



Annual Report 2009



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MESSAGE FROM THE CHAIR

The need has never been greater, nor has the number of people that want to help. In 2009, the state reached several milestones, including 1,000 Connecticut residents on the waiting list for an organ transplant and 1,000,000 registered donors through the Department of Motor Vehicles. These numbers fill us with purpose...*knowing that many people in our community depend on donation...and hope...that Connecticut is getting the message and wants to save lives.*



Last year, Donate Life Connecticut experienced exciting growth and several 'firsts'. At the *1st Annual Toast to Life*, friends and supporters joined us for a fun-filled evening of great wine and food, music and a silent auction. All of the proceeds from the event will assist with the development of educational programs for target audiences, including high school and college students, minorities, and new volunteers. The *1st Annual Giving Campaign* raised over \$1,800 and emphasized our community's commitment to organ and tissue donation—with your help, we can make an impact.

As a group united by one mission, Donate Life Connecticut thrives on the individual strengths of each member. Several volunteers took initiative to educate their community by inviting Donate Life Connecticut into local parades, celebrating National Donor Sabbath and National Donate Life Month in their hometowns, and creating invaluable workplace partnerships. Other members worked behind the scenes, offering their expertise in fundraising and auctions to support the first event fundraiser and designing materials for the 19th Annual High School Poster Contest.

Donate Life Connecticut benefited from a continued relationship with Program Manager, Kari Mull. Ms. Mull was instrumental in the success of *Toast to Life*, offered support and training to volunteers, and established relationships with key contacts. Donate Life Connecticut hired grant writer, Anne Chekal, to identify foundations to support the organization's mission and funding needs. Ms. Mull and Ms. Chekal enriched the organization with new ideas, momentum, and focused areas of expertise.

Our community of professionals, donor families, transplant recipients, and supporters continues to work hard to promote organ and tissue donation. With close to 40% of Connecticut licensed drivers registered to give the gift of life, we grow ever closer to registering half of the licensed population. The message is out there—with great thanks to our community.

A handwritten signature in black ink that reads "Caitlyn Bernabucci". The signature is written in a cursive, flowing style.

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:

Donate Life Connecticut is a state-wide collaborative organization comprised of a dozen healthcare organizations and many individuals. As the coordinating organization, Donate Life Connecticut addresses a spectrum of audiences ranging from high school and college students, local businesses and churches, to state and local politicians. Thanks to dramatic increases in public education, there are one million registered donors in the state of Connecticut! Each decision to become a donor is critical...for each person has the power to give the gift of life.



YOUTH PROGRAMS:

ANNUAL HIGH SCHOOL POSTER CONTEST

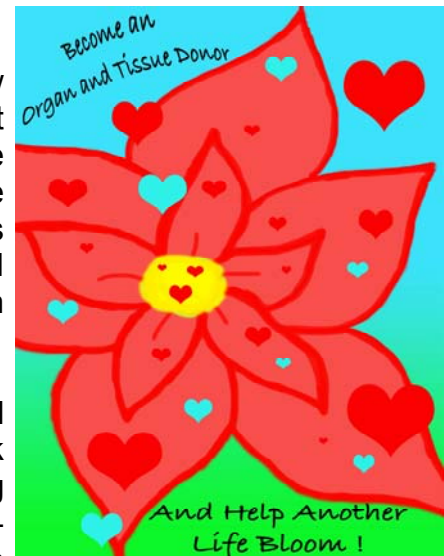
The 19th Annual High School Poster Contest drew 338 submissions from 20 high schools throughout Connecticut. Once again, the submissions were exceptional and the judges had a very difficult time selecting the winning posters. The 2009 Awards Ceremony was coupled with a celebration of National Donate Life Month (April) at the State Capitol in Hartford.

Each year, Donate Life Connecticut invites all Connecticut high school students to submit artwork (free-hand or digital) that illustrates the life-saving benefits of organ and tissue donation. Through in-class educational presentations, this program brings organ and tissue donation into schools to promote awareness and stimulate conversations between young people and their families. In 2009, Donate Life

Connecticut visited 46 high school classes and participated in 3 high school health fairs. Over 2,000 Connecticut high school students learned what it means to *Donate Life*[™]! Hopefully, these students will consider registering as organ and tissue donors when receiving their driver's license.

COLLEGE & UNIVERSITY OUTREACH

Donate Life Connecticut continues to establish meaningful connections with colleges and university students and faculty in an effort to improve the college outreach program. Southern Connecticut State University (SCSU) and Donate Life Connecticut have been exploring ways to partner in bringing donation education to the students. Both the Greek system and the housing department have been in discussions with the coalition to determine the best method to disseminate information. The December 2009 edition of *Southern News*, the SCSU school newspaper, included an article about Donate Life Connecticut member, author, and SCSU professor, Dr. Joseph Panza. Dr. Panza's book chronicles the family's wait for his wife's life-saving heart transplant. Other universities around the state have created their own pages on social media sites like Facebook to educate their peers and encourage others to register to donate.



*2009 Poster Contest Winner
Rosanna Bernardo
North Haven High School*

COMMUNITY OUTREACH PROGRAMS:

WWW.DONATELIFENEWENGLAND.ORG

Donate Life Connecticut was proud to be a part of the September unveiling of a new secure online registry for all New England residents (18+) to register their decision to become organ and tissue donors. The online registry offers registrants the ability to designate specific organs and tissues to donate. Prior to the launch of the online registry, Connecticut residents could register to donate when renewing their driver's license/state issued ID or by completing a mail-in registration form from the Department of Motor Vehicles. This new secure option allows New Englanders the ability to confidentially join over 85 million Americans who have already made the decision to Donate Life!



EXTREME MAKEOVER: HOME EDITION

This past June, ABC's *Extreme Makeover: Home Edition* surprised the Hill family, of Suffield, CT who had been touched by both organ donation and transplantation. One of the Hill's adult children living at home donated a kidney to her cousin, who also lived in the house, and saved her life. The show producers contacted Donate Life Connecticut days before the family was notified that their house was about to be completely renovated, in hopes to include the organization in the events of the week! Donate Life Connecticut was asked to be on site to help register builders, community members, and television crew members, and to raise awareness about organ and tissue donation. In order to staff the Donate Life booth for eight hours a day for an entire (rainy) week, 44 donation professionals and volunteers gave their time and energy. Donate Life Connecticut was interviewed three times by celebrity builders and had one scripted segment. Throughout the week, hundreds of the builders and spectators wore green Donate Life bracelets! Unfortunately, due to time limitations, the episode, which aired in October, did not include Donate Life Connecticut. However, volunteers were able to educate the thousands of spectators and builders that participated in the week long build which undoubtedly inspired many to join the donor registry.



DLC Volunteers (Leslie, Marion, Zvi) and celebrity designer, Didi.Snyder.

NATIONAL DONATE LIFE MONTH CELEBRATION

At this year's celebration of National Donate Life Month, nearly 150 people joined Donate Life Connecticut at the state's capitol for an event jointly hosted by Speaker of the House, Christopher Donovan, and State Representative, Deb Heinrich. Special guest speakers included Donate Life Connecticut members, Tom and Joanne Kasprzak and their daughter's heart recipient, Kerry Keenan. The audience of recipients, donor families, public officials and students were moved by the gift of life that one little girl gave after death, forever linking two families. The event also recognized and honored the 19th Annual High School Poster Contest award winners for their artwork. The event was a great opportunity for Donate Life Connecticut to celebrate donation and honor the community of those who give and receive through donation.



Speaker Donovan addressing the audience.

FLAGS ACROSS AMERICA

Donate Life Connecticut participated in a new national initiative, Flags Across America. The initiative honors and celebrates the hundreds of thousands of donors and recipients whose lives have been improved by organ, eye and tissue donation. It encourages every donor hospital, transplant center and recovery agency to fly the Donate Life flag during Donate Life Month, April. Donate Life Connecticut took it one step further asking towns and cities around the state to fly the flag outside town halls. Over a dozen municipalities participated in the flag flying tribute to organ and tissue donors. In the years to come, Donate Life Connecticut hopes more towns will be inspired to show support of those who choose to give the gift of life.



Norwalk City Hall proudly flies the Donate Life Flag.



STAMFORD UBS THANKSGIVING PARADE

Donate Life Connecticut volunteer, Brad Shwidock, suggested the coalition participate in the 2009 Stamford UBS Thanksgiving Parade by designing a float to promote organ and tissue donation. The football-themed float was titled



“Join the Team: Join the Registry”. At one end of the float there was a goal post featuring a banner with the national goal of registering 100,000,000 donors. At the other end there was a scoreboard; 75 (people you could save as a donor) to 0 (people that will be saved if you do nothing). There were 14 volunteers riding the float wearing football jerseys with

their relationship to organ and tissue donation across their back (Donor Family, Organ Recipient, etc) and the Donate Life logo on the front. Loud “Monday Night Football” music thumped from the float while the volunteers cheered and tossed around footballs. Over 200,000 spectators watched the float travel down the streets of Stamford, CT— many of them cheering loudly as it passed by!



ROSE PARADE

On New Year’s Day, Donate Life participated in the 128th Annual Rose Parade in Pasadena, CA. Connecticut native resident, Jessica Marie Kupczak was one of several organ and tissue donors from around the country to be honored on the Donate Life Float, *Stars of Life*. In 2002, the 24 year old suffered a severe asthma attack that claimed her life. Always giving of herself in life, she gave of herself in death through the gift of life to strangers. Ms. Kupczak’s father traveled to Pasadena to watch as his daughter was honored on the float with a beautiful memorial portrait made of flowers, seeds, and other organic materials. Donate Life Connecticut dedicated a rose as a tribute to all Connecticut donors and their families, which was placed in the float’s Family Circle Rose Garden.

ADDRESSING RACIAL DISPARITIES

Donate Life Connecticut was awarded a grant from the Aetna Foundation to address racial disparities pertaining to donation in Connecticut. The United States population is comprised of 14% African Americans. However, 32% of the people on the organ waiting list are African American. Certain minority populations are more prone to chronic illnesses that can lead to organ failure, such as hypertension and diabetes. The disconnect between patients on the waiting list and those actually receiving



Donate Life Connecticut volunteer, Dara with Bridgeport mayor, Bill Finch.

kidney transplants in the African American community may be partially due to donor-recipient matching. To help increase the number of minority transplants, the number of registered organ and tissue donors in minority populations must increase.

Donate Life Connecticut partnered with the Connecticut African American Affairs Commission to speak to a group of church leaders in the Hartford area. As a result, Donate Life Connecticut was invited to hold a 'Donation Movie Night' open to church parishioners. The evening offered donation discussions between the attendees and coalition volunteers after a viewing of *John Q* and a pizza dinner.

In August, Donate Life Connecticut worked with the Bridgeport Department of Public Health to co-sponsor a Bridgeport Community Health Fair event. Donate Life Connecticut was able to broaden the spectrum of the fair by inviting coalition agencies to the event to provide various health screenings and informational material. The event was well attended, with approximately 300 participants becoming better informed about the importance of donation and other healthcare decisions.

Donate Life Connecticut has been tracking the registration rates in Hartford and Bridgeport to monitor any noticeable registration increases in part due to the urban outreach in 2009. Preliminary numbers are showing an inclined trend in these new focus areas. Donate Life Connecticut hopes to make an impact on the gap that exists between ethnic groups and those waiting for the gift of life.

FUNDRAISING WITH AWARENESS:



TOAST TO LIFE 2009

Donate Life Connecticut's First Annual 'Toast to Life' fundraiser proved to be a great success. The sold-out event was held in June at Gouveia Vineyards in Wallingford, CT.

Nearly 200 guests enjoyed smooth wines, delectable foods and the rhythms of an acoustic guitarist. Attendees perused the silent auction tables offering deals at B&B's, MLB tickets and themed picnic baskets. Recognition awards were presented to founding members, Maggie Coolican, Bonnie Goldberg, Jenny Kitsen and Phyllis Medvedow honoring their foresight to address the educational needs of Connecticut for organ and tissue donation awareness. Donate Life Connecticut thanks everyone who helped make the coalition's first annual fundraising event a tremendous success.



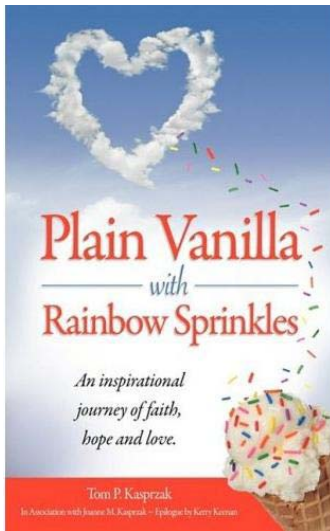
BRIDGEPORT SOUND TIGERS

While attending a hockey game with his son last year, Board Member and heart recipient, Dave Yish, was struck with an idea. Could Donate Life Connecticut work with the Bridgeport Sound Tigers for an awareness fundraiser night? Fortunately, the Bridgeport hockey program was excited to partner with Donate Life Connecticut. In April, over 90 hockey fans attended the 1st Annual Donate Life Night with the Bridgeport Sound Tigers. During the game, the Donate Life logo was displayed on the arena's big screens and PSAs were read highlighting the importance of organ and tissue donation. In the concourse, Donate Life Connecticut had a donor designation station for the hockey fans to learn about donation and register as donors.

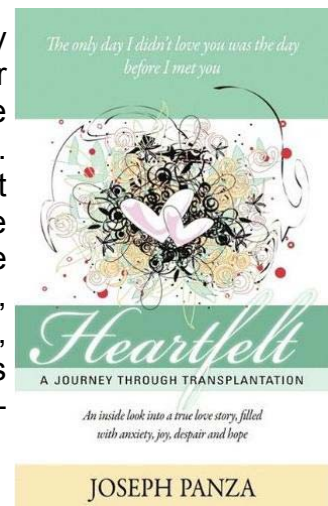


DONATE LIFE CONNECTICUT AUTHORS

Two Donate Life Connecticut families have recently become published authors. Both books illustrate the remarkable journey each family experienced with regards to donation and transplantation. Tom and Joanne Kasprzak published *“Plain Vanilla with Rainbow Sprinkles”* about their only daughter, Mary’s early passing and subsequent organ donation. Because of this donation, strangers received the gift of life. One of these strangers, Kerry Keenan, became a heart recipient and has since become a part of the extended Kasprzak family. The Kasprzaks have shared their family’s story numerous times throughout 2009; in April they were the guest speakers at the Annual Donate Life Celebration at the State Capitol and in the spring they spoke on behalf of Donate Life Connecticut at the American Heart Association co-sponsored library tour including book readings, book signings and discussions about organ and tissue donation. *“Plain Vanilla with Rainbow Sprinkles”* can be purchased at Barnes and Noble or Amazon.com. A portion of the book’s proceeds are donated to the coalition.



This past fall, Dr. Joseph Panza published *“Heartfelt”*, the story of his wife, Jean’s, heart transplant. The book journals her diagnosis, prognosis, treatment and the emotional turmoil the Panza family experienced during the long wait for a transplant. The book eloquently describes the array of emotions that transplant recipients and their families go through during the wait and when the gift of life finally comes. The Panzas outline the special relationship they developed with the donor family, including the many ironic similarities that paralleled their donor, Drew’s life. The Panzas are generously donating all proceeds of the book to Donate Life Connecticut. *“Heartfelt”* can be purchased at Amazon.com.





INDEPENDENT VOLUNTEER PROJECTS

In May, Donate Life Connecticut volunteer, Zvi Cole, participated in the TD Bank *Five Borough Bike Tour* in New York City. While training for this vigorous race, he chose to raise money to support Donate Life Connecticut! He has also called upon his professional contacts to place still frame logos during the previews in movie theaters around the country. Thank you, Zvi!

Donor mother, Dara Smith, honored her son's donation by sharing her story with friends and family and encouraged them to consider registering as donors and remembering Donate Life Connecticut in their annual giving. Her story was picked up by a popular mother's blog in Fairfield County. Way to inspire, Dara!

Numerous public education programs in high schools, rotaries and churches were secured by volunteers in 2009. It is through the efforts and contacts of our dedicated volunteers that we can expand our public outreach programs.

2009 BY THE NUMBERS

Volunteers: 88

Events: 95

Volunteer Hours: 661

High School Presentations: 46 presentations in 17 schools

College & University Presentations: 8 presentations in 5 schools

People Exposed to Donation Message: 71,000
(plus an additional 200,000 spectators at the Stamford Parade)

Registered Organ & Tissue Donors in CT as of December 31, 2009: 1,001,376

PROFILE OF A MEMBER

Jennifer was a happy, active and faith filled young lady. She played soccer and basketball, was a Girl Scout, participated in her youth church group and was a wonderful big sister. When Jennifer was eleven years old, she had an appointment



with her eye doctor. During the appointment he stressed good optical and overall health. He shared with her that he was a liver recipient. Intrigued by his story, Jennifer had many questions about his experience. A few days later, while driving in the car with her mother and sister, she heard a public service announcement about organ and tissue donation and announced she wanted to be a donor. Sadly, less than a year later on a cold January afternoon, while on a church group sledding trip for what was supposed to be a fun afternoon, the snow tube she and one of her best friends was riding collided with a tree. Despite the wonderful care she received by many doctors and nurses, Jennifer was not going to recover. Because Jennifer vocalized her desire to be a donor after her passing, it allowed her family to make an easy decision when approached about

donation. Jennifer donated liver went to a 60 year old women and her pancreas to a 42 year old man. She would have been happy to know she saved the lives of others and the despair of their families.

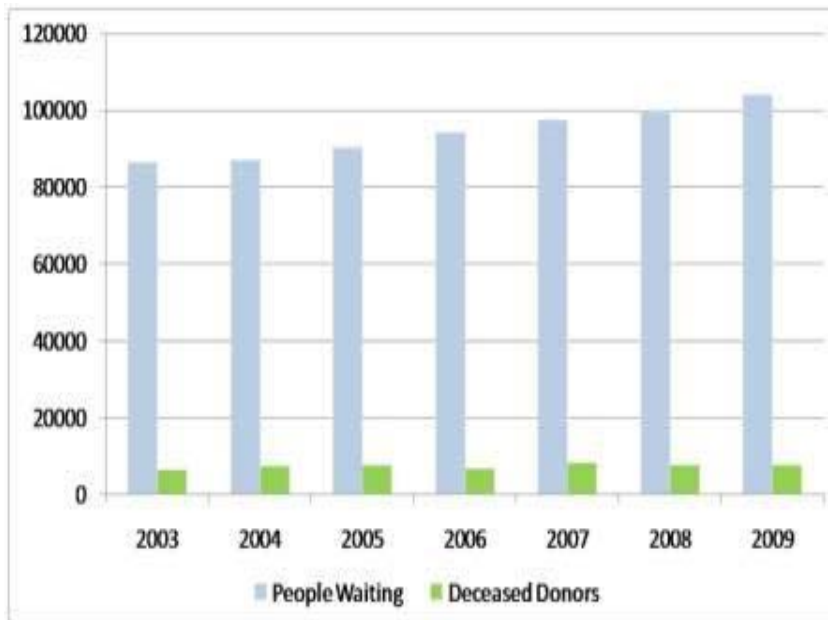
Jennifer's mother, sister, and aunt are active volunteers with Donate Life Connecticut...sharing their inspiring story.



DONATION AWARENESS IS IMPORTANT

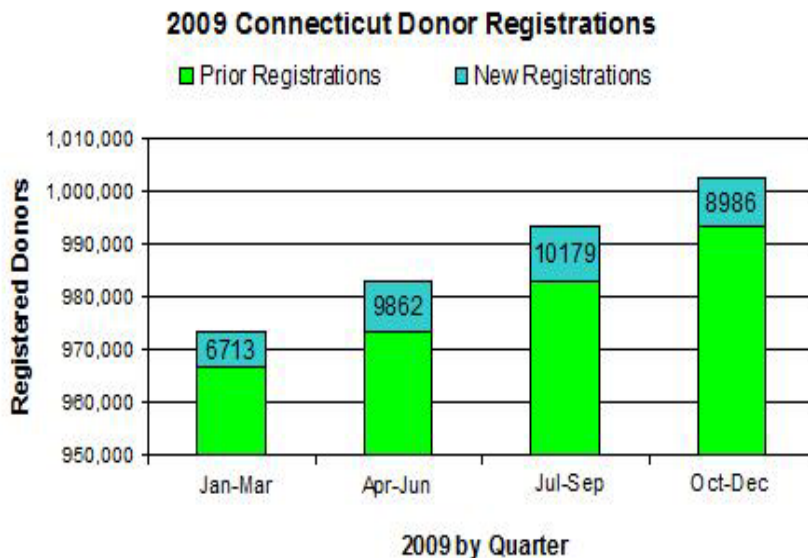


THE NATIONAL NEED:



There is an ever-growing need for donors in this country, as well as the world at large, demonstrated by the graph to the left. This graph shows the number of people waiting for a life-saving transplant in blue, and the number of organs actually donated in green.

DONATE LIFE CONNECTICUT'S IMPACT



Donate Life Connecticut is working to address the critical need for organ and tissue donors through public outreach. In 2009, the efforts of this organization contributed to a milestone being achieved with the Donor Registry. In 2009, the CT Department of Motor Vehicles registered the one millionth organ and tissue donor.

FINANCIALS:

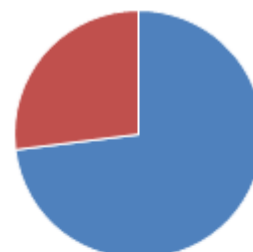
In 2009, this small non-profit organization received a second grant from the State of Connecticut Office of Policy and Management for \$100,000. Award of this funding offered Donate Life Connecticut the opportunity to sustain and increase outreach programs to broaden awareness of the need for organ and tissue donation.

This year, as part of the new budget strategy to expand revenue sources, Donate Life Connecticut conducted its first major fundraiser, "Toast to Life". This event honored the individuals and donor families who made the selfless decision to give the gift of life, and celebrate the recipients of these life-saving gifts. The gala exceeded our expectations by having more attendees than the space could comfortably accommodate.

Donate Life Connecticut expresses its appreciation to all the thoughtful individuals, donor families, transplant recipients and member agencies for their financial contributions and generous donations of time and experience to help with the diverse work efforts to make this year another great success.

REVENUE

Grants	100,500	73 %
Contributions	37,107	27 %
• Membership Dues	4,630	
• Fundraising	18,679	
• Donations	13,798	
TOTAL	\$ 137,607	100 %



EXPENSES

Projects	30,487	36 %
Program Administration	44,815	53 %
Business Operations	9,400	11 %
TOTAL	\$ 84,702	100 %



TOTAL ASSETS

As of December 31, 2009 \$ 116,615

2009 GOVERNANCE
BOARD OFFICERS:

Chairperson	Treasurer
Caitlyn Bernabucci LifeChoice Donor Services	Jenny Kitsen ESRD Network of NE
Vice Chairperson	Secretary
Phil Scarfo American Liver Foundation	Rosemarie Cunningham CT Eye Bank



BOARD MEMBERS:

Agencies:

American Liver Foundation, CT division

Phil Scarfo
JoAnn Thompson (alternate)

Connecticut Eye Bank

Rosemarie Cunningham (alternate)
Ryan Cady

ESRD Network of New England Inc.

Jenny Kitsen
Danielle Daley (alternate)

Hartford Hospital Transplant Program

Beverly Reynolds, RN

LifeChoice Donor Services

Caitlyn Bernabucci
Chas Mackenzie (alternate)

National Kidney Foundation serving CT

Kim Hathaway
Donna Sciacca (alternate)

New England Organ Bank

Cheryl Edwards, RN

Yale-New Haven Transplant Program

Lindsay Arnott, RN

MEMBER AGENCIES

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

ORGANIZATIONAL PROFILE

Member Agencies	12
Donor Family Members	7
Recipient Members	15
Recipient Family Member	2
Supportive Members	3

Individual Members:

Terri Amann
 Beth Ballard
 Gilbert Hayes
 Joanne Pinto
 Jaime Rotatori
 David Yish

Honorary Members:

Phyllis Medvedow
 Jan Fenton