



South  
Carolina

# 2016 Annual Report



**Team SC at Transplant Games of America**

**Taylor Novinger, Kidney Recipient**

*The mission of Donate Life South Carolina is to increase the supply of organs and tissues for transplantation and provide assistance for South Carolina transplant recipients. Our vision: An organ or tissue will be available for every South Carolinian in need of a transplant.*

# “Celebrating 20 Years of Service in Educating and Promoting the Importance of Organ, Eye and Tissue Donation for Transplantation in South Carolina.”

## BOARD OF DIRECTORS

### Mark Walker, Chairman

Kidney Transplant Patient  
SC Department of Transportation  
*Midlands Region*

### John P. Brogan, Vice-Chairman

Kidney Transplant Recipient  
*Low Country Region*

### Debra Yasenka, Secretary

Family of Transplant Recipient  
*Low Country Region*

### Lewis Cooley (At-large)

Heart Transplant Recipient  
*Piedmont/Upstate Region*

### Matthew Hogue (At-large)

Father of a Transplant Recipient  
Athletic Director Coastal Carolina University  
*Pee Dee Region*

### Dr. Joel Sexton

Chief Forensic Pathologist  
*Newberry Region*

### Katherine Alice Cox Walker

Media Consultant  
*Piedmont/Upstate Region*

## Steering Committee

### Greg Carter

Real Estate Broker

### Royce Carter

DLSC Board Member-At-Large/Advocate

### Brad Dean

CEO Myrtle Beach Area Chamber of Commerce

### Joshua Howard

Partner at Womble Carlyle Sandridge & Rice, LLP

### Mark Johnson

Media Relations Coordinator, LifePoint SC

### Valerie Johnson

Hospital Development Coordinator, LifePoint SC

### Nancy Kay

Executive Director, LifePoint SC

### Landon Powell

Former MLB player for Oakland A's and current owner of Landon Powell Hit House

### Allyson Powell

Co-Anchor WYFF News 4 Today

### Shirley McAdams

Special Events Manager, LifePoint SC

### Col. Kevin Shwedo

Executive Director, South Carolina DMV

### Christina Strong

CW, Esq., Strong Law Firm, DLSC Advocate

## DLSC Staff

### Theresa Colbert

Administrative Support

## MESSAGE FROM EXECUTIVE DIRECTOR

What a tremendous year for Donate Life South Carolina! Working with our collaborative partners and hospital OPO community service agencies, DLSC completed several important initiatives promoting and educating the public about the importance of organ, eye and tissue donation for transplantation and healing.

We began 2016 by celebrating 20 years of service in South Carolina. To all our partners, volunteers, and supporters we say, "Thank You!" for assisting us over the years. Without a dedicated community, we could not have touched the lives of so many.

In addition to the many established registry events completed throughout the year, we accomplished the release of several new public awareness campaigns. These include:

- the unveiling of our new Donate Life vehicle wraps.
- the promotion of Donate Life Day on April 15, 2016, at the RBC Heritage Golf Tournament through a charitable community partnership with the Heritage Classic Foundation.
- the launch of our newly redesigned Donate Life South Carolina website.
- establishing educational curriculum that meet current standards for the development of the “SC



Donation Adolescent Awareness” plan in partnership with the SC Dept. of Education and the SCDHEC. The pilot program focuses on all aspects of donation and will be introduced to students in grades 6-12 in Sept. 2017.

In closing the year, we celebrated the success of our "Bells for Life, Donate Life South Carolina and South Carolina Department of Motor Vehicles" campaign that we implemented in 2015. Working together, the South Carolina donor registration rate increased by 16%! The success of the campaign led to DLSC and the SCDMV receiving the Donate Life America Pinnacle Platinum Award presented at the annual Donate Life America convention in Las Vegas, Nevada on October 26, 2016.

I am incredibly privileged to be working with the Donate Life "family" in South Carolina. I have been a part of this life-saving cause since 2008, and I am still in awe of the dedication and commitment I witness each day by our many volunteers, our partnerships, the board of directors, and the business community. Each group dedicated to work together, fulfilling our vision..." that all individuals who are awaiting a transplant receive a second chance at life."

Tracy Moore (Armstrong)  
CEO/Executive Director

Donate Life South Carolina



## 2016 BANNER YEAR FOR DLSC



### DLSC UNVEILS NEW AWARENESS CAMPAIGN

Beep, Beep! Maybe you've seen our bold and beautiful blue and green Donate Life vehicles in your community? You can't miss them! DLSC joined the national campaign, "Organ donors are LIFE Donors. What can YOU make possible?", by unveiling our new Donate Life vehicle wraps. Teaming up with our community partner LifePoint, the cars were on the road in April to help kick off the many activities held throughout South Carolina promoting National Donate Life Month.

lina promoting National Donate Life Month.

### DLA PINNACLE PLATINUM AWARD

Each Year Donate Life America identifies proven and successful donor registration initiatives in the DLA community and recognizes chosen winners through the Pinnacle Awards program. We are proud to announce that Donate Life South Carolina and the South Carolina Department of Motor Vehicles was awarded the Platinum Pinnacle Award for 2016. Inspiration and teamwork proved to be a perfect combination in creating the partnership campaign "Bells for Life" between Donate Life South Carolina and the South Carolina DMV. The campaign idea was simple... place Donate Life branded blue and green desk bells in customer service stations throughout SCDMV offices. Each time someone says "YES" to signing up as a donor or contributes money they can ring the Donate Life Bell. Staff and other customers then applaud for their registry decision. The success of the initiative, implemented in June 2015, realized the highest percentage of donor registrants per capita and extended the donate LIFE message throughout the state.



### DLSC WEBSITE GETS A NEW LOOK

DLSC released its redesigned website in October 2016. Online registration and user experience were redefined to provide useful and educational information as you look for answers to

questions regarding your decision to become an organ, eye and tissue donor. The forward-looking design of the new DonateLifeSC.org includes a responsive format with bold graphic space for news and events, inspirational videos, and the many compelling stories of South Carolinians and their experience with sharing and/or receiving the precious "Gift of Life."

### DLSC SOCIAL MEDIA

Instagram: 310 followers

Twitter: 1,860 followers

Facebook: 2,235 followers

- ◆ Highest post reach 26,559 Jan. 1, 2016– Rose Parade Float
- ◆ Video-32 event and personal story posts
- ◆ Five live video news campaigns

**Thank You!**

Thank you to the 17,734 HEROES who joined the SC Donor Registry in December!

You can register at your local SCDMV or at [DonateLifeSC.org](http://DonateLifeSC.org)

**Gamecocks Win The 2016 Competition!**

The 2016 Donate Life Duel signed up 1,487 organ, eye and tissue donors! Fans of the Gamecocks won the friendly competition for the third straight year. Overall, the eight year competition now is tied with both the Tigers and Gamecocks winning 4 Duels each. We thank everyone who has participated and registered to save lives!

**2016 Totals:**

**Gamecocks: 54%** (804 Registrations)

**Tigers: 46%** (683 Registrations)

**The Best Selfies are UNselfies**

#NationalSelfieDay  
#DonateLife

Organ, eye and tissue donors are LIFE Donors!  
Register to be a donor at [DonateLifeSC.org](http://DonateLifeSC.org) or [RegisterMe.org](http://RegisterMe.org)

**27 14 20**

#TeamSC2016 won 61 Medals In Cleveland!  
(27 Gold, 14 Silver & 20 Bronze)  
\*\*A Team Record!\*\*

**Congratulations!**

TEAM SC  
Transplant Centers of America



# Over 1.7 Million South Carolina Residents Registered to Give the Gift of LIFE

## COVER STORY

Taylor, an active high school student, received a kidney transplant in December of 2012. Taylor competed in eight events at this year's Donate Life Transplant games held in Cleveland, Ohio. Taylor brought home six medals for Team South Carolina!



Taylor Novinger, Kidney Recipient and Tracy Moore, CEO DLSC

## NEW WAYS TO "REGISTER TODAY"

The South Carolina Registry, implemented in 2008, began with a simple message: "REGISTER TODAY". In 2016, advancing technology offered new and innovative ways of giving South Carolinians quick and easy access to register as organ, eye and tissue donors.



Apple and Donate Life America released a new addition to the iPhone Health app that allows iPhone users to 'Save Lives' with just the tap of a finger! The pre-installed Health app on the iPhone update iOS10, released in July, includes an option for users to sign up as organ donors. The organ, eye and tissue donor app registrations are sent to the National Donate Life Registry managed by Donate Life America and transferred immediately to the South Carolina Donor Registry.

DLSC released another new tool for donor registration using SWIPE technology. The launch of the new app assists our outreach partners in registering more residents during public events by using technology designed to read driver's license information that automatically enters contact information into the online registry form. The new SWIPE app proved to be especially helpful to our South Carolina college student volunteers who have been pressing us to use technology to make the donor process easier!



## 2016 Donate Life South Carolina Donor Statistics

**1,017** Number of residents needing a transplant

**458** Lives saved through organ donation

**230** Lives enhanced through tissue donation

**53.47 %** Of recovered tissue donors were registered donors

**83%** Organ Consent Rate

How these Gifts of LIFE were shared through organ transplantation in 2016

**790** Received the gift of sight through a cornea transplant

**246** Lives saved through kidney transplantation

**121** Received life saving liver transplant

**46** Received gift of life through heart transplantation

**29** Lives saved through pancreas transplantation

**112** Received a life saving lung transplant

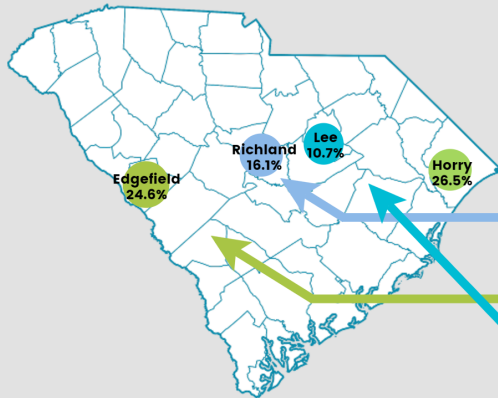
**2** Lives saved through intestine transplantation

Data subject to change based on future data submission or corrections due to patients included in multiple categories.



# SC State Registry

## Five-Year Donor Designation Rate Information



### SC Counties

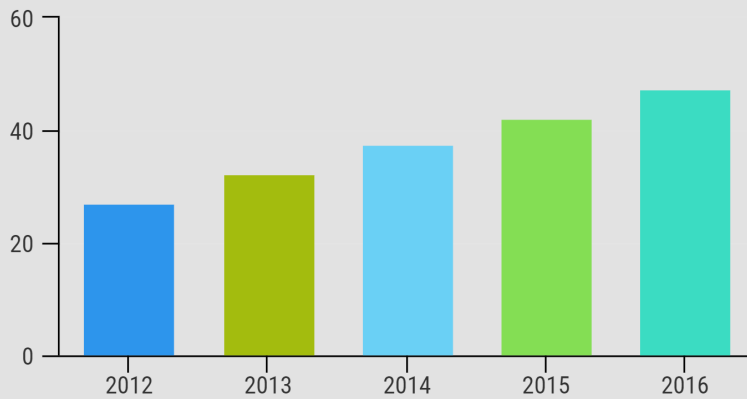
Largest % designation rate with >100K population

Smallest % designation rate with >100K population

Largest % designation rate with <100K population

Smallest % designation rate with <100K population

### Comparing the past 5 years...



% of residents getting a SCDMV credential (SC driver's license, ID or permit) registered as an organ, eye and tissue donor

**State Partners Make a Difference  
Thanks to our SCDMV!**

The 2016 donor designation rate is our highest yet at 47.3 %.



Population data taken from latest SC census. Data subject to change based on future submission or corrections due to registrant numbers included in multiple zip codes.

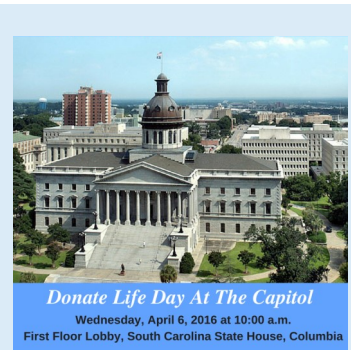
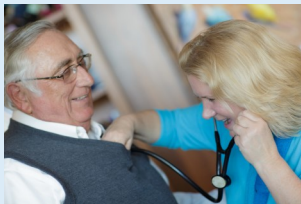


## KICK OFF AT THE CAPITAL CELEBRATING NATIONAL DONATE LIFE MONTH

News crews were on hand at the State Capital on April 6, 2016, as Katrina Shealy SC Senate of Lexington County announced a Senate Resolution declaring April as Donate Life Month. South Carolina Department of Motor Vehicles Acting Executive Director John Laganelli and Donate Life SC CEO Tracy Armstrong announced the results of the renewed partnership between the two organizations. Other speakers included: Lynn Finley (mother of donor Jesse Gamble) and Jessalyn Taylor (daughter of Henry Harris, Jesse's heart recipient). They spoke briefly about their connection to donation and the importance of registering more organ, eye and tissue donors. Also in attendance was South Carolina Secretary of State Mark Hammond.

On-going support through the State allows DLSC the opportunity to extend the message of the importance of saving lives through organ, eye and tissue transplantation to all residents of South Carolina.

### SHARING HOPE LYNN FINLEY (MOTHER OF DONOR JESSE GAMBLE) AND HENRY HARRIS, HEART RECIPIENT



## STATE TEAM STRATEGIC PARTNERS

Our dedicated partners are essential to sharing the Donate Life message throughout South Carolina. We are grateful to the South Carolina Department of Motor Vehicles, LifePoint, MUSC, Miracles in Sight, and the Heather Trew Foundation for their incredible teamwork in raising awareness about the importance of organ donation and focusing on our vision: that an organ or tissue will be available for every South Carolinian in need of a transplant.



### SCDMV TEAM SUCCESS



Donate Life South Carolina state team joined Donate Life America the week of September 19-23 in recognizing the important role the Motor Vehicle Departments serve throughout the country in their commitment to encouraging DMV customers to register as organ, eye and tissue donors. Donate Life South Carolina CEO Tracy Armstrong presented SC Department of Motor Vehicles Executive Director Colonel Kevin Shwedo with a Certificate of Appreciation for his and the DMV's role in saving lives across South Carolina. Over 1 million #HEROS have registered at SC DMVs since the registry launched in December of 2008.



Ring the bell to say "YES" to organ donation! Donate Life South Carolina and the SCDMV have worked together since 2008 to help save lives in South Carolina through organ donation. In June, they teamed up to implement the "Bells for Life" campaign. SC residents doing business at the DMV offices have the opportunity to ring the Donate Life bell when they register to be a LIFE donor. With 52 of 67 SCDMV offices participating, the partnership campaign has increased the designation rate by 16% and public monetary contributions by 62%. Donate Life South Carolina appreciates its partnership with the SCDMV and the substantial impact made in promoting the Donate LIFE message and saving lives across South Carolina.

### Donate Life Collaborative Team Events

- Donate Life Rose Parade Float -Treasure Life's Journey (Sharon Schultz Lucas, Honoree)
- National Donor Day
- Race for Life
- I AM AME Initiative
- National Donate Life Month-April
  - Governor's Conference
  - National Blue Green Day
  - SC DMV Competition
  - Wall of Hope
  - RBC Heritage Classic
  - WyCW Studio 62 Donate Life
- Transplant Games of America in Cleveland
- National Echo Campaign
- National Donor Sabbath
- SC Hospital Association EID Awards
  - Excellence in Donation
- Donate Life Duel– College Student Registration Competition Clemson vs. USC
- Festival of Trees
- Christmas Parade– Greenville
- 2017 Floragraph Honoree Announcement (Jacob Travis La'Mar McCollum, Honoree)

# PARTNERSHIPS UNITE IN SAVING AND HEALING LIVES

## DONATE LIFE ROSE PARADE

~DLSC AND LIFEPOINT~

Sunny skies and exuberant crowds were on hand for the annual Rose Parade in Pasadena, California on January 1. The 2016 Donate Life Rose Parade Float, themed "Treasure Life's Journey", included two representatives from South Carolina. Honored were Sharon Schultz Lucas for giving the Gift of Life and tissue recipient, Miren Ivankovic.

SC Floragraph Honoree Sharon Schultz Lucas' sisters spent time before the parade working on the Donate Life Rose Parade Float.

Anderson University Professor Miren Ivankovic, greeted parade viewers as a rider. Miren was one of 24 people selected from across the country to participate in the Donate Life Rose Parade Float by the American Association of Tissue Banks as their float rider.



## RBC HERITAGE BY BOEING

~DLSC, RBC HERITAGE FOUNDATION, LIFEPOINT, HEATHER TREW FOUNDATION, SCDMV~

Donate Life partners joined the "Plaid Nation" in its first charitable community partnership with the Heritage Classis Foundation at the RBC Heritage Presented by Boeing, April 14th through 17th on Hilton Head Island, SC. RBC Heritage proclaimed April 15th as "Donate Life Day" at the tournament and asked all attending to wear blue or green. Over the course of the PGA

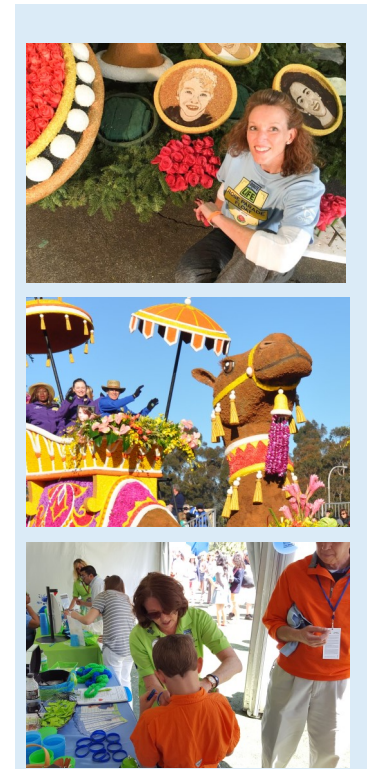
golf tournament, team members working the Donate Life South Carolina booth focused on educating visitors and fielded many questions about organ and tissue donation. Those who made the decision to become a LIFE donor were able to register at the booth and were extremely helpful in sharing their decision with others at the tournament!

## TRANSPLANT GAMES OF AMERICA

~DLSC AND LIFEPOINT~

Cleveland never felt so much energy as Team South Carolina reveled in the pure joy of participating in the Transplant Games of America events for 2016. We are proud of our competitors for bringing home a record 54 medals to the Palmetto State! While winning is great, we

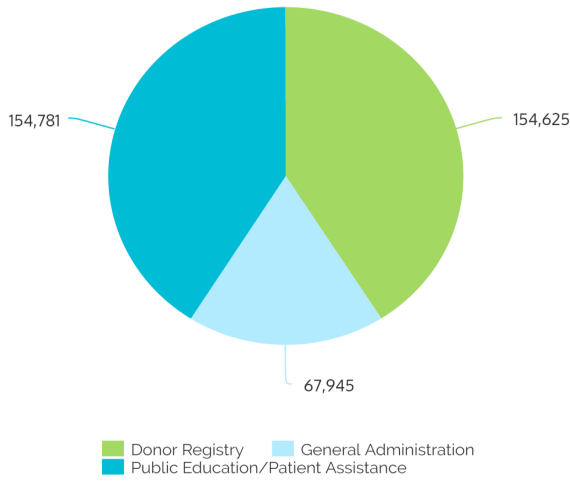
are also happy to see recipients honoring their gift of life and their donors by showing the world what transplantation can do! Thank you to our donor families for coming and supporting our competitors!





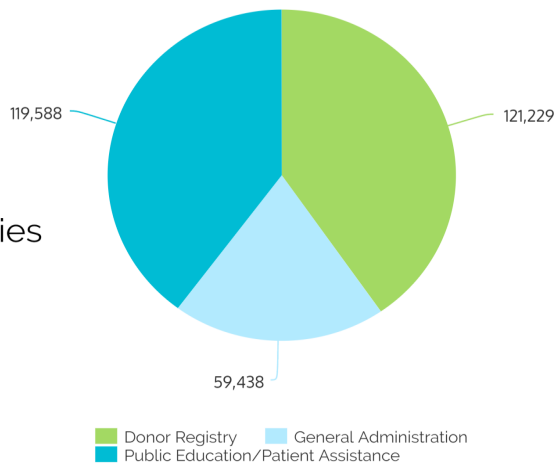
# Financial Summary Report Donate Life South Carolina

Fiscal Year Ending December 31, 2016

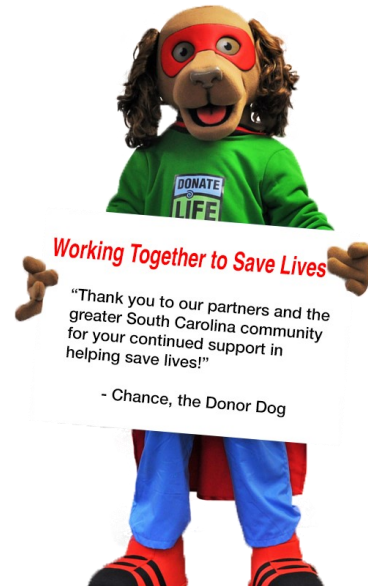


**\$ Support & Revenue**  
Total: 377,353

**Expense By Sub-Categories**  
Total: 300,255



## PARTNERS WITH A PURPOSE





COMMUNITY OUTREACH SUPPORT



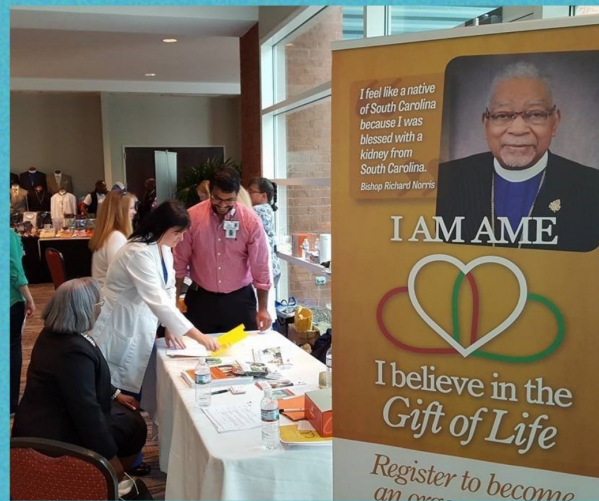
You are invited to  
the unveiling of the:

## Wall of Hope

April 12, 2016  
5:30 - 7:00 p.m.  
Spartanburg Medical Center  
Main Lobby

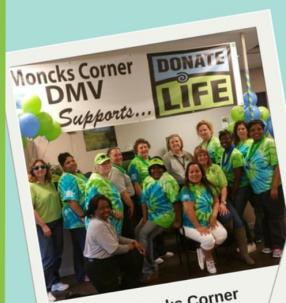
The Wall of Hope is a permanent memorial to families who gave life through tragedy and a celebration for those who received the precious gift of life. Please join us





# Congratulations!

to



Moncks Corner DMV



Skye  
Pets For Donation

The South Carolina Winners in the 2016 National Blue and Green Day Contest





*South  
Carolina*

***“Organ, Eye and Tissue Donors are LIFE donors.  
What can YOU make possible?”***

REGISTER TODAY AT [DONATELIFESC.ORG](http://DONATELIFESC.ORG)



[REGISTERME.ORG](http://REGISTERME.ORG)

Donate Life South Carolina  
4200 East North Street  
Centre 22 East Greenville, SC 29615  
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