



**A HANDBOOK PROMOTING
ORGAN & TISSUE
DONATION**

DURING

NATIONAL
Multiethnic
**DONOR
AWARENESS
MONTH**



August is National Multiethnic Donor Awareness Month, a time when the nation’s organ and tissue donation and transplant programs emphasize the need for lifesaving donors in multiethnic communities.



National Minority Donor Awareness Week was founded by the National Minority Organ Tissue Transplant Education Program in 1996 to increase organ donation rates among Blacks and other ethnic communities. It has since evolved into a month-long observance focused on honoring the generosity of multiethnic donors and their families, while also underscoring the critical need for people from diverse communities to register their decisions to donate life as organ, eye and tissue donors. In 2021, the name changed to National Multiethnic Donor Awareness Month.

Outreach activities during the month of August include events that bring donation messages to multiethnic audiences, encourage donor registration and promote healthy living and disease prevention to decrease the need for transplantation. Observances can include prayer breakfasts, health walks and donor drives, as well as featured guest speakers, community contests and social media campaigns.

LifeQuest Organ Recovery Services, the organ donor program serving all of northern Florida, works closely with Donate Life America and Donate Life Florida, our statewide coalition of donor programs that oversees the management of Florida’s donor registry.

LifeQuest created this handbook specifically to aid our hospital partners, schools, area businesses, civic groups, faith communities and volunteers in developing promotions to support National Multiethnic Donor Awareness Month.

Whether you work for a hospital or a tax collector office, are enrolled in high school or college, or lead a civic club or religious organization, this handbook will provide you with a multitude of ideas and resources to make your National Multiethnic Donor Awareness Month celebration a huge success.

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SPECIAL EVENTS & ACTIVITIES

No matter what type of organization or institution you work for, belong to or attend, there are special events specifically designed to deliver the Donate Life message. Here are some examples of events that have worked very well in our service area or other areas of Florida and the country.

***“Everything
that is not given
is lost.”***

— Mother Teresa


DONOR REGISTRATION STATIONS / VIRTUAL EDUCATION

Setting up a registration station or virtual education event allows you to answer questions from your co-workers, family and friends and provide immediate opportunities to have them enroll on Florida's donor registry.

For an in-person event, you will need to get approval to set up a table in a high-traffic area of your church, business or other facility. In a hospital, for example, the entrance or exit for the hospital cafeteria has a lot of foot traffic. In a business, it might be in a break room, lunch room or lobby. In a school, it could be the cafeteria or commons.

For virtual or hybrid events such as interactive webinar trainings, you will need to work with one of our public education coordinators.

You will need to have someone well-versed in the facts about organ donation on-site to answer any questions. That could be someone from LifeQuest, another local donor program or an Ambassador who has been through LifeQuest's training. LifeQuest can provide cards or brochures with information about the critical need for organs and tissue and ways to register as a donor in Florida.

 **Ambassadors can help register those who are interested in becoming donors by using the Health app on your smart phone.**



A rainy day at the Melanin Market with Ambassadors Fredricka Brown and Laura LeFevre.



LifeQuest hosted a table at UF Health Shands Hospital in Gainesville.



Ambassadors, recipients and best friends Katie Walton and Danny Martin are always ready to educate and inspire others.



LifeQuest took part in the Black Family Wellness Expo at Florida A&M University.



Ambassador Sam Sachs tabling at Family Fun Day in Tallahassee.



Hospital staff and visitors stop by our Donate Life information station.

TESTIMONIAL SPEAKER EVENTS

Inviting speakers to share their experiences with organ and tissue donation and transplantation is a great way to inspire others to embrace donation, as they are hearing stories from individuals who have genuinely been touched by the Gift of Life.

LifeQuest can connect you with trained speakers who have either had a transplant, have a family member who became a donor, or are a living donor or caregiver. Their stories are inspiring and often motivate others to register as organ donors. Transplant or clinical staff may also be available for speaking engagements.

If you cannot identify or arrange for someone to come into your organization, LifeQuest has many wonderful stories of donation and transplantation already written that can be shared during National Multiethnic Donor Awareness Month.

Additionally, you may have individuals within your organization who have been touched personally by donation but never were asked to share their stories. You can work with your communication/public relations department and administration for the most appropriate and sensitive ways of reaching out to your employees or members to gauge interest and obtain the necessary consent.

FREE ONLINE WEBINAR NOV. 12, 2023 5 P.M. CST | 6 P.M. EST

REGISTER NOW

HEALTHY KIDNEYS HEALTHY YOU

The webinar, sponsored by The Pensacola Chapter of The Links, Inc., and moderated by Dr. PerSharon Dickson, M.D., will explain why minorities are more likely to develop kidney failure resulting in more than 30,000 Black patients on the national transplant waiting list. A Donate Life Florida representative, a kidney recipient and a transplant expert will discuss risk factors, symptoms and solutions.

VERNA MCBRIDE
Kidney Recipient

DR. PERSHARON DICKSON, M.D.
Southern Area Links Health & Human Services Coordinator
Doctor of Pediatric medicine
Moderator

BETH MURRAY
Transplant Coordinator,
Ascension Sacred Heart
Kidney Transplant Program

LifeQuest | The Links, Incorporated | Ascension

LifeQuest shared the Donate Life message on a healthy kidneys webinar.

FAMU COPPS, IPH STUDENT COUNCIL ASSOCIATION & LEADERSHIP EXECUTIVE COUNCIL
THE TALLAHASSEE (FL) CHAPTER OF THE LINKS INCORPORATED
PRESENT

Black Family Wellness Expo

IN PARTNERSHIP WITH:
The Tallahassee (FL) Chapter of
The Links, Incorporated
Black Family Wellness Expo

COMMUNITY HEALTH FAIR HEALTH FAIR PROGRAM

REGISTRATION
COPPS, IPH FIRST FLOOR 10:00AM - 3:00PM
HEALTH FAIR PASSPORT PICK UP

MINI SPEAKER SERIES
COPPS, IPH SECOND FLOOR 10:00AM - 3:00PM

10:15AM-10:30AM	Navigators and the Health Insurance Marketplace Katherine Haughey, Aging Programs Manager AHEC Big Bend
10:30AM-10:45AM	Diabetes Health Otis Kirksey, PharmD
10:45AM-11:15AM	Teen Depression Aisha Bailey, DO
11:15AM-12:00PM	Men's Health Panel Jan Brown, Moderator
12:00PM-12:30PM	Black Maternal Health Myles Byrd, MD
12:30PM-1:00PM	COVID-19 Clinical Trial Impact Jenina Bloom, PharmD Candidate - CoPPS, IPH
1:00PM-1:30PM	Childhood Obesity Janet Gibson, DD
1:30PM-2:15PM	Donate Life Florida Kimberly Gilmore

FREE HEALTH CARE SCREENINGS
COPPS, IPH BCBS AUDITORIUM 10:00AM - 2:30 PM

- ROOM 208 BLOOD PRESSURE SCREENING
- ROOM 209 BLOOD GLUCOSE SCREENING
- ROOM 210 BMI
- ROOM 211 HIV TESTING
- ROOM 212 STI TESTING

FOOD TRUCKS, GIVEAWAYS & MUSIC
COPPS, IPH FOYER AREA 11:00AM - 3:00PM

COMMUNITY SERVICE PROJECT
COPPS, IPH FIRST FLOOR 2:00PM - 3:00PM

LifeQuest was a keynote speaker at the FAMU Black Family Wellness Expo.



Testimonials from guest speakers can be both powerful and persuasive.



The family of Robin Bishop gathered to honor her legacy and gifts during NDLM.

LUNCH-AND-LEARN EVENTS

If your organization has a lunch-and-learn program, talk to the organizer about devoting one or more August events to the importance of multiethnic organ and tissue donation and transplantation.

This is another forum for having employees in your organization who have experience in donation and transplantation to share their stories. If there is not anyone from inside your organization who can speak, LifeQuest has trained ambassadors, including transplant recipients and many donor family members, who are pleased to tell their stories.



LifeQuest offers in-service training and donation education to medical students, hospital staff, civic groups, businesses, high schools, universities, and more.



Lunch-and-learn events provide a relaxed and sociable environment in which information on donation and transplantation can be presented to your staff.



ONE VOICE, ONE VISION ...
TO Save AND Heal LIVES



FAITH COMMUNITY EVENTS

Most churches, temples and other houses of worship are supportive of organ and tissue donation, and they often will participate in activities promoting donation.

Approach your own pastor or other faith communities about having a donor registration drive, an information table or a guest speaker on donation and transplantation.

There also are many resources and references available for inclusion in bulletins, such as inserts, suggested scripture, psalms and songs. **Please see the appendix for examples.**

Nearly every faith sees organ and tissue donation as an act of love and charity or as a decision to be dictated by conscience and left to the individual.



A donor family shares a message of hope at our 2023 Tribute to Life.



Pastor Quinston Ephraim, RN, delivers the benediction at a flag-raising.



The City of Tallahassee's Circle of Life entry won the 'Adults and Groups' category in the Donate Life America National Blue & Green Day photo contest.



Pastor Kenyarda Feathers delivers a message of hope.



Pastor Erin Dickey speaks at Riverside Avenue Christian Church in Jacksonville.



Weekly food drive and donation education at Williams Temple Church in Gainesville.



LifeQuest's Faces of Life video is a moving tribute to those who share the Gift of Life. It is shown during our annual Tribute to Life program.



PUBLICITY & MEDIA

National Multiethnic Donor Awareness Month provides rich opportunities to deliver the message about the lifesaving and life-improving possibilities of organ, tissue and eye donation to your hospital, school and community using traditional news media, and social media platforms.

***“Without the organ donor,
there is no story, no hope,
no transplant. But when there
is an organ donor, life springs
from death, sorrow turns
to hope and a terrible loss
becomes a gift.***

— UNOS

SOCIAL MEDIA

Using social media platforms is an easy and effective way to reach a large number of employees, students or community members. In addition to posting photos and stories from within your organization and liking and sharing stories from other local, state and national pages, LifeQuest has a number of graphic images that you can share.

You can add the Donate Life or Donate Life Florida logo or the custom artwork for National Multiethnic Donor Awareness Month to your Facebook page, Twitter profile, TikTok or Instagram account. LifeQuest also can provide you with specially-designed Facebook banners and cover images.

Ask your organization's communication/public relations department about reserving a spot on the screen saver schedule, and LifeQuest can provide artwork for that as well.

Tweet a new National Multiethnic Donor Awareness Month message to your followers every day throughout the month. **Sample tweets can be found in the appendix.**

 Like us on Facebook:
facebook.com/LifeQuestFla

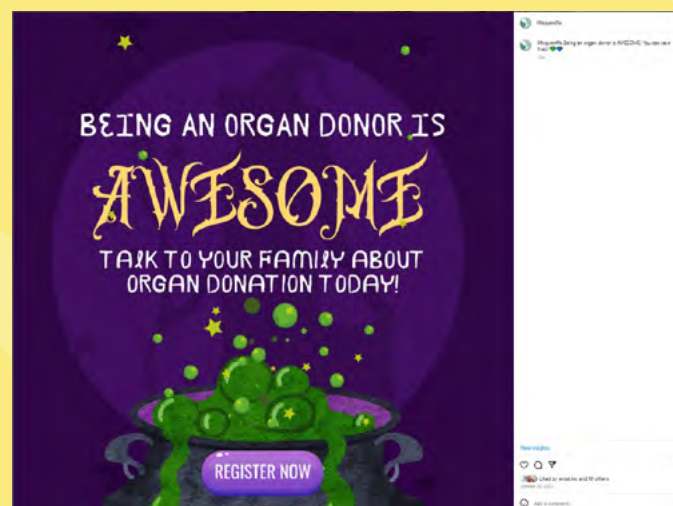
 Follow us on Instagram:
[@LifeQuestFla](https://www.instagram.com/LifeQuestFla)

 Subscribe to LifeQuest's channel:
youtube.com/LifeQuest

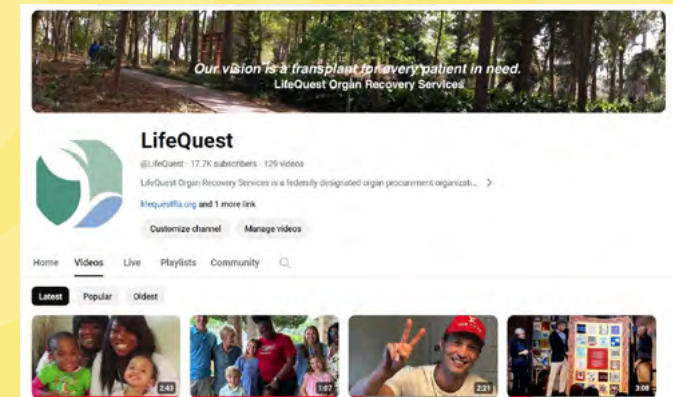
 Check out LifeQuest's website:
www.LifeQuestFla.org



Ambassadors are an integral part of our team.



Social media is one way our Ambassadors stay connected and informed.



LifeQuest features donor and recipient stories on our YouTube channel.



We are incredibly grateful to the donors and their families.

VIDEO STORYTELLING

Video storytelling is one of the most powerful ways to share the impact of the Gift of Life. Consider creating a TikTok or sharing videos on your social media sites, including Facebook and YouTube, as well as on your personal and organizational websites. Posting photos with links to the videos on Instagram sites is another great way to draw attention to the videos and the messages they carry. Many hospitals, schools and businesses have closed-circuit television and may be willing to add National Multiethnic Donor Awareness Month messaging and videos to their CCTV lineup.

Sample 30- and 60-second scripts are in the [appendix](#). Videos can be downloaded from the Donate Life America website at [DonateLife.net/videos](https://www.donatelife.net/videos). LifeQuest's YouTube channel has multiple videos with connections to organ and tissue donation. Subscribe to our channel at [YouTube.com/LifeQuest](https://www.youtube.com/LifeQuest).



Anton Bakhtiarov lived his life doing anything he could to help others.

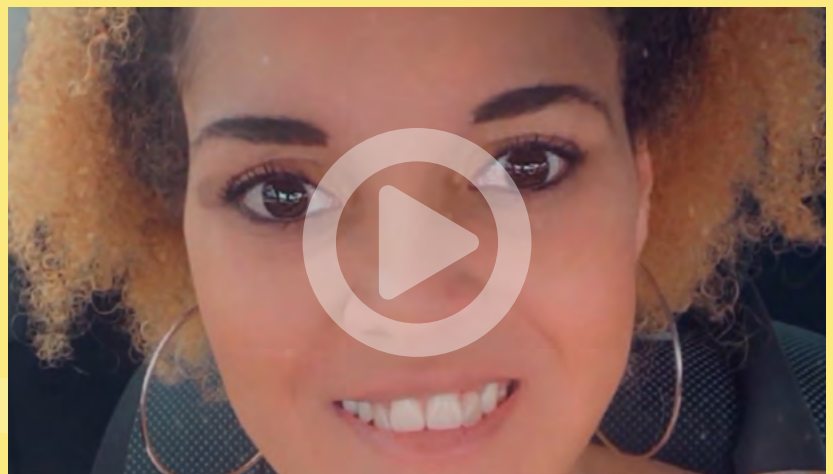


There are 12 Strom Bryson Memorial Donor Quilts that tell the stories of our donor heroes.

YouTube Subscribe to LifeQuest's channel:
[youtube.com/LifeQuest](https://www.youtube.com/LifeQuest)



Donor Antionette Beatty shared the Gift of Life on her birthday.



Erica's family found new ways to celebrate her life and her decision to give the Gift of Life.

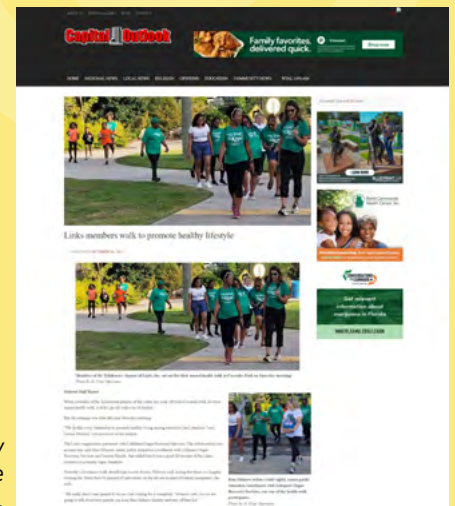
NEWS RELEASES

If you are planning an event or activity, consider inviting the local media to cover the event. This will give your organization outstanding exposure as one dedicated to helping others and saving lives.

The appendix of this handbook includes a **sample news release**, **newsletter article** and **letter to the editor** that you can customize for your organization's events and promotions. We have also included **frequently asked questions about organ and tissue donation**, **current facts and statistics about organ donation**, as well as **background information on National Multiethnic Donor Awareness Month** that will be helpful when you pitch your event to the media. These documents can be provided separately in PDF or Word versions upon request.



LifeQuest participated in the opening of a rural health clinic in Quincy, Fla.



A Capital Outlook article about a healthy living walk put on by The Tallahassee Chapter of The Links, Inc., and LifeQuest.

MESSAGE FROM THE CEO

A positive message about organ and tissue donation from the chief executive officer, administrator, principal or superintendent of an organization can have a real impact on employees.

Approach your CEO or administrator about sending an email to all employees or members about the altruistic decision to become a donor.

A **sample message from the CEO** that you can customize can be found in the appendix.



HCA Florida Capital Hospital CEO Chris Mosley talks to staff about organ donation.

MULTIETHNIC STORIES

Another great way to promote your organization's support of organ donation and National Multiethnic Donor Awareness Month is to share a story through a blog post or testimonial on your website or intranet.

Tell the story of an employee, volunteer, customer or friend who has a personal connection to donation or transplantation.

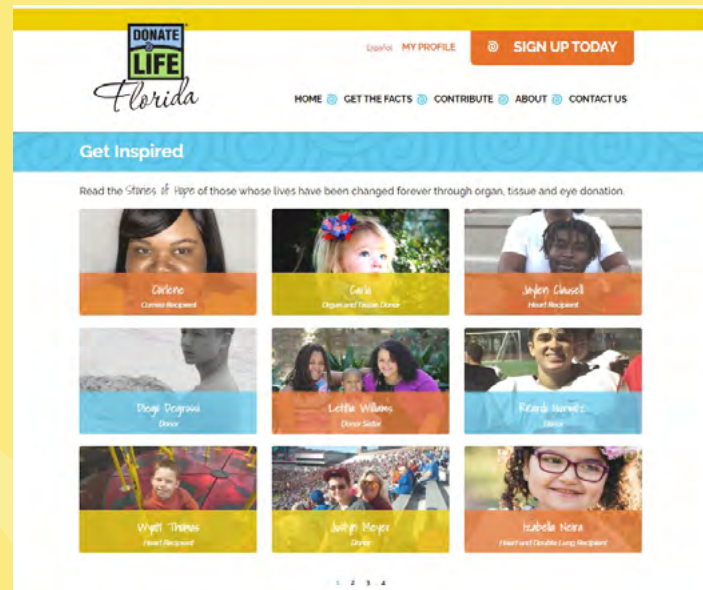
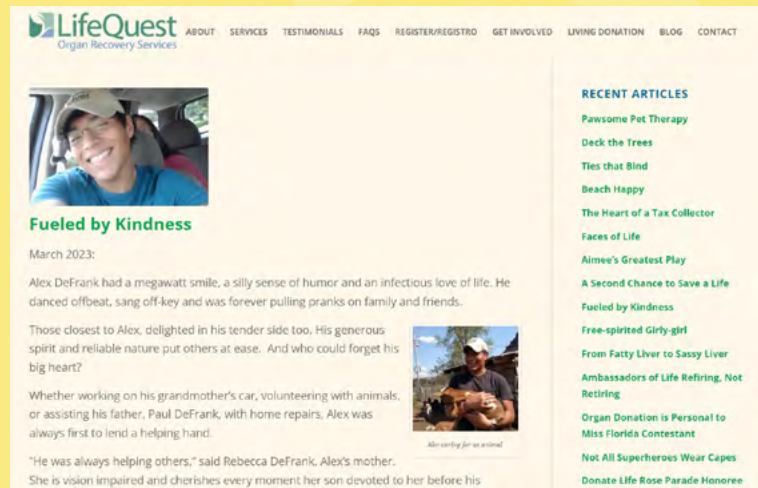
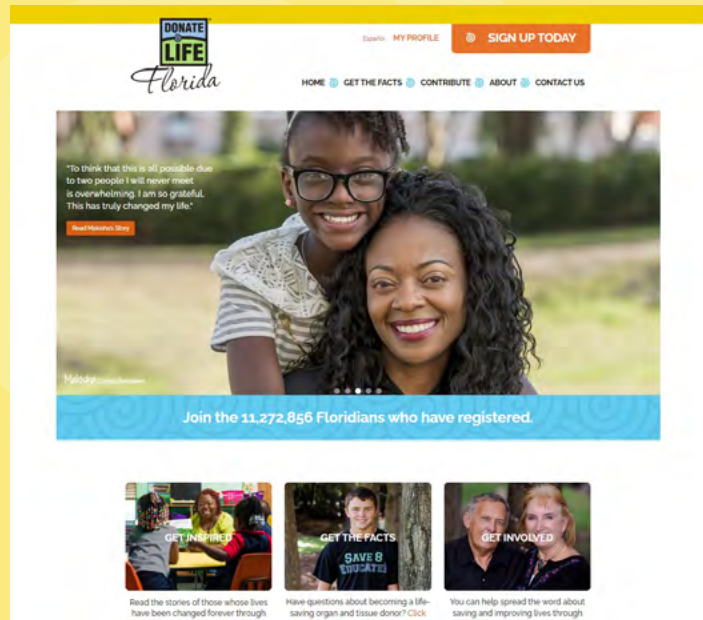
Let others know that donation is personal to your organization and that you are committed to saving and enhancing lives through donation.

 Read our blog stories:
LifeQuestFla.org/blog

 Read donor family and recipient testimonials:
LifeQuestFla.org/testimonials

 Like us on Facebook:
facebook.com/LifeQuestFla

 Follow us on Instagram:
@LifeQuestFla



CREATING A CULTURE OF DONATION

Creating a culture of donation involves more than just a one-time event or announcement. It includes embracing organ and tissue donation as an opportunity available to each and every member of your organization. It involves sharing the facts about donation, providing outlets for your employees, students or members to enroll on the registry and sharing the heart-warming stories of individuals whose lives have been saved or enhanced through the gifts of organ, eye and tissue donation.

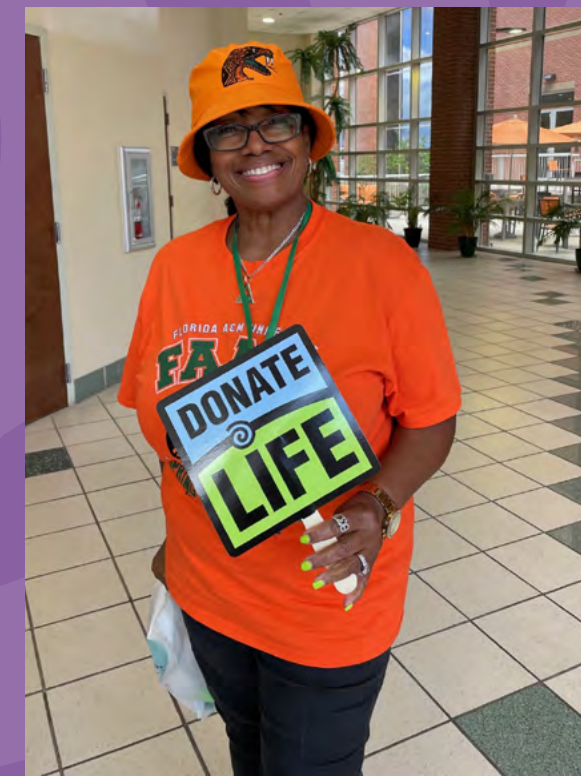
Just as some organizations adopt specific charities, fundraising campaigns and public service initiatives throughout the year, your group can incorporate the donation message into your corporate, civic or academic structure. Consider dedicating a page on your website or Intranet for donation-related stories, statistics and activities. You could set an annual goal for the number of individuals who enroll on Florida's donor registry and establish friendly challenges between departments. You could add a hyperlink behind the Donate Life Florida or National Multiethnic Donor Awareness Month logo on your homepage that takes a viewer directly to the registry to enroll. Sharing the stories of friends, family and co-workers who have been touched by donation or transplantation is another way to inspire others to register as organ and tissue donors and is an easy and all-welcoming way of showing compassion and kindness for those in need.



City of Tallahassee employees celebrate National Donate Life Month.



Colorful dancers at a Hispanic Festival.



A FAMU fan shows her Donate Life spirit.



LifeQuest partners with chapters of The Southern Area of The Links Incorporated.



Leon County Tax Collector Doris Maloy and staff wear Donate Life blue and green.



The Jacksonville Jaguars cheerleaders showing Donate Life spirit.



Nurses at North Okaloosa Medical Center having fun with the Make a Splash theme on National Blue & Green Day.

Multicultural Action Committee

In early 2021, LifeQuest initiated a research project to determine if attitudes toward donation among the Black population and other communities of color in our service area mirrored national data. We held multiple focus groups and ran a semester long campaign with student interns from the University of Florida. Our findings mirrored national views in large part, and we learned some new things that had not previously been documented.

With the goals of improving authorization rates and addressing concerns about donation, we created a multicultural action committee (MCAC) made up of individuals who could provide advice and counsel to us and help us become a voice for donation in these communities.

With the help of these individuals, we have been invited to events, into new congregations, and included on podcasts, and we have formed great relationships with professional organizations such as The Links, Inc. represented.

As the MCAC enters its third year of engaging our multicultural communities in spreading the word about organ donation, we want to recognize the outgoing and incoming leadership of the committee.

Dr. Darice Richard, a clinical governmental consultant at Carillon Health Services in Tallahassee, has served as our chair since March 2022. She stepped in to provide guidance at a time when the committee was still in its infancy. She ensured that MCAC stayed on course with its vision: to gain valuable insight into our communities of color and help open doors.

Under Richard's leadership, MCAC evolved from an advisory to an action committee and diversified its membership. She facilitated valuable partnerships with the Tallahassee Chapter of The Links, Incorporated, and other Links chapters throughout Florida.

Dr. Catherine Barnes will be stepping in as the new chair of the committee. Barnes is a paralegal and a half implementation strategist for Suddon Impact Solution, LLC, a research organization focused on equity, community engagement and organizational outcomes, and co-founder of the Black Parent Support Network. She is a career author and an internationally published author who conducts professional and personal development workshops nationally and internationally.

"In the coming year, my fervent hope is to see the Multicultural ACTION Committee become a beacon of progress toward fostering unity and understanding across racial and cultural lines," Barnes said. "My goal is to work with others throughout our community to raise awareness about organ donation and inspire a tangible increase in donor registrations. By advocating for this vital cause, we aim to positively impact countless lives, bridging gaps and creating a legacy of compassion and life-saving action."

We are grateful to both Dr. Richard and Dr. Barnes for their invaluable and ongoing contributions to the MCAC's overall strategy and direction.

10 | The Executive Organ Donation Report

LifeQuest's Multicultural Action Committee (MCAC) was featured in The Executive Organ Donation Report.



A hospital security guard is picture perfect at a LifeQuest event.



Florida Blue bathed in blue and green for National Donate Life Month.



APPENDIX

The tools found in this appendix are intended make your activities during National Multiethnic Donor Awareness Month more effective. Feel free to customize them for use in your special events and publicity.

***“When we give
cheerfully and
accept gratefully,
everyone is
blessed.***

— Maya Angelou

Suggested Scriptures and Hymns

Scriptures

The following scriptures are recommended for National Multiethnic Donor Awareness Month activities in churches, because of their messages of giving, healing and understanding of the relationships between human beings. They can be used as calls to worship, responsive readings and affirmations of faith. This list is not exhaustive, but merely a starting point for worship and possible sermon ideas.

- Jesus said, “Greater love has no man than this, that one lay down his life for his friends.” — John 15:13
- “For none of us lives for ourselves alone, and none of us dies for ourselves alone.” — Romans 14:7
- “... I have set before you life and death, blessings and curses. Now choose life, so that you and your children may live.” — Deuteronomy 30:19
- “In everything, God works for good.” — Romans 8:28

Lessons from Jesus’ Parable of the Talents

- We are called to accountability for how we use our lives, resources and bodies for enhancement rather than hoarding, even beyond life itself.
- Create increase where there is scarcity.
- Give life and grow in place of utility.
- Provide hope in place of despair.

Hymns

The following hymns can provide a start to your promotion of National Multiethnic Donor Awareness Month. These selections bring a message of hope that can translate to the Gift of Life that organ and tissue donation can provide.

- | | |
|-------------------------------------|--------------------------------|
| • Amazing Grace | • Hope of the World |
| • Blest Be the Tie That Binds | • Immortal Love, Forever Full |
| • Come Sinners, To the Gospel Feast | • Jesus, Lord, We Look To Thee |
| • Have Thine Own Way, Lord | • Jesus, Lover of My Soul |
| • Heavenly Father, Bless Me Now | • Jesus, United By Thy Grace |

Sample News Release

For Immediate Release

Contact: [Contact Name]

August is National Multiethnic Donor Awareness Month

[Your City, State] (August 1, 2024) – August is National Multiethnic Donor Awareness Month, a time when the donation and transplantation community concentrates its yearlong efforts to educate multiethnic communities about the critical shortage of donated organs and tissue and remind them of the importance of documenting one’s own donation decision.

LifeQuest Organ Recovery Services, the federally designated organ donor program serving a 36-county region of northern Florida, and [your organization name] are encouraging Florida’s multiethnic communities to learn the facts about organ and tissue donation and to join Florida’s donor registry at [DonateLifeFlorida.org](https://www.donatelife.org).

“There are more than 5,000 patients on the waiting list at transplant centers in Florida,” said Danielle Balbis, executive director of LifeQuest, “and each one is waiting for the Gift of Life. By documenting our decisions to become donors on Florida’s registry, we are making a commitment to help save lives.”

Nationally, more than 103,000 patients are waiting for lifesaving organ transplants. Blacks account for 27 percent of the overall organ wait list, and 30 percent of the kidney wait list. Recent improvements in national kidney transplant policy have evened the rates at which Black, Hispanic and Caucasian transplant candidates receive kidneys from deceased donors, according to data from United Network of Organ Sharing (UNOS). This year, thousands of patients also will need life-enhancing tissue transplants, such as skin grafts and heart valves.

[Insert a personal testimonial from someone within your organization who has been touched by organ and tissue donation or transplantation.]

The limited supply of donated organs is not meeting the enormous demand—roughly 20 people die each day while waiting—but there is something we all can do about it. We can donate life! One organ donor can save the lives of up to eight people, and one tissue donor can help more than 75. One donor can keep a family together. One donor can give a child her first real, play-filled summer or make it possible for a man to take his grandchildren fishing.

Documenting your decision to donate life has never been easier. Visit Florida’s donor registry at [DonateLifeFlorida.org](https://www.donatelife.org) to learn the facts and join the registry.

Sample Newsletter Article

(word count 261)

2024 National Multiethnic Donor Awareness Month

August is National Multiethnic Donor Awareness Month, a time when the donation and transplantation community concentrates its yearlong efforts to educate minorities about the critical shortage of donated organs and tissue and remind them of the importance of documenting one's own donation decision.

According to the United Network for Organ Sharing (UNOS), the non-profit organization that maintains the nation's organ transplant database, more than 103,000 people currently are waiting for lifesaving organ transplants. More than 5,000 of them are listed at transplant centers in Florida. Blacks accounted for about 27 percent of the overall organ waiting list, and 30 percent of the kidney waiting list. Recent improvements in national kidney transplant policy have evened the rates at which Black, Hispanic and Caucasian transplant candidates receive kidneys from deceased donors, according to data from UNOS. This year, thousands of patients also will need life-enhancing tissue transplants, such as skin grafts and heart valves.

[Insert a personal testimonial from someone within your organization who has been touched by organ and tissue donation or transplantation.]

The limited supply of donated organs is not meeting the enormous demand—roughly 20 people die each day while waiting—but there is something we all can do about it. We can donate life! One organ donor can save the lives of up to eight people, and one tissue donor can help more than 75. One donor can keep a family together. One donor can give a child her first real, play-filled summer or make it possible for a man to take his grandchildren fishing.

Documenting your decision to donate life has never been easier. Visit Florida's donor registry at [DonateLifeFlorida.org](https://www.donatelife.org) to learn the facts and join the registry.

Sample Letter to the Editor

August is National Multiethnic Donor Awareness Month, an annual campaign by the organ donation and transplantation community that encourages Blacks and other multiethnic groups to learn the facts about donation and to document their own donation decisions by joining their state's donor registry.

I encourage you to learn the facts about donation and make the decision that may one day save the lives of others in need. It won't take but a moment of your time.

According to the United Network for Organ Sharing (UNOS), the non-profit organization that maintains the nation's organ transplant database, more than 103,000 people currently are awaiting lifesaving organ transplants. Of them, more than 27 percent are Black.

Until the day when there are enough donor organs, thousands of patients awaiting transplants and their families, their friends and colleagues will continue, every day, to hear the words, "not yet." Their need is our challenge, and we can meet this challenge by saying yes to donation and helping to eliminate the wait. Consider for a moment what that means.

We've all waited in line to see a movie. We've waited for our number to be called at the deli. We've drummed our fingers on the wheel during rush hour, waiting to inch our way toward the traffic light. We lose patience when it takes more than a few seconds for an app to load. Waiting is time spent in-between other things. It is the limbo of "not yet."

Each patient waiting for an organ transplant faces a day-by-day struggle for survival, a week-to-week effort to maintain some semblance of what the rest of us take for granted. Waiting to them might mean six hours of being attached to a dialysis machine, three times each week. Or it may mean being out of breath - always.

The limited supply of donated organs is not meeting the enormous demand—roughly 20 people are dying each day while waiting—but there is something we all can do about it. *We can donate life!* On average, one organ and tissue donor can help more than 75 people. One donor can keep a family together. One donor can give a child his first real, play-filled summer. One donor can make it possible for a man to take his grandchildren fishing.

Documenting your decision to donate life has never been easier. Visit Florida's donor registry at [DonateLifeFlorida.org](https://www.donatelife.org) to learn the facts and join the registry. Taking a couple of minutes out of your morning may someday save another person's life. What greater legacy can we leave behind than to have given the Gift of Life?

[Name]

[Title]

[Organization]

Frequently Asked Questions About Organ & Tissue Donation

Q: Is brain death like being in a coma?

No. Brain death is death. There is no recovery from death. The definition of brain death is the complete and irreversible cessation of all brain activity. Even though a patient is still connected to a ventilator (a machine which artificially maintains bodily functions such as respiration and circulation), when a person is declared brain dead, he or she no longer is alive.

Q: Is there an age limit on being a donor or recipient?

There is no specific age range for donation. A person can be in his or her 70s or even 80s and still donate. The coordinators who evaluate potential donors perform a variety of clinical tests to determine which organs can be recovered.

Q: If I am in an accident and the hospital knows I want to be a donor, will doctors withhold treatment and not attempt to save my life?

Every EMT and every ER or ICU nurse or doctor has one goal: to save patients' lives. Each of them does his or her best to stabilize the patient and get them to the next stage (from the ambulance to the ER, from the ER to the OR, from the OR to the ICU, from the ICU to home). When all lifesaving efforts have been exhausted, and the patient has died, or it is evident that death is imminent, the hospital will refer that patient to the OPO.

Q: Can anyone become a donor?

Most people can become organ or tissue donors. There are certain medical conditions that would rule out a potential donor, but we encourage people to let the OPO make that clinical determination and not rule themselves out of a decision based on the assumption that they cannot donate. We encourage everyone to make an informed decision about donation based on the facts.

Q: Who pays for the donation?

Ultimately the person who gets an organ transplant will pay for the costs associated with organ recovery. The donor's family never pays for the costs associated with organ donation.

FAQs About Organ & Tissue Donation (continued)

Q: Can donors or their families get paid?

No. It is illegal and against the 1984 National Organ Transplant Act to pay someone for an organ or tissue. All organ donation in the United States is done altruistically.

Q: What if I don't join the registry?

We encourage people not only to make an informed decision about donation, but also to take action. Join Florida's donor registry at [DonateLifeFlorida.org](https://www.donatelife.org). If you don't live in Florida, go to [RegisterMe.org](https://www.registerme.org) to join the national registry. If you have not joined a registry, it will be your next-of-kin who makes the decision for you.

Q: Is my religion against donation?

All major religions either fully endorse donation as an act of human kindness in keeping with religious doctrine, or leave the decision up to the individual. No major religion opposes organ, eye and tissue donation. If you have questions regarding your faith's position on organ, eye and tissue donation, we encourage you to consult with your religious leader.

Q: I heard that rich people and celebrities don't have to wait as long to get transplanted.

Not true. The transplant waiting list is blind to one's celebrity or financial status. The only information that appears next to one's name on the list is their height and weight, blood type, age, severity of illness and length of time on the list. People are transplanted when they reach the top of the list and are matched with the next available organ.

Q: What tissue can be donated and how many lives can be changed?

Among the tissue that can be donated are skin, bone, corneas, heart valves, tendons, veins and ligaments. The solid organs are heart, liver, kidney, lung, pancreas and small intestine. Up to 75 people can be helped by one tissue donor.

Q: What do I need to tell my family?

That you learned about organ donation. That you have made a decision to save lives by becoming an organ and tissue donor and that you want them to make a positive decision to save lives through organ donation as well.

2024 Facts and Statistics About Organ Donation

- LifeQuest is one of only 56 organ procurement organizations in the country.
- One organ donor can save up to eight lives through the donation of the lungs, kidneys, heart, liver, pancreas and small intestine.
- On average, 20 people die each day while awaiting organ transplants.
- Nationally, more than 103,000 people are awaiting lifesaving organ transplants and about 27 percent of them are Black.
- Blacks report higher rates of diabetes and high blood pressure than the white population. These conditions are known to put patients at risk for organ failures.
- It has never been easier to register as an organ and tissue donor. Simply register online at [DonateLifeFlorida.org](https://www.donatelife.org).
- Organ and tissue donation does not hinder funeral arrangements, and a donor can have an open casket funeral.
- More than 85 percent of those listed on the national transplant waiting list are awaiting kidney transplants. More than a third of those waiting for kidneys are Blacks. According to United Network for Organ Sharing (UNOS), odds for receiving a kidney transplant are equal for Black, White and Hispanic candidates.
- About 90 percent of donor registrations in Florida occur in driver license offices.
- The oldest organ donor was 95 and became a liver donor.
- More than 1,000,000 organ transplants have occurred in the U.S. since 1988.
- More than 40,000 corneal transplants occur in the U.S. annually.
- Last year there were more than 6,900 living donations in the U.S.
- Blacks make up the largest group of minorities in need of organ transplants.

NMDAM Background Information

National Multiethnic Donor Awareness Month

History

- National Minority Donor Awareness Week was founded by the National Minority Organ Tissue Transplant Education Program in 1996 and now is celebrated throughout the month of August as National Multiethnic Donor Awareness Month.
- National Multiethnic Donor Awareness Month is a time when the donation and transplantation community concentrates its yearlong efforts to educate Blacks and other multiethnic communities about the critical shortage of donated organs and tissue and other lifesaving gifts and remind them of the importance of documenting one's own donation decision.

Need

- More than 103,000 patients are on the national waiting list for organ transplants, and more than 27 percent of them are Black.
- More than 5,000 patients are listed at transplant centers in Florida. According to the United Network for Organ Sharing, as of January 2024, 478 of them are listed at UF Health Shands Transplant Center in Gainesville, 1,026 are listed at the Mayo Clinic in Jacksonville and 156 are listed at Ascension Sacred Heart Hospital Pensacola.
- In 2023, more than 46,000 patients received lifesaving organ transplants in the United States. Of them, more than 10,800 were Black.
- Approximately 20 people die each day while awaiting lifesaving organ transplants.
- One organ donor can save the lives of up to eight people.
- One tissue donor can enhance the lives of up to 75 people through skin, bone and cornea donation.

Action

- Designate your wishes to be an organ, tissue and eye donor.
- Join the registry at [DonateLifeFlorida.org](https://www.donatelife.org).
- Support Florida's campaign to save lives and enroll on the donor registry today.

Suggested Tweets

In 280 characters or fewer...

Overview

- National Minority Donor Awareness Month is celebrated by the National Minority Organ Tissue Transplant Education Program and is promoted throughout August.
- Each August the donation and transplant community educates ethnic communities about the critical shortage of organs and encourages individuals to join the donor registry.

Need

- As of January 2024, there were more than 103,000 patients on the national waiting list for organ transplants.
- Multiethnic patients make up more than half - 60% - of the waiting list for a lifesaving transplant.
- Blacks make up the largest group of minorities in need of an organ transplant.
- More than 5,000 patients are waiting for organs at transplant centers in Florida.
- In 2023, more than 46,000 patients received lifesaving organ transplants in America.
- In 2023, more than 3,000 patients received organs at Florida transplants centers.
- Approximately 20 people die each day while awaiting lifesaving organ transplants.
- One organ donor can save the lives of up to eight people.
- One tissue donor can enhance the lives of more than 75 people through skin, bone and cornea donation.

Action

- Designate your wishes to be an organ, tissue and eye donor. Join the registry at [DonateLifeFlorida.org](https://www.donatelife.org).
- Join Florida's organ donor registry at [DonateLifeFlorida.org](https://www.donatelife.org).
- Support Florida's campaign to save lives and enroll on the donor registry today. Register at [DonateLifeFlorida.org](https://www.donatelife.org).
- Visit [DonateLifeFlorida.org](https://www.donatelife.org) to enroll or to learn more about donation. Your decision today could save the lives of many people down the road.

Sample Message from the CEO

[Company Name] employees:

It is my privilege to serve as the chief executive of an organization that has real heart. That is why I am sending this message to you all. [Organization Name] has always been an organization that cares, and I know that you will care about this. August is National Multiethnic Donor Awareness Month. It is a time to consider the lifesaving possibilities of organ, eye and tissue donation.

There are now more than 103,000 Americans waiting for an organ transplant to save their lives, and 60 percent of those waiting are ethnic minorities. More than 5,000 of those waiting are listed at transplant centers in Florida. A transplant can save their lives. We can honor them by registering as organ, eye and tissue donors.

If you have not yet registered on your driver license or state ID card, go to [DonateLifeFlorida.org](https://www.donatelife.org). Registration just takes a few minutes, and it can really save lives. I have committed to helping by registering. Won't you join me?

[Name]

[Title]

[Organization]

Public Service Announcements (PSAs)

:30

More than 103,000 patients are awaiting lifesaving organ transplants at centers nationwide, and more than 5,000 of those are listed at transplant centers in Florida.

August is National Multiethnic Donor Awareness Month, a time in which the need for organ, tissue and eye donation among multiethnic communities is emphasized across the country.

A single organ donor can save eight lives, and tissue donation can improve the lives of 75 or more.

Save lives! Become an organ, tissue and eye donor. Register at [DonateLifeFlorida.org](https://www.donatelife.org).

:60

More than 103,000 patients are currently awaiting lifesaving organ transplants at centers nationwide, and more than 5,000 of those waiting are listed at transplant centers in Florida.

August is National Multiethnic Donor Awareness Month, a time in which the need for organ, tissue and eye donation among multiethnic communities is emphasized across the country.

Although more than 190 million Americans are registered donors, an average of 20 people die every day waiting for an organ transplant, and each day nearly 150 names are added to the waiting list – an average of one name every 10 minutes.

A single organ donor can save eight lives, and tissue donation can improve the lives of 75 or more. Donated corneas restore sight to tens of thousands every year. More than 1 million tissue transplants are performed in the United States every year.

You have the power to donate life! Register to be an organ, tissue and eye donor at [DonateLifeFlorida.org](https://www.donatelife.org).

With more than 103,000 Americans currently waiting for transplants, the need for organ and tissue donors is more critical than ever. More than 5,000 of those waiting are listed at transplant centers in Florida, all of whom are awaiting that second chance at life.

National Multiethnic Donor Awareness Month is a unique opportunity each year to inform and educate multiethnic communities about the critical role we all play in saving the lives of those who wait.

LifeQuest Organ Recovery Services appreciates the vital support you provide in saving the lives of so many who otherwise would have no opportunity for survival.