



DONOR ALLIANCE

Organ & Tissue Donation

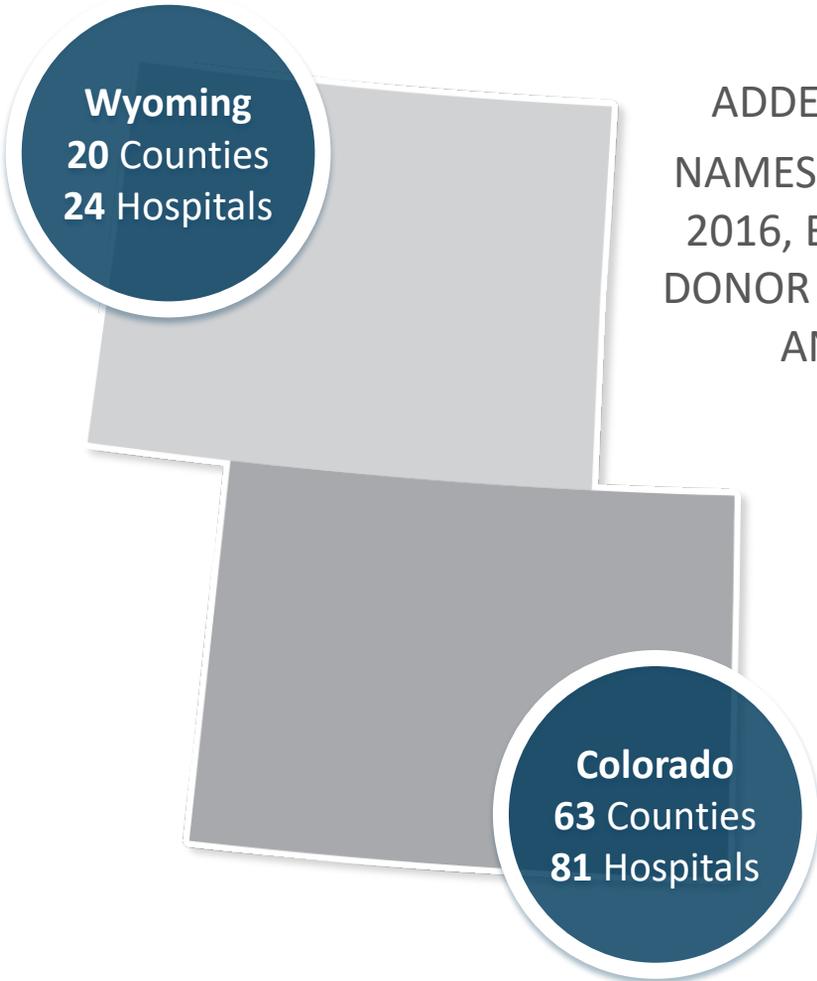
2017 Media Kit



About Donor Alliance

Donor Alliance is a not-for-profit organization dedicated to saving lives through organ and tissue donation and transplantation. As the organ and tissue procurement agency for Colorado and most of Wyoming, Donor Alliance serves more than 5.8 million residents and more than 100 hospitals.

Donor Alliance adheres to the highest medical and ethical standards: respectfully working with the families of organ and tissue donors, maintaining partnerships with hospitals and educating residents on the life-saving benefits of donation and inspiring them to sign up on the state's donor registry. Colorado and Wyoming boast some of the highest rates of donor registration in the country, which directly translates to more lives saved and healed through organ and tissue transplantation. Donor Alliance is one of 58 federally designated organizations of its kind in the United States.



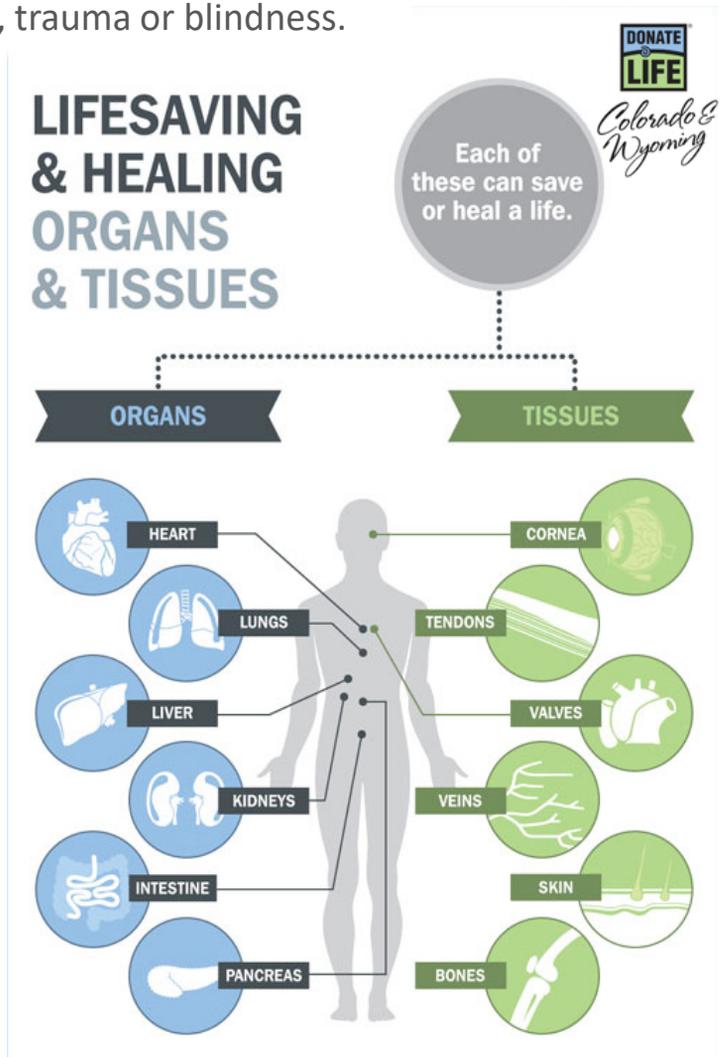
Wyoming
20 Counties
24 Hospitals

Colorado
63 Counties
81 Hospitals

ADDED **XXX,XXX**
NAMES TO THE REGISTRIES IN
2016, BRINGING COLORADO'S
DONOR DESIGNATION RATE TO
AN ALL-TIME HIGH

Organ, Eye and Tissue Donation Facts

- At the time of their death, just one donor can save up to eight lives through organ donation and save or heal more than 75 lives through eye and tissue donation.
- Saying yes to organ, eye and tissue donation saves lives. Every year, organ, eye and tissue transplants provide hope to tens of thousands of people suffering from disease, injury, trauma or blindness.
- In Colorado and Wyoming alone more than 2,500 people are on the waiting list for a lifesaving organ transplant. More than 120,000 are waiting nationwide. Thousands more patients could benefit from lifesaving and healing eye and tissue donations.
- Transplants offer patients a new chance at healthy and productive lives, returning them to their families, friends and communities. Transplantation requires the commitment of organ, eye and tissue donors to save and heal lives. There continues to be a great need for more people to register to give the gift of life.
- Residents can register their decision to be organ, eye and tissue donors at the time of death by saying 'yes' each time they obtain or renew a driver's license or state ID, or at www.DonateLifeColorado.org or www.DonateLifeWyoming.org anytime.
- ANYONE can register to be an organ, eye and tissue donor, regardless of age, race, medical history, religion or income. Even those with chronic conditions, such as hepatitis and diabetes, can register to give the gift of life at any age.



Myths About Donation and Transplantation

A main barrier preventing more adults from consenting to become organ and tissue donors are myths surrounding donation, which unfortunately many people believe to be true.

- I'm too old to donate *or* I don't have perfect health, so I can't be a donor
- If I have a heart on my license a donor, doctors may not try as hard to save my life
- It is possible for a brain dead person to recover from his or her injuries
- My religion doesn't allow it
- My family will have to pay to cover the costs of donating my organs
- After donating organs, corneas or tissue, a closed casket funeral is the only option
- It's a "hassle" to register to be an organ and tissue donor
- Wealthy people and celebrities can move up the waiting list for an organ transplant more quickly

8 TRUTHS OF ORGAN, EYE & TISSUE DONATION

- 1** Anyone can register to be an organ, eye and tissue donor, regardless of age, race, or medical history.
- 2** An individual's donation status does not affect medical care. The first priority of medical professionals is to save lives.
- 3** Organ, eye and tissue donation does not become an option until death has been declared.
- 4** All major religions in the United States support donation and view it as a final act of love and generosity.
- 5** There is no cost to the donor or their family for organ, eye or tissue donation.
- 6** An open casket funeral is possible for organ, eye, and tissue donors.
- 7** The donor and family are treated with the utmost care, respect, and dignity throughout the donation process.
- 8** A "living donor" can also save lives by donating a kidney or a part of the liver, intestine, lung, or pancreas.

How Donation Works

- Organ, eye and tissue donation becomes an option only after all lifesaving efforts have been exhausted and death has been declared.
- If a patient meets clinical criteria, the hospital contacts Donor Alliance, the organ procurement organization serving Colorado and most of Wyoming. Donor Alliance determines medical suitability for donation and collaborates with the hospital to ensure the family is cared for and informed throughout the process.
- If a donor is determined to be a candidate for organ donation, medical matching information including size, blood and tissue type is entered into a database to determine the most suitable candidate in need of a lifesaving transplant. Donated eyes and tissues do not require preliminary matching.
- Organs and tissues are then recovered in a surgical environment by highly trained medical professionals.
- Organs must be transplanted into waiting patients in hospital transplant centers within hours of recovery.
- Tissue undergoes complex evaluation and processing into many therapeutic forms for future surgeries, and can be transplanted even after lengthy preservation periods.



FAQs

What does registering as an organ, eye and tissue donor mean?

- Registering as an organ, eye and tissue donor means you have made the decision to donate your organs, eyes and tissues at the time of your death. Your decision to be a donor takes priority over your family's preferences.

How are organs allocated to recipients?

- When a deceased organ donor is identified, a transplant coordinator from an organ procurement organization, like Donor Alliance, accesses The United Network for Organ Sharing's (UNOS) secure, centralized computer network and enters necessary medical information about the donor. The system uses this information to match the medical characteristics of the candidates waiting against those of the donor. The system then generates a ranked list of patients who are suitable to receive each organ.
- Some of the key elements considered in matching organs from deceased donors to patients on the waiting list are: blood type, body size, severity of patient's medical condition, distance between the donor's hospital and the patient's hospital, the patient's waiting time, and the availability of the potential recipient (e.g., the patient can be contacted and has no current infection or other temporary reason that transplant cannot take place).
- The current allocation process in the United States is fair and equitable, operating within highly constricted timeframes and helping save 30,000 lives each year through the placement of organs for transplant.

Does Donor Alliance facilitate living donation and deceased donation?

- Donor Alliance only facilitates deceased donation. Donor Alliance supports the altruistic gift of living organ donation and sees it as a beneficial way to help close the gap in the waiting list and available organs. Donor Alliance is not responsible for facilitating or coordinating living donation; it is the responsibility of transplant centers.

FAQs

How is death declared for donation?

- There are numerous laws, regulations and standards that govern how and when a medical professional can make an official declaration of death. What is most important to know is that hospitals and emergency medical professionals make every effort to save a patient's life regardless of their status as a donor. This is the law.
- Death can occur in one of two ways: cardiac death, when the heart is no longer able to beat on its own, and brain death, which is the irreversible loss of brain function, including the brain stem. Because of the neurological nature of brain death, a controlled and extensive clinical exam occurs to make that final declaration. Brain death is final and finite; it is not in the same thing as a coma or persistent vegetative state.
- **Note:** Donor Alliance does not pronounce legal declaration of clinical death under any circumstance. Declaration of death is done by the patient's physician or consulting physician, often a neurospecialist.

Media Contacts:

Andrea Smith

Donor Alliance

asmith@donoralliance.org

303.370.5683

Courtney Brunkow

The Fletcher Group

courtney@fletchergroupllc.com

303.717.9575