

2013 ANNUAL REPORT



MISSION · VISION · VALUES

OUR MISSION

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

OUR VISION

As a center of excellence, Donor Alliance serves all who need transplantation by optimizing available organs and tissues with a commitment to education, collaboration, innovation and influencing policy.

OUR VALUES

PEOPLE FIRST

We value people first.

ACCOUNTABILITY

We are responsible for our choices and actions at an individual and organizational level.

CELEBRATION

We promote a culture of recognizing milestones, achievements and day-to-day successes.

COURAGE

We are brave and dedicated when faced with challenging situations and in all of our interactions.

ENGAGEMENT

We are passionate and purposeful in our actions and decisions.

EXCELLENCE

We commit ourselves to continuous improvement by providing the highest quality of service and seek to exceed our potential and the performance standards recognized within our industry.

INNOVATION

We are progressive, open to new possibilities, willing to pioneer new horizons and recognize the need to take prudent risks.

INTEGRITY

We are honest, accountable and responsible by following through on the commitments we make.

STEWARDSHIP

We commit to the responsible development and utilization of our resources in a thoughtful and accountable manner allowing us to effectively serve our community at large.

CEEBRATING LIVES REFLECTION & DIRECTION

elebrating Lives succinctly captures the essence of what Donor Alliance strives to do in its work every day. A non-profit organization dedicated to saving lives through organ and tissue donation and transplantation, Donor Alliance, in collaboration with our key partners, stakeholders, collaborators and customers, is a trusted steward of the donation process.

As a mission-driven organization we define success by lives saved, clearly marking 2013 as one of the most successful in our history. With 463 local organs transplanted we were able to help save more lives than ever before thanks to the



Sue Dunn, President and CEO, *left* Judy Hutchison, Chair, Board of Directors, *right*

Our crucial work of saving lives is grounded in the organization's passion for celebrating life.

Our crucial work of saving lives is grounded in the organization's passion for celebrating life. We celebrate not only those who've made the selfless decision to give the gift of life, but also our donor hospital, transplant center and tissue processing partners; as well as those who've received lifesaving transplants and those who continue to wait for their gift. We celebrate these lives through compassion for the donors and their families, through the inspiration of our community, the innovation of our processes, the motivation of our workforce and the

responsible utilization of our resources.

As you turn the pages we invite you to learn more about how our organization celebrated lives in 2013.

generosity of 148 selfless organ donors. Innovation helped lead to a16% percent increase over the previous high mark in tissue donors with 1,177 local tissue donors enabling countless lives to be saved and healed.

CELEBRATING LIVES COMPASSION, HEALING & HOPE

hen a loved one dies and the decision to donate organs and tissues is made, Donor Alliance provides not only the information but also the family support coordinators helped 148 organ donors give the gift of life in 2013. Those donors provided hope to 463 people who received a lifesaving organ transplant.

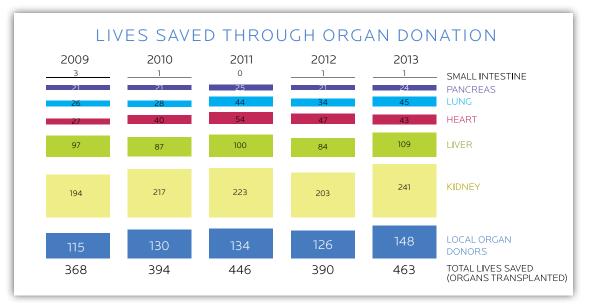
compassion needed to help guide the family through the donation process. In 2013 Donor Alliance provided support for 1,325 donor families, guiding them through the donation process and starting them down a path toward healing.



As a demonstration of compassion and respect for donors, a moment of silence was instituted into the recovery process in the operating room at the request of Donor Alliance staff. The moment of silence honors the gift of life given and life

COMPASSION The lives of thousands of Colorado and Wyoming residents depend on the compassion and generosity of neighbors they may never meet. The care provided by Donor Alliance's

renewed, reflects on the life of the donor and helps the operating room staff feel even further connected to the work of saving lives.





A key metric in ensuring the gift of life is maximized; Donor Alliance posted the fifth best conversion rate in the nation with 85% of eligible donors becoming actual donors. Donor Alliance's authorization rates also remained among the highest in the country this year at 92 percent; meaning more than nine out

of 10 families said "yes" to donation of their loved one's organs when approached with the opportunity by Donor Alliance staff.

HEALING Tissue donation is vital in helping recipients survive and heal from disease and trauma. Known as an industry leader in tissue recovery, several organizations visited Donor Alliance in 2013 to gather best practices in the screening and recovery of tissue for transplantation.

Donor Alliance tissue recovery and donor coordinators worked with the loved ones of 1,177 tissue donors to fulfill their wish of helping others through donation. Genuine compassion was key in not only recording the highest volume of annual tissue donors on record, but most importantly helping more people in need of reconstructive bone surgery, burn victims through skin grafts, and patients in need of heart valve and vascular replacement.

HOPE Donor Alliance's compassion doesn't end at the hospital. Continued aftercare services are offered to all donor families including phone support, initial bereavement materials, support group referrals and the facilitation of correspondence between donor families and recipients. The Aftercare department also inspires Donor Alliance staff, partners and stakeholders by sharing especially poignant communications between donor families and recipients.



CELEBRATING LIVES INSPIRATION

ith a goal to make transplantation a possibility for the more than 2,400 candidates who await a lifesaving transplant in our area, inspiring the public to support donation and register as organ and tissue donors is critical to our mission of saving lives. Donor Alliance celebrates the lives of both donor families and recipients by sharing their inspiring stories with our staff, partners, the media and the community.

By the close of 2013 these shared experiences inspired 67.3% of Coloradans and 59.3% of Wyomingites to join their state's donor registry, putting both among

the top ten in the nation. Nearly 60 percent of the 148 organ donors and 65 percent of the 1,177 tissue donors in 2013 were listed on either the Donate Life Colorado or Wyoming Organ and

Tissue Donor Registries. Inspiration begins internally which is why Donor Alliance consistently invites recipients and donor families to share the stories of their journeys at quarterly staff meetings.

Hospital development staffers continue the progression, providing dozens of formal educational offerings for partner hospitals ranging from a full-day donation summit in western Colorado to recipient and donor family rounding. These offerings afford the opportunity to help partners understand and appreciate the detailed protocol surrounding donation, and inspire them to recognize how critical organ and tissue donation is on a very personal level. In 2013, 165 individuals gave 3,760 hours of their time at 207 community events through the Advocates for Life Volunteer Program.

The momentum is carried through our volunteer program where in 2013 alone, 165 individuals touched

Donor Designation Rate COLORADO 67.3% WYOMING 59.3% by donation gave 3,760 hours of their time to our cause, inspiring others to support donation at 207 community events. Donor Alliance facilitated donation messaging in the media

with 68 proactive mainstream media placements, educating the public on donation and inspiring them to register as donors. Transplantation Science, the organization's school outreach program, finished its best year yet, reaching a total of 11,537 students through 421 classes in the calendar year.

In the spring, Donor Alliance celebrated the lives of selfless organ and tissue donors with 94 families in attendance at the annual Colorado Donor Family Tribute, themed Lives Transformed. This special remembrance ceremony is a tradition that honors organ and tissue donors and inspires their families to grasp the enormity of the gift they were able to give.





"Every day we work to ensure each employee at Donor Alliance has access to the most progressive tools available to help advance our mission of saving lives."

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"Each of us comes to work knowing we have an opportunity to offer feedback, make improvements and serve our community in a way that is much more than just a job." CELEBRATING LIVES WORKFORCE

orkforce is the cornerstone of our lifesaving efforts and the retention and recruitment of quality employees is integral at Donor Alliance. We celebrate lives with our employees through active listening, acting on feedback, celebrating accomplishments and giving back to our community.

The Donor Alliance culture attracts top-notch talent and allows us to boast a staff retention rate of more than 90%. A robust on-boarding process introduces new hires to our core values during the application process, provides an opportunity for all new hires to meet the entire staff and offers formal check-ins at both the 30 and 90-day point.

With a belief that an experienced workforce leads

to progressive process improvement, Donor Alliance celebrates its tenured workforce with an annual Milestone Event. The event held each fall in Denver provides recognition

and appreciation for the more than 40% of the organization's 111 employees who have dedicated at least five years of purposeful work to the organization.

The outstanding workforce of Donor Alliance doesn't stop at their daily duties. Every employee The Donor Alliance culture attracts topnotch talent and allows us to boast a staff retention rate of more than 90%.

has the opportunity to choose one charitable, directed donation and to participate in at least one charity drive each year. In 2013, Donor Alliance staffers formally supported Animal Haus, Denver

> Fisher House, Food Bank of the Rockies and Toys for Tots through both monetary and material donations as well as volunteer hours. The PRIDE employeevolunteer committee

also conducts activities quarterly to connect with the community. This is just one more example of how our exemplary workforce celebrates lives.

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DONOR ALLIANCE

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he public's trust in the integrity of the donation and transplantation process is vital in our mission to save lives. At Donor Alliance all employees commit to the responsible development and utilization of our resources in a thoughtful and accountable manner, or stewardship.

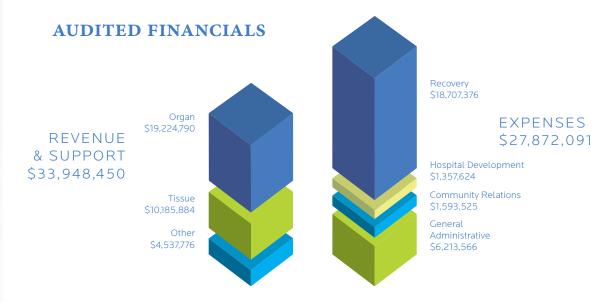
A key accomplishment in ensuring the most efficient use of our resources was the implementation of an Inventory Management System, including a bar coding solution that automates the tracking of supplies. The system which took more than a year to select, customize and implement, marries operations quality and finance. This allows the organization to track usage and cost in order to negotiate competitive vendor pricing and reduce waste associated with shortages, overstock, inactive and expired supplies. The system has led to increased efficiency, freeing up resources to be more directly applied to donor care.

Successful re-accreditation by the Association of

Organ Procurement Organizations (AOPO) and deficiency free FDA inspections further secured our position as a trusted steward of the donation process. Donor Alliance continues to maintain compliance with federal regulations as well as organizational and ethical standards for organ procurement organizations.

A key component of stewardship is fiscal accountability. Donor Alliance is a non-profit 501(c)(3) organization with revenues generated from reimbursement fees that cover the direct and indirect expenses incurred in the recovery of organs and tissues. These fees include expenses such as donor screening, hospital charges, surgeon fees, facility costs, transportation, staffing and medical supplies.

As a qualified organ procurement organization, Donor Alliance also receives cost reimbursement from Medicare to cover any costs in excess of fees collected for kidney recovery.



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