

2008 Annual Report



Connecticut

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Caitlyn Bernabucci
Chair, Board of Directors

MESSAGE FROM THE CHAIR:

"Make service your first priority, not success and success will follow"

–Unknown

As we reflect on the progress we have made and plan to launch new projects for the year ahead, we are forced to look at the gravity of our mission. Nationally, the waiting list for a life-saving organ transplant has exceeded 100,000. The demand continues for donated tissues to restore mobility after debilitating injury, heal severe burns, restore sight, and prevent amputation. In Connecticut, only 35% of licensed drivers are registered as organ, tissue, and eye donors. Clearly this is not enough.

Donate Life Connecticut continues to thrive on the unique strengths of each member and the unrivaled passion that binds us together. From donor family members, transplant recipients, and health organizations to healthcare professionals, hospitals, organ procurement organizations, and transplant centers, each member is committed to raising awareness about organ, tissue, and eye donation in Connecticut. Donate Life Connecticut launched 2008 with a membership campaign that resulted in 2 new member agencies and 17 new individual members! We are thrilled to welcome our new team members and appreciate the fresh ideas they bring to each project.

Thanks to a generous grant awarded to us from the State of Connecticut, Donate Life Connecticut continues to grow, challenge our current practices, and set new benchmarks for success. We hired Kari Mull, a donor sister, as our new Program Coordinator. Kari is a great addition to our team and has contributed to the successful implementation of countless new initiatives throughout the state! During National Donate Life Month 2008, we launched an exciting media campaign with WFSB, invited Mayors to the State Capitol to show their support of donation, and celebrated our high school poster contest winners.

With our new and ongoing outreach campaigns, Donate Life Connecticut is working to increase the CT Donor Registry from 966,000 to one million! Together, we will inspire Connecticut to *Donate Life™*.

Caitlyn Bernabucci



THE MISSION:

The Connecticut Coalition for Organ and Tissue Donation, dba Donate Life Connecticut (DLC), is dedicated to the purpose of public education and awareness for all Connecticut residents concerning the lifesaving benefits of organ and tissue donation and increasing the number of registered donors.

THE MEMBERSHIP:

The strength and success of DLC is due to the determination of the volunteer members, dedication of member organizations and passion of the Board of Directors. As a coalition, DLC has experienced numerous successes over the past year, attracting a significant increase in membership! The individual membership has more than doubled in size and two new member organizations have joined DLC, American Lung Association and Kenyon Consulting, LLP! The volunteer program has attracted donor families and recipients from across the state. This program, an expansion of the original Speaker's Bureau, includes volunteers from LifeChoice Donor Services, New England Organ Bank, and DLC. Now, Connecticut volunteers are one unit working cohesively to spread the message of organ, tissue, and eye donation. The volunteers are organ and tissue recipients, donor families, living donors and donor professionals. This fall, DLC hosted Transplant Speakers International, Inc. (TSI), an organization of recipients and donor families that empower people to share their personal donation stories, for a one day workshop. TSI helped the volunteers tailor their public speaking skills to best impact their audiences. The invaluable time and resources these volunteers lend to DLC will inevitably power the message forward! In 2008, DLC volunteers spread the donation message at 52 events reaching over 60,000 Connecticut residents!

PROGRAMS:

EDUCATING CONNECTICUT YOUTH:

High School

The 18th Annual High School Poster Contest Award Ceremony was held at Anthem Blue Cross/Blue Shield in North Haven on April 9, 2008 during Donate Life Month. DLC invites all Connecticut high school students to submit artwork (free-hand or digital) that illustrates the life-saving benefits of organ, eye and tissue donation. Through in-school education presentations, this project brings organ, tissue, and eye donation into schools to enhance education, promote awareness and stimulate discussion among young people and their families. This year, 16 students were selected from 237 poster entries from around the state to receive monetary awards and certificates of recognition. In addition, artwork from the first-place poster was transferred onto promotional items, including t-shirts and notecards, for sale to the public.



2008 High School Poster Contest Winner from North Haven High School.

College & University

DLC expanded college outreach efforts during the 2007-2008 school year by connecting with interested students and collaborating with student-based organizations, including Student for Organ Donation (SOD) at Yale University, Public Relations Student Society of American (P.R.S.S.A) at Eastern Connecticut State University, Alpha Delta Kappa at University of Connecticut – Storrs Campus, and other individuals from colleges around the state. Work is underway to form a structure for ongoing collaborations to increase donation awareness at the collegiate level through internal media advertising (ie school television, radio and papers), social media (Facebook and MySpace), donation registration stations at school blood drives, and opportunities for student-based community service projects.

COMMUNITY OUTREACH



L-R: 2008 National Donate Life Month with Rep. Christ; Speaker of the House, James Amann; Donate Life Connecticut Chair, Caitlyn Bernabucci, Kari Mull.



DLC Volunteers: Beth Ballard, David Yish, Jaime Rotatori and Lorraine Tierney host a donor registry table at the Women's Expo in Hartford.

April, National Donate Life Month

April is celebrated as National Donate Life Month. During the month, DLC organizes several events to highlight the dire need to increase organ, tissue, and eye donations to save thousands of lives. These events raise public awareness and offer Connecticut residents the opportunity to register their decision to become organ, tissue, and eye donors between license renewals. In April 2008, at the annual Donate Life Month Celebration, all Connecticut mayors were invited to help bring attention to the shortage of available organs and tissues. Participating mayors that participated were given Donate Life flags to fly at their town halls, bringing the message home to their communities. Mayors will be invited again in 2009 to continue spreading the message throughout the state.

Events:

DLC has increased community outreach at statewide expos, civic organizations and academic institutions to include sporting events and transplant awareness fairs. During summer 2008, DLC was invited to set up donation registration stations at two supercross events. DLC volunteers and friends set up a donor registration table at Stafford Motor Speedway in memory of a motocross rider who died and gave the gift of life through donation. DLC is happy to be associated with this rider, the gifts he gave and the fans he inspired to become registered donors.

Yale-New Haven Hospital's Transplant Center sponsored a Transplant Event on the New Haven Green this past September. Many member agencies were in attendance to educate on their organ of expertise and to encourage donor registrations. At this event alone, nearly 50 people registered their decision to 'Give the Gift of Life'. The event drew a crowd of over 1000 people to learn about organ, tissue, and eye donation.

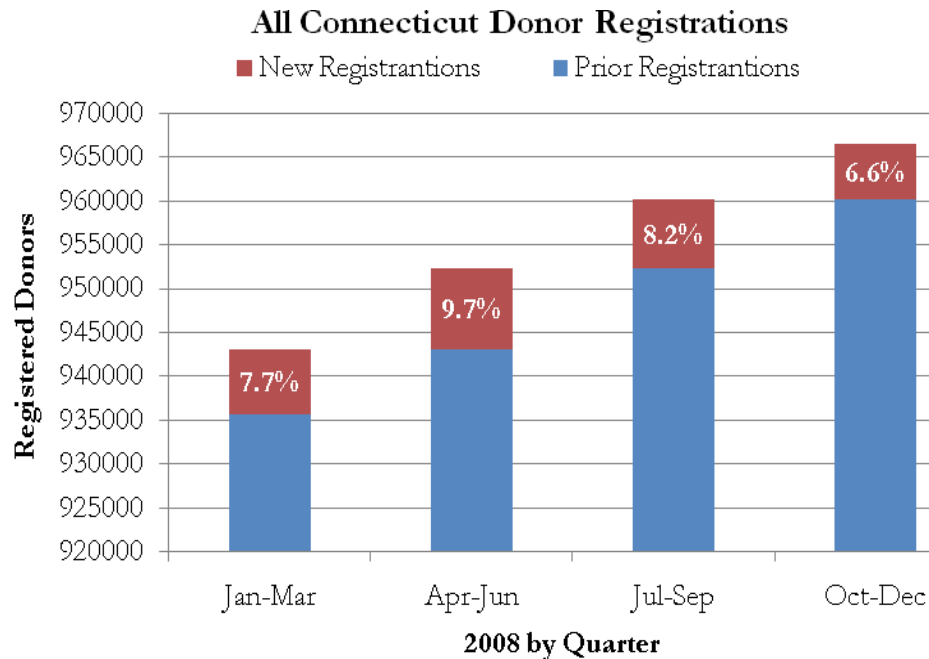
NEWS MEDIA OUTREACH

DLC's National Donate Life Month message continued through strategically placed public service announcements (PSAs) on local network television and news websites. DLC partnered with Cashman & Katz Integrated Communications, a local firm with experience in marketing health awareness issues, to run an advertisement campaign. A significant boost in new donor registrations was observed in the second quarter of 2008, a relative impact of 22% between quarter one and quarter two. Undoubtedly, this increase could be attributed to DLC's media outreach efforts during National Donate Life Month (*see graph below*).



Tyler, a 15 year old bone recipient, is profiled in DLC's media campaign.

In addition to the media campaign during April, DLC was profiled numerous times on Connecticut television programs! Better Connecticut, a local CBS affiliated statewide program welcomed DLC twice; first to encourage donor registration and the second to advertise a Donate Life license plate with member organization, LifeChoice Donor Services.



Source: State of Connecticut, Department of Motor Vehicles

IMPROVING DONATION DISPARITIES IN THE AFRICAN AMERICAN COMMUNITY

DLC was the recipient of a \$10,000 award from the Aetna Foundation to address racial disparities pertaining to organ, tissue, and eye donation. While African Americans make up approximately 11% of the Connecticut population, over 30% of the people waiting for kidney in the state are African American. In order to increase donor registration rates in the African American community, DLC will reach out to community and faith-based leaders in the Bridgeport and Hartford areas to provide education to help people make an informed decision regarding donation. This will improve transplantation rates for all those waiting on the transplant list, in particular African Americans.

The Connecticut African American Affairs Commission (AAAC) has forged the way in reaching out to the Hartford community. The AAAC has a thirty minute television program airing statewide on public access channels addressing African American concerns. DLC was profiled on this program with its own show! The Program Coordinator and two volunteers shared their personal transplantation story to a viewing audience of over 69,000 Connecticut homes! Complimenting this media event, the AAAC has included DLC's mission, a donor story and a recipient story on the home page of their website! The AAAC online event calendar also includes upcoming events held by DLC.

In addition to the public outreach offered by the AAAC, the commission has connected DLC with over 150 Hartford-based African American churches. DLC mailed each pastor a kit with an endorsement letter from the AAAC, sample sermons, appropriate hymns, suitable Bible verses, church bulletins, and an offer to provide DLC volunteer and professional speakers to help spark discussion.

Through the assistance of one member organization, American Heart Association, DLC has forged a relationship with the Bridgeport Health & Social Services Department. DLC is working within the town government to offer services and education programs to the residents of Bridgeport. In addition, the DLC Program Coordinator met with the Bridgeport Interdenominational Ministerial Alliance (IMA), and addressed 75 pastors, encouraging them to discuss donation with their congregations.

During National Donor Sabbath in November, DLC was involved with six churches and their donation discussion. The number of involved churches will increase through continued communication with the Hartford and Bridgeport pastors. Providing the tools to make an educated decision is as important as saving another person's life. DLC will continue this new project for years into the future, ultimately decreasing racial donation disparities in Connecticut.

WORKPLACE PARTNERSHIPS

DLC is developing Workplace Partnerships with leading corporations and businesses in the state. Each corporation pledges to provide some type of donation education to their employees (including guest speakers during lunch hours, break room information, paycheck stuffers, etc). In return, these businesses will be profiled on the new DLC website (to be launched early 2009) as companies that support the cause.



Donor Registration Station at Vinny's Home & Garden Showplace in Wallingford, CT

One of DLC's new partnerships is with Vinny's Home & Garden Showplace in Wallingford, Connecticut. During Vinny's Fall Sale and Butterfly Release, space was provided to have a donor registration table and educational material at the event. Hundreds of Connecticut gardeners were reached at this two day event! These community partnerships have proven to be an effective tool for educating the public in other Donate Life affiliate states. DLC looks forward to expanding this project in 2009!

SUPPORT OF TEAM CONNECTICUT AT 2008 NATIONAL KIDNEY FOUNDATION U.S. TRANSPLANT GAMES

This past July, over 1300 transplant recipients, hundreds of donor families, living donors and transplant professionals attended the 2008 National Kidney Foundation U.S. Transplant Games held July 11-16th in Pittsburgh, Pennsylvania! Every two years, the donation community unites to celebrate the success and life-saving gifts of organ, tissue, and eye donation. The Games serve to promote the health and fitness of the recipient athletes, highlight the tremendous need for more organ, tissue, and eye donors and honor the thousands of donors, living donors and donor families who gave the gift of life. DLC proudly participated as one of the sponsors for this year's Connecticut-based team.



RUNNING FOR AWARENESS:

A group of transplant recipients, donor family members and donation supporters raced to find new and exciting ways to bring the donation message to the public. In November, the Donate Life Runners group was formed. Seven runners wearing Poster Contest tee-shirts, braved the freezing weather to partake in their first group 5K in Chester, CT. While on the course



and posing for post-run pictures, several Donate Life Runners were asked about donation! The group is preparing for their next 5K in March! To watch the group's progress or learn how to join, please visit: www.donateliferunners.blogspot.com!

PROFILE OF A MEMBER:



Aaron, 11 months old, waits for a life-saving heart transplant.

Aaron was nineteen days old when he was diagnosed with cardiomyopathy. We were told that Aaron needed to be evaluated for a heart transplant. Aaron began vomiting daily, which was his body's way of telling us that he was getting sicker. Aaron spent seventy three days waiting for his new heart. He learned to say, 'Mama', cut his first teeth and celebrated his first birthday in the hospital. I was sleeping when the nurse woke me to tell me they received 'the call'. The doctor was on the phone and told me, "We got it". Those words will be forever etched in my mind. This was Aaron's second chance. We were not going to lose him. **Thanks to his donor family, Aaron was going to live.**

Aaron was discharged two weeks after transplant. Since his heart transplant, Aaron has grown in leaps and bounds. Looking at him, you would never know that he almost lost his life. The miracle gift from his donor family, Aaron is an active two year old, doing all of the things that toddlers do. And we could not be happier.

-Jaime Rotatori, Aaron's mother & Donate Life Connecticut Member



Post heart transplant, a healthy, happy 2 year old Aaron!

A SAD GOODBYE:



It is with deep sorrow that Donate Life Connecticut says goodbye to longtime friend and supporter, Wesley J. Johnson, Sr. Wes received a kidney transplant in 1993 and volunteered his time as an active member and Chair of Donate Life Connecticut for over a decade. Wes will be missed by all members of Donate Life CT.

STATISTICS

Volunteers: 51

Events: 52

Volunteer Hours: 318.5

High School Presentations: 31

College & University Presentations: 7

People Exposed to Donation Message: 63,798

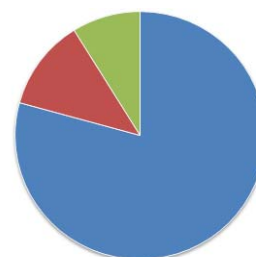
2008 Increase in Registered Donors through the CT DMV: 30,737 (3.18%)

FINANCIAL

In 2008, this small organization experienced a noticeable increase in revenue primarily due to the receipt of a \$100,000 grant from the State of Connecticut, Office of Policy and Management. In addition, Bristol Meyers-Squibb and Aetna Foundation, Inc. gave grants this year. Donate Life Connecticut expresses their appreciation to all the thoughtful individuals, donor families, transplant recipients and member agencies for their financial contributions and generous gifts of time and experience to help with the expanded work effort to make this year a growing and successful program.

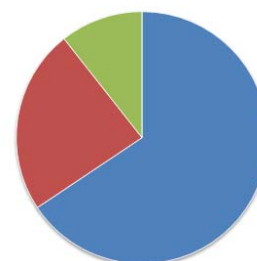
INCOME

State of Connecticut	100,000.00	79 %
Other Grants	15,000.00	12 %
Contributions	11,169.74	9 %
<ul style="list-style-type: none">• Membership Dues• Fundraising• Donations• Memoriam		
TOTAL	126,169.74	100 %



EXPENSES

Projects	57,733.90	66 %
Program Coordination	20,793.60	23 %
Administration	9,379.97	11 %
TOTAL	87,907.47	100 %



TOTAL ASSETS

As of December 31, 2008	\$ 64,394.95
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2008 GOVERNANCE

BOARD OFFICERS:

Caitlyn Bernabucci
Chair
LifeChoice Donor Services

Jenny Kitsen
Treasurer
ESRD Network of New England

Phil Scarfo
Vice Chair
American Liver Foundation

Terri Amann
Secretary
Individual Member

BOARD MEMBERS:

American Liver Foundation
JoAnn Thompson, CEO

Terri Amann
Individual Member

ESRD Network of New England Inc.
Jenny Kitsen, Director

Jan Fenton,
Individual Member

National Kidney Foundation of Connecticut
Kim Hathaway, CEO

Wes Johnson, Sr.
Individual Member

LifeChoice Donor Services
Caitlyn Bernabucci

Phyllis Medvedow
Individual Member

New England Organ Bank
Cheryl Edwards, RN

MEMBER AGENCIES

ORGANIZATIONAL PROFILE

American Heart Association
American Liver Foundation
American Lung Association
CT Eye Bank & Visual Research Foundation
ESRD Network of New England
Hartford Hospital Transplant Program
The Hospital of Central Connecticut
Kenyon Consulting, LLC
LifeChoice Donor Services
National Kidney Foundation
New England Organ Bank
Yale-New Haven Hospital Transplant Program

Member Agencies	12
Donor Family Members	5
Recipient Members	15
Recipient Family Member	4
Supportive Members	5