

2021 ANNUAL REPORT



FLORIDA DONOR HEROES HONORED AT THE 2022 ROSE PARADE IN PASADENA, CALIFORNIA



ASHLEY MOORE, CHAIRPERSON
DONATE LIFE FLORIDA



In 2021, the Donate Life Florida state team has worked collaboratively to spread the lifesaving message of organ, eye and tissue donation despite ongoing challenges with COVID-19. Throughout the year our committees worked to produce campaigns and content encouraging donor registration through our driver license offices, website and social media platforms.

During National Donate Life Month, we launched the first Let Your Light Shine Campaign which encouraged business, hospitals, landmarks and volunteers throughout the state to light up their buildings and homes in blue and green to bring awareness to the critical need for more registered donors.

Our License Plate Task Force continues to pursue sales of the Donate Life Florida specialty license plate and has made great strides to promote the plate with transplant centers and through driver license renewal inserts.

Donate Life Florida would not be where we are today without the dedicated and steadfast leadership of our Executive Director, Christopher Carroll. After 17 years of service, having built a strong financial infrastructure for Donate Life Florida and countless lives saved and improved, we wish Christopher all the best in his retirement. Providing a smooth transition beginning January 2022, the Executive Director Search Committee is excited to welcome our new Executive Director, Casey Wohl Hartt.

This year the DLF registry hit a record 11.8 million donors and remains the third largest donor registry in the country. I'm proud of the way our state team has committed to collaboration and donor education so that we may continue to grow the Joshua Abbott Organ and Tissue Donor Registry.

Sincerely,

Ashley Moore

WELCOME NEW EXECUTIVE DIRECTOR, CASEY WOHL HARTT

Casey Hartt has more than 20 years experience in organizational management, public relations and governmental affairs. She worked for the Florida citrus industry, as well as phosphate and turf grass industries before launching her own consulting firm in 2007. Since launching the firm, she has worked with nearly 20 companies and organizations assisting with a variety of outreach initiatives from social media to event planning.



Hartt has a master's degree in Communications from the University of Florida and a bachelor's degree in Environmental Studies from Rollins College. Raised in Sebring, Hartt left for several years and returned to marry her husband in 2013. They have one son, Yale.



TABLE OF CONTENTS

- 4** Joshua Abbott Organ and Tissue Donor Registry
- 6** Making Life Possible
- 10** Education Programs
- 12** Driver License Office Outreach
- 14** Community Events
- 20** Donate Life Rose Parade Tribute
- 24** In The News
- 25** Social Media
- 26** Fundraising and Giving
- 27** Board of Directors

JOSHUA ABBOTT ORGAN AND TISSUE DONOR REGISTRY

TOGETHER, WE ARE BUILDING A LIFESAVING LEGACY FOR OUR COMMUNITY

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.

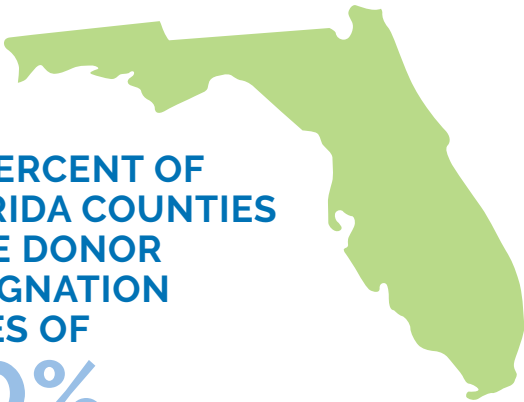
As of December 31, 2021, 11,830,235 individuals were enrolled in Florida's Joshua Abbott Organ and Tissue Donor Registry. This represents a 138 percent increase since July 2009 when the new registry was launched, and a 4% increase in 2021 when measured against the 11,382,301 registrants at the end of 2020.



447,993
PEOPLE ADDED
TO FLORIDA'S
REGISTRY IN 2021



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

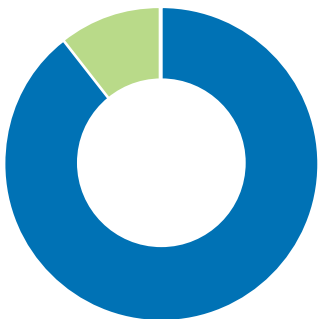


70 PERCENT OF
FLORIDA COUNTIES
HAVE DONOR
DESIGNATION
RATES OF
50%
OR HIGHER



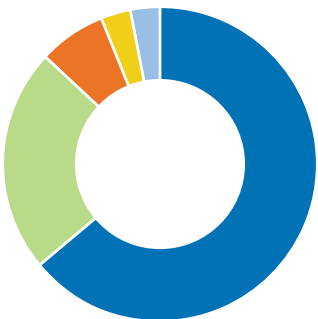
30,366
PEOPLE ADDED TO THE
NATIONAL DONATE LIFE
REGISTRY THROUGH AN APPLE
IPHONE HEALTH APPLICATION
OR AT REGISTERME.ORG

REGISTRATIONS BY SOURCE



- 96% Driver License Transactions
- 4% Online and Mobile Applications

REGISTRATIONS BY RACE AND ETHNICITY *



- 64% White
- 23% Hispanic
- 7% Black
- 3% Asian
- 3% American-Indian, Pacific-Islander or Other

**Race field is optional*

REGISTRATIONS BY GENDER



- 55% Female
- 45% Male

REGISTRATIONS BY AGE



- 14% Age 17 and younger
- 33% Age 18-35
- 20% Age 36-50
- 20% Age 51-65
- 13% Age 65+

MAKING LIFE POSSIBLE

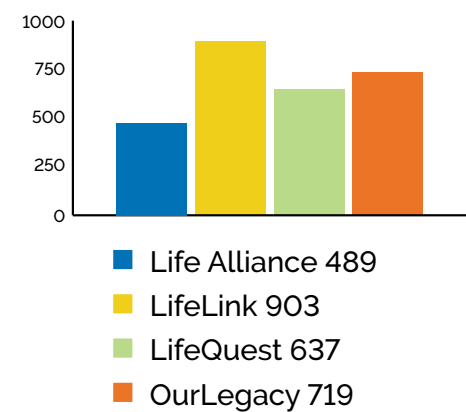
SAVING LIVES THROUGH THE MIRACLE OF ORGAN DONATION

The Joshua Abbott Organ and Tissue Donor Registry helps save lives. In 2021, more than 40,000 lives were saved through organ transplants in the United States of America. Of those, more than 2,500 lives were saved by organs recovered in Florida.*

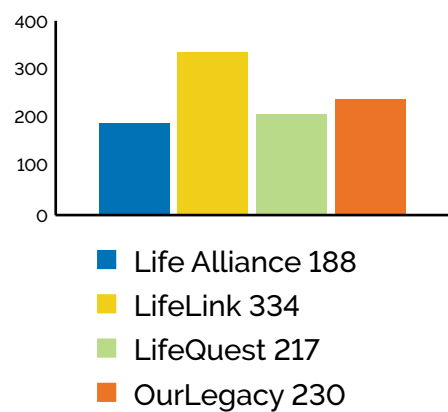
Each county in Florida has a federally designated organ procurement organization (OPO) to support families through the donation process and honor donor designations. The following data indicates lives saved through organs recovered by Florida OPOs in 2021. Saving lives is made possible through our partnership with Florida's OPOs in both community education and in stewarding the Gift of Life.

**Organ Procurement and Transplantation Network Data*

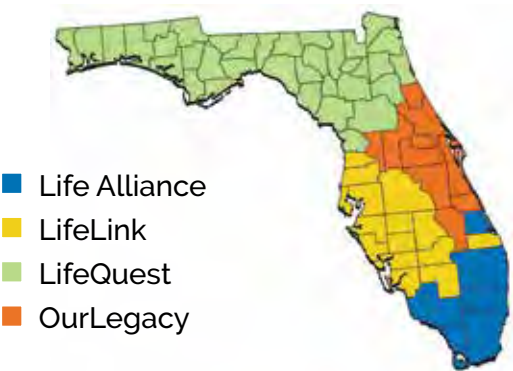
ORGANS RECOVERED AND TRANSPLANTED IN 2021



ORGAN DONORS BY ORGAN PROCUREMENT ORGANIZATION IN 2021



ORGAN PROCUREMENT ORGANIZATION SERVICE AREAS



2,748
ORGANS RECOVERED
IN FLORIDA FOR
LIFESAVING TRANSPLANTS

Thanks to the effort of her husband, Graham, family and friends of Elizabeth "Libby" Smith, a passionate supporter of organ donation, raised more than \$2,500 in her memory.

Elizabeth "Libby" Smith passed away in September 2021, but her legacy lives on through the work she did as an advocate for Donate Life Florida and the financial tributes that were raised in her memory.

More than anything, Libby Smith wanted to thank the family of the 24-year-old woman who donated her heart and saved Libby's life. But how do you thank someone you've never met for a gift you can never repay?

Like many who receive organ transplants, Smith yearned to connect with her donor family to share progress and show appreciation. While families are encouraged to write to each other, correspondence is managed, takes time, and remains anonymous unless both sides agree to meet.

Smith could not begin to explain her gratitude, so she lived a life of service instead.

At 36, Smith was diagnosed with idiopathic cardiomyopathy, a hereditary condition that causes the heart muscle to weaken. Doctors said she would need a heart transplant to survive. Determined to beat the odds, she exercised, took vitamins and enrolled in stem-cell research. Despite her best effort, doctors implanted a pacemaker in Smith's chest.

The turning point came when Smith worked as a wedding consultant. While it is normal for the bride's heart to skip a beat during nuptials, it is not normal for the wedding planner. Doctors noticed a pattern when Smith worked the big events. The stress of it all nearly stopped her heart. She quit her job, underwent evaluation, and was placed on the national organ transplant list for five months. She received her new heart on August 25, 2017.

Just five months after receiving her heart transplant at Mayo Clinic Hospital in Jacksonville, Florida, Smith began passionately promoting the urgent need to register organ donors. Between doctor visits and biopsies, she trained as a LifeQuest volunteer and spoke often in schools with the single hope of making her donor family proud.

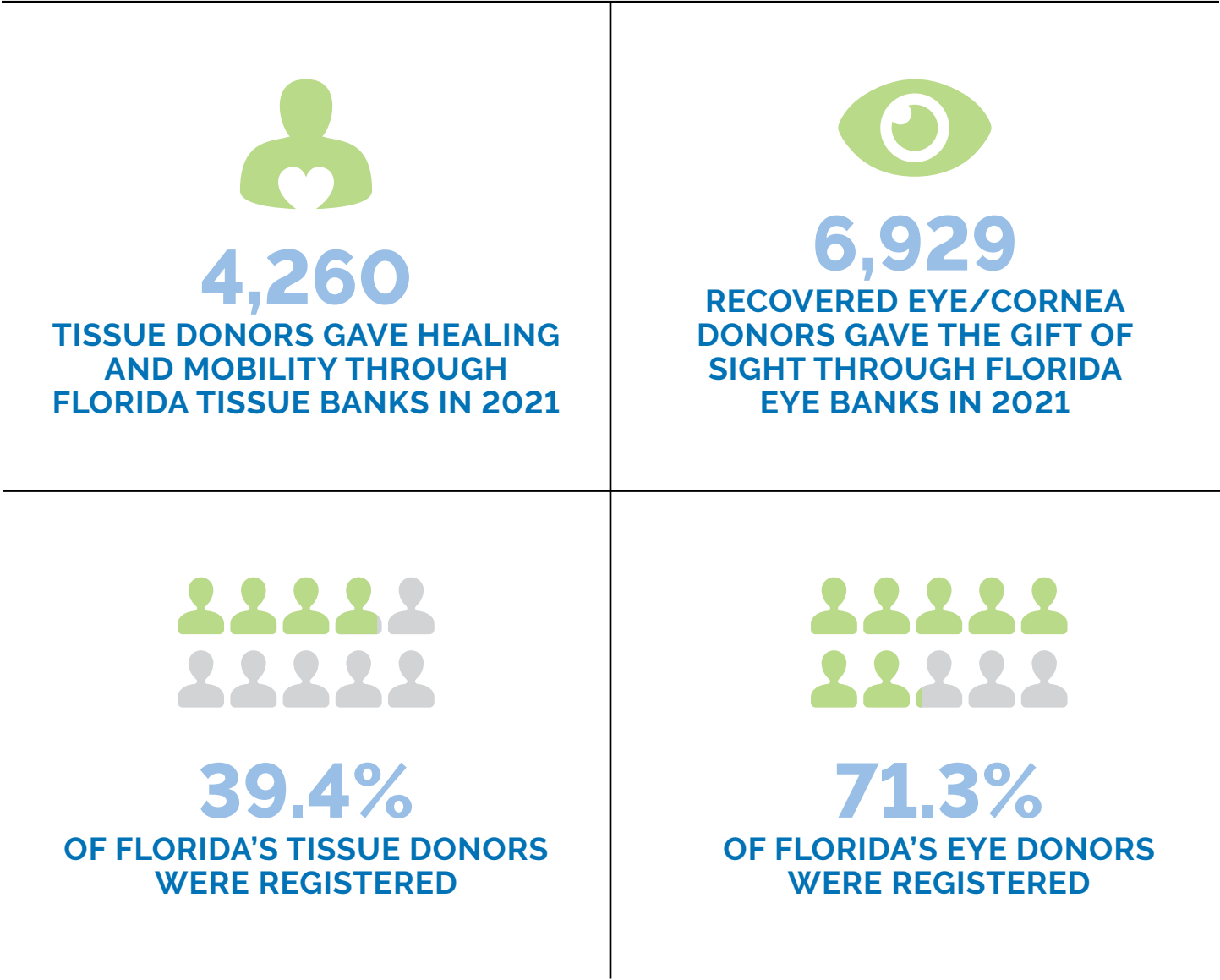


Libby Smith, Heart Recipient

MAKING LIFE POSSIBLE

PROVIDING HEALING, MOBILITY 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 2021 tissue and eye donors who provided hope and healing to thousands through their gifts.



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



Corlene is a young and talented jewelry-maker, crafter and entrepreneur who has suffered with the effects of keratoconus for several years.

Keratoconus is a progressive eye disease where the normally round cornea stretches and thins, causing blurry, double-vision, distortion, and extreme sensitivity to light. Corlene's case was severe and progressed rapidly affecting her ability to drive, go to school and hold a job. She was unable to wear the thick corrective lenses often used to compress the cornea into a round shape and glasses did nothing for her double, sometimes triple-vision and light sensitivity. She had to rely on her friends and family to get around and often had to keep her eye closed for long periods to rest. She even had to give up on college because she could not use her computer or see the lines on a piece of paper to complete her course work.

A cornea transplant would be the only solution to help Corlene regain her sight and give her a chance to live a normal, productive life. Thanks to the gift of a new cornea from an anonymous donor recovered shortly after their passing, Corlene is now seeing so much better and looking forward to a potential second transplant for her other eye and getting back to school and work.

"Receiving this new cornea means everything to me. I feel the world is my oyster and nothing can stop me now. I do not have to just exist – I can be something now. I can go back to school, own and drive a car and have a job. This has changed my life forever. Now that I have this new eye, I can venture off and do wonders! I'm so grateful to my donor and their family for their gift," said Corlene.



Corlene and family held the Donate Life flag in honor of the Gift of Sight during the opening ceremony of the 12th Annual GR8 to DON8 5k/8k Run for Organ Donation.

DONATION EDUCATION

DONATE LIFE FLORIDA EDUCATION PROGRAMS



University of Florida SODA President, Hayley Brown, leads registration events for students on campus to grow the lifesaving donor registry.

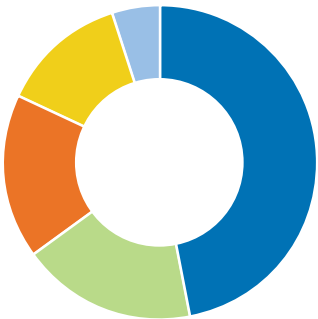


 **514** EDUCATIONAL
ACTIVITIES STATEWIDE

MORE THAN
55,118
FLORIDIANS REACHED
THROUGH EDUCATION
AND OUTREACH EVENTS 



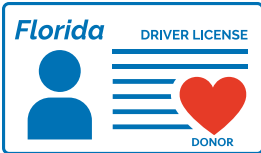
POPULATIONS REACHED
BY EDUCATION



- 47% General Community
- 18% Secondary/Elementary Education
- 17% Workplace Partners
- 13% Multicultural
- 5% Higher Education

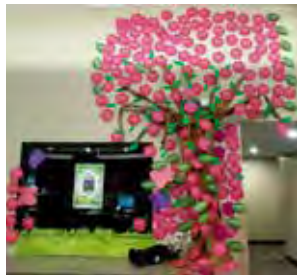
DRIVER LICENSE OFFICE OUTREACH

SAVING LIVES IN PARTNERSHIP WITH DRIVER LICENSE OFFICES



Saving lives is only possible in collaboration with front-line staff at driver license offices across the state of Florida. Nearly 96 percent of the registrations on the Joshua Abbott Organ and Tissue Donor Registry comes from our partnership with tax collectors and the Department of Highway Safety and Motor Vehicles.

Floridans can have a red heart placed on their driver licenses when registering as organ, eye and tissue donors. Consider registering as a donor next time you renew your driver license. Don't forget to thank your clerk for the lifesaving work they do every day.



96%
OF FLORIDA'S NEW
REGISTRATIONS CAME
THROUGH DRIVER
LICENSE OFFICES



49%
DONOR DESIGNATION
RATE STATE
AVERAGE IN 2021



SAVE LIVES! PURCHASE THIS PLATE

The Donate Life Florida license plate is headed into production as soon as we pre-sell 3,000 plates. You can help by purchasing a pre-sale voucher at your local tax collector office or by visiting DonateLifeFlorida.org

SAVE LIVES, SAY "YES"!

2021 STATEWIDE ORGAN DONOR REGISTRATION RATES

Donor Designation Rate (DDR): The percentage of customers who say "yes" when asked, "Do you want to be an organ donor?" during a driver license transaction.



OUT AND ABOUT IN THE SUNSHINE STATE

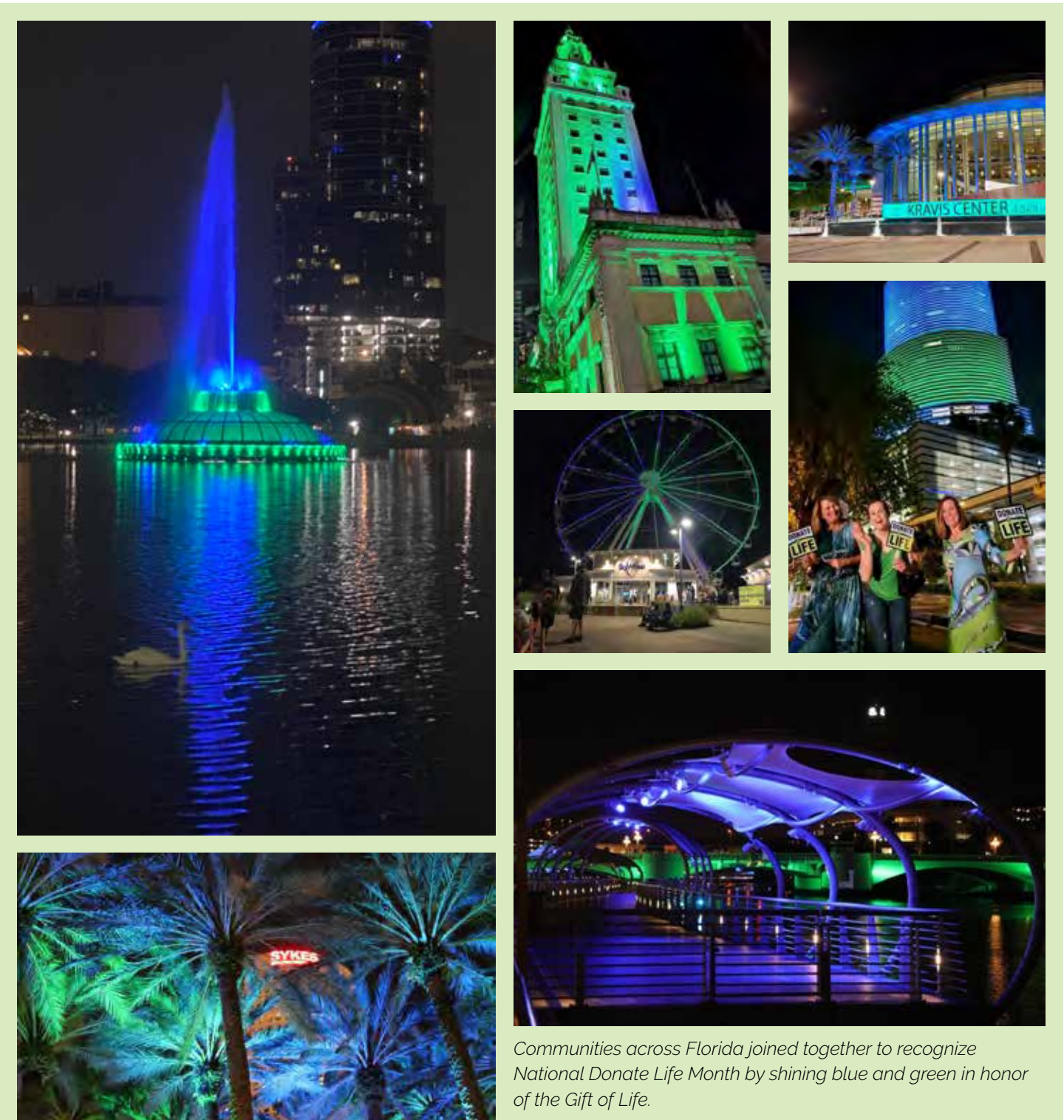
DONATE LIFE FLORIDA COMMUNITY EVENTS



Escambia County Tax Collector, Scott Lunsford, celebrated National Blue & Green Day by the Donate Life Pelican "Hope" at the Palafox office. Tissue recipient, Kim McMahon, helped dedicate the newly installed **Garden of Hope**—a beautiful space honoring organ, eye and tissue donor heroes.



OurLegacy joined donor families in honoring 2020 donor heroes with a symbolic, public display of 217 pinwheels at Lake Eola in Orlando, Florida for National Donate Life Blue and Green Day 2021. A pinwheel reminds us of the power we all have to pass on life through organ, eye and tissue donation.



Communities across Florida joined together to recognize National Donate Life Month by shining blue and green in honor of the Gift of Life.



LifeLink® of Florida hospitals and volunteers promoted donor education and registration throughout National Donate Life Month.

Donate Life Florida partnered with actress and influencer, Aly Sanchez, and Hillsborough County Tax Collector, Nancy Millan, to share donation education with Hispanic communities.



Volunteers across Florida promote the lifesaving message of organ, eye and tissue donation.

2022 ROSE PARADE TRIBUTE

COMMUNITY OF LIFE

The 2022 Donate Life Rose Parade® float, Courage to Hope, shared the courage shown by donor families, living donors and waiting recipients, represented by the winged lion of Piazza San Marco (or Saint Mark's Square) in Venice, Italy. The majestic lion held a book that represents the knowledge that both donor families and grateful recipients share about the importance of saying "YES" to donation. Organ, eye and tissue donation offers hope to donor families, who in the midst of losing a loved one, see the chance to believe their loved ones' gifts will help save others. At the same time, those waiting to receive a lifesaving organ have the dream and the courage to hope that a donor will become available, to restore their health and change their lives. They can now achieve their life's goals, all thanks to their donors.

Story Continued on Page 22



**Kim McMahon, Tissue Recipient
LifeNet Health of Florida**

Kim McMahon's journey with donation began when her 16-year-old son, William, suddenly needed a liver transplant in 2004. After receiving the Gift of Life, he experienced liver failure again. He passed away in May 2005 before a second donor could be found. Kim felt that if one more donor was registered, her son may be alive today. Kim launched a non-profit in William's memory to champion for donation. She appeared in a PBS documentary: Transplant: A Gift for Life, produced a documentary: Will2Live, and has traveled throughout the United States to share her son's story.

In 2021, Kim underwent an eight-hour spinal fusion surgery where she received donor bone to repair and strengthen her spine. Donation has come full circle in Kim's life. She is grateful to her donor for their gift that has allowed her to actively resume her life and career, providing the necessary bone that has allowed her to actively resume her life and career.



**Rene Sorrentino, Liver Recipient
AdventHealth
Transplant Institute**

Rene Sorrentino's life was great; until a routine physical revealed a virus was slowly destroying her liver. Her only possible hope was a transplant. She was getting sicker and qualified to be placed on the transplant list at UCLA. The two years that followed were laden with multiple hospitalizations to keep her alive until a liver was available. In February of 2014, her brother flew in from Florida, to say goodbye. He asked the doctor if he could take Rene back to Florida with him, where she would perhaps receive a liver sooner. The next day after her admission into AdventHealth, Rene learned a liver was available. Rene has since been privileged to meet her donor Nicholas Paquette's family and join them in honoring Nicholas at the Rose Parade. She was invited to ride on the Donate Life Rose Parade Float under his floragraph portrait.

The float featured stylized Venetian colonnades, inspired by the Palazzo Ducale or Doges' Palace in Venice. These ornate porticos were adorned with memorial floral portraits, honoring the Gift of Life and hope given by organ, eye and tissue donors. Venice's gondolas carried organ, eye and tissue recipients, as they continue sailing in their life journey, thanks to their donors' gifts. Living donors and recipients walked alongside the float. A lush dedication garden featured individually dedicated roses and completed the beautiful Venetian scene, along with blue and white waves, representing the flowing Venice canals.

Florida donor heroes, Linda Couch, Logan Daily and Nicholas Paquette, were honored on the float. Joining Nicholas' family for the unforgettable journey was AdventHealth Transplant Institute liver recipient, Rene Sorrentino. Rene honored her donor, Nicholas, by holding his portrait and riding below his floragraph the day of the parade.



**Logan Daily,
Donor Hero
Legacy Donor Services**

Logan's smile could light up a room and make you want to smile back. His smile was a window to his personality. Logan was the most loving, giving and kindhearted person. He would do anything for anyone. With his 6' 3" height and broad shoulders, his hugs were like a blanket woven together with love and protection. He had a strong work ethic and he enjoyed being outdoors in his free time, especially hunting and fishing. Logan's proudest moments were when he became a daddy. He always spoke with pride, love and devotion about his sons Anthony and Liam. After his untimely death, Logan became a cornea and tissue donor, improving the lives of 228 people. Being a donor was Logan's last act of kindness.



**Linda Couch,
Donor Hero
OurLegacy**

Linda Marie Couch was the beloved and only daughter of Diana and Larry Couch. As a freshman at Gateway High School in Kissimmee, Florida, she was cherished among her friends as the outgoing, social butterfly, with a contagious laugh and sweet smile.

While attending a football game, Linda was hit by a car while crossing a busy intersection by her high school. Linda's friends advocated to improve pedestrian safety. Their diligent work resulted in having a state law changed to make state roads safer for pedestrians.

Linda's parents were life-long advocates for donation and spoke about their decision to donate as a family. Linda's donation of organs and corneas provided the Gift of Life and sight to four recipients.



**Nicholas Paquette,
Donor Hero
Life Alliance**

Nicholas Paquette, known as "Sensei Nick" at his dojo, was a genuine and loyal young man who was beloved by all who knew him. His humor, kindness, and giving nature had a way of drawing everyone around him close. They wanted to know him and wanted to be liked by him. While typically a man of few words, and known for deadpan expressions or funny faces on camera, Nick was just as famous for making you laugh until your sides hurt. He was also famous for his radiant smile and sparkling blue eyes set in a handsome face.

"Even though the pain of losing Nicholas remains," his mother Lori says, "we do find comfort in knowing his life had such a positive impact on so many. Without a doubt, Nick's memory will always bring a smile to those who knew him."

IN THE NEWS

INSPIRING OUR COMMUNITY WITH THE GIFT OF LIFE

DONATE LIFE FLORIDA

SOCIAL MEDIA

Two leading ladies. **One Mission.**



Honorable Nancy Millan
Hillsborough County Tax Collector



Dos protagonistas. Una misión.

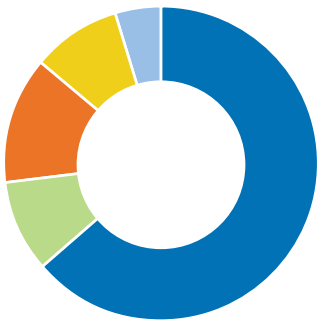


Aly Sánchez
Actress and Influencer



The Donate Life Florida Social Media Committee helps grow the state donor registry and provides lifesaving organ, eye and tissue donation education through four major social media platforms – Facebook, Instagram, Twitter and LinkedIn. In 2021, utilizing donation statistics, facts and storytelling, the committee focused on increasing engagement, new followers, donor registrations and pre-sales for the Donate Life Florida specialty license plate through various advertisements across Facebook and Instagram. The committee has steadily engaged and recruited new volunteers throughout the state and has continued to invite Facebook followers to create personalized fundraising pages. Financial donors are highlighted monthly on Facebook for their generous giving and support of Donate Life Florida's mission.

DONOR REGISTRATIONS BY SOCIAL PLATFORM IN 2021*



- 54 Facebook
- 12 Instagram
- 12 YouTube
- 7 Email
- 2 Twitter

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

ENGAGING CONTENT



FOLLOW US!

-  6,438 Followers
[Facebook.com/DonateLifeFL](https://www.facebook.com/DonateLifeFL)
-  1,445 Followers
[Instagram.com/DonateLifeFL](https://www.instagram.com/DonateLifeFL)
-  2,454 Followers
[Twitter.com/DonateLifeFL](https://twitter.com/DonateLifeFL)
-  242 Followers
[linkedin.com/company/donateliflorida](https://www.linkedin.com/company/donateliflorida)



PRINT:

7 ARTICLES AND PLACEMENTS IN NEWSPAPERS AND MAGAZINES



TELEVISION:

24 TELEVISED BROADCAST STORIES AND INTERVIEWS



WEB:

21 WEBSITE ARTICLES AND PLACEMENTS



RADIO:

3 RADIO BROADCAST STORIES AND INTERVIEWS



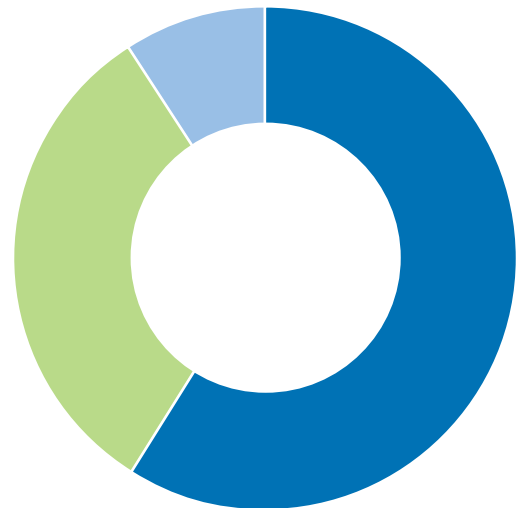
471

DONOR REGISTRATIONS FROM SOCIAL MEDIA IN 2021

Your generosity makes life possible

Thank you for your generous support. Your gifts help Donate Life Florida educate the public about the lifesaving 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 2021 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

\$115,235 RAISED IN 2021



- 59% Donor Program Membership
- 32% Public Donations at Driver License Offices
- 9% Online and Memorial Donations

 **\$4,931**

RAISED ON FACEBOOK
THROUGH PERSONALIZED
FUNDRAISING PAGES

 **159**

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

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

VICE CHAIRPERSON:
Patricia Darrigan, *Legacy Donor Services Foundation*

TREASURER:
Hallie Thomas, *Legacy Donor Services Foundation*

SECRETARY:
Jessica Scheidler, *LifeQuest Organ Recovery Services*

EXECUTIVE DIRECTOR:
Casey Wohl Hartt, *Donate Life Florida*




DIRECTORS:
Janna Aboodi, *OurLegacy*
Jennifer Krouse, *LifeLink of Florida*
Elizabeth Fout Buras, *Florida Lions Eye Bank*
Patricia Darrigan, *Legacy Donor Services Foundation*
Kathleen Giery, APR, CPRC, *LifeQuest Organ Recovery Services*
Ashley Moore, APR, *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*

A special thank you to our Donate Life Florida members. Together, we are saving lives through organ, eye and tissue donation.

CorneaGen™



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

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