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Advancing Our Mission!

We had great success in advancing our mission over the last year. Our “Go Recycle Yourself” school curriculum is being downloaded by educators across the state (and nationally!) to use in their classrooms. We expanded the registry by nearly 40,000 people, doubled both our social media presence and media coverage, and increased our base of active volunteers by 50 percent. This growth helped us directly reach nearly 30,000 people, with up to an additional 1.5 million people exposed to our cause through stories in the media.

Beyond our successes, many seeds were sown in 2014, which will begin bearing fruit in the new year.

The Living Kidney Donation Initiative aims to increase the number of kidney transplants from living donors. The initiative will educate the public, patients, and health professionals; provide support to patients as they undertake a living donor search; and address policy changes needed to reduce barriers to becoming a living donor.

Donate Life NW hopes to propose new legislation in the next session to create a *Donor Awareness Fund*. Senator Michael Dembrow will sponsor a bill to add a voluntary \$2 checkbox on DMV forms, allowing customers to give a little in return for expanded education efforts throughout Oregon.

The new *Baby Boomers Campaign* begins this month in an effort to encourage registered donors over age 60 to remain on the registry. This direct mail campaign will provide basic information about age, health, and anatomical donation. You can learn more yourself by downloading a [fact sheet](#) from our website.

We also have many great events planned this year. 2015 marks the 40th anniversary of our partnership with the DMV. We will commemorate the milestone with a *Quilt Tour* to DMV offices, and will retire a quilt for display at the DMV headquarters in Salem in April! Other planned events include Donate Life night at a Blazers Game on February 5 and the Donate Life Tabor Trot, a family-friendly walk, on May 30.

As we continue to ramp up our programming, we hope that you can find an initiative, campaign, or event that excites you. Advancing our mission also means broadening and deepening our amazing community of volunteers, speakers, partners, and supporters. Here’s to 2015 and all the great things that can (and will) happen!

Stephen Rice, Program Director

2015 Threads of Life Quilt

Did you know that *Threads of Life* quilts travel throughout the Pacific Northwest all year long, sharing the stories of donation which so inspire our community? They are not only beautiful pieces of art, but help Donate Life Northwest reach new audiences who are often unfamiliar with donation and transplantation.

Whether this is your first or fifth time, we hope that you and your loved ones will consider submitting a square for the 2015 *Threads of Life* Quilt. Whether you are a donor family member, a recipient, currently on the waitlist, a living donor, or a friend who has been touched through organ, eye, and tissue donation – your story can inspire and educate others.

Sewing skills are not required, and workshops around the state can assist with design. Find more information at: <http://bit.ly/1z3WXYI>. The submission deadline for squares is February 15, 2015.



Welcome Deirdre!



Please welcome Deirdre Perez, our new Coordinator for Multicultural Education! Deirdre is relatively new to the Portland area, and comes to Donate Life with an MA in Public Affairs from the University of Texas. She enjoys photography, mixed martial arts, hiking, and playing music and video games with her husband.

Bilingual in English and Spanish, Deirdre is creating an exciting and groundbreaking community outreach plan specific to our region's diverse and multilingual population. She is fostering connections with community and non-profit organizations to raise awareness of donation, overseeing all Spanish language media outreach, and working to enlarge our volunteer base. If you or your organization would like to connect with or learn more about Donate Life Northwest's multicultural programs, reach out to Deirdre at perede@ohsu.edu, or call 503-494-7856.

Star of the Month: Dolores Luckow

Our star of the month is organ, eye, and tissue donor Dolores Luckow! Throughout her life, Dolores was an adamant proponent of anatomical donation and often had conversations with her family about it. In her view, when she passed, she wanted something useful to become of her remains. Despite her age of 71 and petite build, Dolores was able to save the lives of three organ recipients, give sight to two, and restore the health of more than 50 others.

On New Year's Day, Dolores' image, along with those of 80 other donors from around the country, adorned Donate Life America's Rose Bowl Parade float. As Oregon and SW Washington's honoree, Dolores represents all those living and deceased donors who have given the ultimate gift. Dolores' daughter, Sandra (pictured), who helped decorate the float and attended the parade said in a recent interview in the Oregonian, "Not only does the float honor my mother, it gives people an entry into talking about organ donation." We second that!



Wish List

Can you or your favorite business help? Donate Life Northwest is looking for prizes to offer for the 2015 raffle drawing! All raffle proceeds directly support programs which improve health and save lives throughout the Pacific Northwest.

Our wish list includes:

- Round-trip airfare
- Stays at vacation homes, lodges, resorts, hotels, or inns
- Cruises, excursions, tours, and tastings
- Gift cards for restaurants, spas, theaters, salons, gyms, wine and gourmet shops, or boutiques
- Fitness, cooking, craft or other fun classes
- Kid-focused items or activities
- The latest tablets, televisions, gadgets, gear and other great goodies

If you can contribute, or want to ask your favorite businesses on behalf of Donate Life Northwest, please contact Valerie Egan at 503.494.5388 or egany@ohsu.edu. Contributions must be secured by February 14th.