



Case Statement

Mission:

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

The Goal:

To increase the number of individuals on the donor registry through public education and community partnerships.

Programs:

Student Outreach educates high school and college students through in-class presentations, blood drives, peer-to-peer education and the internet. All outreach specifies how to register as a donor. The 15-29 year old target audience represents the greatest potential of all age groups to increase donor registration.

DMV Outreach encourages drivers to sign up as donors on their driver's license, permit or ID card. Nationwide, 97% of registered donors sign up through DMV, making DMV a critical partner in increasing the number of registered donors.

Hispanic Outreach enables the Hispanic community to make informed decisions about organ, eye and tissue donation through churches, health and community fairs, blood drives, and TV and internet advertising. Increasing the number of Hispanics registered as donors is essential to meeting the transplant needs, mainly for kidneys, among this rapidly growing community. All materials and website are bi-lingual.

Community Outreach motivates the general public to register as donors. Working with its partner agencies and community, faith & civic groups, Donate Life Northwest provides speakers and an increasing wealth of internet tools, exhibits the Threads of Life Quilts and hosts National Donate Life Month events.

Volunteers: 205 volunteers contributed over 3,000 hours and gave 274 presentations reaching over 30,000 people.

Fundraising Goals: Donate Life Northwest's Budget \$835,000

2009-2010 Fundraising goal: \$320,000

Impact of Your Dollar:

\$100: Provides 10 "Discover Donation" DVDs, educating 300 high school students.

\$250: Provides 1,000 "Top 10 Myths" brochures to DMV offices.

\$500: Recruits and trains 20 new volunteers for the Speakers Bureau program resulting in 60 additional presentations.

How to make a financial gift:

Mail your gift to Donate Life Northwest: PO Box 532, Portland, OR 97207

Click the **Contribute** Button on www.donatelifenw.org

Build a personal fundraising page at www.firstgiving.com/donatelifenw

The Need:

Donate Life Northwest is the sole organization responsible for educating the public in Oregon and SW WA about the need to register as donors. One donor can save and enhance the lives of 50 people. Over 2300 people in the Pacific Northwest await organ transplants.

Currently, 61% of Oregon drivers and 53% of SW WA drivers are donor designated.

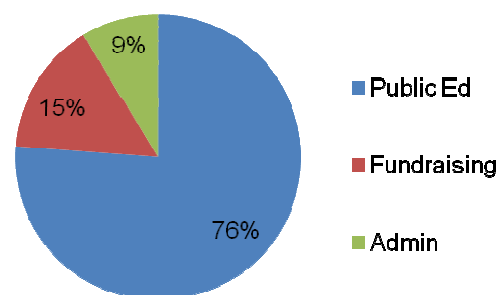
2009 Stats:

312 lives were saved through organ transplants

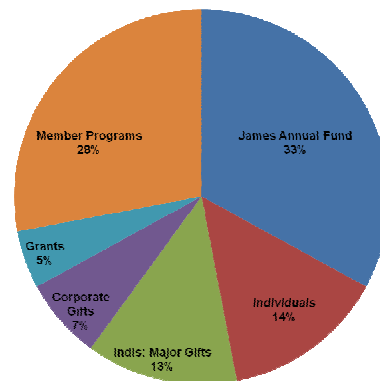
1,590 regained sight through cornea transplants

30,527 regained mobility through tissue transplants

Organizational Expenses



Organizational Income



Justice Williams is a big brother because he received a liver transplant.