



# Name This Newsletter Contest

A newsletter of the **Regional Donor Pledge Registry**—a joint collaborative in public education  
Rochester / Finger Lakes Eye & Tissue Bank . Finger Lakes Donor Recovery Network  
regionalregistry@rehpb.org / 585 . 272 . 7890 / 1 . 800 . 568 . 4321

Volume 1, Issue 1



- Number of health fairs/community events attended Jan. — Sept.

**67**

- Number of new donor designations enrolled Jan. — Sept.

**1,664**

**Nearly 50 %  
due to YOUR  
efforts at  
health fairs,  
events, and  
presentations**



**ORGAN . EYE . TISSUE  
DONATION**

## Name This Newsletter Contest

*A newsletter without a name?*

*Hopefully not for long!*

Send in your newsletter name entry and win a night at the movies and dinner for two.

You can send in as many entries as you'd like. The winning name will be selected by a panel of R/FLETB and FLDRN staff.

Entries must be received by November 15, 2007. Send entries:

by email: regionalregistry@rehpb.org

by mail: Rochester/Finger Lakes  
Eye & Tissue Bank

Newsletter Name Contest

524 White Spruce Blvd.

Rochester, NY 14623

## Donate Life's Rose Parade Float: Life Takes Flight

Donate Life America's fifth Rose Parade float entry, "Life Takes Flight", on New Year's Day will have 24 riders (all transplant recipients) and eight walkers (all donor family members).

The official website has been updated with photos and stories of all of the float participants and those they honor through their participation.

Visit the website and learn more about the float, Donate Life America and more.

[www.donatelifefloat.org](http://www.donatelifefloat.org)

## National Donor Sabbath . November 9—11, 2007

Faith communities throughout the nation will participate in this year's National Donor Sabbath, focusing on the life-affirming gifts of hope passed to others by organ, tissue, marrow, and blood donors. All major religions in the U.S. support donation or the individual's choice to donate. Many view it as an act of

compassion and generosity. Each year participation increases, as does the need for organ, eye and tissue donors.

Each year the Council for Donation of Organs and Tissues (C-DOT) sends out information to places of worship asking for support of this national event. Donor Sab-

bath packets of information and materials are available for anyone who would like to deliver these in person to their place of worship.

Please call Karen Guarino at (585) 272-7890 / 1-800-568-4321 to arrange to have a packet mailed to you or to pick up at the office.



## WORKPLACE PARTNERSHIP FOR LIFE **WPFL**

is an initiative spearheaded by the U.S. Dept. of Health and Human Services to raise awareness about donation and to increase donor registrations in America. Currently, there are more than 10,000 companies nationwide who have joined as Workplace Partners.

Your place of work may be interested in joining. It's easy to register. There's no cost or reporting, only a commitment to educate employees about organ, eye and tissue donation.

For more information visit [www.organdonor.gov](http://www.organdonor.gov)

Click on "Get Involved", lower right corner of website

## 2005 Gallup Poll Indicates More Americans Support Donation

The Health Resources and Services Administration announced the results of a 2005 Gallup Organization survey that indicates Americans strongly support donation.

Also, far higher percentages of Americans have taken personal action to become organ donors since a similar 1993 survey on donation. For detailed survey results visit

[www.organdonor.gov/survey2005](http://www.organdonor.gov/survey2005)

# 97%

**Ninety-seven percent of those polled said they would donate the organs of a loved one IF they knew the person's wishes AHEAD OF TIME.**

## 400,000 New Donor Designations Campaign a Success

The 12 Weeks of Giving Campaign that began in November 2006 and ended in June 2007 resulted in:

- **71 total organizations participating (organ, eye and tissue banks/local coalitions)**
- **806 Workplace Partners in action**
- **12,300,000 "potential" donors reached**
- **384,511 actual "NEW" donor registered**

Locally, our goal was to add 1,000 new donor designations.

## **OUR efforts added..... 1041 !**

*The campaign was launched by the Dept. of Health and Human Services and was developed by a national leadership team comprised of representatives from the U.S. Health Resources and Administration, Donate Life America, United Network for Organ Sharing, Eye Bank Association of America, American Association of Tissue Banks, Association of Organ Procurement Associations' PR/PE Council, and various recovery agencies and Workplace Partners.*