

2008 Annual Report



*South
Carolina*

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Donate Life South Carolina respectfully submits to the General Assembly the following report on the 2008, activities, pursuant to the South Carolina Code of Laws Section 44-43-1380.

Donate Life South Carolina (DLSC) is a nonprofit organization dedicated to saving the lives of hundreds of South Carolinians who are awaiting life-saving transplants. DLSC is committed to giving every person, who is waiting for a transplant, a second chance at life.

Our Mission: *is to promote organ and tissue donation for transplantation and provide patient assistance for South Carolina transplant recipients. **Our Vision:** is to work collaboratively with partnerships in this state and the nation so that all individuals who are in need of transplant receive one.*

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www.donatelifesc.org
www.every11minutes.org

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DLSC Staff

Tracy Rachele
CEO/Executive Director
Greenville, SC

Adriane Gonick
Program/Office Manager
Greenville, SC

A Message from the Chairman



On behalf of the Board of Directors and staff of Donate Life South Carolina (DLSC), I extend our wish to you and your loved ones for a banner 2009.

2008 was a pivotal year nationally and locally in terms of change and vision for the future. It was definitely a sea-change year for DLSC. And yet, it was a highly successful year for organ and tissue donation efforts in South Carolina. The DLSC year began with significant financial and organizational restructuring. The second quarter saw new leadership within the DLSC executive office. The third quarter welcomed a reinvigorated addressing of DLSC's three-pronged mission: promotion of organ and tissue donation, patient assistance, and establishment and maintenance of a state-wide donor registry system. The final months of the year brought forth a new marketing strategy and rollout plan for the donor registry.

The achievement of establishing The South Carolina Organ and Tissue Donor Registry was an historic accomplishment that began with a strategic planning session in January 2006. Recognizing that South Carolina was one of the few states without a consensual donor registration system, a goal was set at that meeting to establish a donor registry by January 2009. That goal was met with the SCDMV portion of the registry launched on December 23, 2008 and the kickoff of the on-line registry just two-weeks into 2009. Such a landmark accomplishment has many heroes such as former and current DLSC staff members, DLSC volunteers, mission delivery partners, state legislators, professional consultants, and organ and tissue network contacts to name a few. Given the challenges at the start of 2008, the efforts of all these parties are deserving of thunderous accolades.

The future of DLSC holds many exciting opportunities for creating new partnerships as we move forward promoting and maintaining the donor registry. DLSC's goals are to assure South Carolinians are informed about organ and tissue donation and the transplant process, to continually increase the availability of organs and tissues to meet patient needs, and to assure a mechanism for transplant patients to receive emergency funding assistance. Utilizing our new strategic marketing plan and the donor registry portal, we hope to call the citizens of South Carolina to action in support of these important programs.

Sincerely,

Gregory Hart
Chairman of the Board
Donate Life South Carolina

PARTNERS PAST AND PRESENT WORKING FOR A COMMON GOAL

Donate Life SC and SCDMV Launch Organ & Tissue Donor Registry!

December 23, 2008 - South Carolinians now have the ability to register their *legal consent* to be an organ and tissue donor by visiting any South Carolina Department of Motor Vehicles (SCDMV) office.

Persons who obtain or renew any class driver license, beginner permit or identification card and consent to being an organ/tissue donor will receive a credential with a new heart symbol surrounded by a circle. The individual's registration information is now placed into the secure, newly-created **South Carolina Organ and Tissue Donor Registry**. This registry is maintained by Donate Life South Carolina and access is given to the Organ Procurement Agency, Life Point Inc. for "Gift of Life Document" queries.

The **South Carolina Organ and Tissue Donor Registry** was established per House Bill 3317 and signed into law by Governor Mark Sanford on June 14, 2007. Under this law, DLSC has worked with the SCDMV to develop the registry which guarantees that the plans of registered donors will be carried out following death.

OLD Driver's License Symbol



NEW Driver's License Symbol
for Registered Donors



South Carolina Donor Registry Development & Public Outreach Marketing Plan

Donate Life South Carolina worked with Life Point, Inc. and marketing firm, The Bounce Agency, on designing and developing the South Carolina Donor Registry Launch. The disturbing fact that ever 11 minutes another person is added to the national transplant waiting list prompted the branding for the registry and the new secure online S.C. Organ and Tissue Donor Registry, www.Every11Minutes.org. This website was made available to the public beginning January 14, 2009.

With a renewed and vital partnership between DLSC and the South Carolina Department of Motor Vehicles (SCDMV) this new information is now being dispersed at all SCDMV offices. In addition, an educational course regarding The South Carolina Organ and Tissue Donor Registry and the meaning of "first person consent" has been given to all SCDMV office managers. A new causal video created by DLSC will be used as an educational tool for training new employees with the assistance of DLSC staff in the year 2009 as the SCDMV and DLSC continue their working partnership.

Every **11** Minutes

ANOTHER PERSON IS ADDED TO THE
ORGAN TRANSPLANT WAITING LIST



Education and Public Outreach Communication Materials



New marketing information has been a crucial component of our campaign. This information is used to inform the public of the South Carolina Organ and Tissue Donor Registry and the legal interpretation of “first” person consent. A “Call to Action” is a large part of our campaign educating the citizens of South Carolina with the facts. The campaign clearly differentiates between the old heart on the SC driver’s license and the new heart emblem indicating placement on the registry.

DLSC’s new informational brochures and donor information cards, provide answers to the public’s most frequently asked questions about organ and tissue donation and the myths and misconceptions. In addition, these brochures contain all of the information regarding the South Carolina Organ and Tissue Donor Registry and the new online portion of this registry.



In continuance with the marketing plan, DLSC staff have distributed new posters and clipboards to every SCDMV office. The marketing plan includes saturation of the Every 11Minutes message and “Call to Action” through out the state of South Carolina in 2009 and beyond. It is our hope that this message spreads nationally and saves thousands of lives.

**REGISTER TO BE AN ORGAN
AND TISSUE DONOR TODAY.**

Replace this old symbol 
with the new S.C. Organ and Tissue
Donor Registry symbol 
on your driver’s license.

Stay registered by always checking “yes”
to organ & tissue donation at the SCDMV.

Every 11 Minutes.org



Every 11 Minutes
ANOTHER PERSON IS ADDED TO THE
ORGAN TRANSPLANT WAITING LIST

Imagine being **100,559th** on the list.

That’s where you might be placed if you found out you needed an organ transplant today* In fact, every 11 minutes that number grows larger as someone is added to the transplant waiting list. Unfortunately, many people die waiting for a transplant that never comes. Saving a life is simple. You can sign up to become a donor right now by checking “yes” on the SCDMV form. It’s quick. It’s easy. It’s heroic. For more information or to sign up online, visit Every11Minutes.org.

QUICK FACTS:

- The need for more organs and tissue donors continues to grow. Every 11 minutes someone is added to the national organ transplant waiting list.
- Eighteen people die daily in the United States because the organ they need will not become available.
- Approximately 90% of the patients on South Carolina’s waiting list need a kidney.
- Your commitment to be a donor will NOT interfere with your medical care. The number one priority is to save your life.
- Anyone can be a potential donor regardless of medical history, age or race.
- One person can save the lives of up to eight people through organ donation and receive the best of 50 or more people through tissue donation.
- An estimated 12,000 people who die each year meet the criteria for organ donation, but less than half of that number become actual organ donors.
- Patients who receive organs and tissues are chosen based on medical urgency and other medical criteria and not by financial or celebrity status.
- All major religions in the United States approve of donation and consider it an act of charity.

Register to be an organ and tissue donor today.
Replace this old symbol  with the new S.C. Organ and
Tissue Donor Registry symbol  on your driver’s license.

STAY REGISTERED BY ALWAYS CHECKING “YES” TO ORGAN AND TISSUE DONATION AT THE SCDMV.

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Increasing Awareness Personal Stories of the Lives of South Carolinians

Every 11 Minutes.org

Reagan was born in 2005 with a rare congenital heart defect and needed several critical surgeries. Two days before her first Christmas, Reagan's heart could no longer sustain itself. She was placed on the waiting list and kept alive for several weeks on a heart machine. With just a few days left to survive, Friday, Jan. 13,

2006 became Reagan's lucky day. Through the generosity of a donor family, Reagan received the new heart she needed. Now this beautiful young girl is growing up and loves playing with her older brother. Reagan's mom Kelly says, "I am so grateful daily that the donor's family was so courageous. They gave life to us all!"



Reagan, heart recipient
Lexington, S.C.



Alan, his son died waiting on a transplant
in Myrtle Beach, S.C.

Alan's son, Justin, was diagnosed with Cystic Fibrosis (CF) when he was three months old. Thanks to good medical care, Justin was able to live a relatively normal childhood. He ran track and was a soccer player, a trumpet player and a golfer. He also became a firefighter and completed his associate

degree in criminal justice. At age 21, Justin's health declined, and he was put on the transplant waiting list. He faced his disease with courage and dignity during the next two years as he waited for the new lungs he needed to live. Time ran out for Justin on Feb. 4, 2006, when he was only 23 years old.

After suddenly collapsing at work one day, Dwayne learned he was experiencing advanced kidney failure. His health kept declining as he endured more than two tough years of being on dialysis and the transplant waiting list. The toughest part for Dwayne was that he was too sick to be the kind of father and athlete he was accustomed to being.

In time, someone did choose to donate the kidney that would turn Dwayne's life around. Now, he's happy to be enjoying good health and great times again with his children. Plus, he's definitely back in stride, having won a silver medal in the 100-meter dash at the 2008 National Kidney Foundation U. S. Transplant Games.



Dwayne, kidney recipient
Lexington, S.C.



Working Together to Save Lives
www.Every11Minutes.org 1-87-PassItOn

Programs and Initiatives Continuing to Make a Difference

Patient Assistance

Patient Assistance continues to be at the forefront of our patient outreach in South Carolina. In 2008 Donate Life South Carolina managed 46 active patient assistance cases providing emergency financial assistance to eligible South Carolinians. DLSC assisted these patients with critical expenses such as medications, dental care, mortgage payments, utility bills, and

Special Projects

The winner of the 2008 Paula Moore Dillingham Poster Contest was Nate Warren age 15 from Hillcrest High School in Simpsonville, South Carolina. Nate and Hill Crest High School received cash awards for school art scholarships. DLSC conducts the contest each year in conjunction with the South Carolina Department of Education.



Scholarship Awards

Jazmine Andria Wilson and Lauren Nicole Park received the 2008 Dr. & Mrs. Lawrence F. McManus Scholarship and Donate Life South Carolina Scholarship, respectively.

The McManus scholarship is awarded to qualified South Carolina college students who are living donors, transplant recipients or the child or spouse of a donor or recipient. The Donate Life South Carolina scholarship is for South Carolina students seeking degrees in medicine, nursing or social work with a demonstrated interest in organ and tissue donation. Each scholarship is \$2500.

Media Events

For the third consecutive year, WSPA-TV in Spartanburg, S.C. placed organ and tissue donation in its *Caring for the Carolinas* spotlight for the month of April. Throughout the month, advertisements highlighted the need for more organ and tissue donors. WSPA is the Upstate's most watched television station which reaches an average of 720,000 households each week in North and South Carolina. WSPA also broadcast live on four separate days from DLSC and LifePoint's "Donor Drives" in Anderson, Greenville, and Spartanburg. These broadcasts included short interviews with several volunteers during its noon, 5:00, 5:30 and 6:00 p.m. newscasts.

Other Collaborative Relations and Activities

Donate Life America Donor Designation Collaborative Spring Meeting - Phoenix, AZ June 2008

Tracy Rachele Executive Director/CEO attended the Donate Life American Conference in Phoenix, Arizona June 9-10, 2008. Successful practices in volunteers programs, media outlets and donor registries throughout the nation were reviewed and discussed during the 3-day seminar.

Donate Life America State Registry Team Leaders Meeting -Nashville, TN October 2008

As team leader for South Carolina, Tracy Rachele participated in this meeting for DLSC. The meeting assisted states in developing best practices and procedures for building, filling, and promoting state donor registries.