



FORMERLY OREGON DONOR PROGRAM

DONATE LIFELINE

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Thank You to the 2,089,098 people who have signed up on Oregon's Donor Registry and the 3,158,288 people on Washington's Donor Registry!

How to Register to become an organ, eye and tissue donor:

- With a donor code on your driver's license, permit or ID card
- Online at donatelifenw.org
- Paper form

Mission

To save and enhance lives through the promotion of organ, eye and tissue donation.

Vision

To ensure that everyone waiting for an organ, eye or tissue transplant receives one.



P.O. Box 532 • Portland, OR 97207
503.494.7888 • 800.452.1369
donatelifenw.org

Honoring the "Gift of Life" – April is National Donate Life Month

Evan Burke loved the wilderness and actively protected it. An art major at Southern Oregon University, Evan was struck by a car while skateboarding in his hometown of Ashland, Oregon just after his 21st birthday. He was flown to OHSU where he died.

Evan had talked with his mother about wanting to be an organ, eye and tissue donor and had a donor code on his driver's license. His mother brought up the subject of donation, and the care provided by the donation coordinators from Pacific Northwest Transplant Bank resulted in transplantation of three of Evan's organs – his heart, liver, and one kidney. Donation of corneas, bone and tissue helped many others.

Evan's family came to realize that the donation of a single organ not only saves one life, but also profoundly influences the lives of a huge circle of humanity. Today Jim and Lucille Burke volunteer for Donate Life Northwest as tireless advocates for donation.

In partnership with the Pacific Northwest Transplant Bank, Lions Eye Bank of Oregon and Community Tissue Services, Donate Life Northwest honored Evan on the 2009 Donate Life America Rose Parade float, "Stars of Life."



Lucille Burke displays the floragraph of her son Evan she created for the 2009 Rose Parade Donate Life America float

Join Donate Life Northwest during April, National Donate Life Month, to:

- Honor Evan Burke and his family.
- Unveil the 2009 Threads of Life quilt in Portland and Ashland, recognize the organ, eye and tissue recovery agencies and transplant hospitals, celebrate the 50th anniversary of OHSU transplant program, and thank DMV for over 2 million registered donors in Oregon.
- Promote the importance of the donor code on a driver's license, permit or ID card with the launch a campaign specifically targeted to non-donor designated drivers.
- Visit the new Donate Life Northwest website.

Contact trujillo@ohsu.edu for additional details. continued next page

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Jorge Urzua Hispanic Outreach
Program Intern

Jorge comes to Donate Life Northwest through the work study program at Portland State University where he majors in Marketing and Advertising. Jorge has been expanding and improving the new Hispanic Outreach program since he joined the team in October 2008. ¡Bienvenidos Jorge!

Donate Life Month continued from cover



L to R: Lucille Burke, Carol How, Jim Burke, Albert How, heart recipient.

my donor's family. Because of their beautiful gift, I am able to write this today."

Evan Burke's heart saved the life of Albert How, Portland. Albert, in turn, saved other lives when he convinced family members to donate the organs of a relative who suffered a stroke. Albert writes, "I was even able to walk my daughter down the aisle just months after my surgery. Another unexpected, but wonderful gift resulted from my transplant – I have a great relationship with

Take Action

A Note from Executive Director, Mary Jane Hunt



A financial contribution from you promises a bright future and successful transplants.

We cannot ignore this down economy is impacting Donate Life Northwest! We've seen a drop in our fundraising revenues from foundations, individuals and corporations. Yet, our communities count on Donate Life Northwest to educate and motivate people about the need for donation. The more than 2,500 people in the Pacific Northwest waiting for a lifesaving organ transplant, and thousands more needing corneas, skin, bone and other tissues depend on our progress.

Donate Life Northwest is reducing expenses on activities that do not produce a measurable return. Efforts continue to focus on student outreach and collaborations with DMV and blood banks to capture actionable measures of registered donors.

Donate Life Northwest will launch a campaign targeting non-donor designated drivers. Nearing their license renewal, drivers will receive information to educate and motivate them to sign up as an organ, eye and tissue donor.

High school and college outreach activities involve thousands of students each year. Donate Life Northwest volunteers spend time educating and enlisting young donors during these activities to secure a future generation of donors.

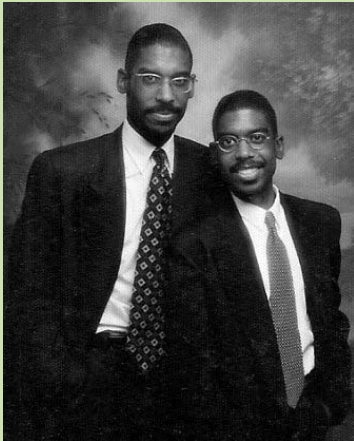
A financial gift goes directly to programs such as these. Please join in taking action by placing Donate Life Northwest at the top of your giving priorities. Gifts both small and large make a tremendous difference. Thank you.

Recycle Yourself Campaign + Discover Donation DVD

In Fall 2009, Donate Life Northwest will launch its new "Recycle Yourself" campaign focused on reaching 15-29 year olds. This campaign will encourage young individuals to register as organ, eye and tissue donors through resources and materials relevant to their age group. These efforts are kicked off by the release of Donate Life Northwest's new DVD, "Discover Donation," scheduled for completion in March 2009. Comprised of six different videos, this DVD will feature local teens and young adults whose lives have been touched by donation. Donate Life Northwest would like to thank DHX Advertising and Elise Michaels Media for being invaluable partners in this effort to save lives.



Brothers awaiting kidney transplants



Twin brothers and Portland residents, Arnold and Dornald Myles, are both waiting for a very special gift, a kidney transplant. Arnold (pictured on left) has been waiting two years for his transplant. Just two months ago Dornald (right) was also added to the waiting list to receive his second kidney.

Receiving a transplant would mean everything, including continuing their lives, Arnold as a pharmacist and Dornald as a histotechnologist and toxicologist. Arnold puts it best, "organ donation not only saves lives, it changes lives."

Web site Gets a Face Lift

In March 2009, after many months of work on the part of staff and the Ad Hoc Tech Committee, Donate Life Northwest launched its new and improved Web site. The new design is closely aligned with the national Donate Life America image and features improved navigability and updated content. The Web site retains all of the advanced features needed for the secure online donor registry at www.donatelifenw.org. Behind the scenes, it has dramatically improved management tools which enable staff to provide more educational materials online and keep the content relevant and updated. Future plans include adding RSS feeds, a blog, and other resources to educate the public, bolster web presence, and ultimately help save and enhance lives through the promotion of organ, eye and tissue donation. Donate Life Northwest is thrilled with the work that has been done and excited by the plethora of new web opportunities that lie ahead.

Upcoming Events

April is National Donate Life Month

2009 Threads of Life Quilt Unveiling and Evan Burke Floragraph Presentation

Sunday, April 19th, 1:30 PM,
Vey Auditorium, 11th floor,
Doernbecher Children's hospital,
Portland, OR.

Sunday, April 26th, 1:00 PM,
Student Union Building, Southern
Oregon University, Ashland, OR.

Teaming Up to Save Lives!

July 18, 7:05 PM, PGE Park,
Portland, OR. *Batter's Up – Join
Donate Life Northwest to cheer
on the Beavers. In partnership
with Astellas Pharma U.S.*

Bovine and Wine Benefit Dinner

August 1, 2009, Bethany
Vineyards, Ridgefield, WA.
*Enjoy steak and wine on the
picturesque landscape of
Bethany Vineyards.*

16th Annual Golf Tournament and Raffle Drawing

August 11, 2009, Reserve
Vineyards and Golf Club, Aloha,
OR. *Tee up on the North or
South course for the double-flight
tournament.*

Lifesavers Breakfast

November 5, 2009, Oregon
Convention Center, Portland,
OR. *Hear keynote speaker Reg
Green's internationally acclaimed
story about his son's gift that
saved seven lives and touched
countless more.*

Get a "D." Save a Life.

Become an Organ, Eye and Tissue Donor.

Soon you will be renewing your driver's license at DMV. Don't miss your opportunity:

Get a "D" on your driver's license, permit or ID card. Give the Gift of Life.



Niki Zurcher,
Kidney Recipient



Remember the 'D'

In April, Donate Life Northwest will launch a pilot project specifically targeting Oregonians who do not have a "D" code on their driver's license indicating their decision to be an organ, eye and tissue donor. Nearing their license renewal, drivers will receive information to educate and motivate them to sign up as a donor. Posters will be displayed in all Oregon DMV field offices to remind customers to put a "D" on their license, permit or ID card.

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Donate Life Northwest
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