New Decade, New Opportunities

The Year Ahead: 2010
A new decade

brings the promise of new opportunities. There is an air of excitement as we contemplate what the future will bring and how we can help shape it in a way that has a bold impact on our communities.

Last year LifeSource honored its twenty year history of supporting donor families and providing life-saving transplants for those in need. It was an incredible milestone year that saw us hosting a region-wide learning event, celebrating staff contributions, honoring our partners and thanking the families that lie at the core of our mission.

For us, 2010 isn’t just a new decade in the calendar – it’s also a new decade in our history.

We’d like to begin this chapter in our history with a twist on a tradition. Instead of reporting what’s already happened, we want to share our vision for this year. The following pages outline several key initiatives we are working on in 2010, and as a partner in our life-saving work we want you to know what we are doing to grow and expand. Of course, if you are interested in more details about our 2009 activities you can visit our website at www.life-source.org.

Our vision is that life is a gift to share. We look forward to the day when everyone registers their donation decision during their lifetime and our job is to make possible those life-saving wishes to end deaths on the transplant waiting list. Working with you we can create a community where this vision becomes reality.

Thank you for your support and for joining us on our journey!
Last year LifeSource honored 20 years of saving lives through organ and tissue donation. It was a time to reflect on the generosity of donor families and celebrate the lives saved through transplantation. Organ donation was up 19% in 2009, resulting in 579 organs available for transplant, and the number of registered donors in the Upper Midwest continues to climb.
LifeSource Donors, 2009

- Tissue Donors: 544
- Organ Donors: 175
- Organ Transplants from LifeSource Donors: 579

*Some organ donors were also tissue donors; therefore, the total is different than the sum.

LifeSource Organ Donation Rates vs. National Organ Donation Rates

Designated Donors

*53% of driver’s are registered donors.
There wasn’t any question about donation. Ben chose to be a donor when he got his license.

Jill Stephenson, mom to Benjamin Kopp, 2009 organ donor

Creating a Culture of Donation

One of our most pressing goals is to create a culture of donation within our communities so that more people are compelled to register as organ and tissue donors. This is incredibly important, as there is a direct connection between the number of registered donors and the number of organs available for transplant.

We are excited to embark on a significant advertising campaign in 2010 to increase donor registration in the Upper Midwest, and have campaigns underway in the Twin Cities and Sioux Falls and Rapid City, South Dakota. Bismarck and Fargo, North Dakota saw an advertising campaign at the end of 2009 to promote the launch of North Dakota’s new online donor registry.

The campaign airing in the Twin Cities and Sioux Falls is called “The Decision” and illustrates the importance of making and documenting the decision to be a donor. The television commercial will air on KARE-11 and WCCO in the Twin Cities and on KELO and KDLT in Sioux Falls and both markets will be targeted with online advertisements as well. The Twin Cities will also see ads on bus sides, and Sioux Falls will see print ads in the Argus Leader.

In Rapid City, we are excited to partner with Rapid City Regional Hospital on a grant project funded by the Health Resources and Services Administration. The project revolves around the hospital’s nurses sharing the message of donation with the community. This two-year project runs through July 2011 and will include a combination of advertising, driver’s license and workplace outreach, and community events.
With more than 105,000 people on the national transplant waiting list, the urgency of finding organ donations for everyone who needs one continues to mount. LifeSource is intent on ending deaths on the transplant waiting list and is constantly evolving to improve processes that will increase the number of organs available for transplant. Increasing the number of registered donors, raising authorization rates in partnership with donor hospitals and working with transplant centers to improve outcomes helps us strive toward this ambitious goal.

We are excited to expand our support to our regional transplant centers by providing an enhanced service to assist in the important work of saving lives through living kidney donation. Our communications center and surgical recovery coordinators are providing logistical support for transplant centers involved in a paired kidney exchange with another center or location. A kidney exchange is possible when a person is willing to be a living kidney donor for a loved one or friend but is not a biological match for that person. The living donor can agree to donate their kidney to someone else in exchange for their loved one or friend receiving a kidney from that person’s donor.

In 2009 we supported two paired kidney exchanges, one within the Mayo Clinic system (Rochester, MN and Scottsdale, AZ) and the second between Hennepin County Medical Center and University of Maryland Medical Center. This year, we hope to continue providing logistical expertise to support our regional transplant centers in saving lives through paired kidney exchanges.
Underlying everything we do at LifeSource is a profound desire to meet the needs of our customers and to continually improve our work. Our staff is intent on moving the bar from “good” to “great” because we know that when we support our partners in an outstanding way we are better able to fulfill our life-saving mission.

As 2010 begins we are refining processes that will strengthen our service to our hospital and medical examiner partners in response to an important initiative launched last year to obtain feedback from our customers. We wanted to know what we were doing well and hear about opportunities for improving our ability to meet the needs of our customers – specifically, our partners whose staff work alongside LifeSource staff in supporting donors and their families to facilitate the precious gifts of donation.

The cornerstone of this initiative involved asking hospital staff to complete a survey after each donation case, and our hospital liaisons also met with staff members to discuss their experience and any feedback or suggestions they may have. Overall, we were pleased to receive positive feedback that we feel demonstrates the strength of our collaboration with donor hospitals. We were also grateful to learn that there are areas in which we can improve communication and enhance our collaboration during the donation process.

In the coming year we pledge to continue our commitment to excellent customer service and encourage you to contact us with feedback and opportunities to strengthen our partnership.

It’s great to see Halley doing so well and to know that Kayla’s liver went from one good soul to another.

Sue Borgerson, mom to Kayla Borgerson, organ and tissue donor
Donor hospitals and transplant centers are vital partners in our life-saving mission, both clinically and as community advocates for donation and transplantation. This year, we are excited to expand our partnership with hospitals through a strategic initiative of the Minnesota Hospital Association called Donate Life Minnesota Hospital Campaign. This year-long program will bring the life-saving message of organ and tissue donation to hospital employees and the community, providing information and calls to action to improve donation rates and save more lives.

Beginning in April of 2010, Minnesota hospitals will receive a toolkit with ideas, articles, resources, and education materials to help implement this bold new initiative. Each quarter thereafter, hospitals will receive new information to help refresh the program and educate their staff and communities. Every hospital has the opportunity to participate and help channel their employee’s passionate support of donation and transplantation into measurable outcomes that comfort donor families and help save lives. Resources will be available on LifeSource’s professional website at www.MyDonationResource.org.

The Donate Life Minnesota initiative will closely mirror LifeSource’s advertising campaign for 2010, providing continuity between the public and hospital settings. Our hope is that the consistency between what employees and the public see in the community and in the hospital will help positively reinforce the life-saving message of donation.
2009 Contributors

PILLARS
$100,000 OR MORE
LifeSource Terri Opp
Memorial Golf Tournament

BUILDERS
$30,000 OR MORE
CryoLife
Musculoskeletal
Transplant Foundation

CHAMPIONS
$10,000 OR MORE
3M Foundation
Aviation Charter
Donate Life Walk Run
– Laura Neumann Foundation

SUSTAINERS
$1,000 OR MORE
Charter First
Abbott Northwestern Hospital
American Medical Bill Review
Anonymous
Best & Flanagan
Janice Dagen & Family
Donor Awareness
Softball Tournament
Ernest I. Fink Agency
First Fiduciary Investment
Counsel, Inc.
Fundaci Privada Institut De Fromacii
GEORGE: Purpose, People,
Performance, Ltd.
Greiner Construction
Susan Gunderson
Leonard, Street & Deinard
Merrill Lynch Global
Wealth Management
Organ Recovery Systems
Parameters
Roche Laboratories
RSM McGladrey, Inc.
Sellner Manufacturing Company
Robert & Shelley Shutes
Signature Flight Support, St. Paul
A. Theodora Skattum
SolidBodyGuitar.com, Inc.
Swett & Crawford
The Ament Group of Smith Barney
Thompson Insurance Agency
Transplant GPS, Inc.
University of Minnesota
University of Minnesota
Medical Center, Fairview
Wings Insurance
Joe & Patty Wirth

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$500 OR MORE
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Mayo Foundation
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Marjorie Owen
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Prism Plastics, Inc.
Q Foundation
Signature Flight Support, Rochester
Timothy & Beth Sullivan
Yvonne Ulland
Paula & Walter Weisbeck

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Ameriprise Financial Employee
Gift Matching Program
Analytics, Inc.
Scott & Jennifer Anderson
Joel Anderson
B & G Williams Corporation
Bruce & Marianne Baumann
Tracy Bell
Jeff Berg
Mary Berg
Thomas & Kim Boehland
Patrick & Beverly Bradley
Catherine Broberg
Hal Broxey
Daniel Callahan
John Callahan
Frank & Ruth Carlson & Family
Richard Carpenter
Dawn Caruso
City-County Federal Credit Union
Community Shares of Minnesota
Robert Corson
Robert & Victoria Dombroski
Justin Edwards
David Ericson
Evergreen Financial Group Inc.
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Peter Farstad
Jerome & Deborah Filla
John & Joy Frautschi
Kathryn & Richard Geist
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April Goings
GOL Lutheran Church Women
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Chris Grove
Rebecca Guyette
Hagen, Graves & Company Ltd.
Hon. Gail Hagerty &
Hon. Dale Sandstrom
Stephan Hanson
Hauer, Fargione & Love
Heartland Aviation
Henderson Global Investors
Andrea Higgins
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Iowa Donor Network
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Stephen & Lauren Kavan
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Linda Knowles
Louis Langer
Daniel & Susan Mau Larson
Robert & Judy Leivemann
Lethert Skivira Schultz & Co. LLP
Jonathan Loftgren
Kathleen & Theodore Long
Luckings Cannon Valley Evergreens
M. Vincent & Associates, Ltd.
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Robert & Sherry Wechsler
Sue Weese
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Zumbroa Combined Charities

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Klondike Kate Association
Beverly & Jim Adams
Susan & M.H. Adler
Affiliated Insurance Services LLC
Kathleen Amidon
Mary & George Anderson
Ronald & Gloria Anderson
Ivert & Joyce Anderson
Jim & Bonnie Arstnad
Jodi Atkinson
Ann Baillon
Mary Barnecheit
Amy & Michael Barker
Jerrice & Dennis Barrett
Ervin & Beverly Barrett
Kathryn Bartol
Nancy & Timothy Bartusch
Jill Anne Beeman
Rhonda Bengtson
Wendy Benson
Robert & Janice Beranak
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Peter & Elizabeth Birkeland
V.J. or Bob Block
Alice Boland
Patricia Boliger
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Ronald & Cassandra Bornetun
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Jeremy & Julia Breza
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Rebecca Bugieliski
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Dorothy Jane Callahan
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Wayne & Audrey Carlson
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Dr. Donald & Lois Casey
Jeffrey & Jeanne Cholewa
Steven & Catherine Christensen
Grace Clark
Deborah & Robert Cobbett
Virginia Colon
Shirley & Willard Converse
Barbara Conway
Charles & Gail Cook

Zumbroa Combined Charities

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Board of Directors

The LifeSource Board of Directors is comprised of medical professionals, transplant recipients, donor family members and community representatives committed to guiding our mission of providing the bridge between the loss of life and the gift of life through organ and tissue donation and transplantation.

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- Avera McKennan Transplant Institute
  Sioux Falls, South Dakota

- University of Minnesota Medical Center, Fairview
  Minneapolis, Minnesota

- Hennepin County Medical Center
  Minneapolis, Minnesota

- Mayo Clinic
  Rochester, Minnesota

- Medcenter One Health Systems
  Bismarck, North Dakota

- MeritCare Kidney Services – Transplant Department
  Fargo, North Dakota

- Sanford Transplant Center
  Sioux Falls, South Dakota
2009 Donor Hospitals and Medical Examiner Offices

**Minnesota**
- Abbott Northwestern Hospital
- Albert Lea Medical Center
  - Mayo Health System
- Appleton Area Health Services
- Austin Medical Center
  - Mayo Health System
- Avera Marshall Regional Medical Center
- Bigfork Valley Hospital
- Buffalo Hospital
- Cambridge Medical Center
- Cass Lake PHS/IHS Hospital
- Children’s Hospitals and Clinics of Minnesota
- Community Memorial Hospital, Cloquet
- Cook Hospital & C&NC
- Cuyuna Regional Medical Center
- District One Hospital
- Douglas County Hospital
- ELEAH Medical Center
- Ely-Bloomenson Hospital & Nursing Home
- Fairmont Medical Center
  - Mayo Health System
- Fairview Lakes Medical Center
- Fairview Red Wing Medical Center
- Fairview Ridges Hospital
- Fairview Southdale Hospital
- Fairview University Medical Center – Mesabi
- First Care Medical Services
- Gillette Children’s Specialty Healthcare
  - Grand Itasca Clinic and Hospital
- Hennepin County Medical Center
- Hennepin County Medical Examiner
- Hutchinson Area Health Care
- Immanuel St. Joseph’s
  - Mayo Health System
- Kanabec Hospital
- Lake Region Healthcare Corporation
- Lake View Memorial Hospital & Home
- Lakeview Hospital
- Lakewood Health System
- LifeCare Medical Center
- Long Prairie Memorial Hospital & Home
- Madison Hospital
- Meeker Memorial Hospital
- Mercy Hospital
- MeritCare Thief River Falls Northwestern Medical Center
- Methodist Hospital
- Mille Lacs Health System
- New River Medical Center
- North Country Health Services
- North Memorial Medical Center
- North Valley Health Center
- Northfield Hospital
- Owatonna Hospital
- Perham Memorial Hospital and Home
- Pine Medical Center
- Queen of Peace Hospital
- Rainy Lake Medical Center
- Ramsey County Medical Examiner
- Redwood Area Hospital
- Regency Hospital of Minneapolis
- Regions Hospital
- Rice Memorial Hospital
- Ridgeview Medical Center
- River’s Edge Hospital & Clinic
- Riverwood Healthcare Center
- Rochester Methodist Hospital
- Saint Elizabeth’s Medical Center
- Saint Marys Hospital
- Sibley Medical Center
- St. Cloud Hospital
- St. Francis Regional Medical Center
- St. Gabriel’s Hospital
- St. John’s Hospital
- St. Joseph’s Hospital
- St. Joseph’s Medical Center
- St. Luke’s Hospital
- St. Mary’s Innovis Health
- St. Mary’s Medical Center
- Stevens Community Medical Center
- Swift County-Benson Hospital
- Tri-County Health Care
- United Hospital
- United Hospital District
- Unity Hospital
- University of Minnesota Medical Center, Fairview
- Virginia Regional Medical Center
- Wheaton Community Hospital
- White Community Hospital & C&NC
- Winona Health Services
- Woodwinds Health Campus

**North Dakota**
- Altru Health System
- Ashley Medical Center
- Grand Forks County Coroner
- Innovis Health
- Jacobson Memorial Hospital Care Center
- Jamestown Hospital
- Medcenter One Health System
- Mercy Hospital, Valley City
- Mercy Hospital, Devils Lake
- MeritCare Health System
- Presentation Medical Center
- St. Alexius Medical Center
- St. Aloisius Medical Center
- St. Joseph’s Hospital & Health Center
- Trinity Health Center
- Triumph Hospital Central Dakotas
- Unity Medical Center

**South Dakota**
- Avera Heart Hospital of South Dakota
- Avera McKennan Hospital & University Health Center
- Avera Sacred Heart Hospital
- Avera St. Luke’s Hospital
- Gettysburg Memorial Hospital
- Rapid City Regional Hospital System of Care
- Sanford USD Medical Center
- Spearfish Regional Hospital

**Wisconsin**
- Hudson Hospital
- River Falls Area Hospital