ANNUAL REPORT



The 2023 National Donate Life Month Artwork was inspired by the natural world of a pond coming to life in the spring.



JAMES ROSA, CHAIRPERSON DONATE LIFE FLORIDA



I am pleased to present the 2023 annual report for Donate Life Florida, marking a year of significant progress and achievements. Our journey this year has been characterized by innovation, growth, and renewed collaboration, all aimed at fostering organ, eye, and tissue donation across the state.

A major highlight of this year was Donate Life Florida's adoption of PowerBi and Microsoft Fabric. These powerful tools have enhanced our ability to visualize and analyze donor registration data, including demographic variables such as age, sex, and nationality. With these insights, we can better tailor our initiatives and campaigns to diverse audiences, ensuring a more inclusive approach to our mission.

We have also seen remarkable growth in support for the Let Your Light Shine program. Iconic locations such as Hard Rock Stadium in South Florida and Hard Rock Casino in Tampa illuminated in support, with the Biltmore in Miami joining for the first time. Continued light-ups at the Port of Miami and the Freedom Tower in Miami underscore the growing community engagement and awareness.

Donate Life Florida's return to in-person board meetings has revitalized collaboration among donor programs. These gatherings at donor agencies statewide allowed new representatives to learn from each other, showcasing their unique contributions to our shared cause. This face-to-face interaction has strengthened our collective efforts after years of remote communication due to the pandemic.

We continue to closely monitor our registry numbers. The Joshua Abbott Organ and Tissue Donor Registry data purge has resulted in a more accurate and representative database. While the number of registered donors appears to have decreased, this adjustment ensures we have a clearer understanding of our progress and challenges.

Lastly, our ongoing campaigns, such as the Driver's License Office Outreach contests, have successfully promoted partner engagement. These initiatives not only raise funds and awareness but also boost the morale of our dedicated partners who tirelessly advocate for organ, eye, and tissue donation.

In conclusion, Donate Life Florida has made significant strides this year, thanks to the unwavering support of our community, partners, and dedicated team. Together, we will continue to illuminate the path towards greater awareness and participation in life-saving donations.

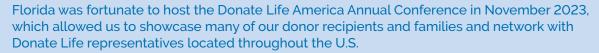
Thank you for your continued support.

Sincerely,

James Rosa

STATEMENT FROM EXECUTIVE DIRECTOR, CASEY WOHL HART

Donate Life Florida (DLF) continues to make tremendous strides in sharing the importance of donor registration. In 2023, DLF reached more than 600,000 Floridians through education and outreach efforts throughout the state. We also celebrated a 122% increase in registrants since the DLF registry was launched in 2009.



These huge strides would not be possible without the tireless work of the DLF Board of Directors and active committees who drive the process and work tirelessly to ensure the donation message is shared extensively in Florida.

Our message and people are inspiring, and I am honored to work along such a talented group of professionals for this important cause. We can't wait to see what 2024 brings!



Dr. Richard Howard travels selfies in his Donate Life t-shirt. Here he is showing support all the way from France!

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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.

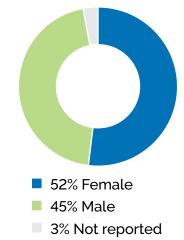
As of December 31, 2023, there are 11,316,413 individuals enrolled in Florida's Joshua Abbott Organ and Tissue Donor Registry. This represents a 122.82% increase since July 2009 when the new registry was launched.



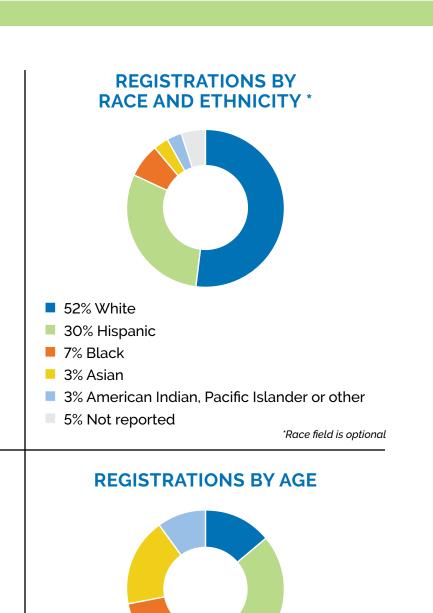
34 OF FLORIDA'S 67 COUNTIES HAVE DONOR DESIGNATION RATES OF **50%** OR HIGHER



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



REGISTRATIONS BY SOURCE



- 14% Age 17 and younger
- **37% Age 18-35**
- 21% Age 36-50
- 18% Age 51-65
- 10% Age 65+

MAKING LIFE POSSIBLE

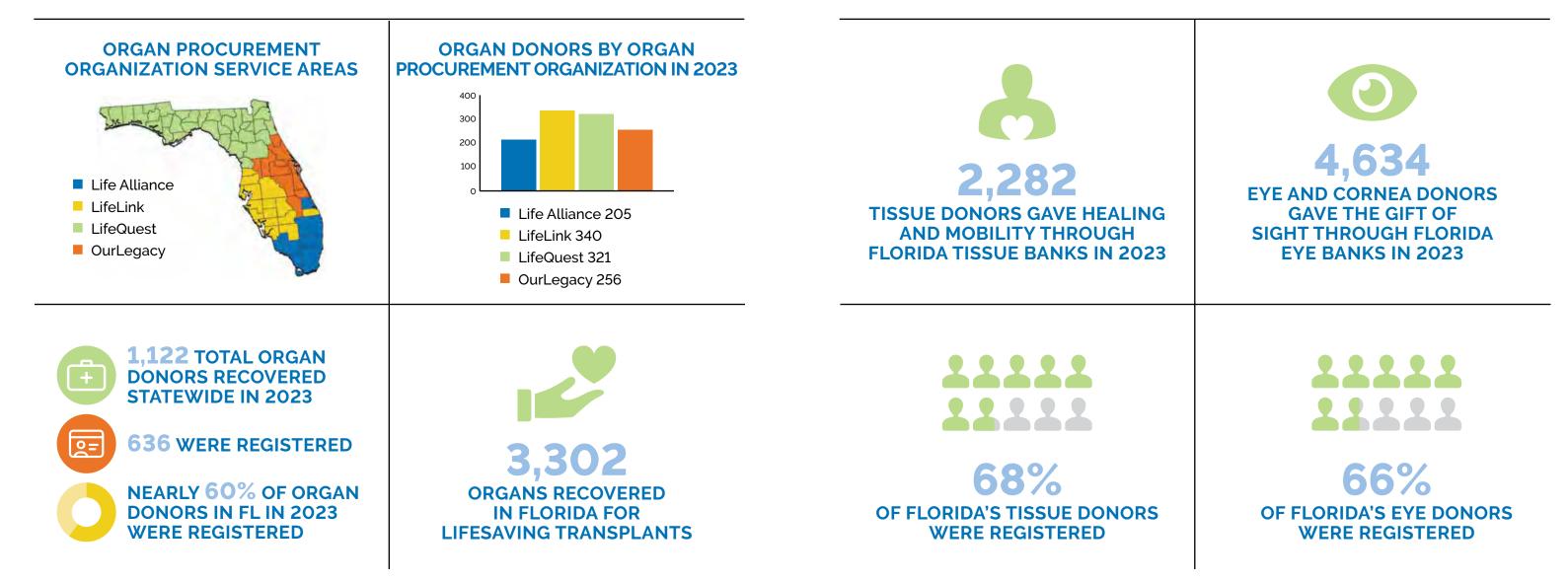
PROVIDING HEALING, MOBILITY AND RESTORED VISION THROUGH TISSUE AND EYE DONATION

The Joshua Abbott Organ and Tissue Donor Registry helps save lives. In 2023, 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 2023. 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

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 2023 tissue and eye donors who provided hope and healing to thousands through their gifts.





LIFE MADE POSSIBLE

RECIPIENT AND DONOR STORIES



Marissa, Kidney Recipient

Marissa was diagnosed with Type 1 diabetes as a child, meaning she had to take four insulin shots every day and often went to the hospital. When she turned 30, she started feeling very tired and short of breath. Doctors found out she had another condition called chronic inflammatory demyelinating polyradiculoneuropathy (CIDP), which is an autoimmune disease that attacks the body's nerves.

This disease made it hard for Marissa to walk, but she didn't give up. She used a walker to build up her strength and eventually walked on her own again. However, her kidneys got worse, and she had to start dialysis in 2018 while waiting for a kidney and pancreas transplant.

Two years later, the day before her 35th birthday, Marissa received a call asking if she was ready for a transplant. On her birthday, she went into surgery and got a new kidney and pancreas. Marissa felt like she was born again. Now, she doesn't need insulin shots, and her CIDP is in remission.

Marissa volunteers with LifeLink of Florida and shares her story to encourage people to become organ, eye, and tissue donors. She is very thankful for her donor and their family for giving her a new chance at life.

Maureen, Lung Recipient

Maureen had always been active and healthy, so she was surprised when, in 2008, she started feeling very tired after just a short workout. When she noticed she had trouble climbing stairs at work, she went to her doctor. The doctor, concerned by crackling sounds he heard in her lungs, referred her to a pulmonologist. After many tests over the course of the next year, Maureen was finally diagnosed with idiopathic pulmonary fibrosis. This disease, which causes permanent scarring in the lungs, meant that Maureen needed a lung transplant.

Maureen waited nearly nine years for new lungs and finally got her transplant in 2017. Now, Maureen is more active than ever. She enjoys life



with her family, including her husband of 30 years, her two daughters, and her son, who she calls her "crown jewel." Maureen loves giving back to the community. She volunteers with LifeLink of Florida, Metropolitan Ministries, and the American Cancer Society. She also participates in adaptive sports with her son, who has spina bifida. They particularly enjoy archery!

Maureen is thankful for her faith, family, friends, and the medical team that helped her. But most importantly, she is grateful to the family of her lung donor. Their generosity gave her a second chance at life, and she lives every day to the fullest because of it.

Amber, Donor Daughter

Amber, an ICU nurse, has seen how organ, eye, and tissue donation can help families heal after a loved one dies. She considered her father, Kenneth, her best friend, and supported his decision to be a registered donor. When Kenneth passed away, he had the opportunity to give the gift of life. Kenneth's donation saved the life of a 28-year-old man who needed a liver transplant. Though Amber doesn't know this man, she hopes to meet him someday.

Amber and her brother honor their father's legacy by sharing his story. They also celebrate his love of family history and pride in their Scottish roots, which he taught them about throughout their childhood. They miss their dad very much, but they are grateful to the Donate Life community for the kindness and support they received during this difficult time.

Kenneth's donation has given his family a way to find hope and healing. Knowing that his gift helped someone else live has been a comfort to Amber and her brother. They see this as a bright spot in their journey of grief and recovery.



Krista, Heart Recipient

Krista, who grew up in Colorado, moved to New Orleans after graduating from college. In April 2003, when she was 23 years old, she started having severe chest pains. Far from her family, she was diagnosed with acute myocarditis, a rare complication of a viral infection. Despite cardiac rehab, Krista's illness led to congestive heart failure, and doctors determined she needed a heart transplant.

Luckily, after a short wait, Krista got a new heart. She felt a mix of emotions: sad for the donor's family but grateful for her second chance at life. Nine months after her transplant, Krista ran a 10k race to celebrate her new life and her motto: to live fully and make the most of every moment.

Krista loves to travel and has been to 49 U.S. states and 40 countries. She also enjoys paddle boarding, her latest hobby. She hopes to meet her donor's family someday. In 2023, Krista celebrated 20 years with her new heart, all thanks to the kindness of a stranger.



Makisha, Cornea Recipient

After receiving a cornea transplant 11 years ago, Makisha Odom, second from right, finally met her donor's family, the Hodges, at the Lions World Vision Institute this past April. Makisha had written them a letter and decided it was time to reach out. Her donor, Caleb Hodges, passed away in 2012, and his parents felt ready to meet the person he had helped. The meeting was very emotional, filled with tears, hugs, and laughter. Both families shared their gratitude and found comfort and love despite their loss. It was a day they would always remember.



DONATION OUTREACH

DONATE LIFE FLORIDA'S COMMUNITY RELATIONS PROGRAMS





Donate Life Florida representatives table at various events throughout the state.

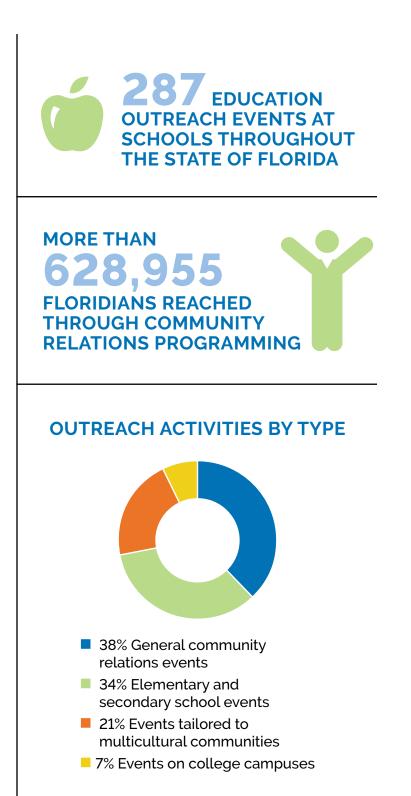


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Manatee Memorial Hospital celebrated Donate Life Month with a custom chalk art commissioned by LifeLink of Florida with artist Hilary Frambes. Staff unveiled the art piece during a Donate Life flag raising ceremony.



Holmes Regional Medical Center, a Level 2 Trauma Center, reaches for the stars in their outstanding efforts to raise organ, tissue, and eye donation awareness.



SAVE LIVES, SAY "YES"!

2023 STATEWIDE ORGAN DONOR REGISTRATION RATES

DONATE LIFE FLORIDA

LET YOUR LIGHT SHINE CAMPAIGN 2023

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.



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

≥60%

Charlotte Columbia Highlands Pasco **Pinellas** Putnam 50-59%

Donate Life Florida would like to thank the hardworking staff of the Gulf County Tax Collector. With a 65% donor designation rate, Gulf County has the highest percentage of registered donors in the state of Florida!

> Broward Calhoun Lake Martin Miami-Dade Okeechobee Palm Beach Polk



The Let Your Light Shine campaign celebrates and encourages organ, eye, and tissue donation during the month of April. Businesses, hospitals, and landmarks are invited to change their nighttime lighting to blue and green in support of Donate Life.

Participants are encouraged to take pictures of their blue and green lights and share why they are supporting the campaign on social media platforms. Some of our favorite Let Your Light Shine hashtags are #DonateLifeShines, #ShineOnDonateLifeFlorida, and #LeaveYourLegacy.

Our collaborators in 2023 included HCA Hospitals, University of Florida Health Systems, the Hard Rock Stadium, Hard Rock Seminole Casino, and the Sunshine Skyway. These organizations raised awareness of organ, eye, and tissue donation. Their blue and green lights remind our communities that across America, over 100,000 men, women, and children await life-saving organ transplants. Over 5,000 of these individuals are listed at transplant centers in Florida. More than 11 million incredible Floridians have registered to be organ, eye, and tissue donors.









OUT AND ABOUT IN THE SUNSHINE STATE

DONATE LIFE FLORIDA COMMUNITY EVENTS



South Florida's Donate Life programs, Legacy Donor Services Foundation, Beauty of Sight, Life Alliance Organ Recovery Agency, and Vivex Biologics came together to celebrate donors, recipients, and the perfect match on and off the courts at the Miami Open.



LifeQuest Organ Recovery Services and the Leon County Sheriff's Department celebrated Hispanic Heritage Month at resource festivals in Tallahassee and Quincy.



Legacy Donor Services Foundation celebrates Blue and Green Day at the Falls Mall with Chef Ralph Pagano, a skin tissue recipient and celebrity guest. It was a fun-filled day with face painting, a cartoonist, raffles, blue and green drink specials, and more!



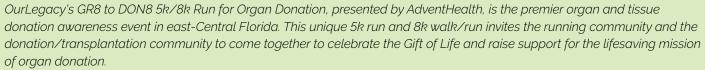
The "Make the Save, Save a Life" baseball event was hosted by Legacy Donor Services Foundation and the St. Lucie Mets. Legacy's superhero, Diego, helped to honor donors and their families and empowered recipients and the audience to step up to the plate for a cause close to their hearts. More than just a game, it was an opportunity to make a life-saving difference.





Legacy Donor Services Foundation, LifeQuest Organ Recovery Services, and Lions World Vision Institute came together for the Parade of Trees, a holiday event at Spring Park. Among the 225 beautifully lit Christmas trees, this tree was dedicated to all donor heroes, inviting donor families to decorate a Christmas Ball in honor of their loved ones.













The Game of Life Kickball Tournament, co-sponsored by Life Alliance Organ Recovery Agency and Legacy Donor Services donor programs, transplant centers, DMV offices, fire departments, and more.



Roar Through Ybor 5K & 1 Mile Fun Run was held March 31, 2023 to kick off Donate Life Month. This event, co-hosted by LifeLink Legacy Fund and Lions World Vision Institute, attracted more than 500 participants. Over \$43,000 was raised to benefit organ, eye, and tissue donation!

Foundation, is an exciting way to "kick off" National Donate Life Month in South Florida! The teams consisted of donor families,

DRIVER LICENSE OFFICE PARTNERSHIPS

DRIVER LICENSE OFFICES ARE CHAMPIONS FOR ORGAN, EYE, AND TISSUE DONATION!



Department of Motor Vehicles and Tax Collector offices throughout the state leaped into action in April, decorating their workplaces with the 2023 National Donate Life Month (NDLM) theme

of a frog on a lily pad. This theme was inspired by the natural world of a pond coming to life in the spring. Frogs (and toads!) are a sign of healing and renewal, and water lilies represent hope. The lily pads on the surface of a pond are part of a much larger plant rooted below the water. The water lily reminds us of the support and collaboration needed for hope to bloom.

As always, our partners and friends in driver license offices across Florida celebrated Donate Life Florida's mission and turned their places of work into works of art. Observed every April, NLDM signifies the importance of registering your decision to be a donor, honoring deceased and living donors, and celebrating the lives they saved. It is the generosity of donors and donor families that makes saving lives through transplantation possible.

In the United States, more than 100,000 patients are currently waiting for a transplant and more than 170 million people have registered their decision to be a donor. Driver license offices, not just in Florida but nationwide, play a crucial role in promoting organ, eye, and tissue donation and serve as stewards and representatives of the donor registry. 1,223 Floridians who registered or updated their profile online indicated they learned about the registry through a DMV or tax collector office.



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

51% OF FLORIDA'S TOTAL POPULATION IS REGISTERED AS A DONOR

























HONORING OUR DONOR HEROES

Donate Life Florida donor programs honor organ, eye, and tissue donor heroes by hosting communitycentered recognition ceremonies. These events serve as a heartfelt way to acknowledge the selflessness and generosity of donors and their families. They also highlight the importance of organ, eye, and tissue donation, inspiring others to consider registering as donors themselves. Recognition ceremonies often include the presentation of symbolic items, such as floragraphs (portraits made of natural materials, like seeds and dried flowers) or plaques, to commemorate donors' contributions. Additionally, these events provide an opportunity for donor families to come together and find solace in the support of their community. By organizing these meaningful tributes, Donate Life Florida ensures that the legacies of these donor heroes live on, while promoting the life-saving mission of organ, eye, and tissue donation.







Kayla Marie was a daughter, sister, and loving mother to two beautiful babies. Because of a reckless driver, Kayla's life was tragically cut short at the age of 23. To honor Kayla Marie's legacy, her mom and dad, Bernadette and Robert, worked with Orange County Commissioner Maribel Gomez Cordero to install a traffic light on Avalon Park Boulevard and Perdido Drive in Avalon Park, Florida, near the crash site where she passed. Kayla Marie, "is a hero," her mom said, because of her decision to register as an organ, eye, and tissue donor.





Donate Life Florida commemorates the heroes who gave the gifts of life, sight, and healing.

Diego's Superhero 5K Run and Walk, organized by Martin and Ana Degrossi, is an annual event in honor of their son, Diego Degrossi, an organ and eye donor. The South Florida community and donor programs come together to support Diego's parents and celebrate his lasting impact. At the event, Legacy Donor Services Foundation introduced their donor superhero mascot, named after Diego, to commemorate his legacy.







Mayor Jerry Demings of Orange County supports organ, eye, and tissue donation!



The family of eye and tissue donor Logan Daily raises the Donate Life Flag at the "Make the Save, Save a Life" event.



Legacy Donor Services Foundation paid tribute to donor hero Ricardo "Ricky" Hurwitz at the Miami Beach Botanical Gardens. On Ricky's birthday, his family was presented with the floragraph that adorned the Donate Life Rose Parade float in Pasadena on January 2, 2023. The ceremony included the unveiling of the floragraph and the placement of a Florida native bonsai tree, accompanied by a plaque honoring Ricky. Surrounded by close friends and family, the heartwarming ceremony was truly beautiful.

DONATE LIFE FLORIDA MEDIA



Donate Life Florida leverages social media to actively engage with our community, spreading awareness about the importance of organ, eye, and tissue donation. Through Facebook, X (formerly Twitter), Instagram, and LinkedIn, we share inspiring stories generated by members of our community, as well as educational content and news about events and initiatives. Our interactive campaigns encourage followers to participate in discussions, share their experiences, and support our mission.

In 2023, 259 people who registered or updated their donor profiles online indicated they learned about the Joshua Abbott Organ and Tissue Donor registry through traditional or social media.

Through social media, we strive to reach diverse audiences, foster a sense of community and encourage donor registrations. It enables us to connect with supporters, amplify our message, and save lives through increased awareness of our mission. Here are some of our most popular posts from 2023.

PRINT & RADIO:

10 ARTICLES AND PLACEMENTS IN NEWSPAPERS, MAGAZINES, **BILLBOARDS, BUSES & RADIO BROADCAST STORIES**

TELEVISION:

79 TELEVISED BROADCAST STORIES AND INTERVIEWS



are the love and register today RegisterMe.org



SOCIAL PLATFORM REACH

FACEBOOK FANS: 7,210 TWITTER FOLLOWERS: 2,642 **INSTAGRAM FOLLOWERS: 1,580** UNIQUE WEBSITE VISITORS IN 2023: 41,654

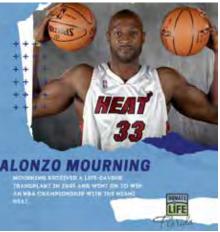
WEB:

74 WEBSITE ARTICLES AND PLACEMENTS

WEBSITE 122,762 TOTAL WEBSITE **PAGEVIEWS IN 2023**



ENGAGING CONTENT





FOLLOW US!

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 - **DonateLifeFL**
- in DonateLifeFL

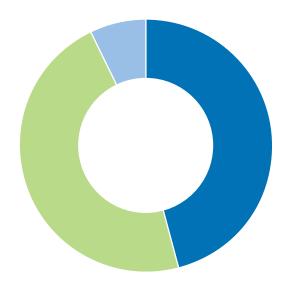
THE GIFT **OF GIVING**

2023-2024

Your generosity makes life possible

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. More than half of our support in 2023 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. Thank you for your generous support!

\$117.073 RAISED IN 2023



- 46% Public Donations at Driver License Offices
- 47% Donor Program Membership
- 7% Direct donations

\$8,042

RAISED THROUGH ONLINE. **MEMORIAL, AND OTHER DIRECT DONATIONS**

78

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

CHAIRPERSON: James Rosa, Lions World Vision Institute

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:

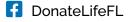
Janna Aboodi, OurLegacy Patricia Darrigan, Legacy Donor Services Foundation Elizabeth Fout, Beauty of Sight Kathleen Giery, APR, CPRC, LifeQuest Organ Recovery Services Ashley Moore, APR, LifeLink of Florida Judy Le, OurLegacy DiAnn McCormack. CorneaGen Kristen Miranda, LifeLink Tissue Bank Jessica Marrero, LifeNet Health of Florida Jason Woody, Lions World Vision Institute



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



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



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