

Senate Joint Resolution

Colorado legislators reaffirm commitment to organ, eye and tissue donation

On April 23, 2012, the Colorado General Assembly recognized Donor Alliance for its contributions to the promotion of organ and tissue donation in Colorado. Members of Donor Alliance's leadership team, Governing Board of Directors and community partners accepted the resolution, sponsored by Senator Lucia Guzman (D-Denver), Senator Jean White (R-Hayden), Representative Dan Pabon (D-Denver) and Representative Carole Murray (R-Castle Rock). The recognition was timed in conjunction with National Donate Life Month, which honors the generosity of organ, eye and tissue donors and their families

and commemorates all transplant recipients in the United States.

In the resolution, Donor Alliance was lauded for recovering a record

number of organ donors in 2011, enabling 52 more people to receive lifesaving transplants than in 2010. Additionally, last year Donor Alliance worked with 966 tissue donors and their families to recover lifesaving and healing tissue, providing bone and skin grafts that will impact thousands.

"It is an incredible honor and a very moving tribute to everyone whose life has been touched by donation for Donor Alliance to receive this recognition from the Colorado Senate and House of Representatives," said Sue Dunn, president and CEO of Donor Alliance.



Donor Alliance President & CEO, Sue Dunn, is joined by members of the donation community during National Donate Life Month

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Donor Alliance is the federally-designated, Association of Organ Procurement Organizations (AOPO) and American Association of Tissue Banks (AATB) accredited, non-profit organ procurement organization serving Colorado and most of Wyoming. As a recognized leader in facilitating the donation and recovery of transplantable organs and tissues, Donor Alliance's mission is to save lives through organ and tissue donation and transplantation. To achieve this mission, Donor Alliance employs effective family approach and recovery programs in more than 100 hospitals. Donor Alliance also inspires the public to register as organ and tissue donors through community partnerships, public outreach and education campaigns throughout its donation service area.



Donor Alliance Recovery Center

In April 2012, during National Donate Life Month, Donor Alliance celebrated a remarkable achievement since the opening of its new recovery center in June of 2011.

The first organ recovery was performed.

This new state of the art recovery center signals a change for Colorado and its four transplant centers. It allows

organ recoveries from brain dead donors, which normally occur at Colorado and Wyoming hospitals, to take place at the new facility in Lowry. This is beneficial not just for Donor Alliance, but also for area hospitals whose intensive care units and operating rooms will gain capacity for waiting patients.

"Building this facility, and the detail and thought that goes into a project of this scale, has been a remarkable experience for us at Donor Alliance," said Sue Dunn. "Working with partners and the community at large to bring

this to completion has equipped us to better serve each organ and tissue donor family with the best service to be able to honor their loved one's gift."

Building this facility has been a remarkable experience...

Donor Alliance's recovery center is equipped with an ambulance bay, a two-bed donor care unit, three state-of-the-art operating rooms – one for tissue recovery, one for organ recovery and one alternate – and plenty of supplies. A comfortable

waiting area is also available for families.

Donor Alliance's employees have been energized with this new addition and continue to seek ways to improve day to day operations. Three other organ procurement organizations have built their own facilities; most notably Mid-America Transplant Services in



St. Louis, which has conducted some 1,000 organ cases since opening a decade ago.

Donor Alliance unveils new logo

After many months of planning and design, Sue Dunn unveiled a new and much-anticipated Donor Alliance logo during a staff retreat in the fall of 2011. Created by local design firm, Gryphon Design, the intent of the new look was to bring a classic, timeless design to the organization's



public face with a serious, understated color scheme. Some of the logo's striking features include a compact shape with an elegant font, displaying a distinctive "R." In addition, a family of other logos was created for Donor Alliance events and programs to increase the visibility of Donor Alliance's brand across the board.

DONOR DASH

A RUN FOR LIFE

A DONOR ALLIANCE PROGRAM

WORKPLACE
PARTNERSHIP *for Life*

DONOR ALLIANCE
ADVOCATES
for Life

LIVES
Transformed

A new look, a new Web site

Donor Alliance announced the launch of its brand new Web site in March 2012, inviting Colorado and Wyoming donor families, recipients, staff, community and stakeholders to come experience donation as never before.

The site, designed by Lee Reedy/Xylem Digital, was created to be a place where visitors can "feel" the donation experience – both the emotion of losing a loved one and the joy of families uniting. Original photography of Donor Alliance's own Advocates for Life coupled with a state-of-the-art, clean and modern design makes this one site you don't want to miss!

In addition to the fresh, clean design and photography, the new site connects visitors with Donor Alliance's many programs, events and social media endeavors and boasts a robust resources section and digital version of the Rocky Mountain Threads of Life Donor Family Quilt.



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www.DonorAlliance.org

The site was created to be a place where visitors can "feel" the donation experience...



...Linda and Van Henning represented Donor Alliance in honor of their son, United States Air Force Academy Cadet First Class Marc Henning.

one of the 72 floragraph honorees adorning the One More Day float.

Watching and cheering Linda on from the Rose Parade Grandstands was her husband, Van, alongside Robert Lee Logan, veteran of the U.S. Navy and recipient of Marc's left kidney.

Just Imagine: One More Day

The 2012 Donate Life Rose Parade Float

Donor Alliance celebrated its seventh year as an official sponsor of the Donate Life Rose Parade float campaign, spearheaded by OneLegacy, the organ procurement organization serving the greater Los Angeles area. The 123rd Rose Parade, themed Just Imagine, took place January 2, 2012. The One More Day float, inspired by floral clocks and clock towers from around the world, featured six enormous floral timepieces adorned with 72 memorial floragraphs (floral portraits) of deceased donors whose gifts gave life and time to so many.

A rose dedication garden honored more than 3,000 people worldwide; each rose bore a personal message of love and remembrance, while the garden's clock hand turned backwards in a nod to the thousands of memorial dedications. Anchoring the float was

a 33-foot clock tower with a rotating sun/moon dial reminding us to make each passing day count.

Donor Alliance could not have been more proud to sponsor this year's family, Linda and Van Henning, who attended the float's festivities, representing Donor Alliance in honor of their son, United States Air Force Academy Cadet First Class Marc Henning. Through his death in September 2010, Marc gave the ultimate gift, the gift of life, to many through the donation of his lungs, kidneys, pancreas, liver, skin and bone. To honor Marc's gift, his mom, Linda Henning, joined 27 other float riders on the five mile parade route, holding a photo of her son and waving to crowds and cameras. Marc was also

Donor Alliance President & CEO, Sue Dunn, decorates the One More Day Float



Donor Alliance honored by Military Organ Sharing Program



On October 6th, Donor Alliance hosted a reception at its new recovery facility as the organization was honored for its participation in the Military Organ Sharing Program. Representatives from Walter Reed National Military Medical Center presented Donor Alliance with the honor, offered to only one organ procurement organization each year.

In 2010, Donor Alliance provided two kidneys through the Military Organ Sharing Program and one of these kidneys was donated by United States Air Force Academy Cadet First Class

Marc Henning, whose parents attended the award ceremony alongside the recipient of their son's kidney, Robert Lee Logan, veteran of the U.S. Navy.

Others in attendance included Brig. Gen. Richard M. Clark, Commandant of Cadets at the U.S. Air Force Academy and other representatives

from the U.S. Air Force Academy.

The families met in Colorado as Linda embraced Robert for the first time.

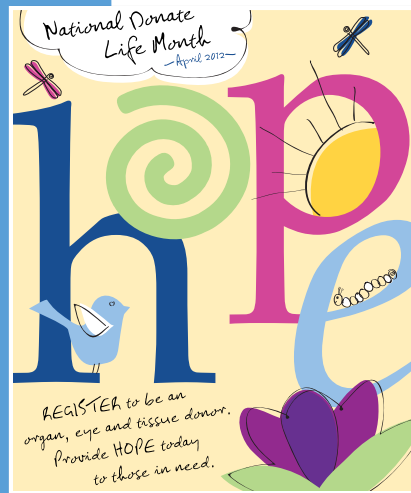
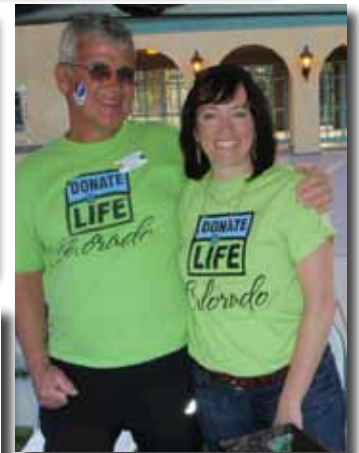
Top left: Sue Dunn accepts award from Walter Reed Representative

Top right: Robert Lee and Gail Logan with Van and Linda Henning

Center right: Linda Henning embraces Robert Lee Logan

Bottom right: Brig. Gen. Richard M. Clark embraces Van Henning





Celebrating National Donate Life Month

National Donate Life Month is a time to honor the generosity of organ, eye and tissue donors and their families and commemorate all transplant recipients in the United States. It is often the busiest month of the year for Donor Alliance's staff and 2012 was no exception. In addition to the legislative day at the Colorado State Capitol, Donor Alliance Advocates and staff planned and participated in 56 community outreach events during April alone! Coupled with advertising pushes across the two-state area, hundreds of thousands of Coloradans and Wyomingites learned about the importance of organ, eye and tissue donation with events stretching from Pueblo, CO to Jackson Hole, WY.

The number of outreach events was by no means the only achievement for the OPO during this year's National Donate Life Month – Donor Alliance also broke a record for the number of organ donors in one month with 19 donors. Special thanks to the Advocates and staff who helped make April 2012 a remarkable month.

Donate Life America launches “20 Million in 2012” campaign

Donate Life America, the national organization promoting organ, eye and tissue donation, launched a bold new initiative to register 20 million people in 2012 through state donor registries. This campaign was launched after Donate Life celebrated 100 million registered donors in 2011, a figure representing 42 percent of individuals age 18 and older in the U.S.

The year-long “20 Million in 2012” campaign will work to register donors on their state registries and includes four

main events: the Donate Life Flash Mob, Donate Life Blue and Green Virtual Fashion Show, Donate Life Champions and Donate Life Linking Hands for Life. “20 Million in 2012” was launched during Donate Life’s largest national program, the Donate Life float in the 2012 Tournament of Roses Parade.

Join the “20 Million in 2012” campaign by sharing the logo and campaign materials and joining national events! Visit **DonateLifeAmerica.org** to learn more.



Coroner's Corner

With gratitude for helping provide the most transplantable tissue to their respective communities, Donor Alliance recently recognized the top Coroners in three different regions for their support in 2011.

The number one Coroner for tissue referrals in the Denver-metro area was Arapahoe County Coroner's Office. Mesa County Coroner's Office ranked number one for Colorado's Western Slope and Natrona County Coroner's Office was our leader in Wyoming. These offices went above and beyond by helping refer potential donors and their families to Donor Alliance resulting in lifesaving and healing tissue for transplant.

A tremendous thank you to all 83 Coroner's offices. We look forward to continued partnership.



Connie Jacobson, Natrona County Coroner accepts her plaque for top coroner's office in Wyoming.



Dr. Kelly Lear-Kaul, forensic pathologist for Arapahoe County Coroner's Office and Dr. Michael Dobersen, Arapahoe County Coroner accept their plaque for top Denver Metro Area Coroner's Office.



Nico Pratt, Coroner/Funeral Home Liaison at Donor Alliance, presents recognition plaque to Kim Hollingshead, Chief Deputy Coroner of Mesa County Coroner's Office.

DONOR ALLIANCE ADVOCATES *for Life*

As an awareness-based outreach program designed to inspire the public to Donate Life, Donor Alliance's "Advocates for Life" program rises above the standards and commitment of other volunteer programs. Transplant recipients, donor families, transplant candidates, living donors and supporters who participate are the lifeline of the program. Their passion and dedication to the mission sets them apart.

Demonstrating their commitment to the cause, in 2011, 157 Advocates contributed more than 2,600 hours of service across 269 different volunteer opportunities.

To thank Advocates for their dedicated service and to celebrate their success, Donor Alliance hosted their annual appreciation event on January 28, 2012. The event was themed **All Things Exceptional** and included food and

refreshments, live music and a surprise visit from Guy VROOM. Advocates created centerpieces for each table with things they deemed exceptional. Creative works of art including poems, crafts, photographs and personal stories gave the event a personal and inspiring touch.

A record number of Advocates attended with their families and friends.

Donor Alliance gave special recognition to the following Advocates who went above and beyond in 2011:



2011 Advocate of the Year Award

Anne Mukhar
Kidney-Pancreas Recipient

Anne has been volunteering with Donor Alliance since

2005. In 2011, she contributed 225 hours of her time through 54 individual days of service and 37 events. Anne assists administratively, with trainings, and at donor designation stations throughout Colorado. She has developed numerous strategies to improve our Donor Designation Station booth setup, material management, public engagement, messaging and calls to action.



Media & Campaign Engagement Award

Steve Johnson
Kidney Recipient

Steve became one of the faces of Donor Alliance's myth-busting campaign and targeted

zip code outreach to dispel the many misconceptions about donation. Steve jumped on board to represent the myth that you are never too sick to donate. He has been seen on posters, bus ads and driver's license office banners around the state and participated in several radio interviews on Denver-area stations.



Donor Alliance Core Values Award in Innovations & Excellence

Brianna Doby
Donor Daughter

Brianna was recognized for her entrepreneurial

spirit and creativity working to develop three specialized workshops to develop Advocates' ability to share their personal stories, perfect calls to action and create consistent messaging throughout the Advocates for Life volunteer program.

Most Advocate-Initiated Events

Dale Sparks, 7 events

Honorable Mention:
Judy Thompson, 4 events
Gaea Shaw, 2 events

Most Events

Anne Mukhar, 37 events

Honorable Mention:
Dale Sparks, 27 events
John McKeever, 24 events

Most Hours

Anne Mukhar, 225 hours

Honorable Mention:
Julie Kugel, 128 hours
Debi Youngerman, 118 hours

Most Registrants In A Single Event

Chris Barrett, Dale Sparks, Doug Miller, Saul Cordero, Shanon Schmitz and Sue Swift, Denver Diabetes Expo, 42 New Registrants

Honorable Mention:
Dale Sparks, Sue Swift, Claire Montour, Anne Mukhar, and Miriam Rusley, Bonfils Drive for Life, 21 New Registrants

Taking awareness to new heights

Introducing Guy VROOM

A Mulleted Man with a Mission

Due to recent licensing term changes, the number of people visiting Colorado driver's license offices will balloon by two million people over three years.

Guy VROOM is here to help. We sat down with him to learn a little more about his goal to keep people out of line and remembering it's all about saving lives:

Guy VROOM sure is an interesting name. How did you get it?

"My parents have long names, so when I was born they decided to go with something short, like Guy. Who can forget that? And as for my last name, people ask me that all the time. Well, not only is it the most amazing, manly name in the world, but it's also the sound my 1982 Pontiac Firebird makes when I hit the gas - VROOM!"

We get a lot of questions about your hairstyle.

What's with the mullet?

"When you renew online, you get to keep the same photo. So luckily for me, I get to keep this beautiful mane and this beautiful frame. I've literally stopped aging!" [Breaks into song; belting "Forever Young."]

Pardon the pun, but what drives you to keep people out of driver's license offices?

"I can't stand waiting in line! I went to my local driver's license office one day and after waiting over an hour just to renew my license, I gave up and jumped out of line. I decided there must be a better way. That's when I saw a flyer and discovered that I didn't need to wait in line at all! I could do it all from the comfort of my own digs by visiting Colorado.gov. I went home straight away and spent five minutes renewing my license and registering to be an organ, eye and tissue donor. So I teamed up with the folks at Donor Alliance, the Department of Revenue and Colorado Interactive to spread the word. So Save Time, Renew Online at Colorado.gov and remember to say "yes" to the gift of life while you're renewing."

What will you be up to this year?

"You'll find me all over town, in your mailbox, on the Web and on the tube with Governor Hickenlooper, spreading the



word to Save Time, Renew Online. This year, I am thrilled to emcee the Donor Dash on July 15th and I've decided to form my own 1980s-themed team to run/walk in support of donation. Tell everyone to start growing their mullets

and register for the team at DonorAlliance.org/DonorDash."

Where can people find you?

"You can find me all over the Web these days. I'm on Facebook, Twitter, YouTube and even Foursquare. Make sure to connect with me because I'll be giving away prizes and hosting contests all year round! Recently, I awarded my friend Amy with a \$20 gift card just for sharing my video on Facebook. Social media is the easiest way to find out where I'll be making public appearances, too."

Good luck in your mission, Guy!

"Thanks. I'll see you around."

Connect with Guy VROOM: Visit facebook.com/GuyVROOM1; twitter.com/GuyVROOM; youtube.com/GuyVROOM; and foursquare.com/GuyVROOM.

Guy VROOM's 2012 Appearances

July 7: Cherry Creek Arts Festival

July 15: Emcee & Lead 80's Team the Donor Dash

August: Coors Field

August 26: Denver Retro Run

September 1-3: A Taste of Colorado

September: Colorado Interactive Annual Meeting

November 30/December 1: Parade of Lights

DONOR DASH

A RUN FOR LIFE • 2012

A DONOR ALLIANCE EVENT

SUNDAY

JULY 15, 2012



WASHINGTON PARK • 8:00 AM

5K RUN/WALK • DIAPER DASH

The Donor Dash is for runners, walkers and the entire family to honor the lives of organ and tissue donors, celebrate the lives of organ and tissue recipients and recognize those waiting for a lifesaving transplant.

REGISTER ONLINE TODAY!

DonorAlliance.org/DonorDash

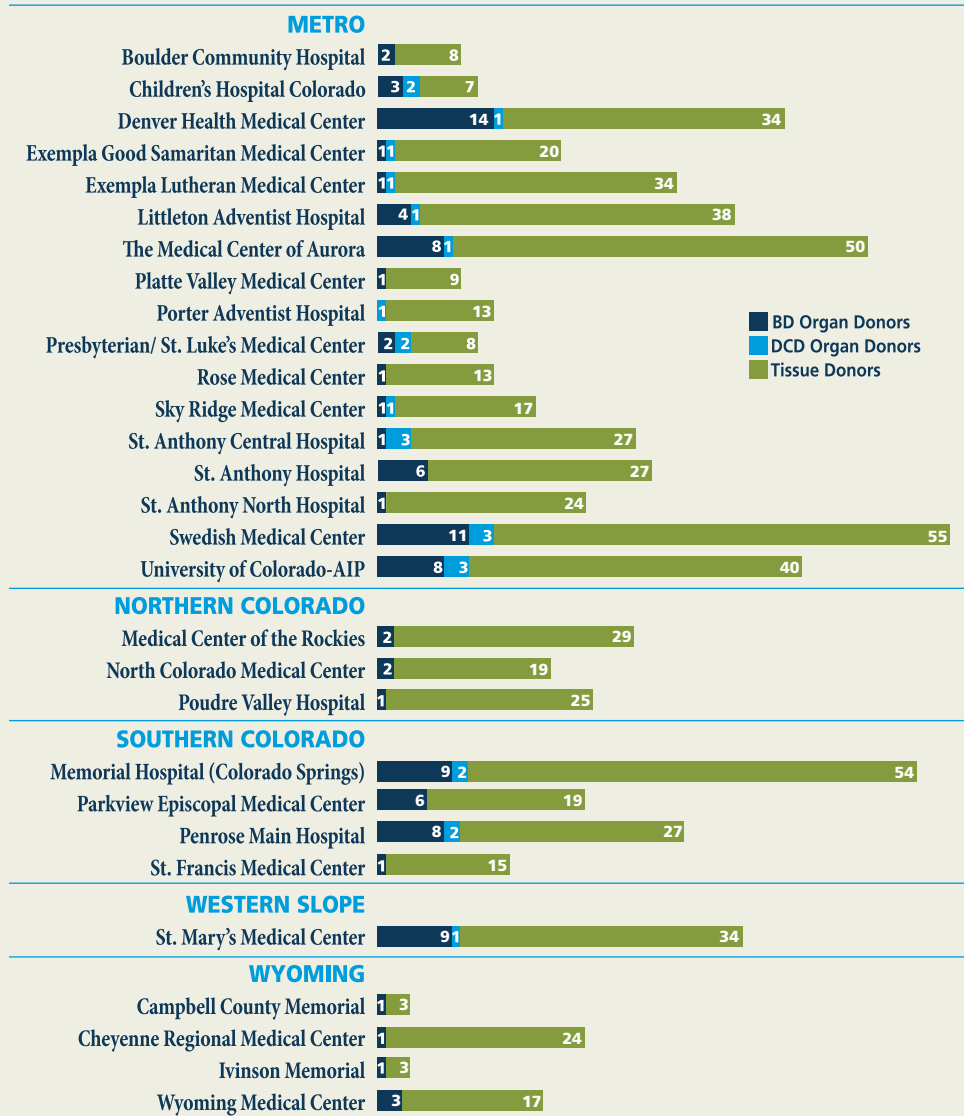
THANK YOU SPONSORS!



Hospital Development

Colorado & Wyoming hospitals (with at least one organ donor)

January 1 - December 31, 2011



Non-Hospital TISSUE REFERRALS

Coroners, Funeral Homes
and Highway Patrol

January 1 - December 31, 2011

	R	D
Adams County	9	3
Arapahoe County	7	3
Cheyenne County	1	0
Converse County WY	1	0
Douglas County	2	1
Fremont County	1	1
Gilpin County	2	2
Jefferson County	5	5
Lake County	2	1
Lincoln County	1	0
Mesa County	1	1
Montrose County	1	1
Natrona County WY	11	1
Pitkin County	1	1
Pueblo County	1	0
Schrader Funeral Home WY	2	0
Summit County	2	0
Weld County	1	1
Wiederspahn Radomsky WY	1	0
Wyoming Highway Patrol	15	0
TOTAL	67	21

Two types of organ donation allow patients to directly help those awaiting a lifesaving transplant:

Organ Donation after Brain Death

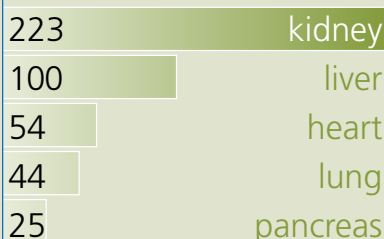
Brain death is declared following irreversible cessation of all brain function. Brain death occurs in about 1 out of every 100 hospital deaths. The majority of organ donations occur after persons are declared brain dead.

Organ Donation after Circulatory Death

Circulatory death is declared when circulation is no longer detectable. Donation after Circulatory Death (DCD) may be an option for families of patients who have a severe neurological injury or irreversible brain damage. DCD patients do not meet brain death criteria and require ventilator support to sustain life. After the patient's physician has determined that the patient has no chance for recovery and the family has decided to withdraw support, the DCD option allows families to honor their loved one's wish to be an organ donor. It may also be an option when patients themselves no longer wish to be maintained on life support with conditions such as ALS or high cervical fractures.

ORGANS TRANSPLANTED

January 1 - December 31, 2011



Total Organ Donors: 134 Organs Transplanted: 446

TISSUE DONORS

January 1 - December 31, 2011



Total Tissue Donors: 966

Thank you, Workplace Partners!

**Engaging local partners to promote
the lifesaving gift of organ and tissue
donation in our community**

Donor Alliance
would like
to thank the
following
organizations



for their work to promote organ and tissue donation in 2012:

- Larson Financial
- Starbucks locations of Southeast Aurora
- Swedish Medical Center

To learn more and sign on as a Workplace Partner, please visit DonorAlliance.org/WPFL or call 303.329.4747. Our WPFL representative will help you create a customized program that is right for your workplace.

DONOR DASH

A RUN FOR LIFE

SAVE THE DATE!

**JULY 15
WASH PARK**

Help us reach 5,000 participants to
make this Donor Dash the
most successful yet!

Sign up for e-news!

For the first time, Donor Alliance is sending *Perspectives* via email! To make sure we land in your inbox, sign up by entering your email address into the form at the bottom of our Web site, DonorAlliance.org.



Organ & Tissue Donation

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RETURN SERVICE REQUESTED

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