



July 2012 eNews

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NEWS OF NOTE

Skip Work. Play Golf.

By Sara Patinkin, Development Director

What could be better than a day at the office..? A day at the golf course, of course! Come play in Donate Life Northwest's 19th Annual Golf Tournament presented by LionsVision Gift.



Every golfer receives \$50 Nike Bucks to spend!

On August 7, 2012, Donate Life Northwest will be hosting our [19th annual golf tournament](#) at the Reserve Golf Club in Aloha with hopes to raise \$50,000 to support our programs. Golfers can expect fast play and amazing prizes while experiencing the impact of donation and transplantation.

It's a great value! The cost per player is \$225 and includes green fees, golf carts, driving range privileges, bag tag, on course beverages, lunch, buffet dinner, bag service and club wash. A foursome is \$900 and sponsorships are still available.

What's more, all golfers will receive a \$50 Nike Bucks Certificate to spend that day at an onsite Nike Mobile Shop. Golfers will see the newest line of Nike merchandise before it hits shelves in retail stores. A portion of this revenue will come back to Donate Life Northwest!

Support Donate Life Northwest's lifesaving programs and register to golf in this amazing event.

Presented by:



[REGISTER TODAY](#)

19th Annual Golf Tournament Details:

Date: Tuesday, August 7, 2012

Time: 1pm Shotgun

Location: The Reserve Vineyards & Golf Club in Aloha

Format: Scramble

Questions? Contact Anna Pappert at pappert@ohsu.edu or 503-494-5388.

The Warped Tour is coming!

By Valerie Egan, Program Coordinator

Donate Life Northwest is proud to represent organ, eye and tissue donation alongside the Chris Klug Foundation at the 2012 Vans Warped Tour stop in Portland, Oregon.

Get your tickets and stop by Donate Life Northwest's information table on August 5th, located at the Rose Quarter Riverfront! Or better yet, contact Valerie about being a volunteer.

Donate Life Northwest is looking for younger folks to staff the information table, and to share their experience as bloggers / videographers / photographers for the new [Go Recycle Yourself blog!](#)

For more information, contact Valerie Egan at eganv@ohsu.edu.

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

Contact Anna at 503.494.5388 or pappert@ohsu.edu

Operative Words: 'Social' and 'Tools'

By Judith Trujillo, Program Director

Donate Life America's annual meeting last month in Chicago offered an exciting opportunity to connect with colleagues from across the U.S. Mission-driven days filled with presentations and best-practices workshops celebrated successes and addressed challenges.

Message: Organ donation is not a medical crisis, it's a social crisis. Donate Life America's vision is that we become a nation that embraces organ, eye and tissue donation as a fundamental human responsibility. We all are responsible for increasing donor designation. The "why" of our work was interwoven throughout the 2-day conference.



Social Media - The Facebook initiative motivating people to declare and share their organ donor status on Timeline resulted in a tenfold increase of 33,406 online registrations across the U.S. Social media tools, including mobile gaming and tested messaging techniques for increasing donor designation, was a core topic of the conference.

Social Change - Exploring the future of technology for donor designation, psychological data on how generations differ, and investigations into economic and psychological forces that motivate people to contribute to the public good gave all attendees a concrete foundation and tools for planning and executing educational outreach.

Hispanic Outreach Kicks off Summer with Cadena de Vida

By Valerie Egan, Program Coordinator



Donate Life Northwest invites you to come celebrate the 2nd annual Cadena de Vida (Gift of Life) celebration! This event will be full of fun, prizes, food, and entertainment, but most importantly, it will be an educational event about organ, eye, tissue, and blood donation.

Jose Calderon, a heart transplant recipient from California, began the Cadena de Vida festival as a way to give back to his community for giving him a second chance at life. His sister Alejandra Cortes, a volunteer for Donate Life Northwest, works hard organizing this fun and important event because she believes it is imperative to educate the Latino community about how they can save lives by signing up as donors.

Cadena de Vida is July 28th from 10 am - 3pm at St. James Church, located at 1145 NE 1st Street, in McMinnville, OR. This event is free to the public. More information is available at www.cadenadevida.org

Join Donate Life Northwest for this awesome event put on by Alejandra and her family, and help save lives!

Mark your calendars for NMDA Week

By Valerie Egan, Program Coordinator

Approximately 55% of people on the U.S. transplant waiting list are minorities. Last year, 11,499 minority people received organ transplants. There were 2,652 deceased and 1,997 living minority donors.

[National Minority Donor Awareness Week](#), which kicks off August 1st, is a nationwide observance to educate minorities of the desperate need for donation and transplantation within the multicultural community and how to register their decision to donate life.

Donate Life Northwest is pleased to offer free tools to assist our community in honoring minorities who have been donors, and encouraging others to register as donors. Visit the Donate Life Northwest website's [Educational Resources page](#) for a toolkit, or learn more by visiting the [U.S. Department of Health & Human Services](#) website.

VOLUNTEERS IN ACTION



Star of the Month

By Debra Freedman, Program Coordinator

June: Ally Mercado started working for Donate Life Northwest in January 2012 as an Intern in the Hispanic Outreach Program. She is a full time student majoring in biology at the University of Portland, and she hopes to one day become a doctor. Ally is passionate about learning how the need for organ, eye and tissue donation and transplantation affects the Hispanic Community. While interning at Donate Life Northwest she immersed herself in projects that help to educate Latinos, and she took on every task with gusto, thoughtfulness and humor.

Ally's accomplishments include completing text and translations for the Spanish version of Donate Life Northwest's website, creating social media content, appearing on the Hispanic television station *Univision*, helping to create a new video and designing posters.

Thank you, Ally, for sharing your insight and energy! You will be missed!



Annual Benefit Raffle



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Opportunities](#)

2012 U.S. Transplant Games

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

www.transplantgamesofamerica.org

