

# 2020 ANNUAL REPORT



**HELP SAVE LIVES**

by purchasing the NEW Donate Life Florida license plate voucher.



**ASHLEY MOORE, CHAIRPERSON**  
DONATE LIFE FLORIDA



This past year, the Donate Life Florida state team has continued to spread the lifesaving message of organ, eye and tissue donation despite the unprecedented challenges of COVID-19. In an effort to keep our members safe and comply with social distancing guidelines, we shifted our meetings to a virtual platform and continue to meet monthly. Going virtual has had a positive effect, making it easier for members to participate and allowing programs to share best practices for donor education and registration. Every month we kick off our meetings with a connect to cause speaker to remind us of our lifesaving mission.

In 2020, we all had to adapt quickly as many of our original National Donate Life Month plans had to be canceled or reworked into virtual events. Many of our tax collector offices and driver license offices had to shut down briefly, but DLF continued to promote donation and registration through our website and social media platforms. As our driver license issuing offices came back online, donor registrations also went back up to normal levels.

Over the last few years, DLF has pursued legislation to secure a Donate Life Florida specialty license plate. In mid-October, we were elated to achieve a major milestone in this effort as proceeds from the plate sales, once it goes into production, will support donor education across the state and the maintenance of the Joshua Abbott Organ and Tissue Donor Registry. We assembled a task force to market the plate to hit our goal of 3,000 vouchers sold by late 2022, so we can get our DLF specialty plate on the road.

This year we plan to relaunch our "Planting Seeds for Life" campaign theme for National Donate Life Month in April that was postponed due to the pandemic. The DLF Driver License Outreach Committee is eager to roll out the program which includes fun contests for driver license issuing offices as they promote donation.

The pandemic has challenged all of us, and I am proud of the way our team was able to pivot and continue to provide hope to the more than 107,000 individuals who are still awaiting the Gift of Life. Thanks to 928 organ donors in Florida, more lives were saved than ever before, resulting in a 16 percent increase from the previous year. The DLF registry hit a record 11.4 million donors and remains the third largest donor registry in the country. Our state team is committed to planting seeds through donor education so that we may continue to grow the Joshua Abbot Organ and Tissue Donor Registry.

Sincerely,

**Ashley Moore**



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# JOSHUA ABBOTT ORGAN AND TISSUE DONOR REGISTRY

TOGETHER, WE'RE 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.

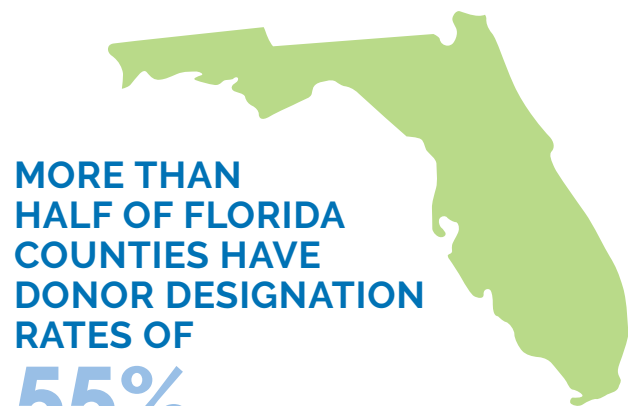
As of December 31, 2020, 11,382,302 individuals were enrolled in Florida's Joshua Abbott Organ and Tissue Donor Registry. This represents a 129 percent increase since July 2009 when the new registry was launched, and a 2.7 percent increase in 2020 when measured against the 11,069,884 registrants at the end of 2019.



**312,418**  
PEOPLE ADDED  
TO FLORIDA'S  
REGISTRY IN 2020



**RANKED 3<sup>RD</sup>** IN  
ORGAN AND TISSUE  
DONOR REGISTRY  
ENROLLMENT IN  
THE UNITED STATES

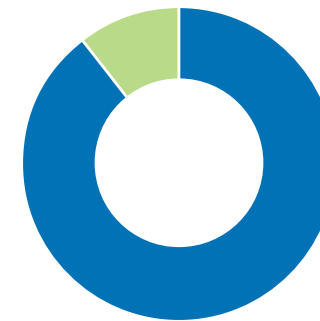


MORE THAN  
HALF OF FLORIDA  
COUNTIES HAVE  
DONOR DESIGNATION  
RATES OF  
**55%**  
OR HIGHER



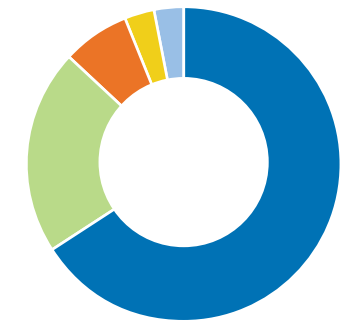
**42,991**  
PEOPLE ADDED TO THE  
NATIONAL DONATE LIFE  
REGISTRY THROUGH AN APPLE  
IPHONE HEALTH APPLICATION  
OR AT REGISTERME.ORG

## REGISTRATIONS BY SOURCE



- 91% Driver License Transactions
- 9% Online and Mobile Applications

## REGISTRATIONS BY RACE AND ETHNICITY \*



- 66% White
- 21% 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



- 13% Age 17 and younger
- 31% Age 18-35
- 21% Age 36-50
- 21% Age 51-65
- 14% Age 65+

# MAKING LIFE POSSIBLE

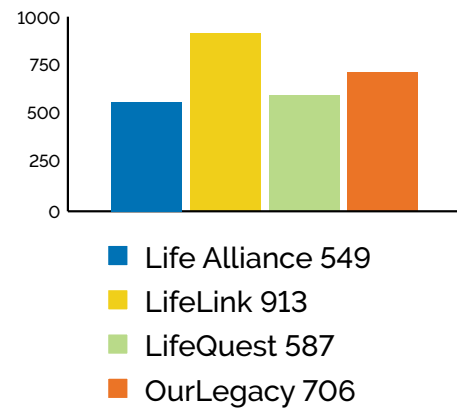
SAVING LIVES THROUGH THE MIRACLE OF ORGAN DONATION

The Joshua Abbott Organ and Tissue Donor Registry, named after a lung transplant recipient, helps save lives. In 2020, 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.\*

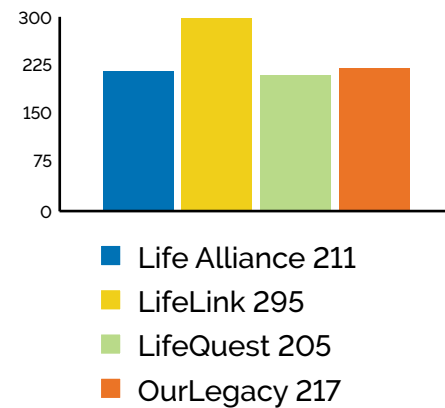
Each county in Florida has a federally designated organ procurement organization (OPO) to support families through the donation process and honor donor designations. The following data indicates lives saved through organs recovered by Florida OPOs in 2020. Saving lives is made possible through our partnership with Florida's OPOs in both community education and in stewarding the Gift of Life.

*\*Organ Procurement and Transplantation Network Data*

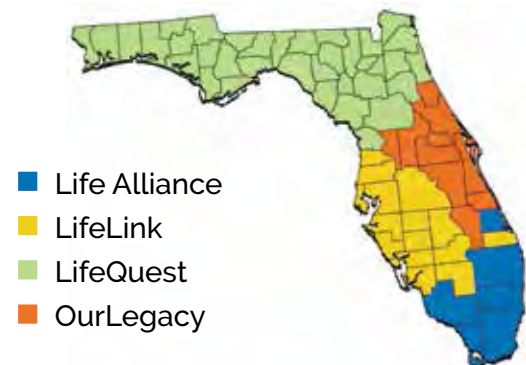
## ORGANS RECOVERED AND TRANSPLANTED IN 2020



## ORGAN DONORS BY ORGAN PROCUREMENT ORGANIZATION IN 2020



## ORGAN PROCUREMENT ORGANIZATION SERVICE AREAS



**2,755**  
ORGANS RECOVERED  
IN FLORIDA FOR  
LIFESAVING TRANSPLANTS

## Together, we are sharing the lifesaving mission of organ, eye and tissue donation in the community and making life possible for people like Shechinah Butler.

A couple months after she was born, Shechinah Butler was diagnosed with biliary atresia, a liver disease that affects the bile ducts and typically occurs in infants.

Although from Jacksonville, Shechinah was listed to wait for a liver transplant through Miami's Jackson Memorial Hospital, one of the nearest hospitals for the procedure at the time. Shechinah received her transplant when she was one-year-old, and today she is more than 23 years post-transplant.

"Life after my transplant was and has been very good," Shechinah said. "I've had little to no complications. I haven't had any major hospitalizations, and I only take one anti-rejection medication."

Shechinah graduated from Robert E. Lee High School and attended Bethune-Cookman University, a historically black college and university (HBCU) in Daytona Beach, Florida, where she graduated with her bachelor's degree in gerontology, the study of aging. She currently works in the activities department of an assisted living facility near Jacksonville Beach.

"My grandma inspired me to work with the elderly," Shechinah said. "I enjoy my job. I love the interactions I have with the elderly, and it's interesting being able to hear their stories. I have what some consider to be an 'old soul.'"

Following college, Shechinah decided she wanted to get more involved in educating the community about the lifesaving effects of organ donation, so she reached out to LifeQuest Organ Recovery Services to be trained as an ambassador.

"My goal is for people to become more informed about how important organ donation is," Shechinah said. "I want them to do their research on the subject and fully understand how impactful it is. I mainly want to bring more education to the African American community, and I want to inspire others to see organ donation as a second chance at life. It's been a second chance at life for me."



# 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 2020 tissue and eye donors who provided hope and healing to thousands through their gifts.



2,579

TISSUE DONORS GAVE HEALING AND MOBILITY THROUGH FLORIDA TISSUE BANKS IN 2020



6,007

RECOVERED EYE/CORNEA DONORS GAVE THE GIFT OF SIGHT THROUGH FLORIDA EYE BANKS IN 2020



60.8%

OF FLORIDA'S TISSUE DONORS WERE REGISTERED



69.5%

OF FLORIDA'S EYE DONORS WERE REGISTERED



Nicholas McIver at work on Pensacola Beach as a lifeguard.



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 Nicholas.

For Nic McIver, 2020 marked ten years of complete remission from Ewing's Sarcoma and thirteen years since he received a limb saving tissue graft that allowed him to keep his arm. During those 13 years, having both arms has allowed him the ability to competitively swim, save lives as a beach lifeguard, handle chemical laboratory equipment in his academics, climb mountains in Japan, playfully throw his nieces in the air, and even break it (his graft healed)! Now, facing the new year, Nic is applying to medical schools and planning to spend a gap year teaching English in Japan. After all these years and experiences post-transplant, because of tissue donation and families who make the decision to donate when a loved one passes away, he is reverently appreciative of donors. After three years of chemotherapy and several surgeries as a child, Nic was able to keep his arm and never missed a beat of life. Nic has a genuine awe of what organ, tissue and eye donation does for people in their most dire times. Through the kindness of a donor family, he was gifted his arm and strength back. Thanks to tissue donors many more are able to breathe, travel the world, and are not limited or handicapped by otherwise damaging conditions. Tissue donation heals and returns recipients like Nic to opportunities of fulfilling and limitless lives.

Nic has never met the family of the donor whose tissue he received. He can only hope that they are aware of how their incredibly selfless act has allowed his life to flourish. The scar on his arm will forever remind him of the decision that family and so many other families compassionately made to impact countless others through tissue donation.

# DONATION EDUCATION

DONATE LIFE FLORIDA EDUCATION PROGRAMS

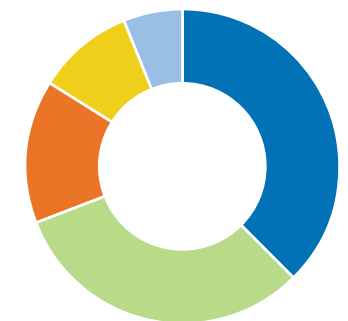


**465** EDUCATIONAL ACTIVITIES STATEWIDE

MORE THAN **97,667** FLORIDIANS REACHED THROUGH EDUCATION AND OUTREACH EVENTS



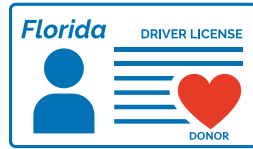
## POPULATIONS REACHED BY EDUCATION



- 38% General Community
- 32% Workplace Partners
- 15% Secondary/Elementary Education
- 10% Multicultural
- 6% 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 90 percent of the Joshua Abbott Organ and Tissue Donor Registry comes from our partnership with tax collectors and the Department of Highway Safety and Motor Vehicles who work with their teams to grow the registry.

Floridans can have a red heart placed on their driver license when registering as an organ, eye and tissue donor. 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.



**91%**  
OF FLORIDA'S  
REGISTRATIONS COME  
THROUGH DRIVER  
LICENSE OFFICES



**49%**  
DONOR  
DESIGNATION  
RATE STATE  
AVERAGE IN 2020

# SAVE LIVES, SAY "YES"!

2020 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.

Charlotte  
Citrus  
Clay  
Gilchrist  
Gulf  
Nassau  
Okaloosa  
Santa Rosa  
Sarasota  
St Johns  
Sumter  
Walton

**≥70%**

Alachua  
Baker  
Bay  
Bradford  
Brevard  
Calhoun  
Collier  
Columbia  
Desoto  
Dixie  
Escambia  
Flagler  
Franklin  
Hardee  
Hernando  
Highlands  
Hillsborough  
Indian River  
Lafayette  
Lake  
Lee  
Levy  
Martin  
Pasco  
Pinellas  
Manatee  
Marion  
Monroe  
Okeechobee  
Polk  
Putnam  
Seminole  
Suwannee  
Union  
Volusia  
Wakulla  
Washington

**50-59%**

Broward  
DHSMV FLOW/mobiles  
Duval  
Gadsden  
Hamilton  
Hendry  
Holmes  
Jackson  
Jefferson  
Leon  
Liberty  
Madison  
Miami-Dade  
Orange  
Osceola  
Palm Beach  
St. Lucie  
Taylor

**30-49%**

# KIDNEY RECIPIENTS HONOR DONOR WITH PLATE VOUCHER PURCHASE

BY SHARON ARON BARON



David and Janet Weinstein, both kidney recipients, love to travel and share the lifesaving message of organ, tissue, and eye donation wherever they go.

Their cars proudly display decals promoting the donation cause, and thanks to 2020 legislation granting the opportunity, they hope to add a Donate Life Florida specialty license plate to their vehicles soon, so they can save lives while they drive.

Legislation allowing for a specialty plate representing Donate Life Florida, which oversees the state's organ, eye and tissue donor registry, requires the presale of 3,000 license plate vouchers within a 24-month timeframe before production can begin.

"We purchased two plate vouchers online," said David, "There is such a need for organ donation. Unless someone in your family needs an organ transplant, you may not really be conscious of the need. Getting the license plate will be a way for more people to be aware of donation."

David and Janet understand the need firsthand, as both of them suffered from Polycystic Kidney Disease before receiving a second chance at life, which so far has provided them with a combined 32 additional years of renewed health.

"We are so thankful for our organ donors and their families. Having the opportunity to display this plate would be a way for us to honor them. It's our way of saying thank you and sharing with others that organs are needed," David said.



## Purchase your presale voucher today!\*

Donate Life Florida has fewer than 24 months to sell 3,000 vouchers and start the production of our first-ever license plate. The sooner we reach our goal, the sooner we can increase awareness of our lifesaving mission on the streets of Florida.

You can help today by purchasing a voucher online or in-person. The Donate Life Florida specialty plate voucher is \$33. Your voucher purchase helps save lives. With each purchase, \$25 will support Donate Life Florida's vital donation education across the state and help manage our lifesaving donor registry.

*\*Vouchers are available for motor vehicles and commercial vehicles weighing less than 26,001 pounds – no motorcycles or trailers.*

### • HOW TO PURCHASE ONLINE

Vouchers can be purchased online by anyone in Florida through the St. Lucie County Tax Collector's office. Visit [donatelifeflorida.org/licenseplate](https://donatelifeflorida.org/licenseplate) to get started.

### • HOW TO PURCHASE IN-PERSON

Visit [www.FLHSMV.gov/locations](https://www.FLHSMV.gov/locations) to locate your local tax collector office or DHSMV and schedule an appointment. Buyers will receive a certificate to redeem for the license plate once Donate Life Florida has sold 3,000 vouchers.



Scan this QR Code with your phone camera to purchase a voucher online or visit [DonateLifeFlorida.org/LicensePlate](https://DonateLifeFlorida.org/LicensePlate)



FOLLOW US ON FACEBOOK TO SHARE OUR CAMPAIGN AND HELP US REACH OUR GOAL TO PRE-SELL **3,000** VOUCHERS



HELP US REACH **3,000** PRESALE VOUCHERS



# OUT AND ABOUT IN THE SUNSHINE STATE

DONATE LIFE FLORIDA COMMUNITY EVENTS



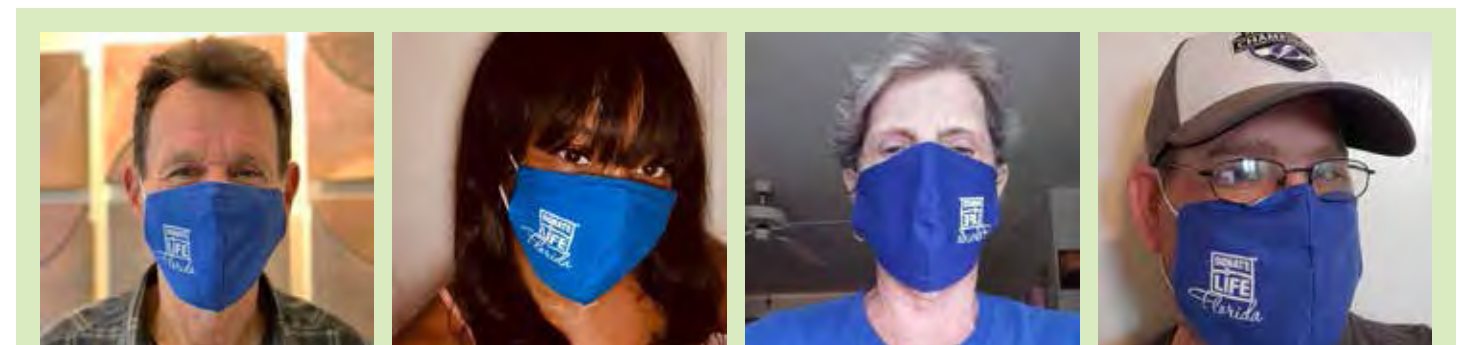
Organ procurement organizations host virtual education and contests to keep raising awareness through unprecedented times.



11th annual GR8 to DON8 5k/8k Run for Organ Donation celebrates its first-ever virtual event with more than a dozen participating states and more than 650 participants.



Life Alliance Organ Recovery Agency at the University of Miami held the 8th Annual Run 4 Life 5K as a virtual 5K on Saturday, November 7, 2020.



LifeLink ORGANizer volunteers mask up to promote organ, eye and tissue donation.



St. Joseph's Hospital staff celebrate National Donor Day with an Honor Walk.



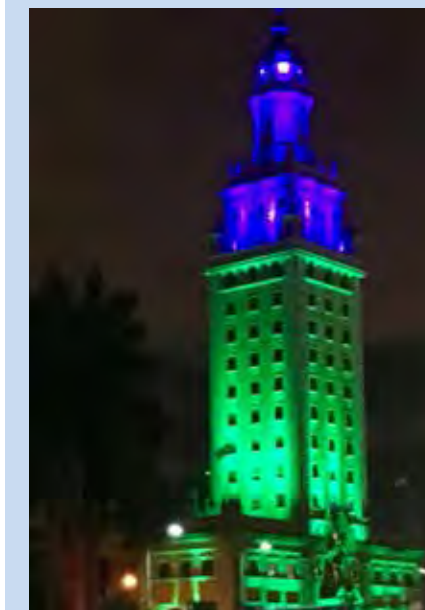
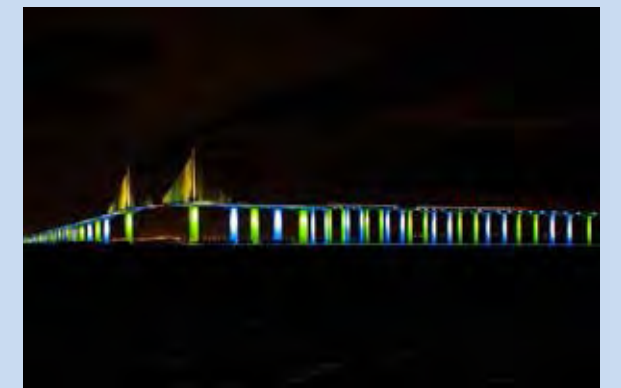
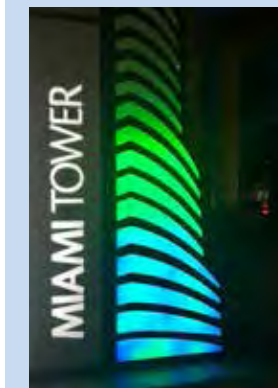
Volunteers share donation education at Lehigh Regional Medical Center.



Art piece submitted by the daughter of a kidney recipient for LifeQuest's National Donate Life Month Youth Art Contest.



Heart recipient and LifeLink volunteer, Gary, rides his bike in honor of his donor.



Organizations and businesses across Florida lit up blue and green in support of National Donate Life Month.



Eatonville Mayor, Eddie Cole, stopped by the booth to learn more about Donate Life Florida.



Nurses at Cape Coral Hospital knitted the Donate Life logo as a creative contest submission to promote donation.



Communities across Florida honor the Gift of Life by signing the traveling Transplant Games of America event flag.



April 2020 was declared Organ Donor Awareness Month in the City of Palm Coast by mayor Milissa Holland whose daughter is a liver recipient.

# 2021 ROSE PARADE TRIBUTE

COMMUNITY OF LIFE

The Tournament of Roses paid special tribute to the Rose Parade with a 2021 TV special presented by Honda. As a tribute to 17 years of float participation in the Rose Parade, the Donate Life community featured a beautiful and symbolic floral sculpture, which was both displayed in Pasadena on New Year's Day and on the two-hour TV special.

Throughout human history and across many cultures, honeybees sustain life and symbolize community. They provide honey and wax and are essential for the pollination of fruits, nuts, and vegetables. The 2021 Donate Life Rose Parade floral sculpture, Community of Life, featured a vibrant floral honeycomb built by bees, sharing the important message that we are stronger when we work together as a community.

Twenty-one hexagonal memorial seeded portraits of donors were interwoven within the honeycomb, symbolizing the life donors give through organ, eye and tissue donation. Much like the families and donors who have given the Gift of Life, bees epitomize a harmonious community that helps and benefits others. One of those hexagonal portraits represented a Florida donor hero, Andrea Ann Doyens. Legacy Donor Services honored Doyens Gifts of Life and invited her family to participate in the creation of her portrait.

Just like busy bees, donation healthcare professionals devote every single day to making donation and transplantation possible. Six names also were featured within the floral sculpture of donation healthcare professionals who went above and beyond their call of duty to make donation and transplantation possible during the current COVID-19 pandemic.



**ANDREA ANN DOYENS** was a dedicated mother of three who possessed an unwavering faith in the Lord. She kept many friends, and her talents were abundant. She loved to sing, and as a skilled hairdresser she made people feel beautiful. In her youth she was a soccer athlete and cheerleader in both high school and college. By all measures, her life was both spectacular and full of simple pleasures. The true measure of a life is the impact it leaves behind. Andrea's life left a profound and endless legacy that will reverberate through the many lives she touched. Andrea was an advocate for the miracle of organ and tissue donation and made sure her family knew. Honoring her wishes, her Gifts of Life through donation brought hope and healing to 78 lives. Her final act of kindness and generosity has inspired her family to educate the community about the importance of organ, eye and tissue donation in her honor.

# IN THE NEWS

INSPIRING OUR COMMUNITY WITH THE GIFT OF LIFE

DONATE LIFE FLORIDA

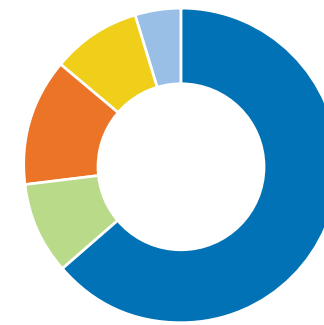
# SOCIAL MEDIA



LifeNet Health and OneBlood celebrated National Donor Day on February 14, 2020 with WEARTV Channel 3's Dayside. donor sister and volunteer, Cerena Williams, joined representatives from OneBlood and LifeNet to educate the community on the importance of organ, eye and tissue donation and promote a local blood drive at the newly opened fire station in Pensacola.

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 2020, 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 2020\*



- 105 Facebook
- 16 Instagram
- 22 YouTube
- 15 Email
- 9 Twitter

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

## ENGAGING CONTENT



## FOLLOW US!

- 6,374 Followers  
Facebook.com/DonateLifeFL
- 1,263 Followers  
Instagram.com/DonateLifeFL
- 2,408 Followers  
Twitter.com/DonateLifeFL
- 126 Followers  
linkedin.com/company/donatelifeflorida

**PRINT:**  
16 ARTICLES AND PLACEMENTS  
IN NEWSPAPERS AND MAGAZINES

**TELEVISION:**  
24 TELEVISED BROADCAST  
STORIES AND INTERVIEWS

**WEB:**  
45 WEBSITE ARTICLES  
AND PLACEMENTS

**RADIO:**  
8 RADIO BROADCAST STORIES  
AND INTERVIEWS

**299**  
DONOR REGISTRATIONS  
FROM SOCIAL MEDIA IN 2020

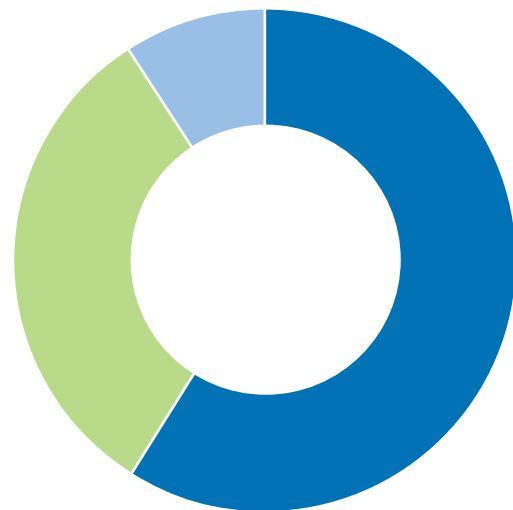
# THE GIFT OF GIVING

# 2021 BOARD OF DIRECTORS

## 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 2020 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](http://DonateLifeFlorida.org)

**\$93,420 RAISED IN 2020**



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

 **\$6,516**

**RAISED ON FACEBOOK THROUGH PERSONALIZED FUNDRAISING PAGES**

 **58**

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

**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*

A special thank you to our Donate Life Florida members. Together, we're 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.

- DonateLifeFL
- DonateLifeFL
- DonateLifeFL
- DonateLifeFL



P.O. Box 51772  
Sarasota, FL 34232  
1-877-FL-SHARE  
Fax: 941-906-1556  
[www.DonateLifeFlorida.org](http://www.DonateLifeFlorida.org)