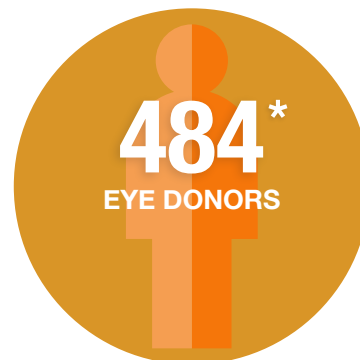
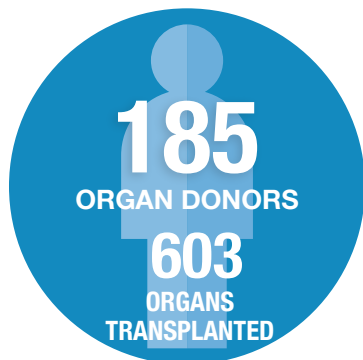




# 2020 THE YEAR IN NUMBERS

DESPITE MANY HURDLES, IT WAS ONE OF OUR STRONGEST YEARS FOR DONATION

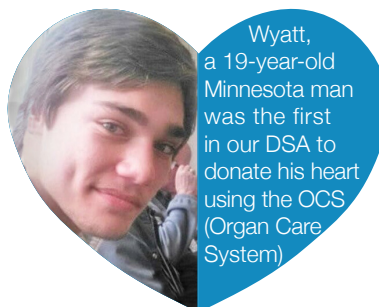


\*Tissue and eye donation were paused for a portion of 2020.

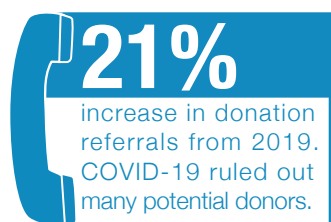
## COVID-19 IMPACTED ALL PARTS OF OUR WORK

**2**

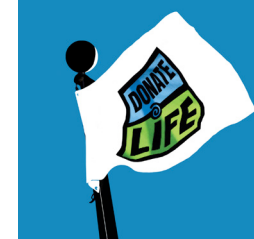
Donation After Circulatory Death Heart Transplants were completed as part of a national study using the TransMedics Organ Care System. Due to COVID, the study was paused, then resumed.



**1,020**  
NEW DONOR  
FAMILIES  
supported  
through our  
aftercare  
program



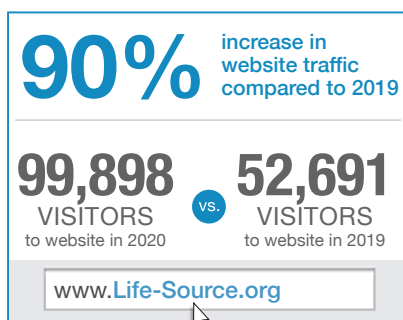
**\$154,655**  
was still raised for donation education  
through the MN DMV YOU & \$2 program,  
despite many offices being closed this year.



## NEW LIFESOURCE WEBSITE HELPED US EDUCATE DIGITALLY

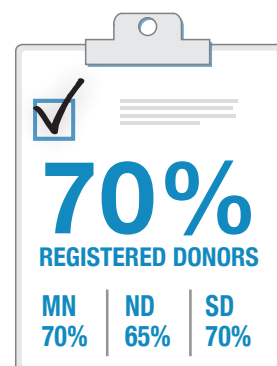
**2** Awards received for new LifeSource website

Organ donation is a generous, selfless gift.



**96**

**NEW BLOG POSTS** told stories of donors and recipients and offered education to hospital partners.





## WE ADVOCATED VIRTUALLY

# 5 LIFESOURCE VIRTUAL EVENTS



National Donate Life Month • Donor Family Gathering • Hospital Partner Workshop  
Memorial Wall Dedication • LifeSource Golf Classic – 25<sup>th</sup> Anniversary



Ambassadors submitted “selfie” videos thanking hospital staff and celebrating their transplant anniversaries.

# 283,394+

reached digitally with our National Donate Life Month “Share Your Heart” challenge.

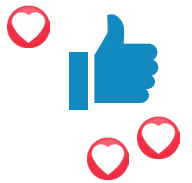


## ORGANIC SOCIAL MEDIA REACH vs. 2019

4,214,444+ Impressions

+44% Engagements

+24% Social Fans



# 35

Local hospital staff participated in a half day, online, donation workshop.

# 8

## NEW VIDEOS

telling donor and recipient stories were produced



## UNIQUE STORIES EMERGED



# #1

Story on KSTP's website the night it was broadcast. Thon died unexpectedly from an asthma attack. His family recorded the call from LifeSource telling them who received Thon's 4 organs. It was shared widely on social media.

# 5

A MINNESOTA TEEN RECEIVED 5 ORGANS FROM THE SAME LOCAL DONOR.

# 2

99-YEAR-OLDS DONATED TISSUE.



A NORTH DAKOTA WOMAN donated 5 organs; two of which were directed donations (donor named who would receive a kidney and liver).

## YET, MORE PEOPLE ARE ADDED TO THE WAIT LIST EACH DAY

## PEOPLE WAITING FOR A LIFE-SAVING TRANSPLANT

# Let's make it ZERO

# 108,362

# 3,073



@LifeSourceMNDK

LifeSource  
ORGAN, EYE AND TISSUE DONATION



www.life-source.org