

## Parade of Lights

### Donor Alliance spreads holiday cheer and lifesaving message at the 2012 9NEWS Parade of Lights

**R**evelers of the 2012 9NEWS Parade of Lights on November 30th and December 1st got to see a new addition to the 38-year-old tradition this year, the "Gift of Life Balloon," led by individuals who have been directly impacted by organ, eye and tissue donation. Donate Life Colorado's jumbo gift box, wrapped in red and green for the holidays, represented the life made possible through the gifts of organ, eye and tissue donors.

The inaugural group of balloon

handlers included 13 donor family members, seven transplant recipients, one living donor and 23 supporters (other Advocates for Life and

Donor Alliance staff members) who escorted the 12 foot high balloon two miles through downtown Denver for an audience of more than 675,000 people. The balloon and surrounding media coverage highlighted the importance of family, hope and giving back during the holiday season. Linda

Seavey, a Donor Alliance Advocate and liver recipient, shared with *The Denver Post*:

"The spirit of the holidays is the spirit of giving, and of family and loved ones. It's a wonderful way to combine delivering this message (of registering as an organ and tissue donor) and celebrating."



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Donor Alliance is the federally-designated, non-profit organ procurement organization and an American Association of Tissue Banks (AATB) accredited tissue bank 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.

## Donate Life license plate is staying in Colorado

In August 2012, nearly one year ahead of the state deadline, the 3,000th Donate Life license plate was issued in Colorado, making it a permanent plate option for the state. Now, more than 3,400 Colorado cars adorn the message to save lives through organ and tissue donation.

The social media campaign, launched with the license plate on January 1, 2010 by Donor Alliance and American Transplant Foundation, encourages Colorado citizens to show their support for organ, eye and tissue donation by purchasing a plate for a one-time, \$50 fee.



## DOVIA's "We Count On You" event honors quilters

2 Three of Donor Alliance's Advocates for Life were recognized as "Exceptional Volunteer Group of the Year" by Directors of Volunteers in Agencies (DOVIA) at the annual "We Count on You" awards celebration.

Advocates Beverley French, Elaine McFarlane and Cheryl Walters have hand crafted quilts for the families of Donation after Circulatory Death (DCD) donors since 2009. After sewing 15 quilts in the first year of the program, the "Donor Alliance quilters," as they are fondly called, have created 153 quilts for families.



Donation Consultant Diane Bacino (center) joined Beverley and Elaine at the event

At an estimated eight hours per quilt, this equals more than 1,200 service hours dedicated to Donor Alliance – an impressive feat all its own!

"Without ever knowing who they will touch, these women lovingly sew quilts that will help donor families heal and remember their loved ones," said Jay Ruterbories, Donor Alliance's director of organ procurement.

**DONOR ALLIANCE**  
**ADVOCATES**  
*for Life*

We congratulate Beverly, Elaine and Cheryl for the well-deserved recognition and thank them for their dedication to Donor Alliance.

At an estimated eight hours per quilt, this equals more than 1200 service hours...

### Connect on social media

#### Donate Life Colorado

facebook.com/DonateLifeColorado  
twitter.com/DonateLifeCO

#### Donate Life Wyoming

facebook.com/DonateLifeWyoming  
twitter.com/DonateLifeWY

#### Guy VROOM

facebook.com/GuyVroom1  
twitter.com/GuyVroom

Or search "Guy Vroom" on

Instagram and  
foursquare



# *The Donor Family Tribute: Honoring donor families*

In 2012, Donor Alliance hosted two special events to honor donors and families who have given the gift of life.

Donor Alliance's Donor Family Tributes took place in Denver, Colorado on May 6th and in Casper, Wyoming on August 18th. During the events, families commemorated their loved ones in several ways: by decorating and hanging a butterfly on the memory wall, contributing a quilt square to the Rocky Mountain Threads of Life Quilt, lighting a candle for their loved one during the donor recognition ceremony and participating in a special balloon release.

The Donor Family Tribute's theme, "Lives Transformed," honors the thousands of lives that are saved and healed in Colorado, Wyoming and beyond through organ and tissue donation for families 12 to 24 months after the death of their loved one.



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## Donor Alliance and CHA recognize local hospitals

In September, Donor Alliance proudly awarded Swedish Medical Center, Memorial Health System, Littleton Adventist Hospital and Mike McBride, CEO of St. Mary's Hospital and Regional Medical Center, with Ending the Wait awards for their outstanding efforts in promoting organ and tissue donation in Colorado. The annual awards, now in their fourth year, were presented by Donor Alliance's COO Jennifer Prinz and CHA President and CEO Steven Summer on September 14th during the 87th annual CHA meeting in Vail, Colorado. The organizations created the awards in recognition of the commitment of Colorado hospitals and healthcare professionals to saving lives through organ and tissue donation.



*Morre L. Dean, President and CEO of Parker Adventist Hospital (center), accepts the Ending the Wait award on behalf of Littleton Adventist Hospital*

### ENDING THE WAIT Award Winners

#### SWEDISH MEDICAL CENTER

- Facilitated donations from 14 organ donors, resulting in 43 organs transplanted
- Facilitated donations from 55 tissue donors in 2011

#### MEMORIAL HEALTH SYSTEM

- Facilitated the most tissue donations in 2011 with 58 tissue donors
- Additionally facilitated donations from 11 organ donors resulting in 36 organs transplanted

#### LITTLETON ADVENTIST HOSPITAL

- Transferred the first organ donor to the new Donor Alliance Recovery Center in 2012

#### MIKE MCBRIDE, CEO of St. Mary's Hospital and Regional Medical Center

- Recognized with the Senior Leader Award for his active participation and thought leadership on key donation issues

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## Area hospitals achieve national honor

On October 4th, the U.S. Department of Health and Human Services (HHS) awarded 10 Colorado and Wyoming hospitals, three local transplant centers and Donor Alliance with Medals of Honor for success in maximizing the lifesaving gift of organ donation. The Colorado and Wyoming service area was among the nation's most recognized with 11 total Medals of Honor. The annual HHS recognition measures organizations' proficiency in maximizing the gift of life.



*Representatives of Colorado and Wyoming's Donation Service Area at the National Learning Congress in Dallas*

### SILVER MEDAL OF HONOR WINNERS

Littleton Adventist Hospital  
Memorial Health System  
Penrose-St. Francis Hospital & Health Services  
St. Anthony Hospital  
St. Mary's Hospital and Regional Medical Center  
Swedish Medical Center  
University of Colorado Hospital  
Wyoming Medical Center  
Children's Hospital Colorado Transplant Center  
Donor Alliance

### BRONZE MEDAL OF HONOR WINNERS

Denver Health Medical Center  
The Medical Center of Aurora  
Presbyterian/St. Luke's Medical Center Transplant Center  
University of Colorado Hospital Transplant Center



# 13th annual Donor Dash another smashing success

The Donor Dash, Donor Alliance's signature event and the highlight of each summer, broke participant records on July 18th with nearly 4,300 participants, a five percent increase over 2011. Runners and walkers of all ages came out to Denver's Washington Park to honor the lives of organ and tissue donors,

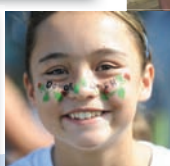
celebrate the lives of organ and tissue recipients and recognize those who continue to wait for a lifesaving transplant.

## DONOR DASH

A RUN FOR LIFE  
A DONOR ALLIANCE EVENT

Guy VROOM emceed the event, sharing his mission to "Save Time, Renew Online" and leading his very own 1980's-themed team, Guy VROOM's Motley Crew.

Watch a video recap of this year's Donor Dash at [www.DonorAlliance.org/DonorDash](http://www.DonorAlliance.org/DonorDash) and mark your calendar for the 14th annual Donor Dash on July 21, 2013.



## DONOR DASH

### BY THE NUMBERS

4,278 REGISTRANTS

157 TEAMS

19 SPONSORS

141 VOLUNTEERS



## Colorado and Wyoming awarded gold medals for high rates of organ, eye & tissue donation

Colorado and Wyoming were among just 10 states awarded with gold medals in recognition of their respective high percentages of residents who have generously pledged to be organ, eye and tissue donors through the states' donor registries. The medals were presented at the National Learning Congress for the Donation and Transplantation Community of Practice, sponsored by the Health Resources and Services Administration (HRSA) in October. Joining Colorado and Wyoming with gold medals were Alaska, Idaho, Minnesota, Montana, New Mexico, Ohio, Oregon and Washington.

In 2011, Colorado achieved a donor designation rate of 67 percent, up from 60 percent just five years ago, putting the Centennial State in the nation's top 10 percent. Wyoming achieved a donor designation rate of 59 percent in 2011, also solidifying its place amongst the nation's leaders.



Bryan Stewart, Danielle Percival, Andrea Smith and David Fleming at Donate Life America's annual conference

## 6 Donor Alliance named Colorado's top healthcare company by COBiz Magazine

Donor Alliance was named Colorado's top healthcare company as judged by the *ColoradoBiz* Top Company awards program, considered Colorado's most competitive business award.

"We are humbled and honored to be recognized by *ColoradoBiz* for our

achievements in saving lives through organ and tissue donation and transplantation," said Sue Dunn, president and CEO of Donor Alliance.

"Our success would not happen without the kind and selfless donors and donor families who make our work possible, as well as our network of dedicated partners and our passionate staff."

To be considered for the Top Company award, organizations are evaluated on three criteria: financial performance, community involvement and outstanding achievement in areas

such as product innovation, operational excellence or marketing effectiveness. Deloitte evaluates and determines

the finalists, and a panel of business professionals and policy officials then selects the winners.



"We are humbled and honored to be recognized by *ColoradoBiz* for our achievements in saving lives through organ and tissue donation and transplantation."



## Guy VROOM, a mulleted man with a mission, receives recognition

**D**onor Alliance's Guy VROOM is making strides in Colorado and even around the country! Guy received the following recognition for his "Save Time, Renew Online" campaign, driving Colorado citizens to stay out of crowded driver's license offices and encouraging them to say yes to organ, eye and tissue donation.

- **American Association of Motor Vehicle Administrators 2012 PACE Award**

The "Save Time Renew Online! Guy Vroom Goes Live on Social Media" entry won the 2012 PACE Award for the highest score in Category 7D: Use of Social Media

- **International Academy of Visual Arts**

The "Save Time, Renew Online" campaign was recognized with a Silver Communicator Award and a Silver Davey Award in the not-for-profit categories

- **Telly Award**

Guy VROOM's first public service announcement with Colorado Governor John Hickenlooper won a Bronze Telly Award in the Public Service category

The Guy VROOM campaign is a joint effort between Donor Alliance, Colorado Interactive and the Colorado Department of Revenue.



## Donor Alliance recognized for excellence in communication

**O**n October 18th, Donor Alliance was recognized by Colorado Healthcare Communicators (CHC) with three awards for outstanding communication surrounding organ, eye and tissue donation. CHC's annual Gold Leaf Awards competition and ceremony recognizes excellence in healthcare communication by local organizations and professionals.

Donor Alliance's communications team received three honors at the 2012 Gold Leaf Awards:

- **Gold Leaf Award** in the Ongoing Community Relations category for Transplantation Science, a free program educating middle and high school students about the science behind organ, eye and tissue donation
- **Silver Leaf Award** in the Large Events (2,500+ attendees) category for the Donor Dash, Donor Alliance's signature summer 5K run/walk
- **Silver Leaf Award** in the Writing Speeches/Editorials category for an original byline published in *The Denver Post* during National Donate Life Month



Jennifer Moe, Kathryn Cicerchi and educator Ken Turnipseed accept the award for Transplantation Science



Gold Leaf judge Melissa Hendricks, Danielle Percival, Andrea Smith and Gold Leaf committee member Kay Gilbert

## Transplantation Science takes root in Wyoming

After years educating middle and high school students in Colorado about the science behind organ, eye and tissue donation, Donor Alliance's Transplantation Science program has expanded to include Wyoming. The Wyoming program's very first classes were held in the communities of Rawlins and Glendo during the 2012 spring semester, financed in part by Wyoming Cares/Wyoming Shares.

During the program, students travel through four interactive stations – Organs, Organ Allocation, The Eye, and Tissues, Bones & Skin – to learn about the



process behind donation. Each student has the opportunity to examine organ and tissue specimens from the human body, complete exercises in their own

workbook and ask questions of the trained Transplantation Science Educator. The program is completely free of charge for 7th through 12th grade classes within Donor Alliance's Donor Service Area.

Transplantation Science reached 300 students in Dubois, Glendo, Gillette and Lander, Wyoming during the fall semester.

For more information about the program and to book classes in Colorado or Wyoming, visit [www.DonorAlliance.org/TransplantationScience](http://www.DonorAlliance.org/TransplantationScience).

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## Donor Alliance shows appreciation to Colorado's Driver's License Office employees

Donor Alliance hosted its second annual Driver's License Office (DLO) Appreciation Event at Elitch Gardens on August 11th, entertaining just under 700 guests including 179 DLO employees from 30 offices across Colorado. Employees came from as far away as Durango, Trinidad, Fort Morgan, Glenwood Springs and Pueblo for the occasion.

The appreciation event is hosted to thank DLO employees for asking Colorado citizens if they wish to

become organ, eye and tissue donors and for their continued support of Donor Alliance's programs. In addition to tickets to the amusement park, lunch and prize giveaways, DLO employees had the opportunity to reconnect with Donor Alliance's mission. This year, donor mother Judy Thompson shared her remarkable story of hope after the loss of her son Jake and joined Donor Alliance President and CEO Sue Dunn, Colorado Division of Motor Vehicles Senior Director Mike Dixon

and Community Relations Coordinator Danielle Percival in thanking the employees for all they do to support organ and tissue donation in Colorado.



## Deepening the partnership with Wyoming Driver Services

Committed to deepening our partnerships in Wyoming, Donor Alliance is making a renewed effort to reach out to Driver Services offices and employees providing materials and education to encourage Wyomingites to check the box to register as an organ, eye and tissue donor when receiving or renewing their driver's license. In May, Donor Alliance participated in the annual supervisors meeting in Riverton with 30 Driver Service Office supervisors and deputy directors. It's the start of a stronger partnership with Wyomingites; Donor Alliance looks forward to extending its support and presence throughout Wyoming in 2013.



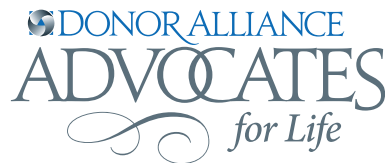
## ADVOCATE SPOTLIGHT: *Meet Linda Seavey*



**L**inda Seavey has been an integral part of Donor Alliance's Advocates for Life volunteer program since September 2011,

just seven months after her lifesaving liver transplant surgery. Inspired to volunteer in order to carry on her donor's legacy by speaking about her life and the importance of organ and tissue donation, Linda has helped educate community members at numerous special events around Denver.

Although she has volunteered in a variety of capacities while at Donor Alliance, her favorite activity was the



2012 Donor Dash 5K run/walk. Linda says, "It was a very special and emotional tribute to the gift of life I was given, and the courage and compassion of the donor family who gave me more time with those I love."

In her spare time, Linda enjoys spending time with her family, cooking, reading, walking, visiting antique stores, gardening and working on home improvement projects. Perhaps the thing she enjoys the most is spending time with her grandson, whom she never would have met had it not been for her transplant.

We thank Linda and each of our Advocates for their continued dedication

"It was a very special and emotional tribute to the gift of life I was given, and the courage and compassion of the donor family who gave me more time with those I love."

to saving lives through organ and tissue donation and transplantation. We could not achieve our mission without you!

Learn more about Donor Alliance's Advocates for Life Program at [www.DonorAlliance.org/Volunteer](http://www.DonorAlliance.org/Volunteer).

## *September 21st named Tissue Donor and Recipient Day in Colorado*

**D**uring the opening of AlloSource's brand new campus in Centennial, Colorado Governor John Hickenlooper designated September 21st as Tissue Donor and Recipient Day. The observance day will be marked annually to commemorate tissue donors and the recipients whose lives have been saved or healed through tissue donation.

According to the American Association of Tissue Banks, approximately 1.5 million allografts from 30,000 tissue donors are transplanted into patients annually. In 2011, 966 tissue donors in Colorado and Wyoming alone provided lifesaving and healing tissue for patients in need.

AlloSource is one of the nation's largest non-profit providers of skin, bone and soft tissue allografts for use in surgical procedures. As a partner of AlloSource, Donor Alliance President and CEO Sue Dunn participated in the ribbon cutting ceremony for the company's new facility.



*The ribbon-cutting ceremony at Allosource's new campus*

## Coroner's Corner

Donor Alliance enjoys every opportunity to thank coroners in Colorado and Wyoming for their collaboration. It is through continued communication with coroners and their staff that we are able to stand by the mission that we so passionately pursue: saving lives through organ and tissue donation and transplantation.

To receive feedback, promote cooperation and provide continuing education, Donor Alliance holds regular Coroner Resource



Alicia Cuello

Committee Meetings with metro-area coroners, often inviting a guest speaker. In the fall, Donor Alliance was privileged to host Alicia Cuello, human resources professional and body language expert, at one such meeting. Alicia teaches an interesting, innovative class on how to read the body language of others and determine your own "baseline" in order to express a desired message. Attendees received continuing education credits from the Colorado Coroners Association due to the link between communication techniques and the process of death investigation.

Donor Alliance is dedicated to promoting education and sharing resources with coroners, who are indispensable partners and members of our community. We look forward to our continued partnership!



Donor Alliance's leadership team accepting the Foothills Award

## Donor Alliance embarks on journey to excellence

On October 26th, Donor Alliance received the Foothills level award from Rocky Mountain Performance Excellence (RMPEX) after adopting a formal process to continue performance excellence stemming back to 2009.

In effort to continually improve upon current processes, Donor Alliance took the first step in the journey to excellence by writing the organizational profile, a snapshot of Donor Alliance that describes the organization, its purpose and goals, operating environment, key relationships with customers and stakeholders, strategic challenges and advantages, and performance improvement system. The organizational profile was submitted as part of the High Plains Recognition level to RMPEX, the first of four levels of award participation that sequentially builds to performance excellence.

In May, Donor Alliance submitted its application to RMPEX for the

second level of participation, the Foothills Award, which evaluates organizations on their approach to meeting the criteria. The evaluation process involved a site visit in July 2012 from a team of four volunteer examiners who interviewed staff and reviewed supporting documentation for our application.

"As we continue to employ the proven business methods of the Baldrige Criteria and strive for even greater excellence, more lives will be saved through organ and tissue donation," said Sue Dunn, president and CEO of Donor Alliance.

Visit [www.DonorAlliance.org/about-us/mission-and-values](http://www.DonorAlliance.org/about-us/mission-and-values) to watch a video about the RMPEX journey.

RMPEX is a program dedicated to enabling organizations to evolve and succeed through the effective application of the Malcolm Baldrige Criteria for Performance Excellence. The Baldrige Criteria serves as a proven framework with a systems' approach that guides organizations in measuring progress, improving performance and achieving and sustaining results.



# The State of Donation

## Non-Hospital TISSUE REFERRALS

### Coroners Offices

January 1 - September 30, 2012

	R	D
Adams County	4	1
Arapahoe County	35	11
Boulder County	1	1
Cheyenne County	1	0
Clear Creek County	1	1
Converse County WY	1	1
Denver County	1	0
Douglas County	1	0
Fremont County	4	1
Gilpin County	1	0
Hot Springs County WY	1	0
Jefferson County	8	5
Kiowa County	1	0
Lake County	7	2
La Plata County	1	1
Larimer County	2	1
Lincoln County	2	0
Logan County	1	1
Mesa County	10	6
Moffat County	4	0
Montrose County	8	4
Natrona County WY	3	0
Park County	5	4
Pitkin County	1	0
Platte County WY	1	1
Rio Blanco County	4	1
Summit County	2	2
Teton County WY	2	1
Weld County	1	0
Weston County WY	3	0
<b>TOTAL</b>	<b>117</b>	<b>45</b>

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.

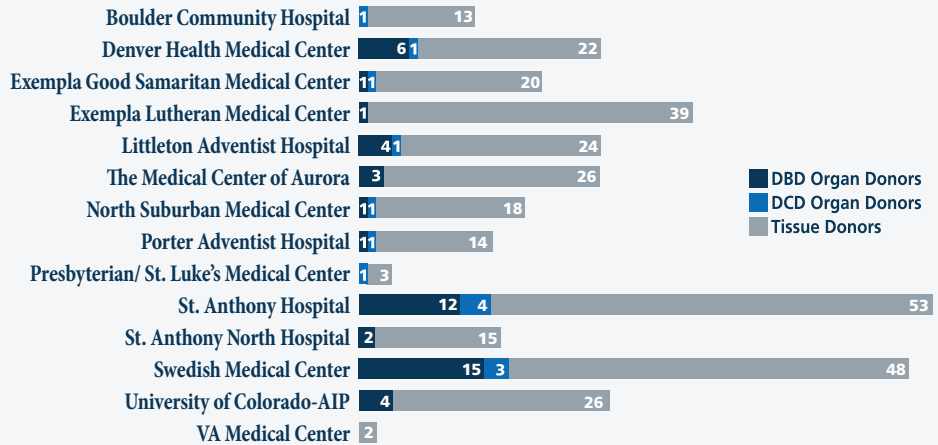
### Organ Donation after Circulatory Death

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

## Colorado & Wyoming hospitals with at least one organ donor

January 1 - September 30, 2012

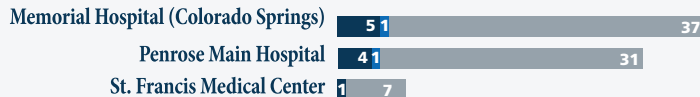
### METRO



### NORTHERN COLORADO



### SOUTHERN COLORADO



### WESTERN SLOPE

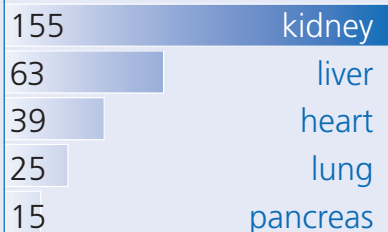


### WYOMING



### ORGANS TRANSPLANTED

January 1 - September 30, 2012



Total Organ Donors: 97    Organs Transplanted: 298

### TISSUE DONORS

January 1 - September 30, 2012



Total Tissue Donors: 757

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.



*Organ & Tissue Donation*

*720 South Colorado Boulevard*

*Suite 800 North | Denver CO 80246*

RETURN SERVICE REQUESTED

NON PROFIT ORG.  
US POSTAGE  
**PAID**  
PERMIT NO. 2465  
DENVER CO

# PERSPECTIVES

303.329.4747 888.868.4747 TOLL FREE [DonorAlliance.org](http://DonorAlliance.org)

## *Thank you, Workplace Partners!*

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

Special thanks to the following companies and organizations for  
their commitment to promoting organ, eye and tissue donation  
this year through Donor Alliance's Workplace Partnership  
for Life Program:

- Colorado Acute Long Term Hospital
- The Hudson Gardens and Event Center
- Sommers Law Group, LLC

To view the complete list of 2012 Workplace Partners and to  
learn more about the program, please visit [www.DonorAlliance.org/WPFL](http://www.DonorAlliance.org/WPFL)

A DONOR ALLIANCE PROGRAM  
**WORKPLACE**  
PARTNERSHIP *for Life*

### *Sign up for e-news!*

Donor Alliance now sends 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 [www.DonorAlliance.org](http://www.DonorAlliance.org).