Almost all of us can think of a time when we were given a second chance, a warning instead of a traffic ticket or a make-up test in school. Donate Life Northwest recognizes the gift of an organ, tissue or cornea gives a second chance to thousands of people each year. This year’s annual report highlights second chances. We hope you will take a moment to review our program successes and the lives touched by donation.

Donate Life Northwest’s effort to increase donor designations is reflected in over 2,100,000 donor registrations in Oregon and 3,700,000 in Washington. We continue serving Oregon and Southwest Washington as the sole organization dedicated to public education about organ, eye and tissue donation. Oregon and Washington are among just five states with over 70% of the driving population on donor registries.

The successes of 2010-2011 include a growing influence with 15-29-year-olds through social media such as Facebook and YouTube. Targeted messaging resulted in a 51% increase in registrations among 19-year-olds, inspiring us to further develop campaigns for youth.

As the Hispanic population has grown, so have our efforts through bilingual media campaigns and community events.

We have all experienced the relief that comes with a second chance. Not only are we grateful, but we also make the most of these opportunities. On behalf of the Board of Directors and staff, thank you for helping to give second chances. We hope you will continue to financially support our mission and vision, that everyone who needs a transplant receives one.

Mary Jane Hunt
Executive Director

Dave Bone
Chairman
Board of Directors
Dear Donor Family...

The Gift of Life most often comes as a result of someone else's loss. On the following page, please read Rob Ayer's open letter to his donor family as he shares his joy and understanding of their grief.
This year marks my five-year anniversary following a successful liver transplant. In the world of transplantation, five years represents a key milestone in terms of survival rates. I am grateful to have reached this point and to have remained in good health. I can imagine this five-year anniversary means something quite different for your family.

I find myself repeatedly humbled as I struggle to find words that express the powerful dynamics of organ, eye and tissue donation. On one hand, I remain extremely relieved I have been given the incredible gift of restored good health and a second chance at life. There were periods of time, prior to my transplant, when I was very sick and things did not look promising. I vividly remember the feelings of despair as I contemplated my uncertain future as a husband and new father. I am quite relieved to be free from this anxiety. On the other hand, these feelings of relief quickly fade as I remember that my miracle was made possible only as the result of the profound loss and tragedy experienced by your family.

I celebrate my restored good health by living life to the absolute fullest extent I know how. Perhaps this is the best way to honor your loved one and the indescribable generosity your family demonstrated to allow him to become a donor. As this year’s anniversary approaches, I sincerely hope you find comfort in knowing the profound difference you made in my life and my family. Please take pride in knowing something unbelievably positive did spark from your loss, and we will always be grateful.

Many miracles have occurred since my transplant, and I owe these entirely to your loved one. I was very sick when my first child was born; I had my transplant when she was just six months old. My transplant has allowed me to return to good health and to watch my daughter grow into a marvelous, inquisitive and intelligent little girl. Thanks to your family, I will be around to remove the training wheels from her bicycle, teach her how to set up a tent and watch her run through sprinklers. I hope I’ll also be around to grill her future boyfriends and, if lucky, talk her out of getting a tattoo.

Several years after my transplant, my wife and I were blessed to have a second child. My handsome, energetic and incredibly active 3-year-old son would not even be on this planet had it not been for your selfless generosity. I am without words to even begin trying to thank you for this.

Please always know that my family and I remain eternally grateful. – Rob Ayers
The Year’s Successes in Review

Donate Life Northwest education programs coupled with 2,108 volunteer hours valued at $49,744 were instrumental in offering people a second chance last year. Both Oregon and Washington can proudly claim more than 50% of deceased donors were registered at the time of death, exceeding the national benchmark.

**STUDENT OUTREACH**

- **56,508** students were reached through presentations, events, blood drives and student projects.
- **35,600** students responded to media campaigns
- **33% increase** in registrations among 17-19 year old Oregon drivers and **24%** among 20-22 year old drivers

In partnership with Oregon Health and Sciences University, Discover OHSU brought **3,845** high-school and college students to explore OHSU and learn about organ, tissue and eye donation. This successful program would not be possible without partners and volunteers who present each week: Community Tissue Services, Pacific Northwest Transplant Bank, Lions VisionGift, OHSU, Veterans Administration, American Red Cross, transplant recipients and donor family members.

**DMV OUTREACH**

- **97,644 new donor registrations** brought Oregon’s donor registry to **2,131,848**. 98.6% of Oregonians on the donor registry have signed up at the DMV.
- **Presentations in 23 Oregon DMV field offices** educated **235 employees** who asked over **300,000 customers** if they wanted to add a ‘D’ code to their permit, license or ID card.

An average **13%** of people add a donor code when renewing their Oregon driver’s license through the ‘D’ campaign. **25-year-olds** lead the way with **20% adding a donor code.**

Oregon and Washington are among just five states with over **70% of the driving population on their donor registries.**
A Celebration of Increasing Awareness

**HISPANIC OUTREACH**

- **14,000** members of the Hispanic community were reached through fairs, festivals, blood drives, churches, schools and professional organizations.
- Targeted media campaigns through email and television reached an estimated **209,000** households.
- Hispanic Outreach Program Intern from PSU completed a second year of service at Donate Life Northwest and has been integral in this grassroots program.

**COMMUNITY OUTREACH**

- An **80% increase in Facebook fans** and over **1,600 YouTube uploads** represent the continued expansion of Donate Life Northwest’s outreach through social media.
- The **13th Threads of Life quilt**, creation of a donor floragraph for Donate Life America’s float in Pasadena’s annual Rose Parade, and **31** community events reached **180,283** throughout Oregon and Southwest Washington.

**2010 DONOR AND TRANSPLANTATION STATS**

- **1,695** donors resulted in **1,649** cornea transplants
- **752** donors resulted in **34,277** tissue transplants
- **79** donors resulted in **189** organ transplants
- **2,131,848** names on the Oregon donor registry • **3,706,481** names on the Washington donor registry
“Six months after my heart transplant I had an abundance of new-found energy. I use this gift on the things most important to me: spending time with my family and friends. Be that planning, preparing and sharing a good meal, walking my 100 lb. Airedale, or supporting my 16-year-old son on the basketball court. It’s all good!” – Susan Hassett, heart recipient

“I had a second chance, I would like to return to work, live a normal life, and be with my loved ones in good health.” – Juana Hernandez, waiting for a kidney, 4 years

“If my lung disease progresses to the point that I need a transplant, it will be a second chance for me to breathe deeply, literally and figuratively, air and life. If it happens, I hope each breath is taken with gratitude for the incredible gifts made by donors and their families.” – Tim Hill

“Before my transplant in 2006, I had to retire in 2003 because I was no longer able to work. Now with my new heart, my life is much like it was when I was younger. I volunteer, enjoy my five-year old great granddaughters, travel, and spend time with my family. I am so grateful to my donor who gave me my life back.” – Rosie Tabb, heart recipient

“Everyday holds the possibility of a miracle …”

“Never give up hope, hold onto your faith and just believe!” – Addie Marie Neal, lung recipient

“If my lung disease progresses to the point that I need a transplant, it will be a second chance for me to breathe deeply, literally and figuratively, air and life. If it happens, I hope each breath is taken with gratitude for the incredible gifts made by donors and their families.” – Tim Hill

“Life is precious in so many different ways …”

“What Would You Do with a Second Chance?

“Live, Love, Laugh & Breathe”
Edna’s Legacy

This past year Donate Life Northwest received an unexpected, generous gift from the estate of cornea recipient Edna Galster of Sweet Home, Oregon. As one of three beneficiaries of Edna’s estate, Donate Life Northwest received a gift of over $300,000.

This bequest opened the door to many opportunities. Donate Life Northwest’s Board of Directors voted to place 50% of Edna’s gift in our endowment fund at Oregon Community Foundation, bringing the total to $230,000. Donate Life Northwest will utilize the annual endowment earnings for program support. The remaining 50% of Edna’s gift is designated as part of Donate Life Northwest’s cash reserves.

Naming Donate Life Northwest as part of your estate plan is one way to create a legacy that ensures Donate Life Northwest and its donor registry efforts remain strong for years to come.

“I am a true Oregonian, born and raised in this state. I have been a very active person. I worked as a C.N.A. until I was 75 years old. At age 84 (at this writing) I still keep my own home and am doing all the work inside and out. I am truly blessed and thankful for my cornea transplant in 1987, and for my gift of sight.”

– Edna Galster, who designed and submitted a quilt square in 1999
Statement of Financial Position June 30, 2011

ASSETS 2011
Cash and cash equivalents $ 482,396
Pledges receivable 71,359
Prepaid expenses 28,627
Furniture and equipment, less accumulated depreciation of $50,743 4,775
Donate Life Northwest Program Endowment Fund 229,999
Total Assets $ 817,156

LIABILITIES AND NET ASSETS
Accounts payable $ 23,566
Accrued vacation 11,785
Deferred revenue 67,205
Total Liabilities 102,556

Net Assets
Unrestricted
Board designated endowment 228,899
Available for operations 426,518
Total unrestricted 655,417
Temporarily restricted 58,083
Permanently restricted 1,100
Total Net Assets 714,600

Total Liabilities and Net Assets $ 817,156

REVENUES AND OTHER SUPPORT
Contributions
Member organizations $ 134,325
Corporate 94,440
Individual 340,901
Alan James Fund 265,668
Grants 18,000
In-kind contributions 104,587
Special events, less direct costs of $56,233 145,412
Interest income 3,563
Realized and unrealized gain, net investment fees 12,972
Other Revenue 1,364
1,121,232

Net assets released from restrictions for:
Timing 19,249
Purpose 848
Total Revenues and other support 1,141,329

EXPENSES
Program services 735,858
Supporting services
Administration 72,202
Fund-raising 94,822
Total Expenses 902,882

CHANGE IN NET ASSETS
238,447

Net assets, beginning of year 416,970
44,170
1,100
1,155,242

NET ASSETS, END OF YEAR $ 655,417 $ 58,083 $ 1,100 $ 714,600

If you would like a copy of the complete financial statements, please visit our website or call 503.494.7888.
MISSION  To save and enhance lives through the promotion of organ, eye and tissue donation.

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Dave Stevens  Member-at-Large

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