



american transplant foundation

ANNUAL REPORT 2010



The State of the Foundation



Welcome to the American Transplant Foundation's 2010 Annual Report. Last year was a remarkable time during which our efforts continued to positively affect people of all ages. Naturally, we couldn't do it without the passionate dedication of many great people. Their tireless involvement has enabled us to create a variety of events and initiatives that highlight the importance of making the ultimate gift: the Gift of Life.

A number of exciting events took place in 2010. They not only increased awareness of the American Transplant Foundation's initiatives, but they did it while putting smiles on many faces.

On May 20, 2010, the Foundation held a special fundraiser during the Eagles concert. The legendary Eagles generously donated an autographed guitar to auction off in support of the Foundation. This, in combination with ticket sales, raised approximately \$35,000.

Just a few weeks later, on June 6th, more than 170 Team Transplant cyclists took to the pavement for the second year to participate in the Subaru Elephant Rock Ride. Twenty-five transplant recipients and five living donors participated on the team, proving it's possible to lead a healthy, active lifestyle even after a transplant. Our team members doubled their fundraising over the previous year, bringing in more than \$65,000 for the Foundation's outreach and education programs.

These are just some of the stories and events you'll find in this year's annual report. We proudly highlight them as part of our charge to increase organ and tissue donation in order to save lives.

On behalf of the board of directors, staff and volunteers of the American Transplant Foundation, we wish to thank you, our donors, corporate sponsors and foundations, for your invaluable support.

A handwritten signature in black ink that reads "Steven W. Farber". The signature is fluid and cursive, with a long horizontal line extending from the end.

Steven W. Farber
Chairman, American Transplant Foundation





About Us

American Transplant Foundation is a national nonprofit organization that works to increase the donation of organs and tissue to reduce the growing list of men, women and children who are awaiting a lifesaving transplant. Our philosophy is to coordinate collaborative efforts between the public, private and voluntary sectors to promote the advancement of organ and tissue donation.

We have identified three goals to achieve our mission: to develop more mainstream opportunities for people to register as donors, to provide education and awareness through community-based outreach programs and to support medical and clinical advancements in transplantation.



LEFT: Keith, kidney recipient; RIGHT: The 2010 team celebrates after riding the Subaru Elephant Rock to promote organ and tissue donation. [Joshua Duplechian/Rich Clarkson & Associates]



In this 2010 Annual Report, we're introducing a new format that's indicative of our evolution as an organization. This fresh, new look allows us to showcase the events and happenings that continue to help us in our mission to increase organ and tissue donation.

JANUARY 2010

Donate Life License Plate

We were proud to see Colorado's Donate Life license plates released at Title and Registration offices throughout the state on January 1, 2010. Thanks to the help of donor mother Robin Mitchell, the Foundation collected the thousands of signatures required in support of the plate. Legislation to create the plate, which allows supporters to raise awareness for the cause everywhere they go, was passed by the Colorado General Assembly in 2009. Together with our partner Donor Alliance, we launched a social media campaign to help sell the 3,000 plates the state requires to be issued before July 1, 2013 to make the plate permanently available.



A group of supporters, including liver recipient Lella (front, left), with their brand new license plates. Lella's family is getting the word out about the new Donate Life specialty license plates which are available for purchase at title and registration offices throughout Colorado. Pictured with Lella are two cousins, Missa and Joyclie Webb, her older brother Doyle, her mom Lyndall Young, grandmother Melissa Hamilton and aunt Willyn Webb. (Pat Sunderland/Delta County Independent)

UNC Alumni Reunion

American Transplant Foundation was the proud beneficiary of the UNC and Greeley Alumni Reunion at Chopper's Sports Grill on January 9, 2010. This event raised \$5,000 for the Foundation in honor of a UNC alumna who had recently received a transplant.

MARCH 2010

Diabetes Expo

American Transplant Foundation partnered with Donor Alliance to exhibit at the 2010 American Diabetes Association EXPO on March 27th in Denver, Colorado. Volunteers and staff were there to answer questions about organ and tissue donation, debunk common myths, encourage attendees to register as donors and inform the public about diabetes and its link to transplantation.

APRIL 2010

Show Us Your Heart Social

During National Donate Life Month 2010, American Transplant Foundation and Donor Alliance launched the "Show Us Your Heart" Video Contest, providing a fun and creative outlet for supporters to raise awareness for the cause and the Donate Life Colorado organ and tissue donor registry through short videos. The contest culminated in the Show Us Your Heart Social on April 29th where we screened contestants' videos and awarded the winners with certificates for Donate Life license plates.

MAY 2010

Eagles Benefit Concert

More than 70 guests enjoyed a pre-concert cocktail party and premium seating for the Eagles concert on May 20, 2010 at the Denver Pepsi Center. Thanks to the Eagles, who generously donated an autographed guitar, and our incredible supporters, we were able to raise over \$35,000 in support of the Foundation's lifesaving programs.



LEFT: The autographed guitar; RIGHT: Guests enjoyed cocktails and appetizers at the Tuaca Chill Zone before the concert. (Joshua Duplechian/Rich Clarkson & Associates)

JUNE 2010

Team Transplant

On this sunny Sunday in June, 171 Team Transplant members, including 25 transplant recipients and five living kidney donors, joined more than 7,000 cyclists to ride in the 2010 Subaru Elephant Rock. Our riders and sponsors raised more than \$65,000 for the Foundation, an incredible achievement for which we are extremely grateful. Meet team members, check out pictures and watch a video about the event on our website:

www.AmericanTransplantFoundation.org/TeamTransplant



Sporting their Team Transplant jerseys, members of the team raise awareness about organ and tissue donation while cycling.

JULY 2010

Donor Dash

American Transplant Foundation was proud to serve as the Race Course Sponsor for Donor Alliance's 11th annual Donor Dash on July 18th. This 5K run/walk, held at Denver's Washington Park, saw more than 3,200 people turn out to honor the lives of organ and tissue donors, celebrate the lives of transplant recipients and recognize those who continue to wait for lifesaving transplants. A very special thank you goes to the more than 50 people who came to participate and volunteer on behalf of the Foundation.



Part of our team before racing in the Donor Dash.

AUGUST 2010

CJ Spiegel Memorial Golf Tournament – August 6, 2010

Eighty golfers came together at the Gypsum Creek Golf Club in Gypsum, Colorado to celebrate the life of young hero CJ Spiegel, whose legacy lives on through the lives he saved after his untimely death in 2004. CJ's family hosts this tournament each year to encourage people in mountain communities to give the Gift of Life. Golfers, sponsors and volunteers raised close to \$10,000 to support the American Transplant Foundation's programs to register more donors. You can read CJ's inspiring story by visiting:

www.AmericanTransplantFoundation.org/CJ



CJ Spiegel, Courtesy of the Spiegel Family.

Deer Creek Challenge

Ten Team Transplant members participated in one of Colorado's most demanding cycling events, the inaugural Deer Creek Challenge, on August 29, 2010 to promote organ and tissue donation. Team member and kidney recipient Jeff Leone was one of our riders who rode the toughest 100-mile course in the country with a 12,700 foot elevation gain. Volunteers encouraged the crowd to register as organ and tissue donors and promoted the team during the after party at the beautiful Denver Botanic Gardens at Chatfield.



Volunteers Terri and Lisa at the Deer Creek Challenge.

OCTOBER 2010

Gold Leaf Awards

At the Gold Leaf Awards ceremony and banquet on October 21st, Colorado Healthcare Communicators bestowed a special honor on the American Transplant Foundation with a Silver Leaf Award under Community Relations: Ongoing for Team Transplant 2010. We received the award for utilizing a variety of communications strategies, including social media, traditional media, and effective visuals to convey a compelling message to educate the public about organ and tissue donation. Colorado Healthcare Communicators has recognized excellence in healthcare communication at this annual event since the 1970s.



We were honored to be recognized for the second year in a row at this event.

NOVEMBER 2010

Renal Week

American Transplant Foundation exhibited at the American Society of Nephrology's (ASN's) annual Renal Week in Denver, Colorado on November 16-20, 2010. Volunteers staffed the Foundation's booth to raise our visibility as a patient's resource among the medical community and ASN's 11,000 physicians and scientists who are dedicated to making life better for kidney disease patients.

THROUGHOUT 2010

2009/2010 – *On the List* Book Tour

In 2009, American Transplant Foundation celebrated the release of *On the List*, a book about organ donation co-written by Steve Farber and board member Harlan Abrahams. The national book tour continued into 2010 with stops in New York City, Las Vegas and Los Angeles, where **Entertainment Tonight** filmed a nationally-aired segment with the authors and celebrity kidney recipients Natalie Cole and Steven Cojocar. A portion of the proceeds from every book sale will go to the American Transplant Foundation.



Patient Assistance

Throughout 2010, the Foundation helped transplant patients in need across the country with the Patient Assistance Program. This important initiative awards emergency financial assistance grants of up to \$500 to help patients with their transplant-related expenses. The Foundation carefully reviews all grant applications to ensure that grants awarded have the greatest impact on patients' lives. All donations made in honor or in memory of a friend or loved one support this lifesaving program, providing hope to those who need it most.



Please visit www.AmericanTransplantFoundations.org > Events > Recent Events to see even more photos from these 2010 events.

Statement of Financial Position

As of December 31, 2010

ASSETS

Cash and cash equivalents	\$ 139,203.69
Furniture, fixtures, art, equipment	\$ 1,017.95
Total Assets	\$ 140,221.64

LIABILITIES & EQUITY

Unrestricted (retained earnings)	\$ 201,040.82
Net Income	\$ (60,819.18)
Total Liabilities & Equity	\$ 140,221.64

ENDOWMENT – Chair of Transplant Surgery

University of Colorado Hospital Amount Contributed to Date	\$ 350,000.00
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Vienna's Story

When Vienna was born in 2004, her parents were ecstatic. But their joy soon turned to worry when they found out their new baby girl had biliary atresia, a defect in her liver's bile ducts. Doctors tried surgery to treat the condition, but it failed. When Vienna was five months old, her parents learned that she would need a liver transplant to survive.

Fortunately, just two months later, Vienna received the Gift of Life from a two year old boy. Because of this gift, Vienna is now a healthy, bright, vivacious, active little girl and a proud big sister to her siblings Millie and Paulie. At the ripe age of four, Vienna traveled to the U.S. Transplant Games in Pittsburgh where she took home the gold medal in bowling and the silver medal in the track and field championship's 25-meter dash. Vienna and Millie participated in the inaugural Team Transplant in 2009 by riding in the Shimano Youth Series during the Subaru Elephant Rock. Vienna missed the ride in 2010 for a well-deserved trip to Disneyland.

Parents Paul and Traci marvel at their daughter each day. "We are so grateful to our donor's family," said Traci of Vienna's donor. "Because of his gift, I get to kiss a miracle every day."

To read more inspiring stories about people who have been touched by organ and tissue donation, please visit:

**www.AmericanTransplantFoundation.org
and go to About Transplant > True Stories About Transplant**



LEFT: Vienna in 2009; RIGHT: Vienna, Millie, Paul Sr., and Paul Jr. for Vienna's story.
(Joshua Duplechian/Rich Clarkson & Associates)



For everyone who has participated in an event, volunteered or contributed in some other way—including those who have made the selfless sacrifice as donors—we would like to personally extend our heartfelt thanks. It is because of your efforts that countless men, women and children have been given the precious Gift of Life. We cannot think of any endeavor more worthwhile and just than promoting organ and tissue donation, for we know that it represents the very best of the human spirit.

If you would like to register as an organ and tissue donor, please visit:

www.AmericanTransplantFoundation.org
and go to **How You Can Help** to learn how to register in your home state.

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www.twitter.com/DonateLifePlate

FRONT COVER PHOTO LEFT: Vienna (Joshua Duplechian/Rich Clarkson & Associates);
RIGHT, TOP: Team Transplant (Joshua Duplechian/Rich Clarkson & Associates);
RIGHT, BOTTOM: See detailed caption on page 4 (Pat Sunderland/Delta County Independent)