



North Carolina

You have the power to save lives.

Annual Report/Winter 2015

## Giving a Million Thanks for Major Milestones

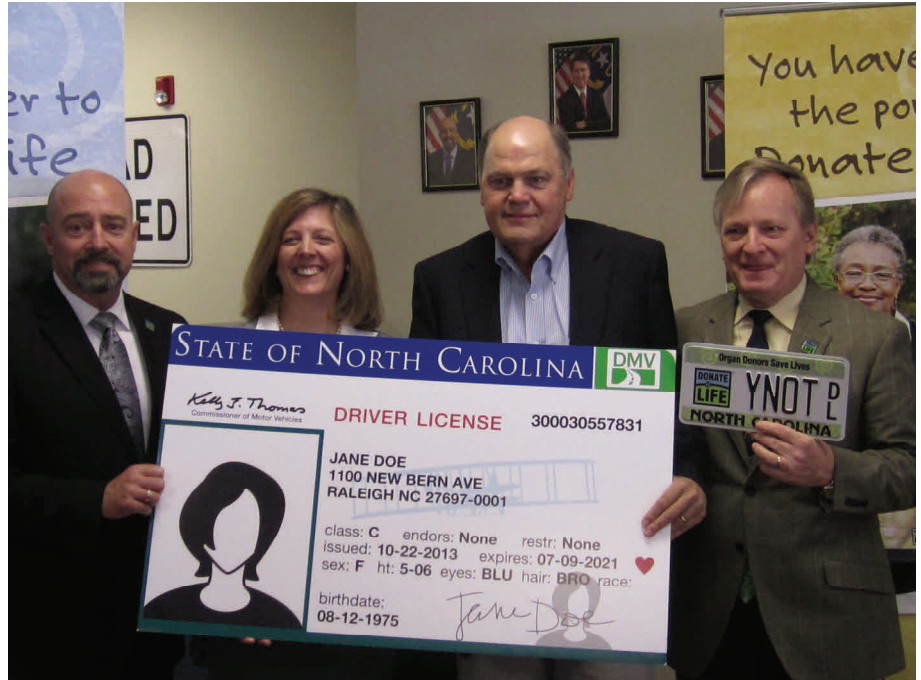
Register Online

Donation  
Spotlight

North Carolina Ranks #6 in the country for the size of our donor registry. Learn more about how you can help us to encourage others to register as organ, eye and tissue donors at [www.donatelifenc.org](http://www.donatelifenc.org).

You Can Help

Visit [donatelifenc.org/you-can-help](http://donatelifenc.org/you-can-help) to find out how.



DMV Commissioner Kelly Thomas, Donate Life NC Executive Director Sharon Hirsch, DMV Assistant Director and double lung transplant recipient Will Williamson, and Assistant Secretary of Commerce Dale Folwell celebrate the one millionth registered donor since implementation of the Heart Prevails Law. Photo courtesy of NCDOT

During this past year Donate Life NC has met major milestones in our efforts to inspire more North Carolinians to register as organ, eye and tissue donors:

- **4,621,540** North Carolinians have registered as organ and eye donors through the DMV
- **51%** of all driver's license and ID card holders are now donors (up from 43.4% in 2007)
- Our ADD Rate for 2014 was **53%** (the rate at which driver and ID card applicants chose to renew or add a heart to their license this year)
- **More than 1 million new registered donors have been added to the NC Donor Registry since the implementation of the Heart Prevails Law in 2008.**

*This is all possible thanks to our funding from the License to Give Trust Fund Commission, our DMV partners, dedicated member organizations and committed volunteers. Thank you!*



### Definitions

- **ADD Share** is the percentage of all licensed drivers and ID card holders who have an Actionable Donor Designation (a heart symbol) on their license or ID card.
- **ADD Rate** is the rate at which driver and ID card applicants choose to renew or add an Actionable Donor Designation to their license or ID card within a given period of time.

### Make a Financial Contribution Online

[www.donatelifenc.org](http://www.donatelifenc.org)

### Giving Tuesday

On December 2, we participated in #GivingTuesday, a national effort to encourage giving to non-profit organizations after Black Friday and Cyber Monday!

Thanks to great help from friends and advocates, many posted #UnSelfie photos on Facebook and Twitter to raise awareness — and money—to support organ, eye and tissue donation in NC. Thanks to many of you, we raised \$7,000 in December!

## Reaching Teens

Teens 16 and older are asked at the DMV if they would like to register as a donor. Reaching teens to educate them about this important question is the focus of our teen outreach. We provide free curriculum for driver’s education and health education teachers that includes videos, a lesson plan and handouts. We also exhibit and present information about organ donation at teacher and student health conferences across the state.

Our teen donation rate increased from 51.2% at the end of 2013 to 54.3% at the end of 2014.

Contact Deanna at [dmitchell@donatelifenc.org](mailto:dmitchell@donatelifenc.org) if you need a copy of our teen education curriculum. We are also available to train teachers to use the curriculum. In the next year, we plan to expand our teen outreach to include teen-led donation efforts.



## You are never too old to register!

These North Carolinians are alive today...

because someone like you was a hero.

You have the power to create a legacy. When you register as an organ and tissue donor, take the time to share your decision with your family. Registering now relieves them from having to make that decision at a difficult time and will give them comfort to know your wishes.

If you said "yes" at the DMV and have a heart on your driver's license — thank you for fulfilling your legacy to save lives as a donor!

If you have not already registered, you can do so today by:

- Requesting that a heart be placed on your driver's license at the DMV.
- Registering online at [DonateLifeNC.org](http://DonateLifeNC.org).
- Completing a paper enrollment form and mailing it to Donate Life NC. To obtain a form, please call 919.794.7693.

Joining the NC donor registry means that you have made a legal decision to become a donor at the time of your death. For those 18 and older it is a decision, just like your will, that cannot be overturned by others.

Whether you've been registered for years or are just signing up today, please make sure your loved ones know about your decision to save lives through organ, eye and tissue donation.

In 2014, we implemented two pilot projects to see “what works” to reach North Carolinians age 50-64 in 2014.

The pilots focused on Mecklenburg County, where a direct mail message campaign was tested, and in Durham County on a “collective impact” project . The direct mail campaign did not generate the results we hoped. In Durham, the *Herald-Sun* committed to publishing donation stories monthly and numerous faith based and civic groups invited us to make presentations. As a result of this work, we are hoping to expand our faith-based outreach statewide, particularly in minority communities in FY2016.

We have seen an increase in the ADD rate in this age group, eclipsing 50% for the first time in 2014. It was 51.2% for the last quarter.



## 2014 Donation by the Numbers in NC

Number of recovered organ donors authorized by the registry = **138**

Number of recovered organ donors = **275**

Number of tissue donors authorized by the registry = **0**

Number of recovered tissue donors = **937**

Number of recovered eye/cornea donors authorized by the registry = **1,514**

Number of recovered eye/cornea donors = **2,969**

## Make a Financial Contribution Online

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## Pinnacle Award

Donate Life America presented Donate Life NC with a Pinnacle Award for our Affinity Advertising Campaign in 2014!

The award was based on the advertising campaigns we have launched in social media and radio that are targeted to teens, older residents and minorities. Using affinity marketing opportunities, particularly for National Minority Donor Awareness Week, Back to School, National Donor Sabbath, National Donor Day, March Madness and Donate Life Month, we've seen an increase in online registrations.

## Social Media Outreach

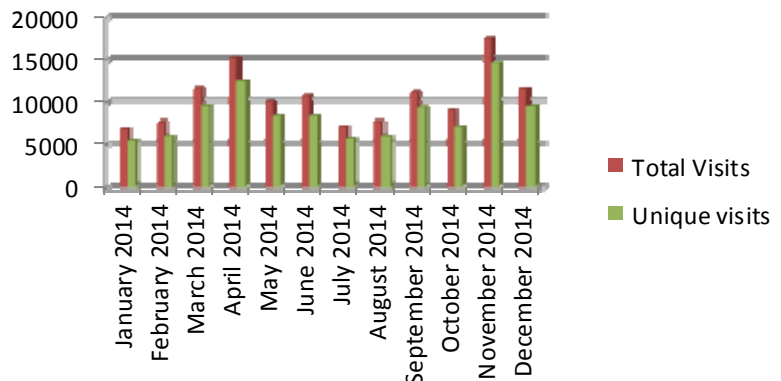
If you are on Facebook, Twitter, Instagram, LinkedIn or Pinterest, odds are, you have seen some of our content. This summer, we were invited to share our strategy and success at both the Donate Life America and the Association of Organ Procurement Organizations (AOPO) Annual Meetings. We have been tracking increases in online donor registrations that correlate to our social media campaigns. In April and November we had more than 15,000 visits to our website!



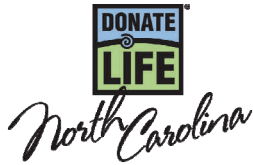
## Managing our Website & Online Registry

We're constantly updating our website and adding more stories to our Donation Corps Blog. In addition, the online registry is accessible 24/7 for new registrations and for the recovery agencies to search for potential donors in the secure, confidential registry.

### Website Visits 2014







### Highest ADD Rates 2014

District A <b>Manteo</b>	61.2%
District B <b>Morehead City</b>	67.8%
District C <b>Wilmington North</b>	67%
District D <b>Louisburg</b>	51.4%
District E <b>Fuquay Varina</b>	63.5%
District F <b>Lumberton CDL</b>	58.1%
District G <b>Carrboro</b>	61.8%
District H <b>Aberdeen</b>	61.3%
District I <b>Kernersville</b>	58.9%
District J <b>Mooreville</b>	62.5%
District K <b>Lincolnton</b>	54.6%
<b>District L Boone</b>	<b>72.1%</b>
District M <b>Newland</b>	60.3%
District N <b>Brevard</b>	66.3%

## DMV Superheroes!

Did you know that 98% of those who have registered as donors, did so at the DMV when they got their driver's license or ID card? All DMV Examiners are required to ask every customer who is 16 and older, "Do you want to register as an organ donor?" This question saves lives and we say thanks annually to the DMV offices with the



highest donor designation rates in each DMV District, as well as the offices that have the highest percentage increase in donors from year to year. In 2015 we will recognize a new group of offices that excelled in 2014!

### Highest % Increase in ADD Rate 2014

District A <b>Ahoskie</b>	2.2%
District B <b>Morehead City</b>	2.0%
District C <b>Clinton</b>	3.0%
District D <b>Durham East</b>	2.0%
District E <b>Siler City</b>	5.2%
District F <b>Pembroke</b>	3.8%
District G <b>High Point</b>	2.1%
District H <b>Troy</b>	4.4%
District I <b>Walnut Cove</b>	4.9%
District J <b>Mocksville</b>	2.9%
District J <b>Thomasville</b>	2.9%
<b>District K Charlotte North</b>	<b>9.3%</b>
District L <b>Wilkesboro</b>	3.9%
District M <b>Spruce Pine</b>	5.8%
District N <b>Marshall</b>	4.2%

## SWIPE to Donate Life App

We now have an app for donor registration! Donate Life NC is launching a new app that will allow our outreach partners to register more North Carolinians at public events. Called SWIPE to Donate Life, the app is designed to read driver's licenses and will automatically enter contact information into our online registry form.

Users will ask participants to verify the information and add an email address for future communication — and then the app automatically uploads the registration into our online registry.

We are hopeful that more will take advantage of this technology at outreach events like health fairs, donor drives and sports events because it is faster and easier to use than completing a paper enrollment form or even completing the registration form online. Doing so will also save us in staff hours spent scanning paper forms and entering the data into the registry for upload.

Look for our SWIPE to Donate Life partners at events this spring!



## Contributors to Donate Life NC

We are grateful to the many individual and corporate contributions to Donate Life NC during 2014. Financial contributions help us to inspire more North Carolinians to register as organ, eye and tissue donors.

### AmazonSmile Foundation

Do you shop through Amazon? If so, you can shop through the AmazonSmile program, with a portion of your sale donated to Donate Life North Carolina! Amazon donates 0.05% of eligible purchases when you designate us. Go to <http://smile.amazon.com/ch/01-0659217> and designate "Donate Life North Carolina" the next time you shop!

### Make a Financial Contribution Online

[www.donatelifenc.org](http://www.donatelifenc.org)

### Order a Donate Life License Plate

You can order your Donate Life license plate at your local license plate agency or online through the DMV. A regular Donate Life License Plate has an annual \$20 fee in addition to the regular license fee. You may also order a personalized Donate Life License Plate for a \$50 annual fee. You can 'drive donation!'

#### **Up to \$50**

Joan M. Aiello & John H. Szybist  
Dawn B Andrews  
Anthony & Phyllis Argenna  
Charles A. & Susan M. Argenna  
Paula Baker  
Bank of America Foundation  
Allyn Barnard  
Allyn & Valerie Barnard  
Vincent and Brenda Barone  
Elizabeth W. Barton  
BB&T  
Gertrude Beaver  
Jerry & Melanie Burgin  
Kristen & Brian Brigman  
Billy & Elizabeth Brim  
Tasha M. Carmon  
Nancy Casto  
Anne Cathey  
Karen Chamberlin  
Carol Childress  
Mary Coppage  
James G. & Laila Cuddy  
Gary & Leslie Dean  
Minna Elliott  
Robin Finkelstein  
John & Sandra Ford  
Athena Gallins  
Deborah Gibbs  
Janet C. Gill  
Greater Horizons, c/c GKCCF  
Crystal & Garrett Grimshaw  
Dawn Hall  
Lisa Hart  
Lynda R. Herring  
Kathleen C. & Robert J. Herron, Jr.  
Cynthia & Darrell Hicks  
Mike & Dana Hinton  
George Howe  
Pamela & Ronald Hunt  
Integrative Wellness Solutions  
Ann A Johnson  
Janice Johnson  
Donna E. Jones  
Roger & Barbara Joseph  
Todd Kanipe  
Tamara Kim  
Ann Marie Kinnamon  
David Kopenhofer  
William & Maureen Laudisi  
Kathy Lawson  
Charlotte Ly  
Mandell & Associates (Missy Mandell)  
Gail Marold  
Dixie Mattocks  
Charlie Willis & Bonnie Jo May

Ann Mazenko  
Courtney McFarling  
Paul and Kathleen McHugh  
Heather Haneline Miller  
Tyler & Deborah Momsen-Hudson  
Jack B. & Shirley K. Mongillo  
Jill Monroe  
Miranda Nichols  
Danielle Niedfeldt  
Jarrett & Sherri Nesbit  
April Oeliczak  
Lyle and Wendy Overcash  
Piedmont Pipe Construction Company  
Bradford Petz  
Valerie & Lawton Rabeler  
Caroline Ratliff  
Evelyn Regal  
Allison Russell  
John C. Saxer  
Guy Scott  
Jenny Sloop  
Dianne L. Sodt-Davitt  
Laura Smith  
Pat Southerland  
Rick D. Stone  
Kathryn Taylor  
James W. & Nancy F. Templeton  
Caroline C Thomas  
Steve Walker  
Stanford & Geraldine Weaver  
Will Williamson  
Bob & Sandy Wilcox  
Eric Young

#### **\$51 - \$99**

AmazonSmile Foundation  
Marjorie Peila  
& Richard Greene  
Meredith Radford

#### **\$100 - 199**

Frances Albu  
Gary Burris  
Kathryn Childress & Alex Slabaugh  
Joanna & James Cavalaris  
Betty & William Crandall  
Justin W. & Rita M. Diehl  
Toni Estruch  
Joanna Fornes  
Heather Gibbs  
Joseph W. & Aimee Heltzel  
Terence Heltzel  
Holland United Methodist Men  
Rita Jacuzzi Huber  
Jackson Insurance Agency

Jennifer Clark Joyner  
Joanne F. and Thomas P. Kenjarski, DDS  
Brian & Tamra Lassiter  
June Lemke  
LIJIT Networks  
Scott W. & Courtney R Marshall  
David Miller  
Andrew Muir  
Raymond & Gwen Murrah  
James F. Olverd  
Quynh Pearson  
James W Reid Jr  
John A. & Ann C. Roda  
Christopher Schlenker  
James Shea  
Jay W. Steward DBA J.S. Enterprises  
Elba Suarez  
Brenda Thrasher  
Ronald Tuccheri

#### **\$200 - 499**

Elliott S. Close  
Betty Crandall  
Essential Pharmaceuticals  
Gloria Hairston  
Christopher Heltzel  
IBM Employee Charitable Contribution Campaign  
Lauren E. Kearns  
Kimberly Nicoll  
Barbara Pisani  
Jeffrey Silverman  
Victory C. Stocks  
Charles Strawbridge

#### **\$500 - 999**

Beverly Atwood  
Blue Sky Oil & Vinegar  
Carol Childress  
Jill Doran  
Jabrina Robinson  
Jennifer K. Thompson

#### **\$1,000+**

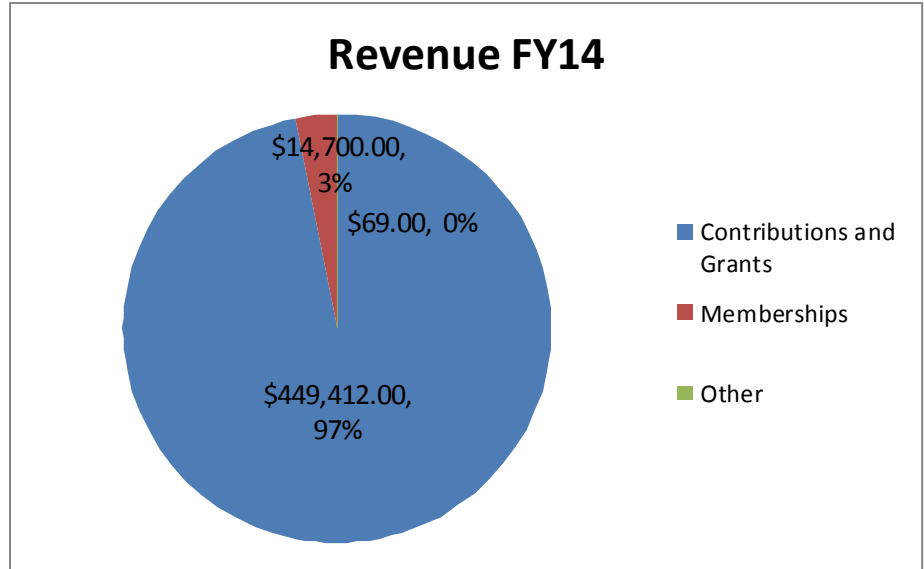
American Bible Challenge  
Erie Insurance Co.  
Genentech  
Mark Johnston  
NC State University  
InterResidence Council  
Stanford University



## Revenue

### Revenue

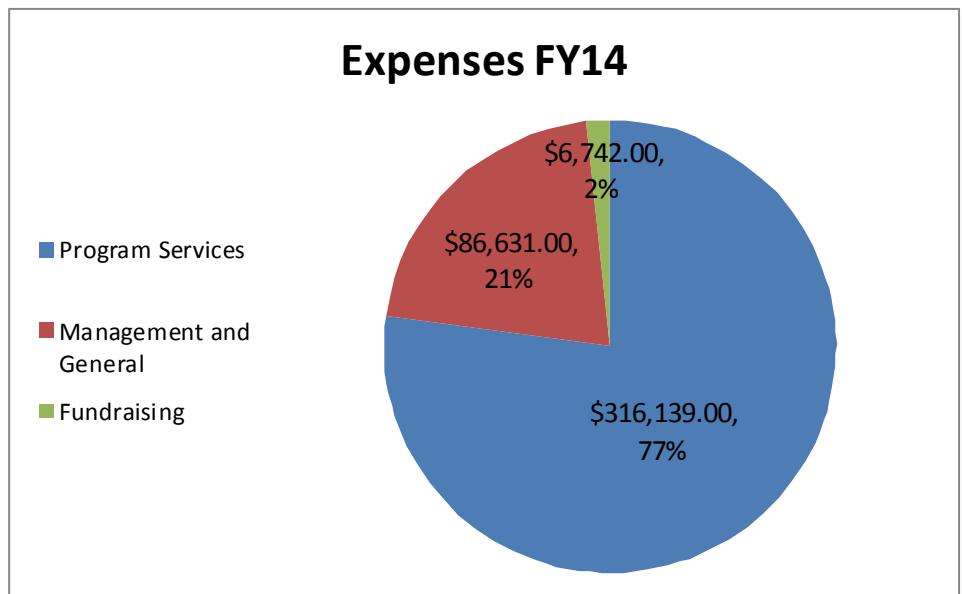
The majority of our revenue came from the **License to Give Trust Fund Commission** in grants totaling \$351,663. Our state's three recovery agencies: Carolina Donor Services, LifeShare Of The Carolinas and Miracles in Sight each contribute \$33,000 annually to support our mission. Other revenue came from dues and individual contributions. In addition to the recovery agencies, dues paying members include the transplant centers at Carolinas Medical Center, Duke University Medical Center, UNC Hospitals and Wake Forest Baptist Medical Center as well as The NC Lions' Inc. and Cytonet, LLC.



## Expenses

### Expenses

Program Services constitute 77% of our expenses and include publication of public education materials, management of the online organ donor registry, production of teen education materials and social media advertising. With a staff of 2.5 FTE's that each work from home, management and operational expenses are minimized while we focus on our mission.



Our FY2014 audit by Johnson Lambert LLP indicated that all financial statements were in conformity with accounting principles generally accepted in the United States of America. Copies of our audited Financial Statements and a copy of our 990 Form are available by contacting [info@donatelifenc.org](mailto:info@donatelifenc.org).