



8k Run, 5k Walk and Kids Fun Run

to benefit

TransLife Educational Initiatives on
Organ and Tissue Donation and Donor Designation

Presented by Orlando Health

Committee Chairman, Dr. Jeffrey Sadowsky

April 17, 2010

Longwood, Florida

About the Event

The **GR8 to DON8 8k Run for Organ Donation** was founded by Dr. Jeff Sadowsky, a local physician who shares passion for and understands the importance of organ and tissue donation.

Although he is currently the Associate Director of the Medical Intensive Care Unit at Orlando Regional Medical Center, he was initially impacted by the power of donation during his early years in training. During his Residency, he often saw very ill patients in need of transplantation.

He understood the importance of donation, but it wasn't until October 2009 when he joined TransLife, a 501(c)3 non-profit organization and Central Florida's organ and tissue donor program, for a national conference on donation that his passion ignited.

It was at the National Learning Congress on Organ and Tissue Donation that he met dozens of donor families and recipients who shared their powerful stories on donation and the effect it had on their lives.

One organ donor can save up to eight lives (hence the 8K Run for Organ Donation) while tissue donation can improve the quality of life for dozens more. Last year, nearly 28,000 lives were saved due to the generosity of organ donors. Today, more than 100,000 children and adults await that precious gift. Hundreds of thousands more patiently wait for the gift of tissue donation.

According to national research conducted on behalf of Donate Life America, which assists in mobilizing the organ and tissue donation and transplant community in an effort to increase the public's knowledge of donation and donor designation, a majority of Americans support donation but more than half were unaware of their state's process for donor designation.

That's when Dr. Sadowsky's ideas began to flow, leading him and his friends to this event. He wanted to create an opportunity to educate others on donation while raising funds to assist TransLife with the educational programs they already have in place.

These educational initiatives include the Workplace Partnership for Life, Faith Community Outreach, Driver License Office Education, Get Carded, Decision: Donation High School program, Race for Life, Done Vida and more. Speakers/volunteers, brochures and promotional materials are utilized to support presentations and campaigns of all sizes.

Contributions from the **GR8 to DON8 8k Run for Organ Donation** will support these educational programs, encouraging individuals to learn the facts on donation and make a decision, officially designating their wishes through the Joshua Abbott Organ & Tissue Donor Registry at www.donatelifeflorida.org.

What Is TransLife?

TransLife is dedicated to saving and improving lives through organ and tissue donation and public education, while honoring all donors and their loved ones whose generosity makes the gift of life possible.

Organ Donation Services

As the federally-designated organ procurement organization (OPO) for 10 counties in east Central Florida, TransLife works closely with hospitals and donor families to coordinate the gift of life.

At the time of donation, TransLife becomes a critical link between a donor and possible recipients. TransLife's responsibilities include the recovery, preservation and distribution of donated organs to critically ill patients.

The recipients of donation are identified by the United Network for Organ Sharing (UNOS), which manages the Organ Procurement and Transplantation Network and national transplant waiting list.

Tissue Donation Services

TransLife's Tissue Donation Services was established in 1988 to ensure that local physicians received access to the highest quality grafts for their patients. Tissue transplantation is a common treatment used to enhance the lives of all ages.

Donated bone grafts can work small miracles in the healing of many types of injuries and illnesses. Bone tissue can enable someone to move with greater ease, prevent loss of limb to cancer, correct birth defects and mend joint injuries. The results are life changing!

TransLife maintains exceptional standards to ensure the safety and clinical effectiveness of donated tissue for patient protection.

The Public Education Program

Educating Central Florida's communities about the importance of organ and tissue donation and donor designation is critical to saving lives. By learning the facts on donation, individuals are empowered to not only make a decision regarding donation but to actually take time to designate their wishes.

In Florida, individuals can designate their wishes by joining the state's organ and tissue donor registry. Donor cards are also available to carry in your wallet. By establishing relationships with driver license offices, schools, places of worship, service organizations, companies and the media, TransLife is able to increase overall outreach, sharing the Donate Life message.

The Facts on Donation

Although there have been many advances in the field of donation and transplantation due to enhanced medical technology, a critical shortage of organs available for transplant still exists.

Statistics

Donation saves lives. One donor can save up to eight lives (hence the 8K Run for Organ and Tissue Donation) while a tissue donor can improve the lives of dozens more.

Last year, nearly 28,000 lives were saved due to the generosity of organ donors. Today, more than 104,000 children and adults await lifesaving transplants.

In Florida alone, more than 3,500 people await organ transplants.

More than 25,000 tissue donors and 40,000 cornea donors provide life-enhancing gifts every year, yet hundreds of thousands more continue to need these precious gifts.

Every 12 minutes another name is added to the national transplant waiting list, and an average of 18 lives are lost each day due to the lack of organs available for transplant.

According to national research conducted by Donate Life America, more than 90 percent of Americans support donation, but only 30 percent know the steps necessary to designate their wishes.

Of the nearly two million licensed drivers in TransLife's service area alone, only 47 percent are registered as donors.

The Facts

You can save a life.

People of all ages can give a precious gift by becoming an organ and tissue donor.

Your life is always the first priority.

If you are sick or injured and admitted to the hospital, you will receive the same level of care regardless of donor designation. The doctors treating you are not involved with transplant programs or possible recipients. This fact is both law and ethical medical practice. Donation of organs and tissues takes place only after all lifesaving efforts have been exhausted, death has been legally declared, and donor designation has been confirmed. If an individual did not previously designate their wishes, the next-of-kin would have to give consent before donation could take place.

There is no cost for donation.

All costs related to donation are the responsibility of the organ procurement organization. The donor family is not responsible for any fees associated with donation.

Faith communities support donation.

All major religions support organ and tissue donation as an unselfish act of charity.

Matches are based solely on medical and geographic factors.

An individual's wealth and social status are never part of the determination of who will receive a lifesaving organ transplant. A national computerized matching system is used to place available organs with potential recipients. Matches are based on the length of time a patient has been waiting, medical compatibility and the distance involved in transporting the organs to critically ill patients. National policies govern the sharing of organs in the United States to ensure all patients fair and equal access to transplantation.

Donation does not change physical appearance.

Surgical procedures are utilized to recover lifesaving organ and tissue donations. The body is always treated with great care and respect. Donation should not delay or change funeral arrangements, and an open casket service is possible.



Hero Sponsor— \$3,000

The following is a list of benefits that a “Hero Sponsor” will receive:

- Organization logo on any printed pieces and banners (excluding T-shirt) produced after the sponsor is confirmed.
- Organization logo and name referenced as “Hero Sponsor” in all press releases.
- Organization logo and name recognized as “Hero Sponsor” on all pre-event promotional materials once sponsor is confirmed.
- Option to provide promotional items in race packets/goodie bags.
- Internal promotion at Orlando Health facilities (material will be provided to PR staff for distribution in newsletters).
- Organization logo and name mentioned on TransLife Website, e-newsletter (community and staff), and possibly on other partnering Web sites/publications.
- Option to operate booth for on-site promotion at race with organizational banner.

Additional Benefits

- Promotion in local community
- Support of Organ and Tissue Donation Education



Life Saver — \$1,500

The following is a list of benefits a “Life Saver Sponsor” will receive:

- Organization logo on any printed pieces and banners (excluding T-shirt) produced after the sponsor is confirmed.
- Organization logo and name referenced as “Life Saver Sponsor” in all press releases.
- Organization logo and name recognized as “Life Saver Sponsor” on all pre-event promotional materials once sponsor is confirmed.
- Option to provide promotional items in race packets/goodie bags.
- Organization name mentioned on TransLife Website, e-newsletter (community and staff), and possibly on other partnering Web sites/publications.
- Option to operate booth for on-site promotion at race with organizational banner.

Additional Benefits

- Promotion in local community
- Support of Organ and Tissue Donation Education



Kilometer Sponsor - \$500

The following is a list of benefits a Kilometer Sponsor will receive:

- Organization logo on any printed pieces and banners (excluding T-shirt) produced after the sponsor is confirmed.
- Organization name recognized as a Kilometer Sponsor on all pre-event promotion materials once sponsor is confirmed.
- Option to provide promotional items in race packets/goodie bags.
- Organization name mentioned on TransLife Website, e-newsletter (community and staff), and possibly on other partnering Web sites/publications.
- Organization signage at the event displayed throughout the run/walk route.
- Option to operate booth for on-site promotion at race.

Additional Benefits

- Promotion in local community
- Support of Organ and Tissue Donation Education



Green Ribbon - \$250

The following is a list of benefits a “Green Ribbon” Sponsor will receive:

- Option to provide promotional items in race packets/goodie bags.
- Organization name recognized as “Green Ribbon” Sponsor on all pre-event promotion materials once sponsor is confirmed.
- Organization name mentioned on TransLife Website, e-newsletter (community and staff), and possibly on other partnering Web sites/publications.
- Option to operate booth for on-site promotion at race.

Additional Benefits

- Promotion in local community
- Support of Organ and Tissue Donation Education



2010 GR8 to DON8 8K Run for Organ Donation

Letter of Agreement

_____ (COMPANY/INDIVIDUAL NAME) agrees to provide financial sponsorship for the First Annual GR8 to DON8 8K Run for Organ Donation on Saturday, April 17, 2010.

As a sponsor, I/We _____ understand that I/We will receive the applicable sponsorship opportunities described in this packet dependent on the publication deadlines that have already taken place/further pending when sponsorship funds are officially received.

I/We further understand that these opportunities will not be valid until this agreement is signed and my check has been issued to and accepted by TransLife. As a sponsor, I/We agree to provide digital artwork for all promotional advertising.

I/We understand that if booth space is made available as part of my/our sponsorship, I/We will be required to provide our own tent. By signing this agreement, I/We hereby release and discharge the event organizers (i.e., committee and volunteers), participating sponsors/contributing organizations, and beneficiaries from any and all claims and demands arising out of or in connection with our participation in the event.

Please check appropriate sponsorship:

- Hero Sponsor: \$3,000
- Life Saver Sponsor: \$1,500
- Kilometer Sponsor: \$500
- Green Ribbon Sponsor: \$250

Sponsor Name: _____

Address, City, Zip Code: _____

Representative Name, Email, Phone Number/Fax: _____

Authorized Sponsor Signature & Date: _____

Please send this completed agreement with check made payable to:
TransLife
Attn: Deirdre Woolford
1560 North Orange Ave., Suite 450
Winter Park, FL. 32789

Investment Payment and Reservations

- | | |
|---|---|
| <input type="checkbox"/> A check payable to TransLife | <input type="checkbox"/> I would like to pay by VISA/Master Card: |
| <input type="checkbox"/> I would like to donate in-kind | Card #: _____ |
| _____ | Exp. Date: _____ |
| | Name on Card: _____ |