

2024

*Advocates for Life Program
Manual*

AdvocatesTM
for Life



*Donor Alliance
200 Spruce Street
Denver, CO 80230
303.329.4747*

Introduction to Donor Alliance

Donor Alliance is the federally-designated, non-profit 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, the mission of Donor Alliance is to save and heal 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 community to register as an organ, eye and tissue donor through community partnerships, public education and outreach and campaigns throughout its donation service area.

Our Mission: *Donor Alliance saves and heals lives through organ and tissue donation and transplantation.*

Our Vision: *Maximizing all donation opportunities.*

Our Core Values: *Integrity, Leadership, Excellence, Accountability, People First*

Service Area:

Donor Alliance serves 100+ donor hospitals throughout Colorado and Wyoming and four transplant centers in Colorado (there is not a transplant center in Wyoming).

The four transplant centers in our service area are:

- 1. Colorado Children's Hospital*
- 2. AdventHealth Porter (formerly Centura Transplant at Porter Adventist Hospital)*
- 3. Presbyterian/St. Luke's Medical Center*
- 4. University of Colorado Hospital/UCHealth*

Donor Alliance Corporate Compliance Program Overview for Advocates

The purpose of this Program is to educate directors, employees and agents of Donor Alliance concerning the risks inherent in our operations, and to make certain that the organization continues to fulfill its mission without inadvertently violating the numerous laws and regulations that impact our organization.

This program also provides clear guidelines for ethical conduct in the workplace and provides for specific steps to follow if you believe that you have been confronted with a situation that may not be consistent with our core values, Standards of Conduct and/or may violate certain laws or regulations.

Within the framework established through Donor Alliance's Mission, Vision and Values, the primary goal of the Program is to prevent, detect, correct and resolve practices that may conflict with identifiable laws and regulations. The Board, President/CEO, Leadership Team, employees, Advocates and agents will comply with all identified laws/regulations, Donor Alliance policies and Standards of Conduct.

Six Standards of Conduct have been adopted by the Donor Alliance Board of Directors, to provide principles and standards by which employees Advocates, officers and Board members of Donor Alliance will conduct themselves in order to protect and promote organization-wide integrity and to enhance Donor Alliance's ability to achieve the organization's mission.

- 1. Legal Compliance - Donor Alliance will strive to ensure that all activity by or on behalf of the organization is in compliance with applicable laws. Examples of applicable laws include Antitrust, Tax, Fraud and Abuse, Lobbying/Political Activity, Environmental, Discrimination, and Procurement*
- 2. Business Ethics - In furtherance of Donor Alliance's commitment to the highest standards of business ethics and integrity, employees will accurately and honestly represent Donor Alliance and will not engage in any activity or scheme intended to defraud anyone of money, property or honest services.*
- 3. Confidentiality - Donor Alliance employees will maintain the confidentiality of donor and other hospital information in accordance with applicable legal and ethical standards. Also includes proprietary information and personal actions/decisions.*
- 4. Conflicts of Interest - Directors, officers, managers, committee members and employees owe a duty of undivided and unqualified loyalty to Donor Alliance. Persons holding such positions may not use their positions to profit personally or to assist others in profiting in any way at the expense of the organization.*
- 5. Business Relationships - Business transactions with vendors, contractors and other third parties will be transacted free from offers or solicitation of gifts and favors or*

other improper inducements in exchange for influence or assistance in a transaction.

- 6. Protection of Assets - Employees will strive to preserve and protect the corporation's assets by making prudent and effective use of Donor Alliance resources and properly and accurately reporting its financial condition.*

Donor Alliance maintains a highly publicized communications system for parties to report a reasonable suspected actual or potential compliance violation. The system is available to all individuals associated with Donor Alliance for prompt reporting. The system and related policies encourage reporting and seeking clarification of compliance related issues. Donor Alliance operates three reporting channels:

- 1. The preferred method of reporting reasonably suspected compliance violations is through one's direct supervisor or any member of the Donor Alliance Leadership Team.*
- 2. A Compliance Hot Line (voice mailbox) is also available 24 hours a day. This allows reporting anonymously or in confidence, outside the chain of command and without fear of retaliation. Anonymous reports are discouraged but are investigated if the Corporate Compliance Officer determines the report involves a reasonably suspected compliance violation. The telephone number for the Compliance Hot Line is 303.370.2770.*
- 3. Written concerns should be addressed to:*

*Donor Alliance, Inc.
Corporate Compliance Officer
200 Spruce Street, Suite 200
Denver, CO 80230*

Advocates for Life Volunteer Program

Advocates for Life, the official volunteer program for Donor Alliance, offers donor family members, transplant recipients, transplant candidates, supporters and others who have been touched by donation or transplantation the opportunity to share their experiences and contribute to ongoing community outreach efforts in Colorado and Wyoming.

Each and every Advocate for Life is a valued member of Donor Alliance's workforce; as such, it is our commitment that each Advocate feel appreciated and part of a well-structured, worthwhile program. Our goal is to our Advocates for Life to operate independently while volunteering on behalf of Donor Alliance and the cause of organ and tissue donation.

Who Are "Advocates"?

Advocates for Life are essential partners in raising awareness about organ and tissue donation. As the heart and soul of Donor Alliance's efforts to educate the public and professional healthcare community. Advocates are people who communicate about donation and transplantation, share the importance of making a personal decision to become an organ and tissue donor, and urge those to share their decision with family members and friends.

What are the benefits of being an Advocate?

- An outlet for donor families, transplant recipients, transplant candidates and others who have been touched by donation and transplantation.
- Access into community events where Donor Alliance participates, including health fairs, concerts, conventions and other local events and initiatives.
- Opportunity to network with other Advocates for Life and Donor Alliance employees.

Training

A complete list of available training classes is available on our website: donoralliance.org/get-involved/volunteer/training/. Currently, in order to ensure ease of access across our service area, all training courses take place via Zoom with a call-in option. We recommend attending training every year as information may be updated.

- **Advocate 101:** This is our orientation training and all prospective Advocates are required to complete this course, which is an orientation into who we are at Donor Alliance and the volunteer program, Advocates for Life.
- **Becoming a Community Advocate:** This training is designed for Advocates who wish to take part in community events.
- **Advocate Speakers Bureau:** This training is for Advocates who wish to share their stories out in the community in a more formalized setting.

Advocates for Life Conduct Agreement

As an Advocate for Life, I have an obligation to Donor Alliance, Donate Life Colorado & Wyoming, to the general public and to myself to maintain the highest standards of ethical conduct. I will not commit acts contrary to these standards nor will I support the actions of others that are contrary to these standards.

As an Advocate for Life, I will accept responsibility to represent Donor Alliance, Donate Life Colorado & Wyoming with dignity and pride. I will conduct myself in a courteous and respectful manner. I will not disrespect someone who refrains from registering as a donor. Additionally, I will abstain from and will not tolerate any form of abuse. I accept the responsibility of promoting and supporting our community at large.

I understand that when I am involved in public activities as a volunteer it is not appropriate or acceptable to voice criticisms or complaints regarding Donor Alliance, hospital partners, staff, donors, recipients or other volunteers. I agree that open communication with Donor Alliance staff is encouraged and expected for all questions, comments and concerns that may arise while volunteering. I will not hold Donor Alliance liable for any accident or injury I may sustain while volunteering. I understand that failure to comply with any component of this agreement, or participation in other inappropriate conduct as determined by Donor Alliance representatives may lead to dismissal as a volunteer.

MISSION

Donor Alliance saves and heals lives through organ and tissue donation and transplantation.

VISION

Maximizing all donation opportunities

CORE VALUES

- I** Integrity
- L** Leadership
- E** Excellence
- A** Accountability
- P** People First

Advocate Volunteer Opportunities

Donor Alliance calls upon Advocates to conduct education and outreach through several different outlets.

Advocate Speakers Bureau

The goal of the Speakers Bureau is to inspire community members to sign up to be an organ, eye and tissue donor after death, as well as to increase education on the registration and donation processes.

This is accomplished by:

- Answering questions about donation while dispelling common myths and misconceptions.
- Inspiring people to sign up on the donor registry AND to discuss their decision with family and friends.
- Provide information on how to update registry status on registry websites.

Community Events/Donor Designation Stations (DDS)

The goal of a DDS is to inspire community members to sign up to be an organ and tissue donor, as well as to increase education on the registration and donation processes.

This is accomplished by:

- Providing the community with information regarding organ and tissue donation.
- Answering questions about donation, while dispelling common myths and misconceptions without pressure to register.
- Inspiring the community to sign up on the donor registry AND discuss their decision with family and friends.
- Informing those registered about updating registry status.

Administrative Assistance

The purpose of administrative support opportunities is to provide Advocates with additional opportunities to promote organ and tissue donation by offering support to Donor Alliance employees through office support and administrative support for the organization. These opportunities are especially great for individuals that feel uncomfortable with a presence in the community or that have extra time during the week to devote to office related projects. Some administrative projects can even be done at home.

Media Opportunities

- Share your story with media (TV, radio, newspapers).
- Participate in a video for a social media campaign.
- To capture your story to be featured in an organizational video or featured on our social pages or website.

Signature Events:

- *Colorado Donor Dash:* Donor Alliance's signature 5k run/walk is held the third Sunday of July at Washington Park in Denver to raise awareness about the need for lifesaving organs and tissues. The event honors the lives of organ and tissue donors, celebrates the lives of organ and tissue transplant recipients, and recognizes those who continue to wait for a lifesaving and healing transplant. Volunteers help in a variety of areas including registration, water and promo item distribution, food & beverage tent and more. All event volunteers receive a free race registration for the event.
- *Wyoming Donor Dash:* Honoring the lives of organ, eye and tissue donors, celebrating the lives of transplant recipients and recognizing those who continue to wait for a lifesaving transplant. The Wyoming Donor Dash takes place annually (typically in April) in Casper, WY. Volunteers help support this event by helping to man crosswalks along the route, registration and staffing an information table.
- *Donor Family Tribute:* Annually, Donor Alliance hosts this event to recognize and honor the organ, eye and tissue donors and their families who have given the gift of life through organ and tissue donation. This memorable event, themed Lives Transformed, enables reflection on those lost and offers hope for new life that comes because of organ and tissue donation. This event takes place annually in late Spring in Denver and every other fall in Casper, WY.

Advocates for Life Program Policies & Procedures:

Volunteer Records Database

Donor Alliance's volunteer database is managed and maintained by the Volunteer Manager. Additionally, the Director of Human Resources has limited access to order to support data and records maintenance. Advocates contact information, service history, connection to donation and transplantation, training records, dates of service, completed assignments, personal stories and accomplishments are maintained in a confidential database that is password protected by the Volunteer Manager. Advocates relation to donation and personal stories are sometimes shared upon request with Donor Alliance staff and event organizers to determine the best fit for special opportunities as part of the Advocates Speakers Bureau and/or to prepare an event organizer with the necessary information to introduce speakers.

Confidentiality

Advocates are considered part of the Donor Alliance workforce and as such will occasionally have access to information of a sensitive and confidential nature. All Advocates are required to sign a Release of Liability Agreement and Privacy and Confidentiality statement during the onboarding process at the start of their Advocate relationship with Donor Alliance, agreeing to maintain all privileged information confidential.

Active Volunteer Status & Program Participation Requirements

Advocates must volunteer at least once within a 12 month period to maintain an "active" status in the Advocates for Life volunteer program. Advocates who do not fulfill a minimum of one volunteer opportunity within 12 months will be moved to an "inactive" status and will not continue to receive volunteer communication. Inactive volunteers may need to complete Advocate 101 again to re-enter the program.

Work Environment

The majority of all Donor Alliance Advocate opportunities take place at various venues, indoor and outdoor, within the greater Colorado & Wyoming community. Some Advocates assist on an administrative level in the office. All Advocates helping with administrative support will be provided with a work space, appropriate equipment and access to necessary resources to accomplish assigned projects. Advocates working in the office are encouraged to take breaks and lunch and their leisure.

Appropriate Dress Code

Dress code is dependent on the activity. For specific details, review the Dress Code section on your confirmation e-mail.

Safety

The health and safety of our Advocates for Life is a priority to Donor Alliance. If at any point, you no longer feel comfortable participating in your scheduled activity or initiative (environment, weather, etc), please reach out to the Volunteer Manager to cancel. If you are partway through an opportunity and do not feel safe to continue, please pack up if you're able and notify the Volunteer Manager when you reach safety. Any cancellation due to a safety concern will not be recorded negatively.

Contact Information

We are here to help! If at any point during your time as an Advocate for Life you have any questions or concerns, please contact the Volunteer Manager.

Mandy Dahm
Volunteer Manager
720-507-9535
mdahm@donoralliance.org

Cheryl Talley- Media Inquiries
Director of PR/Communications
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