in the spring of 2013. Since then, more than 30 organizations have joined in supporting our efforts through financial sponsorships; employee outreach and education initiatives; National Donate Life Registry promotion to employees and clients; community engagement activities and more.

Saving Lives Together
Donate Life Partners = Collaboration, Communication and Progress

“This past year, Sanofi Genzyme had the privilege to partner with Donate Life America to bring further awareness to the organ donation shortage in the United States and the important role of donor registrations. We chose to partner with DLA because of their leadership within the donation and transplantation community, and look forward to continuing our work together to save more lives.”

– Stephanie Chen, Director of Marketing, Hematology & Transplant, Sanofi Genzyme

THANK YOU TO OUR
2017 DONATE LIFE PARTNERS:

FEATURED PARTNERS



PARTNERS



BLUE & GREEN SPONSORS



25th ANNIVERSARY LEGACY CIRCLE



Individual contributions from

Stu Brower

Former DLA Board Chair

Howard Nathan

President & CEO, Gift of Life Donor Program and former DLA Board Chair

Jeff* & Lorinda Orłowski

**President & CEO, LifeShare Transplant Donor Services of Oklahoma and former DLA Board Chair*

as of August 4, 2017

THE DONATE LIFE BRAND IS EVERYWHERE



WHY DONATE LIFE?

The Donate Life brand was developed in 2000, following in-depth nationwide research to identify the brand essence for the cause of donation. The American public's reluctance to think or talk about death and dying was identified as a barrier to committing to donation and to talking to one's family about it, which was the call

to action at the time. But, we also found that people who saw the life-affirming nature of donation were able to talk about donation and engage in a positive way. Thus, the Donate Life brand statement and logo were developed to position donation in the context of LIFE and living, a selfless gift, showing compassion for humanity. The Donate Life logo effectively serves as a call to action, with the blue and green colors of the sky and earth, and the swirl symbolizing the circle of life.

The use of a united brand for outreach to the public regarding donation has long been supported. In 2003, the Association of Organ Procurement Organizations (AOPO) membership voted to adopt the Donate Life brand. Under an agreement with Donate Life America (then Coalition on Donation), OPOs were also offered the opportunity to use the Donate Life logo with "A Donate Life Organization" tagline. This watershed event helped propel the brand and unified public messaging.

BRAND STEWARDS

To protect the Donate Life Community's interest and investment in our common brand, Donate Life America registered the Donate Life logo and service marked the Donate Life phrase with the U.S. Patent and Trademark Office. All members of the Donate Life Community are encouraged to use the brand when promoting donation. DLA annually distributes a Donate Life Brand Usage Policy to ensure appropriate and consistent use and maintain brand integrity.

As stewards of the nationally recognized brand for donation, Donate LifeSM, we are all responsible for communicating a sustained, clear and unified representation of donation. Consistent use of the Donate Life and Done Vida phrases and logos strengthens our collective branding efforts, reinforces the life-based positioning of donation and engenders public trust.

Ordering printed materials became easier in 2016 when DLA opened our online Donate Life Print Shop at dla.conquestgraphics.com.

“DLA has a system in place that allows Donate Life Community members to go online and customize a national brochure with local photos and stories. That is the power of an organization like DLA, to help make this process and interface very easy and user friendly, with consistent national education. It's a benefit to us for both cost and time savings.”
— Sean Fitzpatrick, Vice President of Public Affairs, New England Donor Services

25 YEARS OF PUBLIC EDUCATION BROCHURES



DLA develops public education materials with current information and a call to action.

DONATE LIFE GREEN BANDS

Since 2004, millions of green bands sporting the Donate Life and Done Vida message have been distributed. Showing one's commitment to the cause of donation, the bands have been worn proudly by men, women and children alike.



FUN FACT

The original draft of the conceptual logo had orange instead of blue and a dot instead of a swirl.



LICENSED VENDORS

To ensure quality and brand oversight, all promotional items decorated with the registered Donate Life, Done Vida, state versions or any other composite Donate Life logo must be purchased through one of Donate Life America's two licensed vendors. These vendors provide a royalty or licensing fee, which DLA invests back into our programs.

Since 2004 –



Since 2013 –



We have come a long way from ordering promotional items by faxing in a form.

DONATE LIFE STORE DONATIONMERCHANTISE.COM

10,000 registered customers

250 public orders fulfilled each month

LAPEL PINS

Hundreds of thousands of lapel pins are being worn by Donate Life advocates across the country, showing their connection to donation and transplantation.



THE DONATE LIFE BRAND IS EVERYWHERE



DONATE LIFE LICENSE PLATES

Currently, 24 states proudly offer a Donate Life license plate. Serving as moving billboards, these plates are driving the Donate Life message across the country.



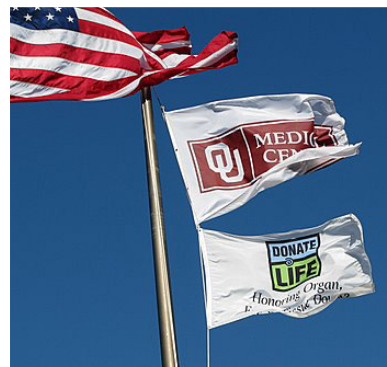
DONATE LIFE ROSE PARADE FLOAT

For the past 14 years, building on the strength of the Donate Life and Done Vida brands, the Donate Life Community has collaborated to bring to life the award-winning Donate Life Float in the nationally-renowned Tournament of Roses Parade. The float is an opportunity to reach a national audience with the Donate Life message and honor donors, donor families, recipients and living donors.



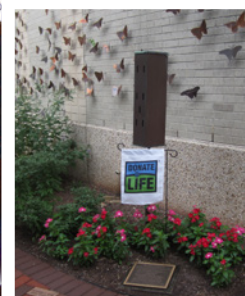
DONATE LIFE TRANSPLANT GAMES

Since 2013, Donate Life America has partnered with the Transplant Games of America to build on our shared mission of celebrating the success of transplantation, honoring those who have given lifesaving and healing gifts, and inspiring the public to register as organ, eye and tissue donors. To ensure a consistent message and leverage the power of the Donate Life brand, the multi-sport festival event is officially known as the Donate Life Transplant Games.



50,000 DONATE LIFE FLAGS ACROSS AMERICA

Donate Life flags have served as a nationwide display of unity, remembrance and hope, while honoring those touched by donation and transplantation since 2006.



THE DONATE LIFE COMMUNITY

Donate Life America works to mobilize the donation and transplantation community to educate the public about the need for donation and motivate them to act. Since our inception, connecting and convening individuals and organizations has always been at the heart of DLA. Whether it is sharing ideas and networking; joining forces for economies of scale or greater impact; or spreading best practices for promoting donation and celebrating successes, the focus is on community and collaboration.

Central to the Donate Life Community is the emphasis on and inclusion of *organ*, *eye* and *tissue*. This comprehensive approach seems commonplace now, but DLA laid the foundation 25 years ago. Our board of directors and committees have always included a broad range of individuals representing organ, eye and tissue donation and transplantation. Our position has always been that — whether it is organ, eye or tissue; living or deceased — donation is donation. Whatever you can, whenever you can.



LOCAL AFFILIATES

Much of Donate Life America's work and success is grounded in grassroots efforts. When DLA (then Coalition on Donation) launched the first campaign, it was clear that local connection and outreach would be integral to success. In areas where they did not already exist, we went about forming local coalitions: bringing together OPOs, eye and tissue banks, transplant centers, DMVs, state agencies and others with a shared role in increasing donation in their area. The goal was to maximize consistent public messaging.

With the advent of donor registries and a need for state-based action, we transitioned to Donate Life State Teams. These 52 State Teams (including the District of Columbia and Puerto Rico) work to create a culture that lives the Donate Life brand, avoid duplication of effort and share best practices. To support Donate Life State Teams and their members, DLA offers an orientation to those new to the field, provides a robust interactive Donate Life Community website, hosts a free webinar series and holds the only national meeting specifically for PR and public education professionals in the field of donation and transplantation.

DONATE LIFE AMERICA'S COMMUNITY NEWSLETTER

Over the past quarter century, Donate Life America's newsletters have come in many forms: from the four-page printed and mailed *neXus* of 1998, to our electronic *eNews* beginning in 2007, to the current *DLA Insider* that was named through a community contest in 2013.

Every month, more than 2,500 donation and transplantation professionals receive the *DLA Insider*, the go-to informational source for the Donate Life Community. More than just news, the *DLA Insider* facilitates two-way communication through surveys, sharing of best practices, requests for stories and more. Each issue offers something fresh and relevant, including:

- Announcements of events, meetings and webinars
- Opportunities to get more involved with DLA through committee interest and award submissions
- Resources for national campaigns, celebrations and observances
- Information on new programs, products and materials
- Data and analysis on state and national registrations

This year, DLA unveiled a streamlined look for the *DLA Insider*, making it even easier for Donate Life Community members to access valuable information and stay connected.



DLACOMMUNITY.NET

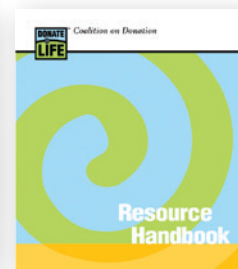
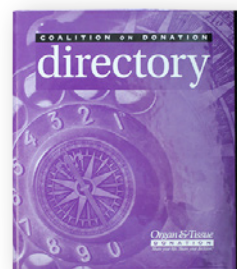
DLACommunity.net continues to be a hub for the professional donation and transplantation community, enabling community members to virtually gather and share ideas, resources, best practices, news and events.

28,539 LOGINS

1,083 ACTIVE MEMBERS

1,316 UNIQUE RESOURCES

475 DISCUSSION POSTS



We have come a long way since our hard copy directories!



DONATE LIFE 101

Since its launch in the fall of 2015, Donate Life 101, Donate Life America's first-ever online orientation module, has been taken by over 350 professionals in the donation and transplantation community. DLA is committed to providing orientation and training opportunities, and we are developing an additional module focusing on public relations and public education resources.

WEBINAR SERIES

The Donate Life America Community Webinar Series was created specifically for members of the Donate Life Community to learn best practices from their peers across the country. The series contains 10 webinars annually and has had more than 2,100 attendees since its debut in 2014. The 2017 series includes topics ranging from Social Media Content Calendars and Engaging Clinical Partners, to Captivating College Students and Living Donation Education.

10 WEBINARS ANNUALLY

MORE THAN **2,100**
ATTENDEES SINCE 2014

DONATE LIFE AMERICA PINNACLE AWARDS

DLA developed the Pinnacle Awards in 2013 to identify and share proven successful programs that have achieved higher rates of donor registration or advanced a culture of donation. This year, more than 40 submissions were judged based on Donate Life branding, goals, implementation, results, ROI and replicability, and will be presented in meetings, webinars and on DLACommunity.net.

2017 PINNACLE AWARD WINNERS

Affinity	Heroes Say Yes: Donate Life Colorado and Grand Junction Rockies Partnership <i>Donor Alliance</i>
DMV	DMV Donor Registration Awareness Campaign <i>Donate Life Wisconsin DMV Workgroup</i>
Event	Gallery of the Gift Art Exhibit <i>Donor Network West</i>
Hospital Platinum	Transplant Center Challenge <i>Gift of Life Michigan</i>
Media Innovation	Trees for Life <i>Donor Alliance</i>
Miscellaneous	Nevada Department of Public Safety/Nevada Highway Patrol & Nevada Donor Network Statewide Partnership <i>Nevada Donor Network</i>
Volunteer	Volunteer Education Program <i>CORE, Center for Organ Recovery & Education</i>
Youth Education	Donate Life Arizona & HOSA High School Heroes Challenge <i>Donor Network of Arizona</i>
Best Remix	Brevard County "Tree of Life" <i>TransLife</i>
Best ROI	Minority Zip Code Geo-targeted Paid Mobile Media Campaign <i>Donate Life Wisconsin</i>

DONATE LIFE AMERICA QUIET GIANT AWARD

For the past seven years, Donate Life America's Quiet Giant Award has been given to an individual or individuals who have made a significant contribution to increasing organ, eye and tissue donation in the United States. The award states "looking for opportunities to serve, not for praise." The winners listed below exemplify the phrase "service above self." The 2016 Award was presented to Ruth Duncan Bell (shown below), from LifeLink Foundation, in recognition of her quiet strength and consistent leadership for more than twenty years.

PREVIOUS RECIPIENTS OF THE AWARD INCLUDE:

Jeff Sterrette, 2015
Teresa Beigay, 2014
Helen Bottenfield, 2013
George Bergstrom, 2012
Dawn Reece Leer, 2011
Esther Montoya & Sandra Bolleurs, 2010



Dave Bosch of Eversight was the inaugural recipient of the Trey Schwab Coaching Legacy Award, chosen for his commitment as a guiding force in furthering the collective work of DLA and Donate Life State Teams.

TREY SCHWAB COACHING LEGACY AWARD

In 2016, DLA introduced the first annual Trey Schwab Coaching Legacy Award, named in honor of the late Trey Schwab, a double-lung recipient and former Marquette University basketball assistant coach. For more than a decade, Trey worked tirelessly to promote donation through University of Wisconsin Organ & Tissue Donation. He served as chair of the DLA State Team Support Committee and vice chair of the DLA Advisory Council. Moreover, he served as a coach and trusted advisor to others in our field.



AAMVA AND DMV – KEY PARTNERS IN SAVING LIVES

Donate Life America and the American Association of Motor Vehicle Administrators (AAMVA) have a vital partnership and shared commitment to working with DMVs to save and heal lives. DLA and Donate Life State Team Leaders exhibit annually at AAMVA Regional Conferences and the Annual International Conference (AIC). In summer 2017, we presented awards for Highest Donor Designation Rate (DDR) at Gold, Silver and Bronze levels; and Highest Increase in DDR at each AAMVA Regional Conference Awards Luncheon. Overall national award winners were announced at the AIC. These awards offer an opportunity for DLA to recognize the dedication of DMVs to the Donate Life mission and cause.



HIGHEST DDR*	NATIONAL	REGION I	REGION II	REGION III	REGION IV
Gold	Alaska 88.3%	New Hampshire 57.6%	North Carolina 55.6%	South Dakota 58.2%	Alaska 88.3%
Silver	Montana 65%	Massachusetts 56.3%	Virginia 55.3%	Michigan 56.8%	Montana 65%
Bronze	Washington 60.3%	Maine 54.8%	Louisiana 55.1%	Minnesota 55.8%	Washington 60.3%
Highest increase in DDR	California 13.7%	Massachusetts 10%	Kentucky 10%	Missouri 6%	California 13.7%

*Donor Designation Rate (DDR)

DMVs ACROSS THE COUNTRY CELEBRATE NATIONAL DONATE LIFE BLUE & GREEN DAY



COMMUNITY OUTREACH & COLLABORATION

NATIONAL DMV APPRECIATION WEEK

Donate Life America and the Donate Life Community are excited to celebrate the second annual National DMV Appreciation Week, September 25-29, 2017. The Donate Life Community will be showing its appreciation of our Department of Motor Vehicles (DMV) partners by saying THANK YOU to staff and leadership of DMVs across the country through national and local events and outreach during this National Observance.



COLLABORATIVE PARTNERS

Since Donate Life America's inception, we have been fortunate to have had the collaboration and support of other leading organizations in the donation and transplantation community. We continue to thank them for their dedication to promoting the Donate Life mission to their constituents.



American Association of
Motor Vehicle Administrators



American Association of Tissue Banks®



DONATE LIFE EDUCATION ASSESSMENT

The Donate Life Education Assessment was created in 1994 to fund Donate Life America's lifesaving programs and initiatives. Today, it continues to serve 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. We would like to thank these valued members of the donation and transplantation community who make our work possible through their support of the 2016/2017 Education Assessment.

ORGAN PROCUREMENT ORGANIZATIONS

Alabama Organ Center
Arkansas Regional Organ Recovery Agency
Carolina Donor Services
Center for Donation and Transplant
Center for Organ Recovery & Education
Donor Alliance
Donor Network of Arizona
Donor Network West
Finger Lakes Donor Recovery Network
Gift of Life Donor Program
Gift of Life Michigan
Indiana Donor Network
Intermountain Donor Services
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
LifeQuest Organ Recovery Services
LifeShare Of The Carolinas
LifeShare Transplant Donor Services of Oklahoma

Lifesharing
LifeSource
LiveOnNY
Louisiana Organ Procurement Agency
Mid-America Transplant
Mid-South Transplant Foundation
Midwest Transplant Network
Mississippi Organ Recovery Agency
Nebraska Organ Recovery System
Nevada Donor Network
New England Organ Bank
New Mexico Donor Services
NJ Sharing Network
OneLegacy
Pacific Northwest Transplant Bank
Sierra Donor Services
Southwest Transplant Alliance
Tennessee Donor Services
Texas Organ Sharing Alliance
The Living Legacy Foundation of Maryland
TransLife Organ & Tissue Donation Services
Unyts
UW Organ & Tissue Donation
Washington Regional Transplant Community
We Are Sharing Hope SC
Wisconsin Donor Network

TRANSPLANT CENTERS

Abbott Northwestern Hospital
Advocate Christ Medical Center
Albany Medical Center
Albert Einstein Medical Center
Ann & Robert H. Lurie Children's Hospital of Chicago
Aurora St. Luke's Medical Center

Auxilio Mutuo Hospital
Banner University Medical Center Phoenix
Baptist Memorial Hospital
Baylor All Saints Medical Center
Baylor University Medical Center at Dallas
Baystate Medical Center
Beth Israel Deaconess Medical Center
Broward General Medical Center
California Pacific Medical Center
Carolinas Medical Center
Cedars-Sinai Medical Center
Children's Healthcare of Atlanta
Children's Hospital and Medical Center
Children's Hospital of Michigan
Children's Hospital of Oklahoma
Children's Hospital of Pittsburgh
Children's Hospital of The King's Daughters
Children's Medical Center Dallas
Children's Mercy Hospitals and Clinics
Children's National Medical Center
Christiana Care Health System
CHRISTUS Santa Rosa Medical Center
Cleveland Clinic
Driscoll Children's Hospital
Duke University Hospital
Emory University Hospital
Erie County Medical Center
Froedtert & The Medical College of Wisconsin
Geisinger Medical Center
George Washington University Hospital
Georgia Regents Medical Center
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
Inova Fairfax Hospital
Intermountain Medical Center
Iowa Methodist Medical Center
Johns Hopkins Hospital
Keck Hospital of USC
Lahey Clinic
Largo Medical Center
Lehigh Valley Hospital
Loma Linda University Medical Center
Massachusetts General Hospital
Mayo Clinic - Jacksonville
Mayo Clinic Hospital - Arizona
Medical City Dallas Hospital
Medical University of South Carolina
Medstar Georgetown University Hospital
Mercy Medical Center - Des Moines
Methodist Dallas Medical Center
Michael E. DeBakey VA Medical Center
Mount Sinai Medical Center
Nationwide Children's Hospital
Nebraska Medical Center
Nemours/Alfred I. duPont Hospital for Children
New York University Langone Medical Center
New York-Presbyterian / Columbia University Medical Center
New York-Presbyterian Hospital Weill Cornell Medical Center
Northwestern Memorial Hospital
Ochsner Health System

continued

DONATE LIFE EDUCATION ASSESSMENT

continued

Ohio State University Medical Center
Oregon Health and Science University
OSF Saint Francis Medical Center
OU Medical Center
Our Lady of Lourdes Medical Center
Penn State Milton S. Hershey Medical Center
Phoenix Children's Hospital
Piedmont Hospital
PinnacleHealth, Harrisburg Hospital
Portland VA Medical Center
Presbyterian Hospital
Providence Sacred Heart Medical Center
Rady Children's Hospital and Health Center
Riverside Community Hospital
Rochester Methodist Hospital - Mayo Clinic
Saint Barnabas Medical Center
Sanford Bismarck Medical Center
Scott and White Hospital Healthcare
Scripps Green Hospital
Seattle Children's Hospital
Sentara Norfolk General Hospital
Seton Medical Center
Shands at the University of Florida
Sharp Memorial Hospital
Spectrum Health
St. Christopher's Hospital for Children
St. John Hospital and Medical Center
St. John Medical Center
St. Joseph Hospital
St. Joseph's Hospital and Medical Center
St. Louis Children's Hospital
St. Luke's Hospital of Kansas City
St. Mary's Hospital - Mayo Clinic
St. Vincent Medical Center
Stanford University Hospital and Clinic
SUNY Upstate Medical University Hospital

Sutter Medical Center, Sacramento
Temple University Hospital
Texas Harris Health Methodist Hospital, Ft. Worth
The Christ Hospital
The Queen's Medical Center
UCSF Medical Center at Mission Bay
University Health System
University Hospital, Cincinnati
University Hospital, Cleveland
University Medical Center of Southern Nevada
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 Colorado Hospital
University of Illinois Medical Center
University of Iowa Hospitals and Clinics
University of Kansas Hospital Authority
University of Kentucky Healthcare Transplant Center
University of Michigan Health System
University of Minnesota Amplatz
Children's Hospital
University of Minnesota Medical Center - Fairview
University of North Carolina Hospitals
University of Pittsburgh Medical Center
University of Rochester Medical Center
University of Toledo Medical Center
University of Virginia Health System
University of Washington Medical Center



Robert Peterson (pictured above) wearing Donate Life gear while running in the Mountain Mist 50K. Robert fundraises for Donate Life America in memory of his sister, Laura, a donor.

University of Wisconsin Hospital and Clinics
UPMC Hamot
VCU Medical Center
Wake Forest Baptist Medical Center
William Beaumont Hospital
Willis-Knighton Medical Center
Yale-New Haven Hospital

LABS

Albany Medical College Transplantation
Immunology Lab
Barnes-Jewish Hospital HLA Laboratory
Blood Systems
Central Indiana Regional Blood Center
Transplant & Immunology Lab
ClinImmune Labs

DCI Laboratory - Knoxville
DCI Laboratory - Nashville
Donor Network of Arizona Immunogenetics 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 Histo and Immunogenetics Lab
Rogosin Institute Immunogenetics Laboratory
Texas Medical Specialty
University Health System Histo &
Immunogenetics Lab
University of California SF Immunogenetics &
Transplant Lab

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, memory or simply because they know the need is great, these gifts have made a significant difference in DLA's mission.

NUMBER OF INDIVIDUAL
CONTRIBUTIONS: **1,972**

TOTAL AMOUNT CONTRIBUTED BY
INDIVIDUALS: **\$246,682**

AVERAGE CONTRIBUTION
AMOUNT: **\$115**

\$1,000 AND ABOVE

Andre and Jane Aslen
Bret Barker
Diane Brockington
Loretta Cameron
Donna Davis
Penelope Foley
Joanne Grunau
Chris Harris-Evans
Lauren Holleran
Eugenia Horan
Ellen Malow
Louis Stephan
Chris Widlund
Ross and Jan Wilkins
Frank Wilton
Edward Woods IV

\$500-\$999

Martha Anderson
Denise Breeden
Robert Beyer
Jane Coen
Josh Cohen
Mark Davis
Denise Diaz
Ross Fuller
Kimberly Gilliam
Anita Gleeson
Ryan Gregg
Bobby Howard
Max Janczak
Joseph "Rusty" Kelly
Katy J. Lough
Thomas Lovelock
Madelyn Mensing
Jennifer Milton
Bob Meyer
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Jennifer Smythe
Susan Stuart
Gail Triggs
Kenneth Usdin
Jeanne Valenti
Rebecca Waud
David Welliver
Mark Wilson
David Wolckenhauer
Lisa Yorke
Joseph Zajac

\$250-\$499

Timothy Ahlborg
Leo Appelbaum
Andrew Baron
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George Bergstrom
Kevin and Jennifer Bland
John Boyer
Chase and Stefanie Chavin
Amanda Christensen
Jim and Leslie Christensen
Neville Christmas
Nancy Clark
John Condon
Sandi Davis
Denise Diaz
Robert Donat
Remsen Dooley
Ronald and Kristie Dye

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Mitch Flack
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David Green
Mike Gaulke
Margaret and Dennis Gartman
Nolan Haims
Stephen Harris
Charles Hung
Patrick and Kim Kacani
Stacey Klag
Elaine Liebrecht
Rebecca Marshall
Mary Meier
Alice Milligan
Diane, Dennis and Bryan Murphy
Kenneth Newell
Brett Northcutt
Maura O'Donnell
Jeffrey Orłowski
Beth Owen
Kaylin Padovano
Travis Parker
Anne Marie Peterson
Navin Rajagopalan
Van and Gabriele Roush
Ciara Shaver
Brian Shepard
Miriam Ben-Shoham
Byron and Marion Springer
Amanda Stewart
Christina Strong
Abby Sweers
Michael Szeles
Kenneth Thorn
Jeanne Tyler
Maggie Weidinger
Richard Zondag
Philip Zylberman

FOUNDATIONS OVER \$10,000

Citrone Foundation, Inc.
Pittsburgh Penguins Foundation

BUSINESSES AND ORGANIZATIONS

Alpha Omega Sunday School
American Foundation for Donation and Transplantation
Aon Foundation
Baptiste Yoga San Francisco
Barkman Honey LLC
Big Y Foods, Inc
Bravelets
Bugle Enterprises, LLC
Carahsoft Technology Corp
Crum & Foster
CSEA Local 838
Dannible & McKee, LLP
Eddie Gaedel Pub & Grill
Fazzio Family Foundation
Foster & Motley Inc.
Fredericksburg Fraternal Order of Eagles 4123
Gaddis Company Inc.
Heritage Parts
Herman & Kittle, Inc.
IAFF Local 781
Illinois Fraternal Order of Police Labor Council
Katten Muchin Rosenman, Inc.
Kendra Scott LLC
Killingly Intermediate School
KPMG LLP
Lake Drummond Lodge Number 178
Lake George Staff and Education Association
Le Moyne College
Loyal Order Of Moose Sandston Lodge #1937
Marmon Utility LLC
Matteson's Owyhee Motor Sales, Inc.
Melissa Joy Manning, Inc.
Mensch Properties LLC
Midwest Transplant Network
O'Melveny & Myers DC, LLP
OneHope Foundation

Princeton Public Affairs Group, Inc.
River Cities Financial Services
Rocky Top Travelers
Southwest Acupuncture College
Spinner Family Charitable Fund
Sutton Family Foundation
Terrapin Systems LLC
The Davis-Tailer Foundation
The Homasote Foundation
The Jewish Federation of Cleveland
The Rivendell Foundation
The Village at Atwood
TLC - Transplants Living to Care
Travelers CyberGrants Inc.
Turner, Padgett, Graham, & Laney, P.A.
UL LLC
Virginia Economic Development Partnership
Warrior Yoga
Waverly High School

MATCHING GIFT COMPANIES

Donate Life America received gifts from the following companies through their employer matching gift programs or an employee-driven giving program.
Alexion Pharmaceuticals
Allstate
AT&T
Battelle
Boeing
Costco Wholesale Corporation
GEGive
JCPenney
JPMorgan Chase & Co.
Microsoft
Pepsico
The Progressive Insurance Foundation
Travelers Insurance
UnitedHealth Group
Verizon Foundation
Wells Fargo

**Although we cannot list every name, please know that your contribution is important and appreciated. If your name has been omitted or does not appear as you would like, please accept our sincere apologies and contact Karen Headley, National Development Director, at kheadley@donatelifenet.net.*

Please note that the above list includes gifts received between July 1, 2016, and June 30, 2017.

HONORARIUMS & MEMORIALS

We graciously acknowledge gifts made in honor or memory of those touched by donation and transplantation. Their stories have inspired others to give selflessly, providing hope to those in need. Recognized below are individuals who had gifts made in their name between July 1, 2016, and June 30, 2017.

HONOR

All AATB Individual and Affiliate members

Isak C. Anderson
Doug Bare
Ali Barton
Maylen Blardonis
Adrian and Diane Bray
Joni Briscoe and Kelly Wittman
Chris and Dean'na Brumfield
Jamie and Angela Carey
Jerry Carnes
Deborah Carter
Laura Clark
Mary Collins
Austin R. Cook, III
Michael Coryea
JoAnna Costarell
Johnny Costarell
Sean Costarell
Karen Couture
Jack Cozort
Elizabeth T. Craze
Simeon Crowther and Sara Smith
Lorenzo and Kathy Cuoci
Nancy Dahlberg
John Duberg
Cora Rose Dury
Craig Elliott
Lela Engel
Dee Anne Everson
Joe Feeney
Ethan Feinberg
Felicia
Dorothy Foyle
Aldyn Frankiewicz
Elisabeth Gelvelber and Matt Levine
Lynne Grden
Logan Guthrie
Marcie Henry
Nathan Hicks
Brian K. Huling
The Kacani and Felix Families
Charlene Klimansky
Joseph Kudla
Terrie Langer
George and Regina Lutz
Lois Malenczak
Marilyn and her Family
Caiden McCaffrey

Rachel McMullen
Dianne Miller
Erin Nagle
Danika Newberry
Alex O'Loughlin
Linda O'Koniewski
Elizabeth Odom
Jeffrey Orlowski
Raymond Pampinto
Pat and Randy Pavin
Greg Pfeiffer
Jacqui Pfeiffer
Danny Pinkerman
Marlisa Post and Dave Tyler
Tim Rens
Glenn Rockwood
Howard Romanoff and Family
Amy Ross
Deven Shelton and Kimberly Marsh
Lynda Stapp
Dr. and Mrs. Richard Steinbook
Tammy Folger Sutter and Wayne Sutter
Maxine Swasko
Janet Tabah
Laura and Tom "The Survivor" Theobald
Transplant Team at UC Davis
Medical Center
Stacey Vernalis and Richard Hughes
Annabella Whalen
Elsie Williams
Evan Wissen
Jamie Wratten
Wanda Wylam
Hana Yago and her Donor

MEMORY

Terri Hutson Abbott
Jane Ahlborg
Rick Alden
Elizabeth Marie Anderson
Roberta Arbaugh-Hornor
John Arrigo
Ming Aslen
Mia Bachman
Jackson Barnes
Jim Baum
Luke Bautista
Marco Bautista
Carolyn Bean

Robert "Scooter" Bergesen
Jessi-Ann Bettcher
Katelynn Bilyeu
Brent Boldt
Gordon Bowie
Darryl Lynn Brandon
Ian Brown
Jason Brown
Louise Carpenter
Morgan Ciota
Esperanza G. Cobarrubias
Nicola Costagliola
Andrew Craze
Charles Cusack
John Cyr
Stacy Elias Davis
Megan Dibble
Sandi Einerson
Alex Galatro
Zane Gaulke
Derek Geer
Kristin Gianni
Robert Giffey
Misty Hammon
Pat Harper
Steven Harris
Jean Harris-Evans
Tamela Heckethorn
Scott M. Hedges
William Heinz
Peter F. Herbig
Joseph Herman
Robert Houser
Richard Huberman
Randy Hulm
Carson Jones
Kenneth Carson Jones
Lisa Kay
Steven Koester, Sr.
Ann Kowaleski
Luna Kugler
John P. Kurtz
John LaChance
Sandy Lagaly
Philip LaPadula
Carrie LaPolt
Thomas Lasorsa
Brian S. Leander
Linda Leatherwood

Stefan Lewandowski
Greg Littlefield
William J. Lovelock
Aaron Luoma
Kathryn Macaro
Garland Mapp
Teresa Lin Marlett
Mike Matteson
Matthew J. McArdle
Carrie McConnell
Shawn McMullen
Doreen Million
Bourney Chang Moon
Glenda Moore
Jean Muldoon
Christopher Mullen
Kevin Murphy
Lois Murray
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Jacob Savage
Adam Schatz
Nicholas Scheirer
Marvin Schroeder
Joseph Scifo
Evin Shoap

Eric Simkovich
Lillian Ann Skinner
William Smith
David Steelsmith
Derwood "Woody" Stephens
Paul Bennett "Ben" Stork
Alice Stuart
Michael Tango
Patrick Tansey
Sue Ann Teal
Emma Tettemer
Michael Tracy
Dennis Trager
Dana Tunick
Bobby Joe Utley
Bret Vogt
Andrew Vredenburg
Cynthia Wachowiak
Harvey Walker
Dawn Compton Walkup
David Wheeler
Dick Wan
Allen Wilhelm
Donald Neil Williams
Johnny Williams
Robert Wong
Kirsten Zacher

DLA FUNDRAISERS

We are grateful for the volunteers who hosted fundraising campaigns this year through our online fundraising site. The money they raised has already aided us in our lifesaving work. We thank them for their tireless dedication and support of our mission.

TOP THREE FUNDRAISERS

Michelle Germann
Heather Meskimen
Robert Peterson

**Please note that the information listed above encompasses fundraising campaigns held between July 1, 2016 and June 30, 2017.*

FINANCIAL STEWARDSHIP

Donate Life America is dedicated to financial stewardship and maximizing every dollar spent to advance our mission. As the transplant waiting list has grown over time, we too have grown our efforts and initiatives — requiring more financial support from our community and advocates. We have increased revenue to more than \$2 million due in great part to contributions from the general public and increased support from corporate partners. Our focus on ROI and program efficiencies enables us to accomplish great things, and we are proud to report that 84 percent of dollars spent in FY2016 went directly to fund our mission.

DLA's total FY2016 operating revenues of \$2,293,693 (24 percent growth over the prior year) exceeded our operating expenses of \$2,280,014 by \$13,679.

FINANCIAL SUMMARY

For Fiscal Year Ending September 30, 2016

STATEMENT OF FINANCIAL POSITION

ASSETS

Cash & Cash Equivalents	\$1,437,147
Net Property & Equipment ¹	61,635
Campaign Materials	54,261
Accounts Receivable	42,715
Prepaid Expenses	39,700
Security Deposits	3,900

TOTAL ASSETS **1,639,358**

Liabilities and Net Assets

Deferred Revenue	182,028
Accounts Payable	48,448
Accrued Vacation	54,411
Accrued Rent	213

TOTAL LIABILITIES **285,100**

Net Assets Unrestricted 1,354,258

TOTAL LIABILITIES AND NET ASSETS **\$1,639,358**

¹Includes furniture, equipment, leasehold improvements & accumulated depreciation

STATEMENT OF ACTIVITIES

SUPPORT AND REVENUE

Contributions	\$1,437,293
Campaign Materials & Brochures	332,193
Fees and Other Revenue ²	363,117
Interest Income	1,090

TOTAL SUPPORT AND REVENUE **2,293,693**
(Unrestricted)

EXPENSES

Direct National Campaigns	1,913,489
- Education Programs & Campaign Materials	
- National Donate Life Registry	
- National DLA Meetings & Conferences	
- Web & Technology	
Management & General	329,321
Fundraising	37,204

TOTAL EXPENSES **\$2,280,014**

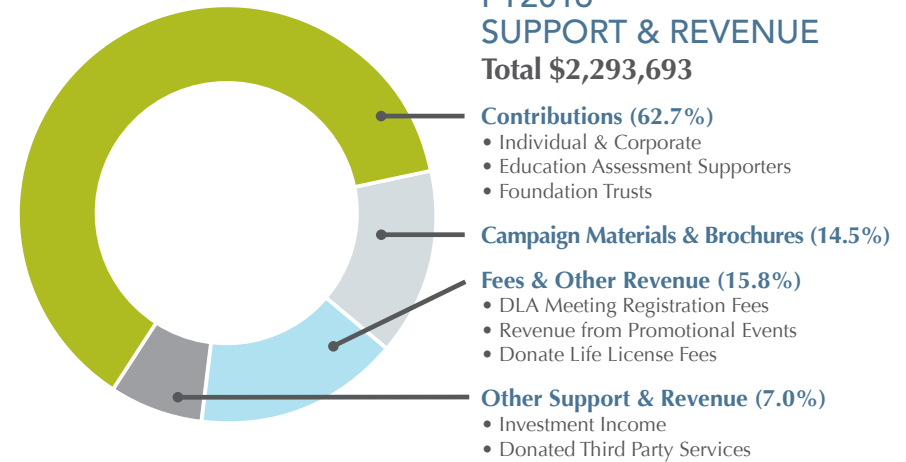
Change in Net Assets (13,679)

Net Assets, Beginning of Year \$1,340,579

Net Assets, End of Year \$1,354,258

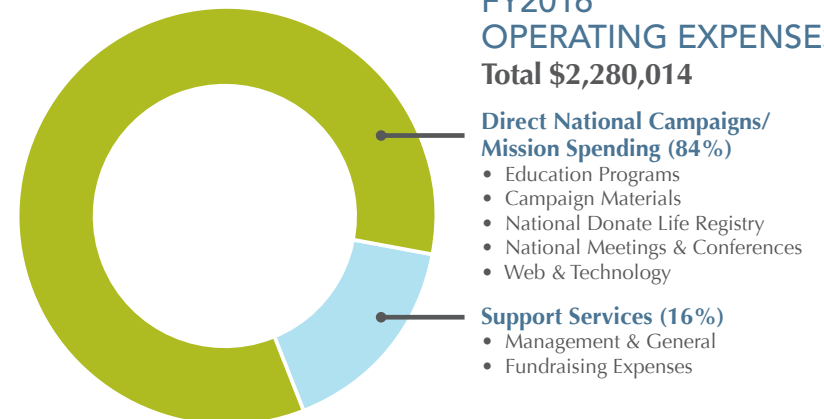
²Fees and Other revenue refer to DLA Annual Meeting Registration Fees, Donate Life America promotional events revenue and Donate Life license fees

FY2016 SUPPORT & REVENUE Total \$2,293,693



84% OF DOLLARS SPENT WENT DIRECTLY TO OUR MISSION TO SAVE AND HEAL LIVES

FY2016 OPERATING EXPENSES Total \$2,280,014



Note: The figures that are depicted on this page are derived from the FY2016 consolidated financial statements that have been audited by L.P. Martin & Company of Glen Allen, Virginia in accordance with auditing standards generally accepted in the United States. To view our complete audited FY2016 financial statements and the Form 990s filed with the IRS, visit DonateLife.net.

2016 DONOR DESIGNATION

STATE	DONOR DESIGNATION RATE	DONOR DESIGNATIONS	DONOR DESIGNATION SHARE	NATIONAL REGISTRATIONS	TOTAL DONOR DESIGNATIONS	STATE+ NATIONAL DDS	EDDR (Q3-Q4 2016)
Alabama	NA	2,668,943	71%	19,408	2,688,351	72%	37%
Alaska	88%	492,531	89%	4,472	497,003	90%	21%
Arizona	34%	2,969,216	57%	31,655	3,000,871	58%	37%
Arkansas	NA	1,290,145	57%	11,182	1,301,327	57%	44%
California	34%	13,487,338	45%	157,990	13,645,328	45%	31%
Colorado	69%	2,827,651	67%	33,995	2,861,646	68%	50%
Connecticut	45%	1,292,498	46%	14,734	1,307,232	46%	36%
Delaware	NA	414,081	56%	3,762	417,843	56%	37%
District of Columbia	34%	335,095	60%	5,357	340,452	61%	21%
Florida	51%	9,188,631	57%	79,830	9,268,461	57%	40%
Georgia	43%	4,749,128	62%	38,978	4,788,106	62%	37%
Hawaii	NA	671,394	60%	4,713	676,107	60%	53%
Idaho	59%	749,564	60%	7,359	756,923	60%	40%
Illinois	NA	5,925,602	60%	58,655	5,984,257	60%	43%
Indiana	NA	3,713,616	74%	29,304	3,742,920	74%	45%
Iowa	NA	1,654,489	69%	14,822	1,669,311	70%	42%
Kansas	53%	1,434,093	65%	16,800	1,450,893	66%	38%
Kentucky	53%	1,747,691	51%	21,626	1,769,317	52%	28%
Louisiana	55%	2,438,596	69%	18,024	2,456,620	69%	35%
Maine	55%	694,529	65%	5,916	700,445	65%	54%
Maryland	48%	2,864,506	61%	21,409	2,885,915	62%	38%
Massachusetts	56%	3,178,811	59%	32,016	3,210,827	59%	49%
Michigan	57%	4,460,186	58%	40,557	4,500,743	58%	32%
Minnesota	56%	2,619,099	62%	23,074	2,642,173	63%	42%
Mississippi	NA	790,301	35%	12,164	802,465	35%	24%
Missouri	50%	3,396,141	72%	30,968	3,427,109	73%	41%
Montana	65%	735,658	91%	4,432	740,090	92%	30%
Nebraska	44%	791,545	56%	9,344	800,889	56%	33%
Nevada	42%	898,086	40%	10,713	908,799	41%	29%
New Hampshire	58%	668,414	63%	6,975	675,389	63%	47%
New Jersey	30%	2,560,295	37%	57,918	2,618,213	38%	26%
New Mexico	59%	883,662	56%	8,067	891,729	56%	60%

*Light Blue: state DDR or DDS are at or above the 50% benchmark; Dark Blue: both state DDS and DDR are at or above 50% benchmark.

STATE	DONOR DESIGNATIONS RATE	DONOR DESIGNATIONS	DONOR DESIGNATION SHARE	NATIONAL REGISTRATIONS	TOTAL DONOR DESIGNATIONS	STATE+ NATIONAL DDS	EDDR (Q3-Q4 2016)
New York	NA	4,393,359	28%	74,445	4,467,804	29%	14%
North Carolina	56%	4,891,695	63%	42,606	4,934,301	64%	40%
North Dakota	50%	378,919	65%	2,974	381,893	66%	47%
Ohio	60%	5,388,521	60%	48,061	5,436,582	60%	55%
Oklahoma	NA	1,666,605	57%	16,162	1,682,767	57%	30%
Oregon	55%	2,354,842	74%	23,364	2,378,206	75%	49%
Pennsylvania	48%	4,703,746	47%	38,720	4,742,466	47%	45%
Puerto Rico	NA	569,398	21%	4,870	574,268	21%	14%
Rhode Island	46%	477,518	57%	4,131	481,649	57%	67%
South Carolina	45%	1,813,250	48%	17,676	1,830,926	48%	33%
South Dakota	58%	425,871	66%	3,422	429,293	66%	47%
Tennessee	36%	2,092,826	40%	28,557	2,121,383	42%	31%
Texas	34%	9,078,943	45%	122,449	9,201,392	45%	23%
Utah	58%	1,599,705	77%	17,370	1,617,075	78%	38%
Vermont	50%	275,028	54%	3,737	278,765	55%	50%
Virginia	55%	4,108,403	63%	35,652	4,144,055	64%	38%
Washington	60%	4,857,174	87%	34,673	4,891,847	88%	48%
West Virginia	NA	587,035	40%	6,376	593,411	41%	25%
Wisconsin	55%	2,809,569	63%	26,216	2,835,785	63%	39%
Wyoming	58%	259,376	58%	2,796	262,172	59%	25%
Total	49%	135,193,128	54%	1,390,476	136,583,604	55%	38%

*DATA METRIC DEFINITIONS

Donor Designation Share (DDS)

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

Donor Designation Rate (DDR)

The Donor Designation Rate seeks to measure the

percentage of individuals during a quarter who say “Yes” to donation when given the opportunity during a motor vehicle department transaction.

Eligible Designated Donor Rate (EDDR)

The Eligible Designated Donor Rate (EDDR) is the percentage of eligible deaths (as defined by the UNOS eligible death definition) who are registered donors. The EDDR goes beyond a simple Donor Designation Share

(DDS) in the general adult population. The EDDR seeks to measure the rate of donor registration among those who are in the population of likely donors.

Donors Authorized by the Registry: Designated Eye Donor Share (DED), Designated Tissue Donor Share (DTD) and Designated Organ Donor Share (DOD)

DED, DTD and DOD shares measure the percentage of a state’s donors that were authorized through donor registries.

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Ann Rayburn
Alabama Organ Center
Teresa Ham
Alabama Eye Bank

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

ARIZONA

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New England Donor Services
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LifeCenter Northwest

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

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