



# american transplant foundation

ANNUAL REPORT 2012



# Our Passion is Saving Lives

Today, more than 97,000 people are waiting for a kidney and or liver transplant. In 2012, 5,986 people died before receiving an organ that could have come from a living person. 5,986 deaths that were utterly preventable.

To save lives, we strive to create opportunities for people to become living donors. If just 1 out of 300 Americans became living donors, we could eradicate the kidney and liver transplant waiting list. That is why we are here.

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Larry Chan – University of Colorado Hospital  
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# State of the Foundation

The year 2012 is synonymous with success at the American Transplant Foundation (ATF). The culmination of partners, volunteers, and staff working together elevated ATF to new heights and achievements.

Fundraising is the linchpin of ATF's ability to pursue its lifesaving mission. In 2012, we organized 27 outreach, engagement, and fundraising events to support our ambition to save lives. Our board, staff, committee member and volunteer efforts netted more than \$412,000 (including \$59,672 in-kind donations) which is a 69% increase in overall financial contributions.

Our Young Professionals Group, known as the Transplant Leadership Council, also saw ground breaking success for the Foundation this year. Together this group of motivated young professionals raised an astounding \$45,460 to support ATF's Patient Assistance Program in 2012.



*"Coming together is a beginning; keeping together is progress; working together is success."  
– Henry Ford*

Inspired leadership dovetails into successful fundraising. Moreover, a dedicated volunteer corps ensures strong programs and initiatives that fulfill the lifesaving mission of the Foundation.

Our core principle to create community and to be inclusive is reflected in our increase in resources available on our 2012 website. Critical information, such as FAQ's, resources, and links regarding transplants have been translated into Spanish. The website averages 5,000 unique visits per month; a 47% increase in traffic from the previous year.

Awareness alone does not save lives. But, the Patient Assistance Program is directly offering patients and care givers a new way to live. The Patient Assistance program expanded to five additional states with a grand total of seventeen states being served. The program now provides support for the most vulnerable patients in need of significant financial assistance. ATF created marketing materials to expand the programs reach and efficiency. The Foundation saw a 244% increase in applications for the Patience Assistance Program. Furthermore, ATF was able to increase financial assistance to living donors from \$500 to \$1,000.

In conjunction with the Patience Assistance Program, the Foundation created a database of 140 top transplant centers nationwide. Keeping the transplant community together is progress; working together is the success that continues to feed ATF. The newly created database feeds awareness and creates community.

This year includes success in the political arena. American Transplant Foundation helped gather more than 4,000 signatures on an electronic petition that advocated for federal policy changes that would benefit transplant patients. In an effort to support this petition, the Foundation reached out to elected officials in 30 states with personal testimonies from individuals in their respective state.

But, let's not forget the fun! Saving lives is not easy, but it can be exciting and is always rewarding. Team Transplant, the group of supporters, transplant recipients, living donors, and donor families who cycle and run to raise awareness for organ and tissue donation, encompasses our "be passionate and have fun" core value. In 2012, Team Transplant raised over \$80,000, making 2012 the most successful year yet!

And finally, our biggest success is You! Our cherished donors, volunteers, foundations, and corporate sponsors are building blocks that help create new lives. With you by our side in mission and core values, we succeeded and most importantly helped others succeed, creating a powerful ripple effect on the donor and patient community nationwide.

With humble gratitude, we stand tall in our mutual success. We salute you.



Anastasia Darwish  
Executive Director,  
American Transplant Foundation

A handwritten signature in black ink that reads "Anastasia Darwish".



Steven Farber  
Chairman,  
American Transplant Foundation

A handwritten signature in black ink that reads "Steven W. Farber".

## Our Belief

We believe no one should die while waiting for a lifesaving transplant.

## Our Mission

The mission of the American Transplant Foundation is to save lives by reducing the growing list of women, men, and children who are waiting for a transplant.

Since its inception, the Foundation has served as the only non-profit in the country that provides financial assistance to the most vulnerable transplant patients and living donors by reimbursing them for lost wages after the surgery, and providing access to lifesaving medications. Through its Patient Assistance Program, ATF supports patients in 17 states in 2012 with a specific focus on Colorado.

## Our Core Values

- ***Mission first, people first***  
Our passion is saving lives. We focus on profoundly impacting the lives of living donors, transplant recipients, and those on the transplant waiting list through our mission.
- ***Create community***  
We strive to be inclusive and treat everyone with empathy and compassion. We value and engage volunteers and supporters to collectively move the organization towards its mission.
- ***Create awareness and inspiration***  
We are inspired because we believe in what we are doing and who we are serving. By raising awareness of our mission and programs, we help more people to receive lifesaving transplants.
- ***Mission focused fundraising***  
We contagiously share our mission through all fundraising events to inspire and educate our partners.
- ***Stay innovative and always improve***  
We believe in excellence and will never settle for being “good enough.” We strive to be the premier national organization that addresses the shortage of organs for transplant through increasing awareness of living donation while providing lifesaving support to transplant patients in need.
- ***Be passionate!***  
We love what we do. We work hard because we know it saves lives. We make it fun and inspiring for our partners and volunteers. Saving lives is not easy, but it can be exciting and is always rewarding.

# What We Are Doing: Supporting Our Patients

## Patient Assistance Program

The Patient Assistance Program (PAP), an initiative that was started by the Foundation in January of 2009, has seen tremendous growth during the course of 2012.

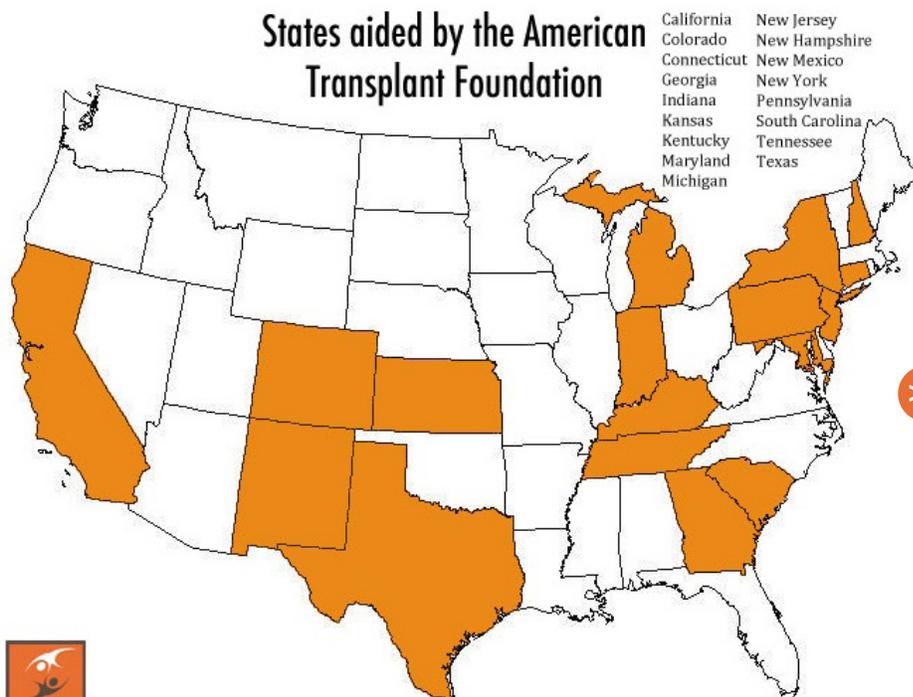
This program, which helps the most vulnerable patients with significant financial hardship, provides lifesaving financial assistance grants up to \$1000 for living donors and \$500 for transplant recipients. As a result of this financial support, transplant recipients can keep the organ that saved their life, living donors are empowered to give life, and ultimately more lives are being saved.

This program is funded through donations made in honor and memory of loved ones and funds raised by the Foundation's Young Professionals Group – the Transplant Leadership Council.

The Foundation hosts a database of 140 top transplant centers nationwide and manages outreach and follow-up activities.

Each day the Foundation meets people who, without financial assistance, simply cannot become a living donor. Their job as an assembly line worker or a car mechanic doesn't provide any paid time off; therefore, donating a kidney means financial jeopardy. The Foundation provides financial assistance that enables them to become living donors without sacrificing their family's basic necessities.

By the end of 2012, the Foundation had helped patients in 17 states across the United States!



>> Learn more about the [Patient Assistance Program](#) on our website



# Testimonials

## Oswaldo Barrios

8 year-old Oswaldo, has a second chance of life, thanks to receiving a kidney transplant from his Dad, Jorge. As the sole provider of a family with children ages 2, 8 and 10; Jorge knew that his family would struggle financially during his four week recovery.

A grant from ATF provided rental assistance, offsetting Jorge's lost wages during his unpaid time-off and allowing him to give the Gift of Life to his precious son.



Jorge (left) and Oswaldo Barrios.

>> These grants help transplant recipients pay for anti-rejection medications and support living donors by eliminating financial barriers that would hinder their ability to donate.

>> "...Leslie and I are deeply grateful for the financial assistance the Foundation provided during this difficult time. Also, what cannot go left unsaid is that the Foundation was both professional and kind. A most lovely combination! Thank you!"

*-Laurie Pugsley  
Social Worker*



Photo by Steve Lynds Photography

## Christina Beverly



*"Thank you so much for helping me during this time of true need! I truly appreciate it! These funds will help pay my overdue insurance premiums. Keeping my insurance is so important because I received a kidney transplant two months ago and maintaining my health is very important. Once again, thank you!"*

*-Christina Beverly*  
Kidney recipient  
2012

>> Between 2011 and 2012, the Foundation saw a 244% increase in applications for the Patient Assistance Program.

>> The Foundation's Patient Assistance Program is the **only** program that provides funds to those in need of a lifesaving transplant, regardless of the legal status of the patient.

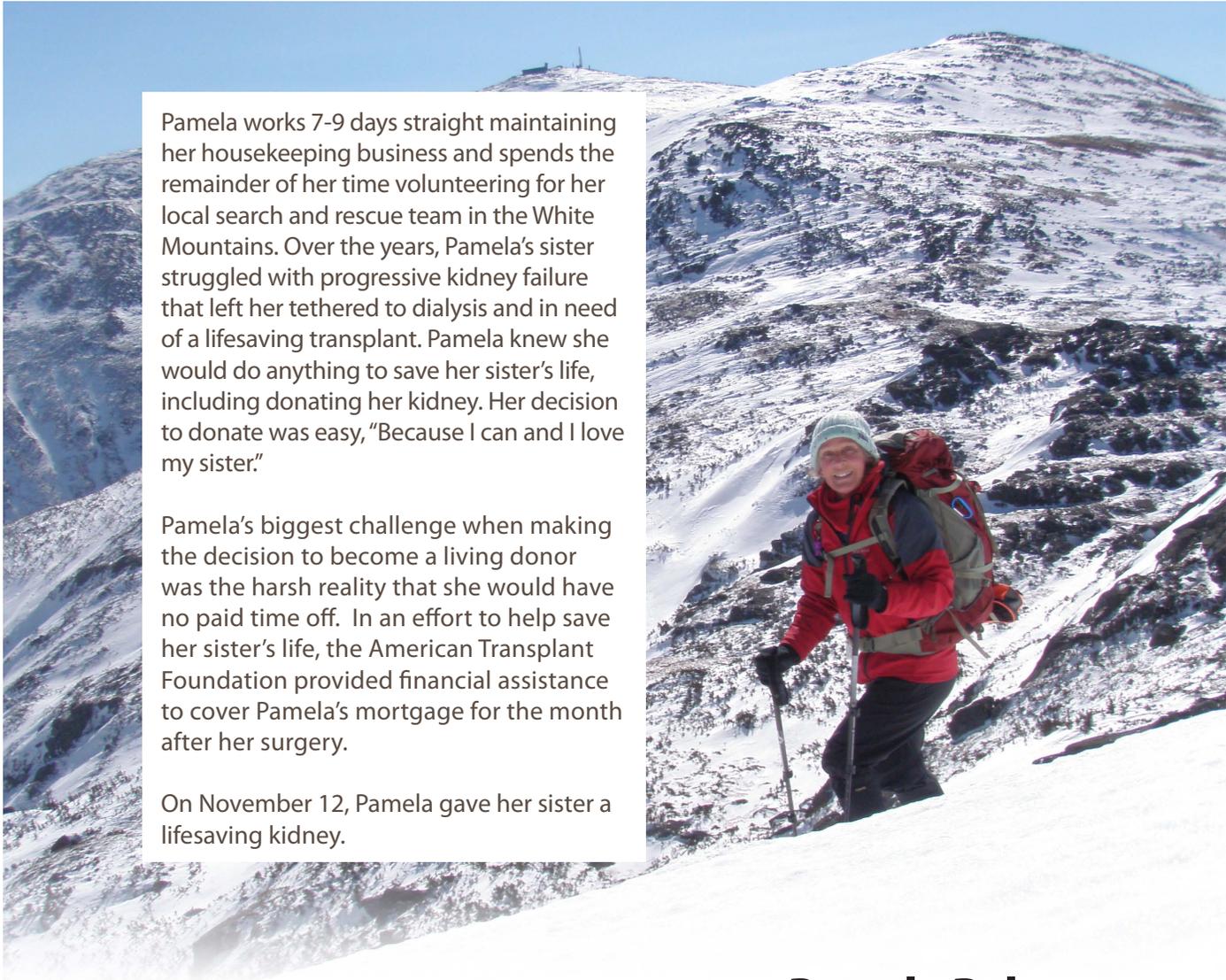
## Kevin McClendon

*"The generosity shown by the American Transplant Foundation alleviated the immense pressure I was feeling when I thought about how we were going to pay for our rent. Thank you for helping us when we needed it the most. You showed me the light at the end of the tunnel, and from then on I knew it was all going to work out."*

*-Kevin McClendon*  
Kidney donor to his wife  
2012



Kevin McClendon and his wife.



Pamela works 7-9 days straight maintaining her housekeeping business and spends the remainder of her time volunteering for her local search and rescue team in the White Mountains. Over the years, Pamela's sister struggled with progressive kidney failure that left her tethered to dialysis and in need of a lifesaving transplant. Pamela knew she would do anything to save her sister's life, including donating her kidney. Her decision to donate was easy, "Because I can and I love my sister."

Pamela's biggest challenge when making the decision to become a living donor was the harsh reality that she would have no paid time off. In an effort to help save her sister's life, the American Transplant Foundation provided financial assistance to cover Pamela's mortgage for the month after her surgery.

On November 12, Pamela gave her sister a lifesaving kidney.

## Pamela Bales



*"It's been one week since I gave my kidney and I am feeling so strong! Not worrying about finances was such a relief. It meant that I could give my kidney to my sister without hesitation. Besides, my sister is SO hard to shop for- but pink is a great color (at least that's what the transplant surgeon said), it accessorizes with everything (she'll have to wear it everywhere) and is absolutely non-refundable!"*

*-Pamela Bales*

# Tree of Life

Many people look forward to the holiday season each year. However, for many transplant and dialysis patients, holiday cheer can be hard to come by. That is why the American Transplant Foundation annually hosts the Tree of Life, which helps provide joy through gift cards during the holidays for many of those in need of a transplant.

During the holiday season, the Tree of Life can be found at the American Transplant Foundation's headquarters in Denver, as well as on the national website. This beautiful tree is decorated with the stories of dialysis and transplant patients that generous gift-givers can have a profound impact on.

1<sup>st</sup> Me and my family want to thank you for this special gift. This gift came to us in the right moment, we did not have money to make a warm dinner. We were thinking we had to stay home for the holidays with no warm dinner. My son Heden, wife, and I were sad but now thanks to you the American transplant Foundation we are having a nice warm dinner. My son wife, and me are very happy and thank you very much we feel very blessed to receive this wonderful gift from you thank you very much. Happy holiday

Alt Jose J. Laris



*"I am blessed to have someone who cares about me and supports me during my darkest and most difficult times. Thank you for your kind gift. You really are an angel."*

*-Amsale*

>> People who give to the Tree of Life are asked to give a tax-deductible donation that goes directly to the patients in the form of a gift card.

Dear Donor/Family

Thank you so much for your generosity. Being off of work for several weeks after surgery has put a bit of a financial strain on us. Thank GOD for folks like you. You made it possible for us to have a good Christmas.

Even though things are a bit rough, donating a kidney to my brother has been an awesome experience. He's getting stronger everyday. No more dialysis. Yay! He has his life back.

Thank you for caring. GOD bless you!

Respectfully,  
Oliver Taylor  
& family

>> Because of all of the support in 2012, 100 patients were adopted from the Tree of Life. Thank you to all who participated; you helped make the holidays a little brighter for many people!

>> This year, Roy O. Martin donated \$1,000 in remembrance of a lost loved one. This corporate gift served as a meaningful tribute while brightening the holidays of 20 families in need.

# Transplant Leadership Council

The American Transplant Foundation's Transplant Leadership Council (TLC) is a group of dynamic young leaders who assist the Foundation in its mission to reduce the growing number of men, women and children who are awaiting a lifesaving transplant. TLC members are stewards of the Foundation's Patient Assistance Program, which provides critical financial assistance to the most vulnerable transplant patients and living donors.

Transplant Leadership Council first launched in 2011. Twenty-three individuals became the founding members, and in 2013 our group continued to grow to include 54 members. Each member of the Transplant Leadership Council makes an annual donation of \$250, while committing to fundraise an additional \$250. These donations go directly to support the Patient Assistance Program, which is helping patients in 17 states across the United States. Thanks to the support of the Transplant Leadership Council, the Foundation has been able to reach out to a record number of donors and recipients in 2012.



>> Learn more about the [Transplant Leadership Council](#) on our website

Photos by Steve Lynds Photography

>> TLC was able to raise **\$45,460** for the Foundation this year alone! This amount includes a two-year grant which matched what TLC earned, dollar for dollar, up to \$11,500. We are excited for the opportunity to receive this grant again in 2013!



Steve Lynds Photography

## What We Are Doing: Community Outreach and Education

The American Transplant Foundation strives to improve community outreach and education through a series of event throughout the year. This year we hosted many successful events that helped the community join us in our mission of saving lives.

### *February*

#### **Mile High Society Project Beneficiary**

On February 2, 2012, The American Transplant Foundation was honored to work with Denver's Mile High Society Project. With the mission of "Transforming Denver Locals from Party Enthusiasts to Philanthropists," the Mile High Society Project holds a social event each month that benefits a different non-profit. In February, the Foundation was chosen as the beneficiary.



Photo by Steve Lynds Photography

>> Learn about the Foundation's [upcoming events](#) on our website

#### **Mardi Gras Miracles with the Transplant Leadership Council**



On February 25, 2012, the Transplant Leadership Council hosted Mardi Gras Miracles on the penthouse floors of Denver's historic Clock Tower. At the event, guests enjoyed Cajun hors d'oeuvres, music, dancing, great prizes, and spectacular views of the city, and supported the Foundation while doing so.

The TLC is a major benefactor for the Patient Assistance Program, and was able to raise \$10,000 for the Program at Mardi Gras Miracles.

# April

## Bowling for Life

April is National Donate Life Month. In order to kick-off a month of donor awareness and appreciation, Transplant Leadership Council member Jessica Smith hosted Bowling For life at Celebrity Lanes in Centennial, Colorado. Guests at the event enjoyed prize-drawings, great company and, of course, bowling!

>> This event successfully fundraised over \$2,000 dollars to the Patient Assistance Program.

>> Jessica is a living donor who donated a portion of her liver to her father last year.



## Donate Life Awareness Ride

On April 20, the American Transplant Foundation's Team Transplant partnered up with Kid4Kidneys for a bike ride through downtown Denver that included banners, signs, honking cars, and a lot of great people!



>> This event was held to raise awareness about National Donate Life Month.

## TLC Visits Harman Hall

Group members celebrated the Gift of Life during a gathering at historic Harman Hall in Cherry Creek. During this time, guests learned about their ability to create a lifesaving impact in the lives of transplant recipients and living donors.



## June

### 2012 Subaru Elephant Rock- Team Transplant

The annual Elephant Rock was held on June 3, 2012, and is the largest cycling event in the Rocky Mountain Region. Team Transplant had a huge presence. The foundation had 132 team members cycling courses ranging from 7 to 100 miles to raise money and awareness to support organ and tissue donation. There were 23 living organ donors and transplant recipients on the team, including nine living kidney donors, seven kidney recipients, four liver recipients, and three heart recipients. From team members and sponsors, Team Transplant raised over \$80,000, making 2012 our most successful year yet!



>> One of our top fundraisers for the second year in-a-row was Vienna. Vienna received a lifesaving transplant when she was just one year old. In 2012, 7-year-old Vienna cycled the 7-mile course!

>> Our 2012 top fundraisers were:  
Stanton Dodge – \$7,005  
Brian Cerise – \$5,576  
Vienna Danna – \$3,230

## Team Transplant After Party

On June 9, Team Transplant held an after-party to celebrate the most successful year for Team Transplant and to thank the cycling team members! The event was held at Old Chicago in Lakewood, Colorado. After the party, was a comedy show by the Laughter Saves Lives Foundation, hosted by John Larocchia. The show was organized by West Metro Firefighter Russ Cupps. Russ, an altruistic kidney donor and ATF board member, raised over \$1,000 as a member of Team Transplant this year.



>> Special recognition was given to the top fundraisers; the top Sub Teams and their captains; and to all of the transplant recipients and living organ donors who participated.

>> Volunteers, registered team members, and those who raised \$500 to \$1000 dollars had their names included in a prize drawing.

## July

### Donor Dash

On July 15, Donor Alliance hosted the Donor Dash. The Foundation has a great relationship with Donor Alliance and we were delighted to sponsor this event! The Donor Dash is an annual 5K run/walk to honor the lives of organ and tissue donors, celebrate the lives of organ and tissue recipients and recognize those who continue to wait for a life-saving transplant. This year, more than 4,300 people participated in the Donor Dash, and more than 20 people joined ATF's team. Everyone at the event had a wonderful time!



## Transplant Games of America

The annual Transplant Games of America were held between July 28 and July 31 of 2012. The Transplant Games is a multi-sport festival that features athletes who are donors or donor recipients.



The American Transplant Foundation was a proud sponsor of Team Rocky Mountain and matched donations of each team member for a total of \$1,200. Congratulations to all the athletes who participated!

## Neil Diamond Event



American Transplant Foundation supporters celebrated life with Neil Diamond! Guests learned about the lifesaving power of organ donation. Every dollar raised through this event will go to saving lives through organ donation by supporting the Foundation's outreach and education programs.



## August

### National Minority Awareness Day

August 1 marked the 16th annual National Minority Awareness Day. Every year, this day is dedicated to increasing awareness about the critical need for organ donors amongst minority communities. By providing critical information in Spanish on our website, the Foundation works to eliminate education gaps created by language barriers. The American Transplant Foundation's ambition is to educate people from all walks of life on living donation.

>> According to the Department of Health and Human Services, people are genetically more similar to other people of the same ethnicity. For this reason, transplant success is often more likely when the donor and recipient are from the same ethnic or racial background.

>> More than 50% of the 116,000 people on transplant waiting lists are minorities.

### DaVita Kidney Rock



The American Transplant Foundation was privileged to participate in the 2012 DaVita Kidney Rock on August 11th at Coors Field in Denver! The DaVita Kidney Rock is a 5K run/walk to promote kidney health and kidney donation.

>> Many participants visited the Foundation's booth where they played fun games and answered transplant trivia to win prizes. Volunteers were able to educate attendees on tissue and organ transplantation and answer questions regarding organ donation. The Foundation enjoyed sharing its mission, vision and purpose with participants!

# September

## National Hispanic Heritage Month

Each year, Americans observe National Hispanic Heritage Month from September 15 to October 15, by celebrating the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America. It's a time of cultural celebration and the American Transplant Foundation is joining in!

>> Our Foundation is dedicated to educating the public about the gap between the critical need for transplant organs and their supply, especially amongst ethnic minorities.

>> It is very important to make sure the donor and the transplant recipient share commonalities. Those commonalities include blood type, ethnic heritage, body build, and other more specific blood identifiers. In order to prevent organ rejection, it is always preferable for the donor and the recipient to have the same heritage.

## PKD Walk

In an effort to provide communities with vital information about organ donation and transplantation, the Foundation participated in the Polycystic Kidney Disease Walk on September 16th in Denver's Washington Park.

## Rock 'n' Roll Denver Marathon

Team Transplant participated in its first running event on September 22nd, 2012 – the Rock 'n' Roll Denver Marathon. Ready to raise awareness, this group of runners participated in various levels of the marathon series – the half marathon, full marathon and bike tour courses!

>> Total Raised: \$4,000  
Two media hits: KUSA 9News and The Denver Post



Gavin Maitland, a double lung transplant recipient, crosses the finish line at the Denver Rock 'n' Roll Marathon.



*“When you go through a transplant, you feel like the world’s at an end, and you think the best you’ll be able to do is to brush your teeth. Now I can run a half marathon. People who have had transplants can do whatever they want to do.”*  
- Gavin Maitland

## October

### Becoming Van Gogh

The American Transplant Foundation participated in an evening celebrating timeless art and the timeless gift of a lifesaving transplant. This fun event hosted 130 guests that support the Foundation financially. We were honored to share this once-in-a-lifetime experience with our Foundation's wonderful supporters.

>> The sold out event left supporters reeling with excitement! While savoring art-inspired eats, guests heard an exclusive presentation from curator Timothy Standring, who traveled to 69 cities around the world to personally negotiate the loans of each piece of art on display.



## November

### National Donor Sabbath

National Donor Sabbath is an annual faith-based celebration of the lifesaving gift of organ, eye and tissue donation that takes place two weekends before Thanksgiving. During this time, faith leaders from all religions across America will work to save lives by raising awareness. The ATF staff and volunteers recruited 16 congregations to participate in National Donor Sabbath this year. This included 14 congregations in Colorado, as well as one in Texas and one in Iowa.

>> **FACT: ALL major faiths and denominations in the U.S. support both living and deceased donation.**

### Did you know?

>> If just 1 out of 300 Americans became living donors, 15 people would not have to die each day awaiting a living organ transplant.



Less than two years ago, Pastor David Baca donated a kidney to a friend and fellow church member Chuck Nelson.

>> Last year, 116 Coloradans died waiting for an organ that could have come from a living donor. Through this weekend observance, the Foundation spread the word that living organ donation is viable option to address the national shortage of transplant organs. In Colorado alone, 2,295 people are on the organ transplant waiting list.

>> TLC's efforts have made a true impact in the lives of patients who need a lifesaving transplant or medications. A special thank you to TLC for their work to transform the transplant community – we simply could not do this without your support!

## December

### TLC Holiday Party

There's no better way to ring in the holiday season than a lively celebration with the American Transplant Foundation's Transplant Leadership Council (TLC)!

On December 3rd, the young professionals group relished in the company of joyful spirits, celebrated the many accomplishments of 2012 and shared in holiday cheer. It is always a delight to gather with this incredible group of generous, loving and talented people!



# Special Initiatives

## Donate Life License Plate

Back in 2009, the American Transplant Foundation successfully ran legislation to create a Donate Life specialty license plate in our home state of Colorado. By the end of 2012, the required 3,000 plates needed to ensure the longevity of this awareness approach were in circulation.

## Increasing Opportunities for Donor Awareness

Throughout 2012, the Foundation continued to support initiatives designed at increasing donor registration. Whether it was supporting the State Internet Portal Authority (SIPA) efforts to increase opportunities for registering as an organ donor through Colorado.gov or by sharing information through our donor awareness booths, one of the Foundation's main goals is to make donor registration easily accessible.

In previous years, the Foundation worked with the Colorado Department of Revenue to add a donor registration form to the Colorado State income tax booklet, making the opportunity to register as an organ donor easy and annual. The Foundation also succeeded in creating more accessible links to the online donor registry through the Division of Motor Vehicles page.

## Pushing for Policy Change

As part of a national coalition, American Transplant Foundation helped gather more than 4,000 signatures on an electronic petition that advocated for federal policy changes that would benefit transplant patients.

Under current law, Medicare allots three years of coverage for immunosuppressive medications that help prevent organ rejection. The average cost of immunosuppressive drugs is \$19,000 a year, which transplant patients must take for the entirety of their lives. The Comprehensive Immunosuppressive Drug Coverage for Kidney Transplant Patients Act will extend Medicare coverage of anti-rejection medications for the rest of the patient's life. This will help patients to keep their kidney transplants, shorten the transplant waiting list, and lower Medicare costs.

In an effort to support this petition, the Foundation reached out to elected officials in 30 states with personal testimonies from individuals in their respective location.



Learn more about the Foundation's [legislative initiatives](#) on our website

# Statement of Financial Position

*As of December 31, 2012*

## Assets

Cash and cash equivalents: \$266,898

Total assets: \$266,898

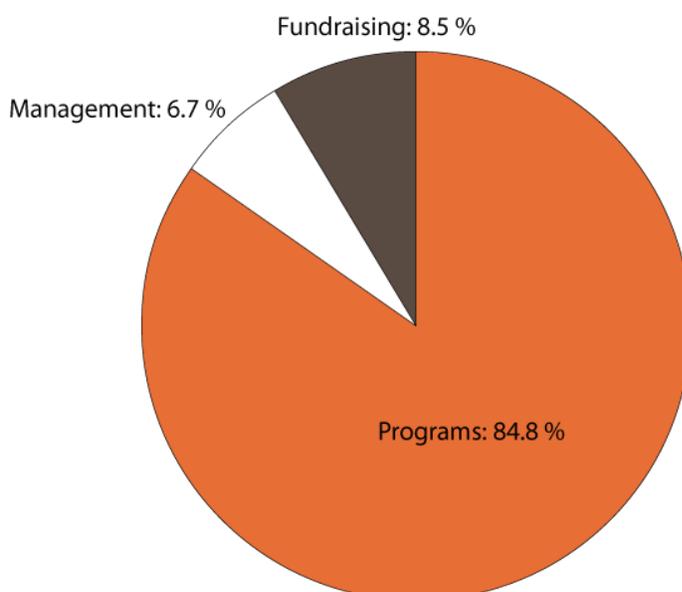
## Liabilities & equity

Unrestricted (retained earnings): \$154,342

Net income: \$109,740

Total liabilities & equity: \$266,898

## Expenses



We are proud to be a volunteer-driven organization, which allows us to keep our overhead low.

## *We* made a difference

**This year, because of your generosity and support, the American Transplant Foundation has:**

- **Expanded our Patient Assistance Program (PAP)** by providing lifesaving financial grants to patients in 17 different states.
- **Enabled living donors to give the Gift of Life** by increasing the financial assistance available to living donors from \$500 to up to \$1000.
- **Developed a comprehensive collection of Transplant FAQ's** to provide essential educational information on every type of organ transplant.
- **Referred vital information and resources to over 300 people** either needing a transplant or considering becoming a living donor.
- **Gave holiday gifts to 100 transplant and dialysis patients** in need through our Tree of Life, offering hope and holiday cheer to more patients than ever before!
- **Reached over 3,000 with the lifesaving message of organ donation** by hosting or participating in 27 outreach events.

With the help of our supporters, the American Transplant Foundation continues to impact lives across the nation through lifesaving initiatives. We look forward to the years to come, the progress that will be made and the many great achievements yet to come.

*Connecting People To Life*®



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