

Get your on.

Donate Life. Leave a Legacy.



Current and Future Goals

Although the number of registered organ donors **has increased by 400%** since the Foundation began and our accomplishments have been outstanding, our mission is **not complete**. Our goal is to **dispel myths and misconceptions**, ultimately resulting in **2.2 million** Louisiana residents registered **by 2014**.

By educating the public we will continue to **change the culture in Louisiana to one that accepts organ and tissue donation as natural and beneficial**.

We plan to:

- ♥ Continue to **eliminate duplication of efforts and maximize our resources** to reach the largest number of Louisiana residents possible and provide them with accurate information to make an informed decision regarding organ/tissue donation
- ♥ Take advantage of every opportunity to spread our message to media statewide via **press releases and guest participation in news shows**
- ♥ Continue our **statewide media awareness campaign** using billboards, radio and TV
- ♥ Increase our interactions and education efforts with the **Office of Motor Vehicles**
- ♥ Develop a **comprehensive curriculum and DVD for all driver's education courses**

Through our educational and awareness programs we expect to strengthen Louisiana's Registry by 85,000 in 2010!

Stopping the loss of life due to unavailable organs depends on increasing the number of registered organ donors. **One single organ donor can save 9 lives, restore sight to 2 people, and enhance the lives of 50 more through tissue donation.** Organ donation is not a search for a cure- it is the cure! Please help support Legacy Donor Foundation's efforts to save lives.

Programs

We envision a world with **no unnecessary loss of life** due to the shortage of organs for transplantation. In order to address the growing transplant waiting list, the Foundation encourages everyone to register as organ donors through statewide educational and awareness programs.

Social and Media Awareness Campaign

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The Foundation is continuing our public awareness campaign through paid media (billboards, radio and TV) and grass roots efforts such as participating in health fairs, workplace partnerships, public speaking engagements and message marketing.

- ♥ This campaign **encourages everyone to register as organ donors** and share this decision with family.
- ♥ The first phase of this campaign's success is proven by an **8%** increase in the Registry in one year.



Office of Motor Vehicles



87% of those who register as donors, do so when they get their driver's license or ID. In order to recognize this vital link between the OMV and the Registry, the Foundation is enhancing our OMV Education Program.

- ♥ We will continue to develop training programs and promotional campaigns celebrating our partnership with the OMV.
- ♥ We will continue to train all OMV staff on organ donation facts, myths and misconceptions in order to ensure that all customers are asked **"Would you like to register as an organ and tissue donor?"**



Youth Education

When young adults go to get their first driver's license or permit they are asked if they would like to register as organ and tissue donors. Since all first time drivers must complete a driver's education course and organ donation curriculum is required, the Foundation is developing an educational video to be distributed to all driver's education classes statewide.

By educating young adults, we are continuing to change the culture of Louisiana to one that accepts and promotes organ and tissue donation.

Donate Life Louisiana



The Legacy Donor Foundation and Louisiana Organ Procurement Agency have joined forces to create Donate Life Louisiana. Donate Life Louisiana is now the brand used for all organ donation education and awareness activities.

This shift aligns Louisiana with the nationwide efforts of Donate Life America and allows Louisiana to benefit from national marketing, media placement and momentum.

Funding

Soul Revival

The very name conjures up images of lively music, sumptuous food, whirlwind dancing and charming conversation in a festive atmosphere. Soul Revival is the Foundation's annual fundraising gala. Tickets and sponsorships are sold to raise money for the Foundation's education and awareness programs.

Soul Revival 2009 Sponsors

Loving Legends

Lamar
Tulane Medical Center / HCA
Delta Division

Heavenly Harmonizers

Blue Cross and Blue Shield
of Louisiana
Joy and Boysie Bollinger
Chevron
Goldring Family Foundation
Gustaf Westfeldt McIlhenny
Family Foundation
McCall Fund
Mudbug Media
NOLA.com
Mr. and Mrs. John Regan
Woldenberg Foundation

Brilliant Benefactors

Harper Family Foundation
Hilton New Orleans Riverside
Mitchiner-Gittinger Family
Foundation
Renaissance Publishing
Stone Energy
Whitney National Bank

Soul Saviors

AT&T
Cathy and Rivie Cary
Tulane University School of
Medicine

Other Funding:

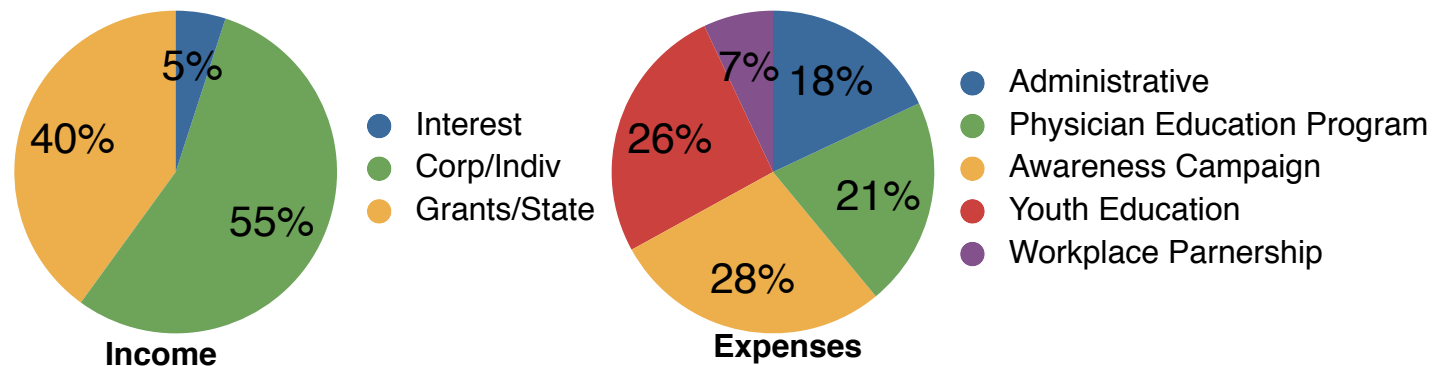
2006 - 2009

State of Louisiana Cooperative
Endeavor State of Louisiana

2008

American Order of St. Lazarus
Blue Cross Blue Shield of
Louisiana Foundation

2008 Summary of Revenue and Expenses



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The Need is Real

As advocates for donation, the choice to register as an organ donor is a simple one for us. However, the majority of Louisiana citizens have not registered.

- ♥ Of a population of 4.4 million people, only 39%, or **1.8 million are registered organ donors**.
- ♥ More than **1,800 people in Louisiana and 103,000 nationwide are waiting** to receive a life saving transplant.
- ♥ **18 people die each day** waiting for a transplant.
- ♥ More than **150 people in Louisiana died** last year or were to sick to receive a transplant.

Mission

The mission of the Legacy Donor Foundation is to enhance and save the lives of patients waiting for life-saving transplants by encouraging citizens of our state to register as organ and tissue donors.

Accomplishments

In the past year, Louisiana's Organ and Tissue Donor Registry has grown by over 130,000!

In the past 10 years, the Registry has grown from 450,000 to 1.8 million!

5,000 lives have been saved in the past 10 years through transplantation!

This amazing upswing could not have been reached without educational and awareness programs. We have reached new heights in **youth education, minority and faith based education, physician education**. We have expanded our media awareness campaign, partnered with the Louisiana Organ Procurement Agency to form Donate Life Louisiana, and together have **enhanced our relationship with the Office of Motor Vehicles**.

The Foundation, in collaboration with Donate Life Louisiana educates the citizens of Louisiana about donation, **encourages everyone to register as donors**, and promotes cultural acceptance of donation as natural and beneficial.



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