

May 2012 eNews

Donate Life Northwest, PO Box 532, Portland, OR 97207
www.donatelifenw.org info@donatelifenw.org 503.494.7888 / 800.452.1369

NEWS OF NOTE

Facebook Partners with Donate Life America to Save Lives

By Anna Pappert, Administrative Assistant

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On Tuesday, May 1 Facebook launched an exciting new addition to its Timeline structure, encouraging users to share their organ donor status on their personal pages. People who are not officially registered can follow a link to Donate Life America’s National Registration Page, where they can register on their state’s donor registry.

With over 161 million members in the United States, Facebook has the potential to bring major exposure to the need for organ, eye and tissue donors, which is good news for the over 114,000 men, women and children waiting for a lifesaving transplant.

To share your organ donor status on Facebook, go to your Timeline, click on “Life Event” in the “Status” field, select “Health and Wellness,” and choose “Organ Donor.” If you need to officially register in your state, click on the “Officially Register” link.

To view media coverage surrounding Facebook and organ donation, follow these links:

- [ABC Coverage of Facebook and Organ Donation](#)
- [ESPN - Organ Donation](#)
- [Donate Life Northwest Excited about New Facebook Feature - KEZI](#)



They are Hope

By Susan Chrzanowski, Development Coordinator

Donate Life Northwest is thrilled to have Mia and Mimi McDonald as the keynote speakers of this year’s Lifesavers Breakfast on November 14, 2012.

Mimi McDonald considers herself lucky. When she was born, doctors detected a heart murmur that was later diagnosed as aortic stenosis. After a few surgical repairs, she received a donor heart valve in 2000. Her luck did not end there.



Mia and Mimi McDonald

Her daughter Mia came into this world with little chance of survival. But a heart transplant saved her life. Today, Mia is a healthy three-year-old with an affinity for strawberry shortcake and Mickey Mouse. Full of energy and life, Mia is adored by her family, friends and the thousands who read about her on [her mother’s blog](#).

Don’t miss as Mimi and Mia share their story of hope and gratitude. Prepare to be delighted, inspired and touched by the power of donation and transplantation!

Be the first to reserve your Lifesavers Breakfast seat or become a table captain!

Contact Susan at 503.494.5388 or chrzanow@ohsu.edu

Student Spotlight: Madison High School

By Valerie Egan, Program Coordinator

In November 2011, a small group of the Madison High School students attended Donate Life Northwest's Lifesavers Breakfast. They were inspired to educate their classmates about the importance of registering to be a donor and motivated by the story of their classmate Alondra Soreque, whose mother Maria Guadalupe is waiting for a kidney. Under the guidance of their Health Occupations teacher Gillian Davis and Education Outreach Program Coordinator Valerie Egan, the students began planning a project on an impressive scale: a donor registration drive, school-wide assembly *and* an evening concert, supported by the award-winning music department at Madison.



Madison High School students. Photo taken by Larry Bingham

Fast forward to April 6th, 2012! The kids were both nervous and excited as the auditorium filled up with over 800 students and teachers. An hour-long assembly featured music, video, and Donate Life Northwest speakers including volunteer (and Madison alumni) Blake Adams. Sophomore Alondra bravely took the stage and talked about the impact her mother's illness and wait has had on her family and life.

The evening assembly attracted an equally impressive crowd - nearly 125 community members listened to the stories of living kidney donor Staci Fisher and kidney recipient Kara Mortimer. Erin Grabowsky of Community Tissue Services illuminated the science of donation for the audience.

After the assembly 30 students signed up on the donor registry. A separate student organized fundraiser for the Soreque family, raised \$700. Moreover, this amazing group of students - many planning on future careers in healthcare - gained a great sense of accomplishment as well as an opportunity to blossom as student leaders, organizing a major, multi-lingual event dedicated to donation and transplantation. It was truly a unique event and Donate Life Northwest is both proud and grateful for having supported this very special student project.

Reach a Teacher, Touch a Community

By Valerie Egan, Program Coordinator



Teen friendly video included in every "Teacher Kit"

How does Donate Life Northwest spread the word about donation? This year, Education Outreach has focused its efforts on teacher outreach in an attempt to identify and form relationships with health, science and driver's education teachers throughout Oregon and SW Washington. Although donation education is not mandatory within the Oregon state curriculum, many teachers actively support donation awareness in the classroom. By including it in their lesson planning, they can potentially reach up to 150 students!

Donate Life Northwest provides educators - whether middle, high, public, private or alternative - with free "Teacher Kits" highlighting

our teen-friendly DVD *Your Decision to Donate*. This 11 minute video covers the basics - why and how to register. It's been a hit with many teachers and volunteers, who often use the video to introduce their presentations to high school students. Teachers also receive tools to complement the lesson - a donor registration form and homework assignments which encourage students to discuss their decision with their families. They also receive information about our Student Projects, In Class Presentation program, and Discover OHSU! field trip. Since November, 184 teachers have received these kits - nearly half in rural eastern and southern Oregon.

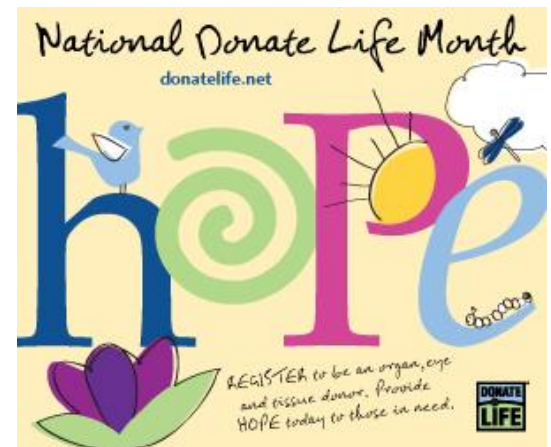
If you are an educator or school educator interested in receiving a teacher's kit, please email your request and mailing address to eganv@ohsu.edu.

Donate Life Month Wrap Up

By Debra Freedman, Program Coordinator

We know how to celebrate National Donate Life Month!!

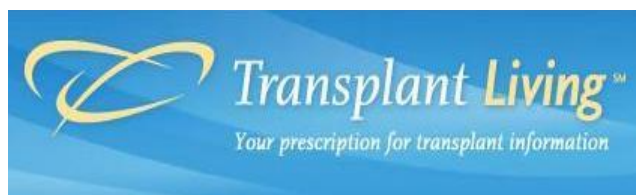
- 2012 *Threads of Life* Quilt Presentations in Bend, Eugene and Portland
- [Heart recipient meets her donor's mother](#) - filmed by KOIN TV
- *The Power of Two* documentary with guest appearance by Anna Modlin - Bend
- [Staff](#) and [Board of Directors](#) show their crazy Blue and Green styles
- Board members make calls to thank volunteers
- Volunteers call board members to thank them for their service
- Participation in blood drives: Portland State Univ, Southridge HS, Lake Oswego HS, Sandy HS
- Student projects at Madison and Centennial High Schools
- [Univision](#) and [Cita Con Nelly](#) cable TV spots
- *Good Morning, Central Oregon* cable TV interview featuring heart-kidney recipient
- *I am Hope* video contest yields new [YouTube posts](#)
- Seven *I am Hope* stories shown nationwide through Facebook
- Scalpel Pal game sweepstakes contest
- Company sponsored Gather for Good
- OHSU *Brown Bag* lunch series featuring volunteer Scott Nance
- Quilts shown at events in Idaho
- Workshop presentation to Oregon State Medical Assistants conference - Eugene
- St. Matthew Lutheran Health Fair - Beaverton
- Latino Cultural Festival and Community Breakfast participation - Hillsboro
- Celebration honoring a recent lung recipient - Corvallis



The fun does not end here! We have gained many new friends and supporters through these events who will help increase the number of registered donors statewide! Trainings, in-class presentations, blood drives, student projects, and more are in store for May and beyond. Help us keep the pace!

New Look, Features for UNOS Patient Website

By Judith Trujillo, Program Director



United Network for Organ Sharing (UNOS) has launched a new patient website, www.transplantliving.org. Long considered an important patient resource for transplant candidates and recipients, the site now has more information, a new patient community and an updated look. The new Transplant Living website includes a unique way for recipients to share their story & provide inspiration to others.

Click here to view
Current Volunteer Opportunities

SUPPORTING THE MISSION

Trivia Night: Hurry and Form a Team

By Sara Patinkin, Development Director

Hurry and form a team for Trivia Night June 27th at the Spare Room in Portland. Teams consisting of 2-10 players compete against one another answer trivia questions about various subjects. If you are stumped you can pay to "Ask the Expert" and if you anticipate wrong answer you can purchase "Do Overs" to help you and your team come out with the high score. There are prizes for high score, low score and the team with the best blue and green outfits. Space is limited to the first 15 teams. All Trivia Night participants will receive a fun t-shirt and a drink!

Want to play but don't have a team? That's okay. Donate Life Northwest will form a team of individual registrants.

[REGISTER ONLINE](#)

Cost per team:
\$100

What can my team expect?

Teams will be challenged with several rounds of trivia covering a wide range of topics including donation, transplantation, sports, entertainment, history, music, English and more. Teams can purchase "Do Overs" (for those wrong answers) and a chance to Ask the Expert. There will also be a small silent auction to benefit Donate Life Northwest.

The Spare Room

4830 NE 42nd Avenue, Portland
Doors open at 6pm, Trivia begins at 7pm

Got Questions about Trivia Night? Contact Sara Patinkin at patinkin@ohsu.edu or 503-494-2289.

VOLUNTEERS IN ACTION



Star of the Month

By Susan Chrzanowski, Development Coordinator

2012 U.S. Transplant Games

July 28 - 31, 2012
Grand Valley State
University,
Michigan

www.transplantqa.mesofamerica.org



April: Jackie Finch has witnessed firsthand the impact of donation and transplantation. Five years ago, Jackie's younger brother received a lifesaving heart transplant. Through his illness and recovery, Jackie has been moved by the power of donation and the gift of second chances.

Today Jackie shows her gratitude by advocating as Donate Life Northwest's in-kind procurement volunteer. Her role is to help secure fun and valuable prizes from local businesses to support Donate Life Northwest's fundraising events.

With her "can do" attitude, bright smile and pleasant phone demeanor, Jackie has helped raise more than \$9,000 worth of prizes to support Donate Life Northwest's golf tournament and raffle drawing, including wine tastings, restaurant gift cards and theater tickets!

Jackie is an amazing volunteer and an inspiration to us all. Donate Life Northwest is so grateful to have her as an advocate.

We are proud to name her as Donate Life Northwest's Star of the Month. Thanks, Jackie, for sharing your time and talents with Donate Life Northwest!

Click [here](#) to check out the amazing prizes Jackie helped secure for Donate Life Northwest's raffle.

**Don't forget to buy
your raffle ticket!**

