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Join the Madness

by ANNA PAPPERT, DEVELOPMENT COORDINATOR



What do college basketball and saving lives have in common? [March Madness!](#)

March Madness is the NCAA men's basketball tournament that attracts thousands of viewers to support college teams from all areas of the nation. Fans and novices enjoy the competitiveness of predicting the final four. Whether or not you are a basketball fan, you can have fun with March Madness and make a meaningful contribution to support Donate Life Northwest's efforts to save lives.

1. Invite your family, friends and co-workers to [fill out brackets](#) with their predictions for who will win each game. Printable brackets for the 2013 tournament will be available after March 17th.
2. Choose the rules for your tournament and charge a fee to participate.
3. After the points are tallied and the winner is declared, split the proceeds 50/50 between the winner and Donate Life Northwest.

With a little [internet research](#), some luck and an unpredicted upset or two, even the person with the least college basketball knowledge can win. Good luck friends! Contact Anna Pappert at pappert@ohsu.edu or 503.494.5388 to learn more.

VA Medical Center is a Winner!

by JUDITH TRUJILLO, PROGRAM DIRECTOR

Portland Veterans Administration Medical Center, one of just three veterans' hospitals participating in the national Workplace Partnership for Life Campaign, is the first to achieve a gold medal!

The Workplace Partnership for Life Program is a national initiative begun in 2001. It unites the U.S. Department of Health and Human Services with the organ, eye, and tissue donation community and hospital partners across the nation. HRSA featured Portland VA's campaign in their national conference call and quarterly newsletter sent to thousands of organizations, including the National Hospital Association.



Last fall, the Portland VA Medical Center joined the national Hospital Challenge, promoting the importance of donation and educating their staff, patients, and public about the need for transplantable organs and tissues.

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The VA's successful activities included a donor registry enrollment event for visitors and hospital staff and distributing donation awareness materials. Veterans or veteran families affected by organ, eye or tissue donation or transplantation were invited to make a [rose tribute](#).

During National Donate Life Month, a donor registry drive is scheduled April 15 – 19th, 9am – noon, in the hospital atrium. The gold medal and Donate Life Northwest's 2013 Threads of Life Quilt will be presented. Keep an eye out for the VA staff on April 19th, national "Blue and Green Day!"

For more information about the Workplace Program contact Dr. Darren Malinoski (malinosk@ohsu.edu) or [Donate Life Northwest](#).

Kick off Donate Life Month at the Pastini Pastathon

by ANNA PAPPERT, DEVELOPMENT COORDINATOR

Donate Life Northwest is excited to partner with [Pastini Pastaria](#) to raise money for programs that educate the public about the importance of organ, eye and tissue donation and save lives.

Pastini Pastaria Pastathon

Monday, April 1 and Tuesday, April 2

[Bend and NW 23rd Avenue in Portland](#)

Mention Donate Life Northwest at the participating locations and 20% of your check will be contributed to Donate Life Northwest's [programs](#).

Do you have an idea for a restaurant fundraiser? Contact Anna Pappert at Pappert@ohsu.edu or 503.494.5388.



Do One Thing to Support Donate Life!

by PATRI THOMPSON, COMMUNITY ENGAGEMENT COORDINATOR

Make sure to get these exciting events on your 2013 [calendar](#)!

Donate Life Northwest's Ambassadors and supporters are vital to the success of our lifesaving mission. During March and April, find one way to support Donate Life Northwest Events! Here are some highlights of what is coming up.

Portland Ambassador Networking Night

Wednesday, March 13th, 6pm-8pm

Lions VisionGift

RSVP [here](#).

Bend Threads of Life Quilt Presentation

Sunday, April 7th, 4pm-5pm

American Red Cross

RSVP [here](#).

Portland VA Gold Medal Presentation and Quilt Display

Monday, April 15-Friday, April 19th

Portland VA Hospital

National Blue and Green Day

Friday, April 19th

Show your support by wearing blue and green and [use our resources](#) when telling people about donation and transplantation!

Portland Threads of Life Quilt Presentation

Sunday, April 21st, 1pm-2pm

Adventist Medical Center, Atrium

RSVP [here](#).

Eugene Threads of Life Quilt Presentation

Saturday, April 27th, 1pm-2pm

Eugene Public Library

RSVP [here](#).

PSU Students Promote Donation, Win National Recognition

by VALERIE EGAN, EDUCATION OUTREACH COORDINATOR



This year, Donate Life America sponsored the American Marketing Association's [AMA Saves Lives campaign](#). The integrated marketing plan designed to create a passion for donation, inspire registration and create advocates among college students 18-24 years old attracted 61 student teams from across the nation.

Donate Life Northwest is very proud to announce that the Portland State University chapter of AMA has placed in the top ten nationally! Their "Live Life, Pass it On" plan is an exciting and inspiring proposal, highlighting the special importance of multicultural outreach. The students will travel to New Orleans to present their work this March. Way to go, Vikings!

Look For Done Vida on Univision this Spring!

by VALERIE EGAN, EDUCATION OUTREACH COORDINATOR

As part of Univision's *Su Salud, Vive Mejor* health initiative (Your Health, Live Better), Donate Life Northwest is putting the final touches on three new promotions aimed at raising awareness about donation and transplantation among the Spanish-speaking residents of Oregon and Washington.



You can preview the first PSA on Donate Life Northwest's [Youtube channel](#). Featuring a priest, this short segment highlights the pro-donation sentiment embraced by the Catholic church.

Members of the Ambassador program are filming two additional spots. The first addresses a sadly too-common fear, that one's medical care will be compromised if one is a registered donor. The second talks about the disproportionate number of Hispanic Americans who need renal transplants, and provides resources and information about Donate Life Northwest's resources on living kidney donation.

These spots will run on Univision this spring. ¡No se olvide de verlos, don't forget to watch them!

Star of the Month

by PATRI THOMPSON, COMMUNITY ENGAGEMENT COORDINATOR



Nelda volunteering at an information booth

Since her sister's kidney transplant, Nelda Copsey has used her time and talents to "pay it forward". One of those talents is sewing. This year Nelda played an instrumental role in ensuring the success of the Eugene Threads of Life Quilt Workshop in January.

The Threads of Life Quilt is an important tradition in which supporters create squares that are used to create a yearly testament to the power of donation and transplantation. This year, several squares were submitted from Eugene and Springfield as a direct results of the Threads of Life workshop organized by Donate Life Northwest's regional staff member Sue Scott, with the support of Nelda.

Nelda has attended or volunteered for over 50 events with Donate Life Northwest. She is the picture of a true Ambassador of our mission. Thank you, Nelda!