FLORIDA DONOR HEROES HONORED ON THE 2023 DONATE LIFE ROSE PARADE® FLOAT, LIFTING EACH OTHER UP
The world is a changing landscape, and the donation industry is no exception. Donate Life Florida is proud of the efforts made in 2022 to promote organ, eye, and tissue donation. Our designated committees worked tirelessly to ensure that new perspectives were examined, and existing ideas and methods were reevaluated, all for the benefit of the thousands of individuals who will receive lifesaving and life-enhancing gifts in the Sunshine State.

National Donate Life Month in 2022 included campaigns that shed light on the importance of registering as an organ, eye, and tissue donor. Our state teams, comprised of pioneering individuals from the different Organ Procurement Organizations, Tissue Banks, and Eye Banks, worked diligently to ensure our multicultural populations were represented. We worked with social media influencers, spoken word poets, and community leaders to ensure the message of organ, eye, and tissue donation could reach as many people as possible.

Established campaigns, like the “Let Your Light Shine Campaign,” which encourages hospitals, businesses and landmarks to light up blue and green for donation awareness, saw a tremendous increase in participation. We continue to collaborate with Tax Collectors, where more than 90% of all donation registrations originate, and where our Donate Life Florida specialty license plate efforts are ongoing. Flag raising ceremonies, mural paintings, marathons, and donor remembrance and community events, are just some examples of different outreach activities that have a lasting impact on our mission.

Last year, we reached a milestone: a record 12 million Floridians registered as donors, the third largest donor registry in the nation. We owe it all to the selfless act of donation. To all those who, in death, gave life to others by simply saying “yes” when presented with the question, “Would you like to be a donor and save lives?”

It is a pleasure to work alongside such passionate colleagues and to partner with caring professionals outside our industry, in order to serve individuals on the Joshua Abbott Organ, and Tissue Donor Registry, the recipients, and donor families.

Sincerely,

James Rosa

STATEMENT FROM EXECUTIVE DIRECTOR, CASEY WOHL HART

I was fortunate to join Donate Life Florida as Executive Director in January 2022. I knew I had big shoes to fill left by DLF’s previous Executive Director of 17 years, Christopher Carroll, who had done a tremendous job in his role with the organization.

The people I have met and the stories I have heard from both donors and donor families have inspired me even more to ensure donor education is widespread throughout our great state of Florida. I am proud to be a part of this outstanding team. I am honored to work with a wonderful Board of Directors representing agencies who work collaboratively to share the lifesaving message of organ, eye, and tissue donation.

We look forward to another great year in 2023.
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, 2022, there are 12,070,538 individuals enrolled in Florida’s Joshua Abbott Organ and Tissue Donor Registry. This represents a 141% increase since July 2009 when the new registry was launched, and a 2% increase when measured against the 11,830,235 registrants at the end of 2021.

**REGISTRATIONS BY SOURCE**

- 97% Driver License Transactions
- 3% Online and Mobile Applications

**REGISTRATIONS BY RACE AND ETHNICITY**

- 61% White
- 25% Hispanic
- 8% Black
- 3% Asian
- 3% American-Indian, Pacific-Islander or Other

**REGISTRATIONS BY GENDER**

- 54% Female
- 46% Male

**REGISTRATIONS BY AGE**

- 14% Age 17 and younger
- 35% Age 18-35
- 21% Age 36-50
- 19% Age 51-65
- 11% Age 65+
The Joshua Abbott Organ and Tissue Donor Registry helps save lives. In 2022, nearly 43,000 lives were saved through organ transplants in the United States of America. Of those, more than 3,000 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 2022. Saving lives is made possible through our partnership with Florida’s OPOs in both community education and in stewarding the Gift of Life.

From September 15 to October 15 each year, the United States observes National Hispanic Heritage Month, a time dedicated to celebrating the rich cultural tapestry of Hispanic communities across the state. It’s not only a period of festivity, but an opportunity for Donate Life Florida to recognize and honor the profound generosity of Hispanic organ, eye, and tissue donors and their families. Donate Life Florida also participates in numerous events that raise awareness and emphasize the critical need for Hispanic individuals to register as organ, eye, and tissue donors.

Aly Sanchez, a notable Hispanic influencer, used her platform to promote Donate Life Florida’s mission. Aly registered as an organ, eye, and tissue donor, and attended numerous events encouraging others to do the same, fostering a sense of community and shared purpose. Camila Guiribitey, another prominent Hispanic influencer, hosted the Hispanic Heritage Month Celebration in North Miami Beach.

¡Done Vida!
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 2022 tissue and eye donors who provided hope and healing to thousands through their gifts.

Tissue and eye donors restore sight, mobility, and quality of life to thousands of people each year. This gift of hope and healing gives a new outlook on life for people like Kelly.

Kelly, a lawyer and devoted mother of three, lived a busy, vibrant life until a fierce battle with a mysterious eye infection brought her world to a standstill. The trouble began after a vacation, presenting with redness and discomfort in her left eye. Initially misdiagnosed as pink eye, the condition did not improve with medication. It took doctors several months, and many different attempts at treatment, to determine Kelly’s condition was due to a rare amoebic infection, one that was particularly hard to treat and very, very painful.

Life turned into a struggle for Kelly. Even a hint of light caused unbearable pain, making driving, caring for her kids, and working impossible. She leaned heavily on her family, straining her emotional well-being. Some days, giving up felt easier, but with courage and persistence, Kelly continued her treatment regimen.

Eventually, the infection subsided, but Kelly’s left cornea was permanently damaged. A corneal transplant, in which Kelly’s damaged cornea was replaced with healthy eye tissue, was her only option for restored vision. This procedure, which was made possible by a selfless and anonymous cornea donor, returned her sight and ended her suffering.

Now, Kelly holds deep gratitude for her cornea donor and their family. “Every time I see my children, I remember my donor. I’ll cherish this gift of sight every day I have left.”

Every year, thousands of people are affected by a treatable form of blindness, and through the gracious decision to donate, these individuals gain the priceless and life-changing gift of sight. Choosing to register as a donor means contributing to the fight against corneal blindness, bringing light to those in darkness.
DONATION EDUCATION
DONATE LIFE FLORIDA EDUCATION PROGRAMS

15,676 EDUCATIONAL ACTIVITIES STATEWIDE
MORE THAN 117,282 FLORIDIANS REACHED THROUGH EDUCATION AND OUTREACH EVENTS

POPULATIONS REACHED BY EDUCATION
- 44% General Community
- 33% Multicultural
- 10% Secondary/Elementary Education
- 10% Workplace Partners
- 3% Higher Education

Decorating the famous Graffiti Bridge in Pensacola for National Donate Life Month, observed every April

Themed treats for our friends and supporters!

Donate Life Florida representatives table at various events throughout the state

LifeLink volunteer raises the Donate Life Flag at HCA Florida Blake Hospital
DRIVER LICENSE OFFICE OUTREACH

SAVING LIVES IN PARTNERSHIP WITH DRIVER LICENSE OFFICES

Saving lives is only possible in collaboration with frontline staff at driver license offices across the state of Florida. Over 97% of registrations on the Joshua Abbott Organ and Tissue Donor Registry come from our partnership with tax collectors and the Department of Highway Safety and Motor Vehicles.

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

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”!

2022 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.

Flipping in to say thank you campaign: Donate Life Florida member organizations delivered boxes of lollipops to tax collectors and driver license offices statewide. This small gesture acknowledges the diligent work our partners at these agencies do every day.

97% OF FLORIDA'S NEW REGISTRATIONS CAME THROUGH DRIVER LICENSE OFFICES

55% DONOR DESIGNATION RATE AVERAGE IN 2022

≥60% 50-59% ≤49%

Alachua
Bay
Bradford
Brevard
Charlotte
Clay
Columbia
Dixie
Escambia
Flagler
Hernando
Highlands
Holmes
Indian River
Lafayette
Lake
Lee
Levy
Manatee
Marion
Martin
Okeechobee
Pasco
Pinellas
Putnam
Sarasota
Suwannee
Union
Washington

Broward
Calhoun
Collier
Desoto
DHSMV Flow Mobiles
Duval
Gadsden
Hamilton
Hardee
Hendry
Hillsborough
Jackson
Jefferson
Leon
Liberty
Madison
Miami-Dade
Monroe
Orange
Oscoda
Palm Beach
Polk
Seminole
St. Lucie
Taylor
Volusia

Citrus
Franklin
Gillchrist
Gulf
Nassau
Okaloosa
Santa Rosa
St. Johns
Sumter
 Wakulla
Walton

Popping in to say thank you campaign: Donate Life Florida member organizations delivered boxes of lollipops to tax collectors and drivers license offices statewide. This small gesture acknowledges the diligent work our partners at these agencies do every day.
SHOW LOVE. SAVE A LIFE.
BEE A DONOR!
DONATE LIFE FLORIDA’S BUZZWORTHY SUCCESS IN 2022

Donate Life Florida buzzed into action for National Donate Life Month 2022 with our “Show Love. Save a Life. Bee a Donor!” campaign. This initiative not only raised awareness about organ, eye, and tissue donation but also showcased the power of teamwork and creativity.

The campaign was marked by a friendly competition between state Department of Highway Safety and Motor Vehicles and county tax collector offices, all aimed at increasing donor registration rates and voluntary contributions to the Organ and Tissue Donation Education Fund. At the heart of the campaign was the “Bee a Donor Contest,” where offices were encouraged to craft stunning bees, beehives, and honeycomb displays.

The creativity of employees shone as these displays grew, with each addition representing a customer’s donation to the Organ and Tissue Donation Education Fund. Polk County’s Lakeland Office emerged as the champion winning both the social media and board vote with their exceptional display.

The campaign also recognized outstanding fundraising and donor registration achievements. The top three offices with the highest voluntary contributions were Sarasota, Suwanee, and Miami-Dade counties, celebrated for their exceptional fundraising efforts. Additionally, the offices with the highest donor designation rates were acknowledged, with Gulf, Nassau, and Santa Rosa counties taking the lead. To show our appreciation, these winning offices were treated to pizza parties, acknowledging their hard work and dedication.

In the bustling heart of Hillsborough County, a remarkable leader named Nancy C. Millan has been changing lives. Elected as Hillsborough County Tax Collector in November 2020, Nancy has brought not just efficiency, professionalism, and customer service to her role, but an immense passion for organ, eye, and tissue donation awareness.

Nancy’s journey to the position of Tax Collector was paved with years of dedicated service. Prior to her election, she served as the Director of Community Relations at Hillsborough County Tax Collector (HCTC) for two decades. During this time, she became a champion for organ donation, a cause close to her heart. One poignant testament to her dedication stands in the form of the Tree of Life office mural unveiled in April 2017. This mural, a tribute to a local hero named Byron who saved lives through organ donation, was a beacon of hope in the face of tragedy. Nancy played a pivotal role in its development, ensuring that Byron’s story continued to inspire others to become organ donors.

Under Nancy’s leadership, HCTC enthusiastically participated in the National Donate Life Month campaign, raising a staggering $6,000 through the Garden of Life fundraiser in April 2021. Additionally, she co-starred in the first-ever Spanish-language donor registration PSA video. This initiative, a joint effort with Legacy Donor Services Foundation, LifeLink of Florida, and influencer Aly Sanchez, aimed to raise awareness about organ, eye, and tissue donation in Hispanic communities across Florida. Nancy’s active involvement not only facilitated the project but also garnered media coverage, amplifying the message far and wide.

In recognition of her service, Donate Life Florida awarded Nancy C. Millan the 2022 DMV Lifesaver Award. This award recognizes a driver licensing partner staff member who demonstrates exceptional commitment to the Donate Life mission. Donate Life Florida is honored to collaborate with Nancy as she champions the importance of organ, eye, and tissue donation.
OUT AND ABOUT IN THE SUNSHINE STATE
DONATE LIFE FLORIDA COMMUNITY EVENTS

Speak Now Speak Life: Let’s start a conversation about the Gift of Life through organ, eye, and tissue donation. In October, Donate Life member organization, OurLegacy, hosted a spoken word poetry slam in Orlando, Florida. Pictured above, OurLegacy’s Janna Aboodi, Orlando Poet Laureate, Shawn Welcome and the poetry slam winners: Devery Broox, Juliet Taylor, Marquis Lee, Riley Forest and Deverika Galatin.

Hospital staff promoted organ, eye and tissue donation via various activities during National Donate Life Month.

The “Let Your Light Shine” campaign encouraged Florida businesses and landmarks to light up in blue and green. These buildings, spread across the state, showed support and raised awareness for organ, eye and tissue donation.

SCAN THIS QR CODE WITH YOUR PHONE TO LISTEN TO POETRY SLAM WINNER, DEVERY BROOX.
OurLegacy’s GR8 to DON8 5k/8k Run for Organ Donation, presented by AdventHealth, is the premier organ and tissue donation awareness event in east-Central Florida. This unique 5k run and 8k walk/run invites the running community and the donation/transplantation community to come together to celebrate the Gift of Life and raise support for the lifesaving mission of organ donation.

Roar Through Ybor 5K & 1 Mile Fun Run was held April 1, 2022 to kick off Donate Life Month. This event, co-hosted by LifeLink Legacy Fund and Lions World Vision Institute, attracted more than 650 participants. Over $50,000 was raised to benefit organ, eye, and tissue donation!

Legacy Donor Services Foundation and Life Alliance Organ Recovery Agency’s annual Game of Life Kickball Tournament had a record turnout in 2022! This event, held in South Florida, celebrates the legacy of organ, eye, and tissue donors.
For the past 20 years, the Donate Life Rose Parade® float has inspired people across the country and around the world to save and heal lives with the powerful message of organ, eye and tissue donation. The 2023 Donate Life Rose Parade® float, Lifting Each Other Up, celebrated the power of organ, eye, and tissue donation, with donors and recipients working together to support one another. A spectacular Chinese street dragon was the centerpiece of the float, symbolizing great power, good luck, strength, and the promise of prosperity and abundance. The colorful dragon was emblazoned with 44 memorial floragraphs, representing those who have given the gift of life. It was supported on poles by living donors and surrounded by organ, eye, and tissue recipients, whose lives have been transformed by donation. A traditional paifang bridge is featured at the back of the float, with a special message in Mandarin that highlights the power of the Gift of Life. As the world’s most visible campaign to raise awareness for organ, eye and tissue donation, the Donate Life Rose Parade® float inspires viewers to save and heal more than one million people in need of transplants each year. Register today to become an organ, eye and tissue donor!

Ricardo “Ricky” Hurwitz, Organ, Eye, and Tissue Donor, Legacy Donor Services Foundation

Ricardo Hurwitz, or Ricky, as his loved ones knew him, passed away on July 22 in a car accident. At 1:59 AM, Ricky’s mother Legia received the horrific call no parent wants to receive. Legia recalls picking up the phone and saying, “It’s two in the morning, Ricky. What’s up?” On the other end of the line was the hospital with tragic news. Legia rushed to her son’s side, and after two hours was told that her beloved son’s brain was “not compatible with life.” Ricky was 18 years old at the time of his death. He had just graduated high school and enrolled in college with aspirations of becoming a nurse. Legia recalls that her son “had a beautiful, old soul.” His loved ones remember him as fearless, compassionate, and talented, with an incredible smile and unmatched enthusiasm for life. Legia’s other son described his brother, stating, “Other people had lived for a thousand years and hadn’t lived as much as Ricky.” Ricky had a special connection with animals, excelled in athletics, art, and dance, and had a profound relationship with God. His most outstanding trait, however, was his empathy for others. This quality, Legia says, “made the world a better place.”

On the night of Ricky’s passing, Legia remembered a conversation she’d had with her son. When renewing his driver’s license online, Ricky had called his mother and asked if he should register as a donor. Legia replied, “Yes, I have always been one. If I don’t need any part of me anymore, why not help someone who does?” Ricky, in a characteristic display of compassion and kindness, had agreed, saying, “That’s exactly what I thought.” This simple conversation stood out in Legia’s mind when faced with the unnatural, devastating experience of losing a child. She knew then that Ricky’s family would fulfill his wish and spare other families the loss of loved one.

Ricky donated seven organs to save the lives of five people between ages 16 and 69. He improved the lives of 22 others through tissue and cornea donation. Legia and her family have since connected with other donor families and transplant recipients through Life Alliance Organ Recovery Agency and Legacy Donor Services Foundation. These organizations have provided support and comfort to her family in their time of grief, while honoring Ricky by sharing his story with the Donate Life Florida community.
At the age of 18, in St. Petersburg, Florida, Jacquez left an enduring mark on the world through his selfless decision to be an organ and tissue donor. Jacquez, the eldest of five children, was not only a role model to his younger siblings but also an accomplished high school football player and beloved figure in his community. His mother Marcia fondly remembers him as the peacemaker of the family, a young man who always wore a smile on his face, and a gifted athlete who made her proud.

Jacquez's athletic accomplishments began at the age of 13, when he first stepped onto a football field. Throughout high school, he continued to pursue his passion for football, excelling as a varsity middle linebacker and even taking on the role of team captain. His dedication and talent in the sport were undeniable. Jacquez's dreams reached new heights when he received an offer to play college football, marking a significant milestone in his life.

However, fate took a cruel turn when, in the middle of a football game, Jacquez collapsed on the field. "He made a 60-yard touchdown, and the next play is when he went down, so he went out like a champ," said Marcia. The cause of this unexpected tragedy was later revealed to be a rare, undiagnosed vascular condition known as arteriovenous malformation, or AVM, which resulted in bleeding within his brain. It was a condition that had gone unnoticed until that tragic day.

Despite the heart-wrenching loss, Jacquez's legacy endured through a remarkable decision he had made earlier in life. When obtaining his driver's license, he had chosen to register as an organ and tissue donor. Marcia recalls her son telling her, "I would love to be a donor one day if I can." His family chose to honor his selfless choice, and in doing so, Jacquez went on to save and enhance multiple lives through organ and tissue donation.

Happy Retirement, Louanne!

Ruth and Louanne Retirement

DONATE LIFE ROSE PARADE FLOAT (continued)

Happy Retirement, Louanne!

Donate Life Florida, LifeNet Health, and our friends, colleagues, and community wish a very happy retirement to Louanne White. On December 16, Louanne will retire from LifeNet Health of Florida after 22 years of service to the donation community.

Saying goodbye is never easy, especially to someone like Louanne, who has been instrumental in the success of donation awareness efforts since 2007. She has served in many roles throughout her career at LifeNet Health and as a Donate Life Florida Board and committee member.

Louanne touched countless lives over the years, including donor families, volunteers, the communities we serve in Florida, and team members at LifeNet Health. For decades, she gave generously of her time and knowledge, demonstrated empathy and care for others, and offered unwavering support during times of grief. Louanne leaves a meaningful legacy of service, education, outreach, awareness, and compassion. She will be greatly missed by all.

Please join us in celebrating Louanne’s career and wishing her the best in her retirement!
The Donate Life Florida Social Media Committee creates, curates, and shares high-quality, engaging content on four major social media platforms: Facebook, Instagram, Twitter, and LinkedIn. In 2022, we focused on boosting engagement, adding new followers, increasing donor registration, and promoting pre-sales of the Donate Life Florida specialty license plate via campaigns on Facebook and Instagram.

Social media is an ideal way to promote events and observances like National Donate Life Month and National Minority Donor Awareness Month. We also routinely share facts and statistics about eye, organ, and tissue donation in Florida and across the United States aimed at increasing the number of registered donors.

<table>
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<tr>
<th>SOCIAL PLATFORM</th>
<th>DONOR REGISTRATIONS BY SOCIAL PLATFORM IN 2022*</th>
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</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>78%</td>
</tr>
<tr>
<td>Email</td>
<td>9%</td>
</tr>
<tr>
<td>Instagram</td>
<td>6%</td>
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<tr>
<td>YouTube</td>
<td>5%</td>
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<td>Twitter</td>
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*Registrants do not have to select how they heard about us when registering.

FOLLOW US!

- Facebook: 6,902 Followers
- Instagram: 1,508 Followers
- Twitter: 2,564 Followers
- LinkedIn: 325 Followers

WEB:

- 70 WEBSITE ARTICLES AND PLACEMENTS

TELEVISION:

- 73 TELEVISION BROADCAST STORIES AND INTERVIEWS

RADIO:

- 8 RADIO BROADCAST STORIES AND INTERVIEWS

DONATE LIFE FLORIDA

The Sisaundra Show is an inspiring daytime talk show broadcast and distributed by AFRO TV out of Orlando, FL. Host Sisaundra Lewis and Donate Life Florida celebrated the power and positivity of saying “YES” to organ, eye, and tissue donation with gospel recording artist and kidney recipient, Charlyce Simmons.
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 501C3 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. Over 65% of our 2022 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

$159,160 RAISED IN 2022

RAISED ON FACEBOOK THROUGH PERSONALIZED FUNDRAISING PAGES

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

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