

2019 ANNUAL REPORT



2020 DONATE LIFE ROSE PARADE FLOAT, "LIGHT IN THE DARKNESS," HONORED FIVE FLORIDA DONOR HEROES.



BETSY EDWARDS, CHAIRPERSON
DONATE LIFE FLORIDA



“To plant a garden is to believe in tomorrow.” –Audrey Hepburn

As I reflect on my more than three years of service as Donate Life Florida (DLF) chairperson, I think of a garden. Together, the DLF membership has planted many seeds—some of which already have blossomed and other seedlings yet to come. The beauty in educating our community on the importance of organ, eye and tissue donation is the endless impact on our community.

In 2019, DLF planted seeds in new and extraordinary ways. In fact, “Planting Seeds for Life” was the theme for DLF’s National Donate Life Month driver license office fundraising campaign, which resulted in a record number of funds raised to benefit DLF’s vital outreach. See page 24 for more information on this inspiring, award-winning campaign, led by DLF’s Driver License Outreach Committee.

In late December, five organ and tissue donor families from throughout Florida, joined by DLF member program representatives, traveled to Pasadena, California, for the 131st Tournament of Roses Parade. See page 20 to read about how these five Florida families honored their loved ones as donor heroes and inspired America on New Year’s Day.

As we transitioned into 2020, DLF and its member programs learned to navigate the world health crisis, COVID 19. Thanks to unified dedication of Florida’s organ, eye and tissue recovery programs, we are pleased to share that the life-saving mission of organ, eye and tissue donation has continued despite the challenges of this pandemic. Organ procurement organizations and community partners have continued working together to save and improve lives through donation during this unprecedented time.

As my role of DLF chairperson comes to an end, I am excited to pass the baton to my fellow colleague and DLF’s trusted vice chairperson, Ashley Moore. Many thanks to Ashley for her numerous contributions as vice chair. We look forward to her continued leadership in 2020-21 as DLF continues its mission to plant seeds through public education and grow Florida’s life-saving organ, eye and tissue donor registry, currently ranked third largest state registry in the nation.

With humble regards,
Betsy Edwards

Ashley Moore | 2020-2021 CHAIRPERSON

Ashley is a manager in the public affairs department for the LifeLink Foundation in Tampa, Florida, and has served as the vice chair on the Donate Life Florida Board of Directors. She graduated from the University of Florida with a bachelor’s degree in Advertising. She has fourteen years of marketing and social media experience, with twelve of them being in the field of donation. Ashley specializes in volunteer management, social media management, content creation and designs public education programs.

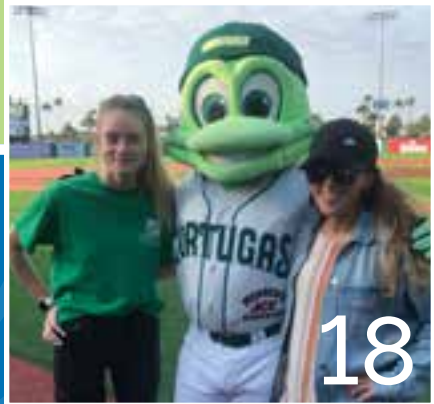


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JOSHUA ABBOTT ORGAN AND TISSUE DONOR REGISTRY

TOGETHER, WE'RE BUILDING A LIFE-SAVING LEGACY FOR OUR COMMUNITY

As of December 31, 2019, 11,069,884 individuals were enrolled in Florida's Joshua Abbott Organ and Tissue Donor Registry. This represents a 122 percent increase since July 2009 when the new registry was launched, and a 4.9 percent increase in 2019 when measured against the 10,523,193 registrants at the end of 2018.

Florida's organ, eye and tissue registry is named for Joshua Abbott, the recipient of a lung transplant who passed away in 2006. Abbott's story so moved the Florida legislature that, in 2009, Florida's Agency for Health Care Administration chose Donate Life Florida to create a statewide donor registry to increase enrollment and educate Floridians about donation.



546,691
PEOPLE ADDED
TO FLORIDA'S
REGISTRY IN 2019



RANKED 3RD IN
ORGAN AND TISSUE
DONOR REGISTRY
ENROLLMENT IN
THE UNITED STATES

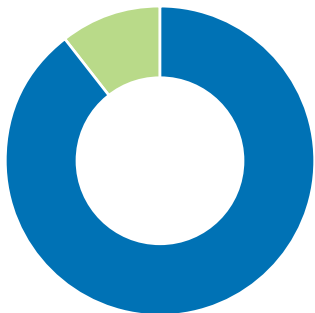


MORE THAN
HALF OF FLORIDA
COUNTIES HAVE
DONOR DESIGNATION
RATES OF
55%
OR HIGHER



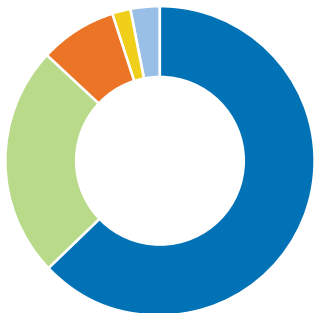
69,734
PEOPLE ADDED TO THE
NATIONAL DONATE LIFE
REGISTRY THROUGH AN APPLE
IPHONE HEALTH APPLICATION
OR AT REGISTERME.ORG

REGISTRATIONS BY SOURCE



- 90% Driver License Transactions
- 10% Online and Mobile Applications

REGISTRATIONS BY RACE AND ETHNICITY *



- 63% White
- 24% Hispanic
- 8% Black
- 2% Asian
- 3% American-Indian, Pacific-Islander or Other

**Race field is optional*

REGISTRATIONS BY GENDER



- 55% Female
- 45% Male

REGISTRATIONS BY AGE



- 12% Age 17 and younger
- 33% Age 18-35
- 21% Age 36-50
- 20% Age 51-65
- 14% Age 65+

MAKING LIFE POSSIBLE

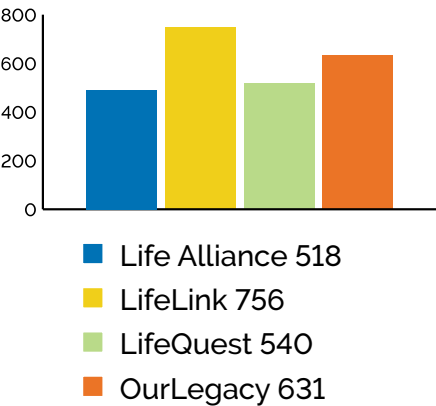
SAVING LIVES THROUGH THE MIRACLE OF ORGAN DONATION

The Joshua Abbott Organ and Tissue Donor Registry helps save lives. In 2019, nearly 40,000 lives were saved through organ transplants in the United States of America. Of those, 2,305 lives were saved by organs recovered in Florida.*

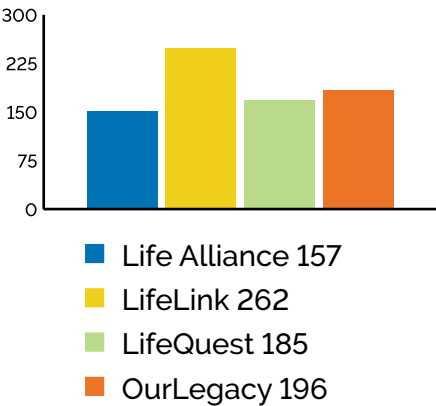
Each county in Florida has a federally designated organ procurement organization (OPO) to support families through the donation process and honor donor designations. The following data indicates lives saved through organs recovered by Florida OPOs in 2019. Saving lives is made possible through our partnership with Florida's OPOs in both community education and in stewarding the Gift of Life.

**Organ Procurement and Transplantation Network Data*

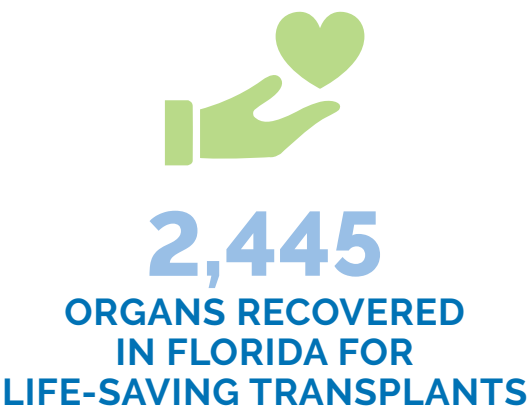
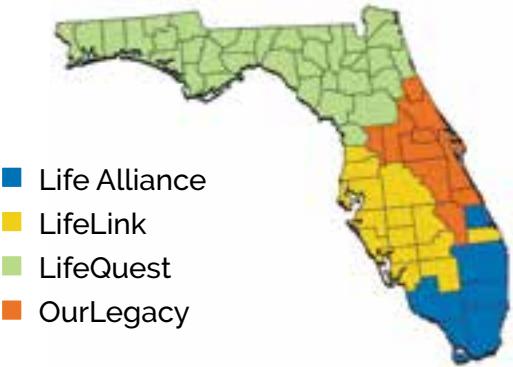
ORGANS RECOVERED AND TRANSPLANTED IN 2019



ORGAN DONORS BY ORGAN PROCUREMENT ORGANIZATION IN 2019



ORGAN PROCUREMENT ORGANIZATION SERVICE AREAS



Together, we are sharing the life-saving mission of organ, eye and tissue donation in the community and making life possible for people like Nancy Burke.

On March 30, 1989, Nancy Burke, 28, gave birth to her first child, Sarah. A couple of months later, Nancy visited her cardiologist and learned that she had cardiomyopathy. The need for a heart transplant entered the conversation.

On November 10, Nancy experienced extreme fatigue. She was rushed to the Tallahassee Memorial Hospital Emergency Room, where she was listed three days later to await a transplant. Miraculously, Nancy received her heart transplant on November 20, one week after being listed.

Nancy wrote her first thank-you note to her donor family within six months.

"I didn't know how long my transplant would last," Nancy said. "There had been no long-term stories. If things went bad, what would I regret? I'd regret not reaching out to them."

Eight years post-transplant, Nancy wanted more children, and on March 24, 1997, Nancy and her husband, Kelly, welcomed their son, Ryan, into their lives.

Nancy and her donor family exchanged many letters. A relationship blossomed, and the two parties would alternate visits, developing a friendship that has lasted more than 25 years. Both families gathered in Louisiana in November 2019 and celebrated the 30 years of life her donor, Tammi Brubaker, has provided to Nancy.

"The fifth anniversary of my transplant seemed like a huge thing," Nancy said. "I never imagined 30 years, and it lasting this long."

However, on November 29, 2019, Nancy was listed at Jacksonville's Mayo Clinic Hospital to wait for her second heart transplant. She received her second heart on January 12, 2020.

"Donation is the greatest gift you can give someone," Nancy said. "It's the most selfless gift because you won't know the impact – where it goes, who it goes to. The ripple effect of that is greater than anything. It's the ultimate gift."



MAKING LIFE POSSIBLE

PROVIDING HEALING AND RESTORED VISION
THROUGH TISSUE AND EYE DONATION

One registered donor can heal the lives of more than 75 people and can restore the sight of two through tissue and eye donation. Thousands have received precious gifts that eased pain, enabled healing, and restored vision. The data below recognizes Florida's 2019 tissue and eye donors who provided hope and healing to thousands through their gifts.



2,285

TISSUE DONORS GAVE HEALING
AND MOBILITY THROUGH
FLORIDA TISSUE BANKS IN 2019



6,964

RECOVERED EYE/CORNEA
DONORS GAVE THE GIFT OF
SIGHT THROUGH FLORIDA
EYE BANKS IN 2019



55%

OF FLORIDA'S TISSUE DONORS
WERE REGISTERED



72%

OF FLORIDA'S EYE DONORS
WERE REGISTERED



Tissue and eye donors touch the lives of thousands of individuals each year. This generous gift of healing and hope gives a new outlook on life for people like Geoff.

Geoff is an active guy who is always on the run. Whether he is running a marathon or one of his many business ventures, he is always on the move. A bout with shingles in his 40's barely slowed him down. While the lesions on his skin had faded, the virus continued to damage the layers of his cornea in his left eye—causing corneal thinning and scarring.

As his vision began to deteriorate, he had to give up on many of the activities he has always enjoyed. Skiing and back country trail running were impossible when he couldn't see the terrain clearly. He likened his vision to looking through a layer of Vaseline on his eye. A series of infections and a rapidly growing cataract accelerated his dire need for a cornea transplant.

Geoff received his new cornea thanks to the anonymous donation made possible by a family shortly after their loved one passed away. The cornea he needed to restore his sight was ready and available for him when he needed it most. Thanks to a donor, Geoff's vision is restored and has given him back the opportunity to keep running forward.

Geoff and his family are profoundly aware of the selfless decision the donor and their family made to make his vision possible and they are determined to pay it forward as registered organ, eye and tissue donors.

"I would like to thank the donor and the donor's family for having the foresight to realize they could impact someone else's life through the simple act of donation. Both my wife and I hope to be organ and tissue donors so that we too may be able to help someone someday."

FACE THE FACTS

DONATE LIFE FLORIDA EDUCATION PROGRAMS



 **1,283** EDUCATIONAL
ACTIVITIES STATEWIDE

MORE THAN
267,609
FLORIDIANS REACHED
THROUGH EDUCATION
AND OUTREACH EVENTS 

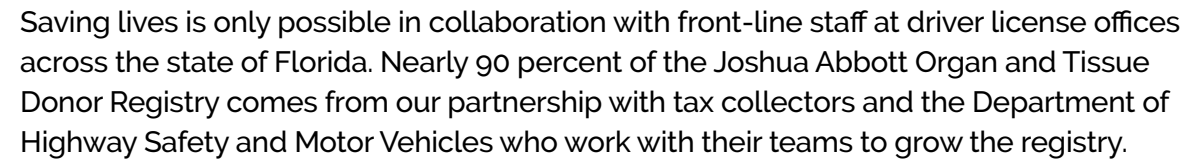
POPULATIONS REACHED BY EDUCATION



- 37% General Community
- 22% Secondary/Elementary Education
- 21% Workplace Partners
- 15% Multicultural
- 5% Higher Education

LifeLink ORGANizer volunteers sharing donation education at the Fort Myers National Kidney Foundation Walk.

SAVING LIVES IN PARTNERSHIP WITH DRIVER LICENSE OFFICES



A large group of approximately 25 people, mostly young adults, are posing behind a long table. The table is covered with a green, grass-like material and numerous small, rectangular signs that read "LIFE". A central sign on the table features a photograph of two people. The background shows a well-lit room with blue and green streamers hanging from the ceiling.



\$94,024
**RAISED BY DRIVER
LICENSE OFFICES
ACROSS FLORIDA
THROUGH THE
2019 DONATE LIFE
MONTH "PLANTING
SEEDS FOR LIFE"
CAMPAIGN**

2019 STATEWIDE ORGAN DONOR REGISTRATION RATES

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	YTD
Statewide Driver License DDR	49%	49%	48%	49%	50%	50%	49%	50%	49%	49%	49%	48%	49%

FLORIDA		Department of Highway Safety & Motor Vehicles Offices												
	DHSMV Site	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	YTD
	Volusia	55%	54%	55%	54%	54%	55%	55%	55%	53%	54%	53%	53%	54%
	DHSMV FLOWmobilities	43%	45%	46%	50%	45%	47%	51%	48%	43%	44%	46%	46%	46%
	Statewide	34%	34%	33%	34%	36%	33%	32%	33%	34%	34%	34%	33%	33%
	Statewide	31%	31%	30%	31%	31%	31%	27%	31%	30%	31%	30%	29%	30%
	State Issuance (DMV) BDR	35%	35%	34%	35%	36%	35%	33%	35%	34%	35%	35%	34%	35%

PLANTING SEEDS FOR LIFE

DRIVER LICENSE OFFICES RAISE SUPPORT FOR EDUCATION
BY BUILDING UNIQUE AND INSPIRING TREES

From tiny seeds grow mighty trees. Often used as a symbol of hope in the organ and tissue donation community, trees were the center of Donate Life Florida's Annual Donate Life Month campaign. driver license offices raised vital support for donation education and created unique trees that inspired their community to register as life-saving organ, eye and tissue donors. More than 100 trees were entered into the "Best Tree Contest" for award consideration by the Donate Life Florida Board and the Facebook community.

 **\$94,024**
RAISED FOR LIFE-SAVING ORGAN
AND TISSUE DONATION EDUCATION,
A 95% INCREASE OVER 2018

 **14,330**
COMMUNITY MEMBERS
CONTRIBUTED TO THE CAMPAIGN,
A 198% INCREASE OVER 2018

 **54** OFFICES PARTICIPATED
IN CREATING THEIR
TREE OF LIFE AND RAISING SUPPORT

BEST TREE

Donate Life Florida Favorite:



Polk County Tax Collector
Lakeland, Florida

BEST TREE

Facebook Favorite:



Lake County Tax Collector
Leesburg, Florida



Brevard - Merrit Island



Collier - Naples



Kendall - Miami



Escambia - Warrington



Hernando - Spring Hill



Highlands - Lake Placid



Hillsborough - Plant City



Sarasota - Downtown



Levy - Bronson



Polk - North Ridge



Polk - Bartow

TOP 5 FUNDRAISING COUNTIES

1. Sarasota \$22,578
2. Miami-Dade \$10,001
3. Suwannee \$9,591
4. St. Lucie \$9,128
5. Collier \$5,084

DONATE LIFE AMERICA, PINNACLE AWARD RECIPIENT

"Planting Seeds for Life" received the 2020 Fundraising Program Pinnacle Award from Donate Life America. This campaign was a stand-out with high visual impact and exponential return in monetary support for organ, eye and tissue donation education. The Donate Life America Pinnacle Awards are a nation-wide recognition of programs successful in inspiring more people to register as organ, eye and tissue donors.



OUT AND ABOUT IN THE SUNSHINE STATE

DONATE LIFE FLORIDA COMMUNITY EVENTS



Life Alliance and Legacy Donor Services Foundation hosted the second Game of Life Kickball Tournament at Doral Meadows Park to kick off 2019 National Donate Life Month.



The 7th Annual Run 4-Life 5K Walk/Run brings together South Florida community members to celebrate, honor and recognize donor heroes, transplant recipients, and those waiting.



A senior at Rickards High School in Tallahassee painted this free-hand mural on campus to promote National Donate Life Month.



OurLegacy volunteers educate at the Tom Joyner Family Reunion—the nation's largest party for African American families.



Runners line up for the 10th Annual GR8 to DON8 8k Run for Organ Donation in Central Florida.



OurLegacy volunteers recruit Fans for Life—an educational campaign partnership with the Minor League Baseball team, Daytona Tortugas.



Donor programs across Florida celebrate National Donate Life Blue & Green Day on April 16, 2019.

DONATE LIFE ROSE PARADE FLOAT

HONORING LOCAL DONOR HEROES AT THE 2020 TOURNAMENT OF ROSES,
ROSE PARADE



The Donate Life Rose Parade float is the centerpiece of an annual national effort to reach a broad audience with the simple, life-giving message that organ, eye and tissue donation saves and heals lives. The theme for the 131st Rose Parade was The Power of Hope, and the 2020 Donate Life Rose Parade float, themed Light in the Darkness, highlighted the power of unity, light and love, as celebrated during Southeast Asia's Diwali, or the Festival of Lights, a celebration of light shining in the darkness.

Twenty-six organ, eye and tissue recipients or living donors were seated among the peacocks or walked alongside the float. Floral displays overflowed from intricate vessels, adorned with 44 memorial floral portraits, honoring the gift of life and light given by organ, eye and tissue donors. Five of those 44 portraits known as "floragraphs" were made in the likeness of donor heroes from Florida. The five donor families were able to help assemble the float and honor their loved one with America on New Years Day.

The Donate Life Float was given the Judges Award for outstanding float design and dramatic impact. As the world's most visible campaign to inspire organ, eye and tissue donation, the Donate Life Rose Parade float continued to inspire viewers to save and heal more than one million people in need of organ, eye and tissue transplants each year.

continued on page 22



MICHAEL BROWN
Dignity Memorial

Michael Robert Brown, named after his dad, lived seven short weeks. His first smile, on the evening before he stopped breathing, told his parents that he knew he was loved beyond measure. Sadly, Michael stopped breathing while in the care of a babysitter when his mom was at work, as a possible Sudden Infant Death. Michael's family prayed for a miracle, but he was later declared brain dead, and his parents made the difficult decision of donating his organs and corneas. While Baby Michael became an angel in Heaven, his heart, liver and corneas helped several children whose families would not have to face the heartbreak of losing their child. To honor Michael's all too short life and his legacy of love, the Brown family volunteers regularly to share the importance of donation.



TULY GONZALEZ
Legacy Donor
Services Foundation

From an early age, Tuly was a very talented musician, playing multiple musical instruments, dancing, and acting. She excelled as a violinist, playing for the Greater Miami Youth Symphonic Orchestra, where she was even invited to play the famed Carnegie Hall in New York City. Tuly always looked for ways to help those in need. While still in high school, she organized a talent show to benefit the victims of Hurricane Katrina, raising over \$3,000 for hurricane relief. She later helped found the Just Relieve Foundation. She also gave music lessons to underprivileged children in her spare time. Just like a shooting star, lighting up the sky for a fleeting moment, Tuly passed away at the young age of 19. However, through her gift of donation, eight tissue recipients received life-saving transplants.

The Donate Life Float was given the Tournament of Roses Judges Award for the second consecutive year. This honor recognizes the float's outstanding design and dramatic impact—inspiring the judges and viewers to save and heal lives as registered donors.



DANNY PINO
Life Alliance

Danny Pino was 19 years old when he was struck by a car while crossing a street in Tallahassee, Florida. He passed away seven days later on September 28, 2014. Danny's spirit and the mission he was born to serve lives on through all of us at PinoStrong, a foundation created with funds raised to bring him home. Danny was known for his loyalty, determination and compassion. He enjoyed playing baseball, from the time he was five, all the way to college. After high school, he was recruited to play baseball by the US Merchant Marine Academy in Long Island, New York. His ultimate dream, more than playing baseball, was to serve his country. Upon his death, he saved three lives, in his act of valor as an organ donor.



KAMDEN GABRICK
LifeLink

Kamden "Kam" James Gabrick was a beautiful 3-year-old boy whose loving heart and infectious smile always found a way to bring people together. He lived with his mom and dad, Eileen and Jim, and puppy, "Daisy Bug." He loved to be outside, whether playing on his swing set, or splashing around in the pool. Kamden's favorite things included dinosaurs, sea animals, books, and his stuffed animal, Stitch. Kam's life was tragically cut short following a choking accident in 2018. Eileen and Jim chose to donate their son's organs in hopes that his beautiful light would continue on in others. Kamden saved two lives through his kidneys and liver. His parents find comfort in knowing Kamden's organ donation had an impact, not only on his two organ recipients, but also to his family.



SHAWN CARPENTER
OurLegacy

Shawn Michael Carpenter was a typical teenager. At age 16, he enjoyed playing soccer, surfing at Cocoa Beach, working part-time, going to the movies, and spending time with friends and family. He was an only child, but never lonely. On September 2, 1990, he came in from the garage holding his head in severe pain and his parents called 911. His condition deteriorated and within 24 hours progressed to brain death on Labor Day. Shawn was a healthy teenager and his family had never discussed organ donation. He had a driver license but no "organ donation" designation. His parents struggled with the decision to donate organs without knowing their son's wishes, but they finally decided to say "yes" to donation, and Shawn helped save and heal lives through his organs and corneas.

IN THE NEWS

INSPIRING OUR COMMUNITY WITH THE GIFT OF LIFE

DONATE LIFE FLORIDA

SOCIAL MEDIA



Organ donor sister Jenna Rowland (C) and double-lung recipient Morgan Holbrook (L) were guests during a live interview on the Morning Show on WXJT in Jacksonville.



PRINT:

29 ARTICLES AND PLACEMENTS
IN NEWSPAPERS AND MAGAZINES



TELEVISION:

24 TELEVISED BROADCAST
STORIES AND INTERVIEWS



WEB:

42 WEBSITE ARTICLES
AND PLACEMENTS



RADIO:

8 RADIO BROADCAST STORIES
AND INTERVIEWS

FACEBOOK FANS:



5,742

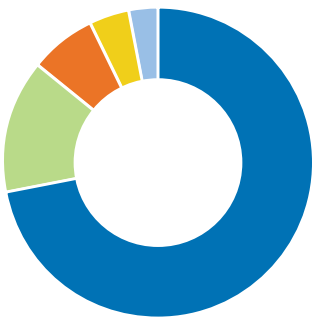
TWITTER FOLLOWERS:



2,345

The Donate Life Florida Social Media Committee helps grow the state donor registry through three major social media platforms—Facebook, Instagram and Twitter. In 2019, utilizing statistics, facts and storytelling the committee focused on increasing engagement, new followers and donor registration. In addition, the committee introduced a new strategy in recruiting volunteers throughout the state and inviting Facebook followers to create personalized fundraising pages to support Donate Life Florida's mission.

DONOR REGISTRIES BY SOCIAL PLATFORM IN 2019*



- 144 Facebook
- 27 Instagram
- 15 YouTube
- 9 Email
- 6 Twitter

**Registrants do not have
to select how they heard
about us when registering*



385

DONOR REGISTRATIONS
FROM SOCIAL MEDIA IN 2019



59

COMMUNITY MEMBERS CREATED
FACEBOOK FUNDRAISING PAGES IN
HONOR OF AN INDIVIDUAL OR IN
CELEBRATION OF A LIFE MILESTONE



\$12,822

RAISED ON FACEBOOK THROUGH
PERSONALIZED FUNDRAISING PAGES

ENGAGING CONTENT



FOLLOW US!



5,742 Followers
Facebook.com/DonateLifeFL



924 Followers
Instagram.com/DonateLifeFL

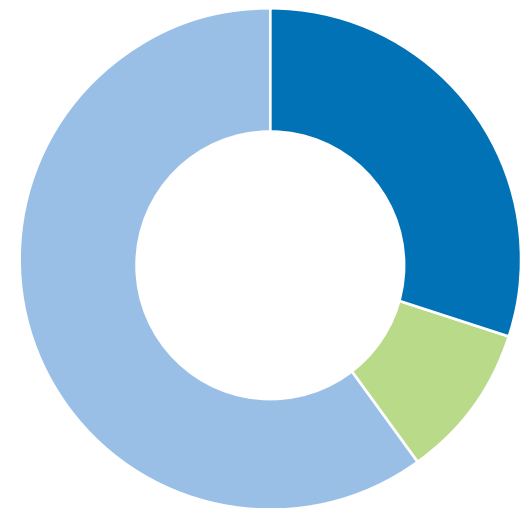


2,345 Followers
Twitter.com/DonateLifeFL

Your generosity makes life possible

Thank you for your generous support. Your gifts help Donate Life Florida educate the public about the life-saving benefits of organ, eye and tissue donation. Donate Life Florida is a non-profit 501(C)3 organization, dedicated to motivating Floridians to designate themselves as organ, eye and tissue donors. Your monetary donations are tax deductible to the maximum extent allowed by law. Seventy percent of our 2019 support came from people like you. The community can help support Donate Life Florida's educational programs through: tributes and memorials, gifts in lieu of flowers, and matching gift programs. To make a gift today, visit us online at DonateLifeFlorida.org

\$199,627 RAISED IN 2019



- 30% Donor Program Membership
- 10% Online and Memorial Donations
- 60% Public Donations at Driver License Offices



25%
INCREASE IN DOLLARS
RAISED IN 2019



RECORD-BREAKING YEAR
FOR DOLLARS RAISED BY
DRIVER LICENSE OFFICES,
A 95%
INCREASE COMPARED TO 2018

CHAIRPERSON:

Ashley Moore, *LifeLink of Florida*

VICE CHAIRPERSON:

James Rosa, *Lions Eye Institute for Transplant and Research*

TREASURER:

Jessica Zayakosky, *Legacy Donor Services Foundation*

SECRETARY:

Cynthia Hacker, *Life Alliance Organ Recovery Agency*

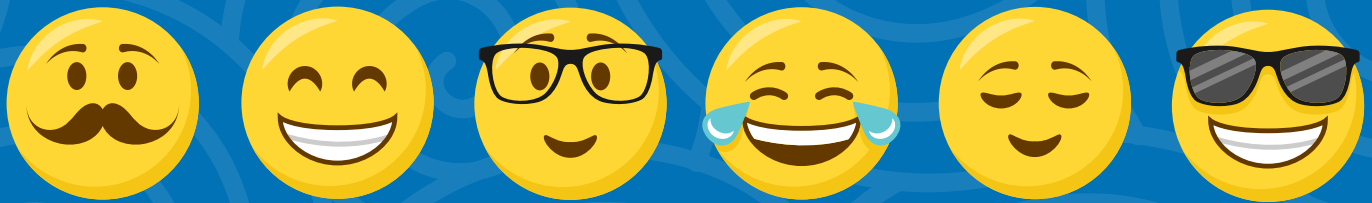
EXECUTIVE DIRECTOR:

Christopher Carroll, *Donate Life Florida*

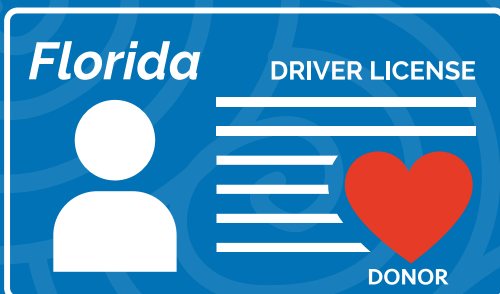
DIRECTORS:

- Janna Aboodi, *OurLegacy*
- Ruth Duncan Bell, MPA, *LifeLink of Florida*
- Elizabeth Fout Buras, *Florida Lions Eye Bank*
- Patricia Darrigan, *Legacy Donor Services Foundation*
- Kathleen Giery, APR, CPRC, *LifeQuest Organ Recovery Services*
- Jennifer Krouse, *LifeLink Tissue Bank*
- DiAnn McCormack, *CorneaGen*
- Sauntel Richardson, *OurLegacy Tissue Bank*
- Louanne White, *LifeNet Health of Florida*
- Jason Woody, *Lions Eye Institute for Transplant and Research*

YOUR PICTURE SAYS 1,000 WORDS



Your ❤️ says even more!



Floridians can now place a **RED HEART** on their license when they register as a life-saving organ, eye and tissue donor. Earn this badge of honor when renewing your driver license.

VISIT OUR WEBSITE TO LEARN MORE ABOUT DONATE LIFE FLORIDA AND TO REGISTER AS AN ORGAN, EYE AND TISSUE DONOR.

DonateLifeFlorida.org

 [DonateLifeFL](#)

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