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Donate Life NW Executive Director to Retire



Mary Jane Hunt, Executive Director of Donate Life Northwest, has decided to retire after 28 years of service.

Mary Jane began her journey in 1985 as the program coordinator shortly after the organization had incorporated as a nonprofit, then called the Oregon Donor Program. OHSU was about to perform Oregon's first heart transplant, and organ transplants were becoming more and more possible, yet the infrastructure for registering donors and educating the public was in its infancy.

Mary Jane led the creation of Oregon's legally-recognized donor registry and the programs that have registered more than 2.2 million people. She tripled the staff size, engaged dynamic volunteer board leadership, developed robust education programs in two states, saw through two important updates to the Anatomical Gift Act, rebranded the organization as a Donate Life affiliate, served on the Donate Life America Board of Directors, and expanded the budget through successful fundraising strategies.

As Mary Jane prepares for her retirement, which will be official on July 1, 2014, she can take pride in Oregon and Washington registration rates that far surpass most every other state in the country. We live in an age where consensus is difficult, yet three out of every four adults in Oregon and Washington have agreed to give the gift of life. At the same time, there is still a tremendous need, and thousands will not receive needed transplants

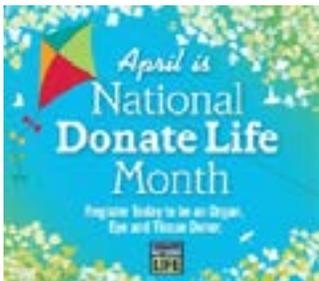
without programs to change the hearts and minds of those resistant to donation. Because she cares deeply about continued progress to bring hope to those who wait, Mary Jane has been very intentional in planning a smooth transition. A succession plan is in motion and the search for a new executive director is underway.

The staff here at Donate Life Northwest hopes you will help us honor Mary Jane and give her the appreciation she deserves. A matching fundraising campaign will be launched shortly—watch for this announcement!

At the core, Mary Jane Hunt is a lifesaver and the embodiment of our mission here at Donate Life Northwest – to save and enhance lives. Thank you Mary Jane!

Mary Jane can be reached at huntma@ohsu.edu or at 503-494-2288.

Preparations Begin for Donate Life Month



April is National Donate Life Month! Donate Life Northwest, Lions VisionGift, Community Tissue Services, the VA, and Pacific Northwest Transplant Bank have begun planning multiple events and opportunities throughout the month to raise awareness about the importance of donation, to educate the public on donation facts, to celebrate lives saved and improved, and to honor donor families whose loved ones have given the gift of life.

National Donate Life Month features local, regional and national activities. Donate Life Northwest will once again create a Threads of Life quilt honoring donors. Transplant recipients and donor family members submitted over 60 quilt squares that will make up this year's quilt. Quilt unveiling ceremonies are being planned for April 5th in Eugene, Oregon and April 19th in Vancouver, Washington. [Further details will be posted soon](#), including the date of the Portland unveiling.

In addition, mark your calendars for Blue and Green Day! On Friday, April 11th we encourage you to wear blue and green colors to work or school and sport Donate Life gear such as pins, shirts, and green bracelets, which you can [request using this form](#).

Gift of Life Society: Another Way to Plan for Donation

If you are a registered organ, eye and tissue donor, you have already made an important plan to leave a legacy that will help others. Estate planning is another way to be sure your wishes are honored and the loved ones and causes you care about are supported.

By joining the Gift of Life Society, we can all leave a legacy of hope for those who wait for organs. Include Donate Life Northwest, IRS ID 93-0867552, as a beneficiary in your will, trust, life insurance, retirement plan, or other estate documents, and you will help build a future where no one must face a desperate wait for transplant.

Are you thinking it's too soon to begin planning for estate gifts? An "estate" doesn't have to be Downton Abbey – or even an owned home. If you happen to have a 401(k), pension, or life insurance policy through work, ask for beneficiary forms that are simple to complete. Even if you are a college student not yet helping to support a household, it's important to use easy tools like a medical directive and a springing power of attorney to choose and guide designated representatives to make health care, financial and legal decisions should you become incapacitated.

There's no substitute for professional advice, but your state's '.gov' website will have medical directive information, and you can find inexpensive software like Quicken WillMaker and the online power of attorney and living trust guides at nolo.com to get started on simple estate planning.

If you have planned an estate gift or would like more information on joining the Gift of Life Society, please contact Alexis Anderson at 503.494.2289 or andealex@ohsu.edu.

This information is not intended as legal advice or product endorsement. Consult an attorney when considering legal matters.



Star of the Month



Dr. Brian Adams, professor and associate dean of University of Portland's Pamplin School of Business is this month's Star of the Month!

Dr. Adams has been a dedicated volunteer with Donate Life Northwest since 2008. He was initially inspired to get involved after his aunt donated a kidney to his cousin. He wanted to give back, and he has done so in a major way by applying his data analysis skills to an important and ongoing Donate Life Northwest project called the "D Campaign."

The D Campaign is a direct mail effort aimed at inspiring unregistered Oregonians to join the registry by providing timely information about donation just prior to renewing their driver's license or I.D. at the DMV.

Started in 2008, the campaign has registered over 88,000 people and provided basic educational information to individuals in every corner of the state!

With approximately 120,000 postcards being mailed each year, Dr. Adams had to wade through extremely large data sets in order to help staff draw conclusions about whether to continue the campaign. With five full years of data, it is clear that the D campaign has had a very high return on investment.

Volunteer work at Donate Life Northwest comes in all forms. It might be day-of-event support, holding a registration drive, or doing work around our office. For Dr. Adams, he was able to apply a professional skill that saved the organization thousands of dollars annually while making a big contribution to our lifesaving mission.

Donate Life Northwest congratulates Dr. Adams on his recent promotion to associate dean and offers a big THANK YOU for volunteering his time and abilities to help save lives!