



Celebrating 100 Million Registered Donors

On Oct. 11, Donate Life America (DLA) announced through a national press release that it had reached a major goal set in 2006—100 million Americans registered as organ, eye and tissue donors. As of the announcement, 42 percent of adults in the United States are now designated donors.

Thanks to the efforts of state teams and partner organizations across the country—such as state departments of motor vehicles and health departments—to build, improve and fill their state donor registries, many more lives have been saved or improved.

While celebrating this significant achievement, DLA is aware there is more work to be done. A surge in the number of registered donors is needed to help save even more lives. As the donation and transplantation community celebrates the 100 million milestone, DLA has set its sights on a new national goal—registering 20 million new donors by the end of 2012—which would result in saving thousands more lives each year.

That initiative will be launched at the Tournament of Roses Parade, to be held Jan. 2 in Pasadena, Calif., as the “Donate Life” Rose Parade float, makes its way down Pasadena’s streets.

To help reach the new goal, DLA will launch a series of regional and national events designed to generate media attention and support. Please be on the lookout for more information on how your organization can participate. [U](#)

ONLINE For more information about DLA’s celebration of 100 million donors and the “20 million in 2012” initiative, contact ahuertas@donatelife.net.

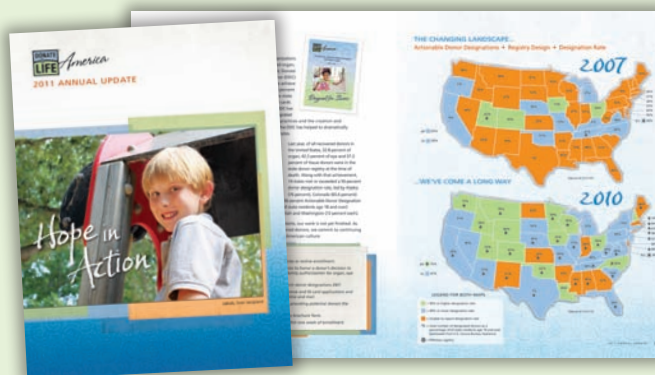
SAVE THE DATE: DLA’s ANNUAL MEETING JUNE 18,19

DLA’s annual meeting is scheduled for June 18 and 19 at the Fairmont Hotel in Chicago.

As in past years, the annual meeting will be held just before the AOPO annual meeting—in the same hotel.

Stay tuned for details about registration and the meeting agenda.

DLA RELEASES ‘HOPE IN ACTION’ ANNUAL UPDATE



“Providing hope” is an ongoing theme in the donation and transplantation community, and DLA built upon that theme in its 2011 annual update—“Hope in Action.”

“Hope in Action” highlights DLA’s progress in driving individuals, organizations and communities to increase the number of designated donors.

Achievements over the past year include the following:

- More than 40 percent of all U.S. residents aged 18 and over enrolled in a state donor registry, an increase of nearly 10 percent in one year and 36.5 percent in the past four years.
- Nearly 40 percent of donors (organ, eye and tissue) authorized through a state donor registry.
- All 50 states and Washington, D.C., now have authorization registries, and the majority of states now meet effective registry design criteria.
- Launch of the pilot of the Donate Life “Voices” program to engage transplant centers and patients in increasing donor designations.
- Partnerships with the American Hospital Association and Automotive Oil Change Association.

In addition, the update acknowledges support from OPOs, transplant centers and histocompatibility labs across the country through the annual Donate Life Assessment and the media support of more than \$16 million in donated time and space.

As DLA celebrates those accomplishments, it also is preparing to launch an aggressive new goal of registering 20 million new donors by the time 2012 comes to a close. To that end, DLA challenges everyone in the donation and transplantation community to maximize every opportunity to register new donors and to serve as “hope in action.” [U](#)

ONLINE Visit the DLA website, donatelife.net, to read or download the annual update.