

ANNUAL REPORT 2020

2020

Challenged Us,
Compelled Us &
Transformed Us



LifeSource
ORGAN, EYE AND TISSUE DONATION



OUR MISSION:

LifeSource saves lives and offers hope and healing through excellence in organ, eye and tissue donation.

OUR VISION:

Everyone shares the gift of life.

OUR VALUES:

Respect. Advocacy. Accountability. Life. Innovation.

CORE COMPETENCIES:

Coordinate. Care. Engage.

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A Message From the CEO & Board Chair



Dear Friends of LifeSource,

This past year challenged, compelled and transformed us in countless ways. After a record-breaking 2019, LifeSource entered 2020 energized and ready to continue that momentum.

Then, March arrived; and with it, the dark clouds of COVID-19. The pandemic impacted every part of our work. We saw DMV offices close, events canceled, tissue and eye donation paused and in-hospital work adjusted. Yet, our mission had to continue. The transplant wait list was growing; more men, women and children counted on us for a second chance.

So, this dedicated team found a path forward:

- We tested every potential donor for COVID-19; active positive results immediately disqualified them, yet we kept our donation rate high.
- Our partners offered N-95 masks so we could continue being on the ground in donor hospitals.
- We supported more than 1,000 grieving donor families over the phone and on Zoom when meeting in-person wasn't possible.
- We advocated in different ways through virtual events, videos and digital media.

When so much felt out of our control, when the days and circumstances left us discouraged and overwhelmed, saving and healing lives through organ, eye and tissue donation served as a bright spot – a respite from the rain.

We couldn't stop the storm of COVID-19. But like an umbrella, each one of you – our partners and supporters – allowed us to move through the rain and achieve near record numbers.

What Lies Ahead: LifeSource Bold Aims

The challenges of 2020 demonstrated that the LifeSource team can do hard things, overcome obstacles and achieve the impossible.

With that, we've set two Bold Aims for LifeSource moving forward:

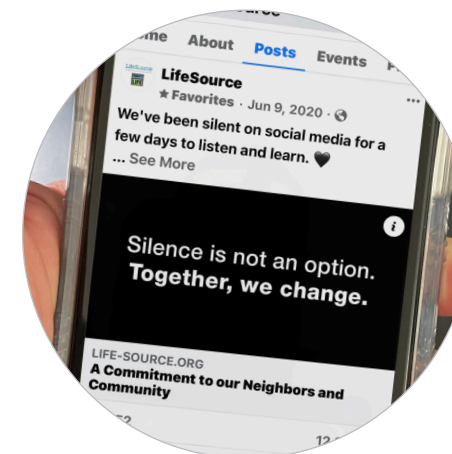
- | | |
|-------------------|--|
| More Lives | 1,000 transplants from local donors in 2027 |
| Inclusion | Reflecting the diversity of our community by 2025. Achieving equity in communities of color saying "yes" to donation by 2030. |

We've identified a host of strategies to reach these Bold Aims, but much of the path forward has yet to be paved. Committing to these without that clear pathway will drive innovation, new ways of thinking and systems to achieve them.

Lives are at stake and legacies hang in the balance. With your support, we can achieve our Bold Aims.

Susan Gunderson
Chief Executive Officer

Tim Bjork
Chair, Board of Directors



Our Commitment to the Community

For more than 30 years, our LifeSource family has worked with our region's diverse communities to break down barriers to donation and transplantation. We are proud that, in 2014, we intentionally decided to relocate to North Minneapolis to create a home for donation and a space where we could be part of the community and share the gift of life to North Minneapolis.

Our work at LifeSource lives in the space between life and death. We value and respect life and believe that all life is a gift.

After the murder of George Floyd in May 2020, the LifeSource community was compelled to take further action to combat racial injustice and support our neighbors and community. These commitments include:

- **DONATE RESOURCES** and support to our neighbors dedicated to eradicating racism and rebuilding our community. Our first step is to make a significant contribution to West Broadway Business and Area Coalition, whose mission is to transform the Northside into a thriving economic community.
- **STAND WITH DIVERSE** communities for today, tomorrow and in the future. One of our strategic priorities is to strengthen service to and engagement with these diverse communities and ensure they are represented in our resources and materials.
- **EXAMINE OUR POLICIES**, recruitment, programs and initiatives with a more equitable and inclusive lens.
- **STRENGTHEN OUR CAREER** pipeline for healthcare professionals of color. LifeSource has a summer internship program and has worked with partners to prepare students for career readiness. We will continue these programs and look for opportunities to expand them.
- **COMMUNICATE REGULARLY** with our team and increase our equity and inclusion education and our professional development opportunities and resources.
- **PROVIDE A PLATFORM** and space for listening, learning and action.
- **OUR PURSUIT OF EQUITY** will continue to be a focus in the years ahead.

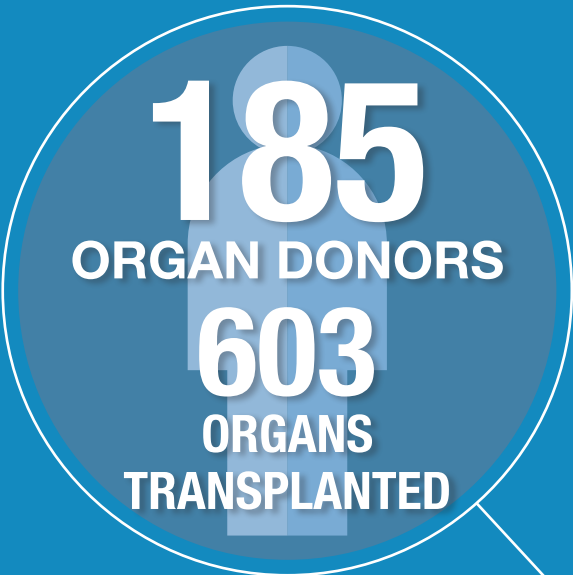
2020 Numbers

Like many organizations, LifeSource experienced a variety of challenges due to the pandemic. We did see the total number of potential donors decline, especially during the stay-at-home orders.

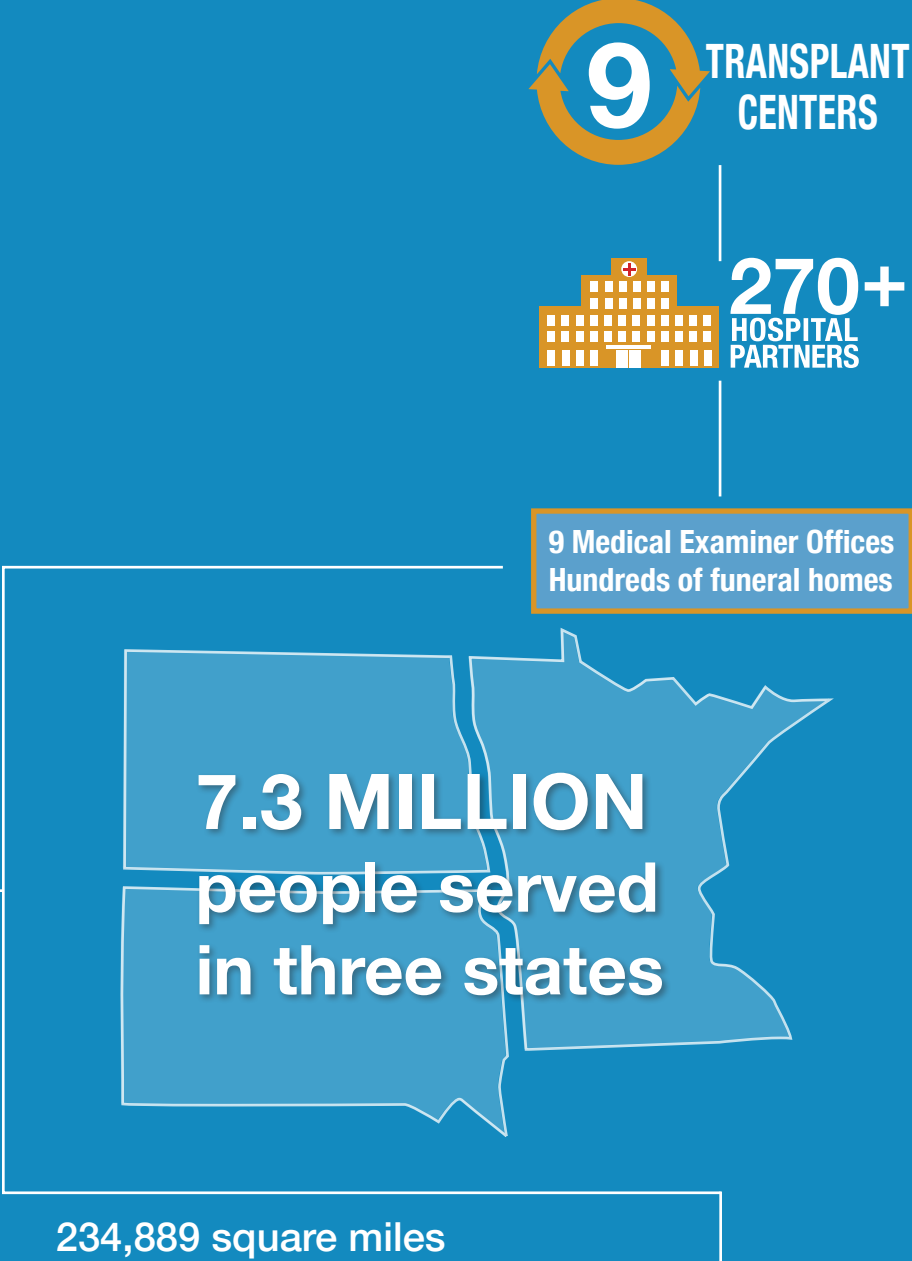
Eye donation also significantly decreased while elective surgeries were on hold.

Beginning in summer 2020, we saw donation activity slowly return to more normal levels.

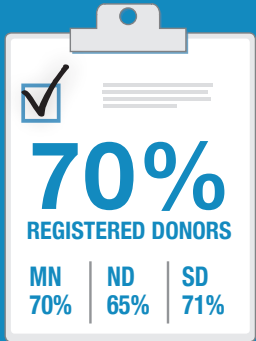
Despite every conceivable obstacle, the number of organ donations and transplants hit near-record levels in the Upper Midwest in 2020: 185 donors and 603 lives saved.



*Tissue and eye donation were paused for a portion of 2020 due to COVID-19.

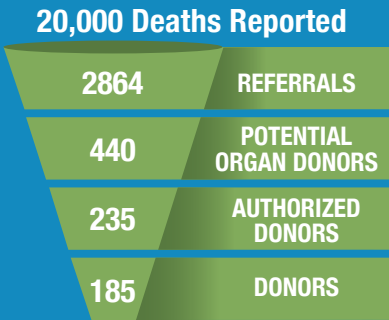


Partnership makes this life-saving work possible



58% National Average

With support from 300+ driver's license offices



Donation is a rare event. Only 1% of people who pass away have the opportunity to become a donor.

2020 Highlights

PIVOTING EVENTS FROM IN-PERSON TO ONLINE



\$179,388
 RAISED TO SUPPORT
 PUBLIC EDUCATION

190 GOLFERS

71 SPONSORS

25th Annual LifeSource Golf Classic

The special 25th anniversary of the LifeSource Golf Classic honored the legacy of Terri Opp and the inspiration of her family and friends to work towards a day where no one dies waiting for a life-saving transplant.

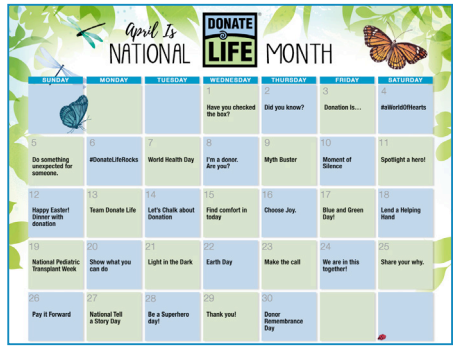
This year's event was not like any other. No one could have foreseen the 25th anniversary would take place in the middle of a pandemic.

The planning team quickly pivoted; after countless Zoom calls and some "COVID creativity" the event included a socially distanced golf tournament in the afternoon, and a virtual LifeSource "par-tee" program that attendees could watch from home.

\$179,388 was raised to power our education and donor family support programs.

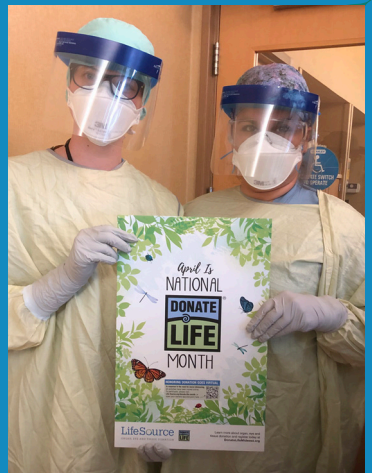


Virtual National Donate Life Month



INVITATIONS WERE PRINTED and ready to be mailed for our annual Donate Life Day Celebration, when the realities of COVID-19 set in. Instead of in-person events, we celebrated virtually through a **#ShareYourHeart** challenge: we filled the month with online challenges and activities, including spotlight a hero day and a Blue & Green Day photo challenge.

283,394+ people were reached thanks to sharing and engagement in the campaign.



Online Donation Partner Workshop

AN ALL-DAY EDUCATION SESSION inspired, empowered and engaged front line hospital staff in the organ donation process. These seminars provided clinical education for nurses, as well as an in-depth overview of the donation process from referral identification to donor management.

Attendees left as *"Certified Donation Partners"* – armed with accurate clinical information to improve referrals and donor outcomes for their units.



Virtual Donor Family Gathering

"Thank you LifeSource for a touching tribute to our loved ones..."

OVER 200 FAMILIES GATHERED from across Minnesota, North Dakota and South Dakota to honor their loved ones during this first-of-its-kind virtual Donor Family Gathering. The unique experience included donor tributes and photos, a candle lighting poem and a message from Chris Lillehei, chaplain at Children's Minnesota.



2020 Advocating Virtually

GD USA
HEALTH + WELLNESS DESIGN AWARD
2020 WINNER

The website won 2 awards in 2020

96
NEW BLOG POSTS
told stories of donors and recipients and offered education to hospital partners.

90%
INCREASE
in website traffic compared to 2019

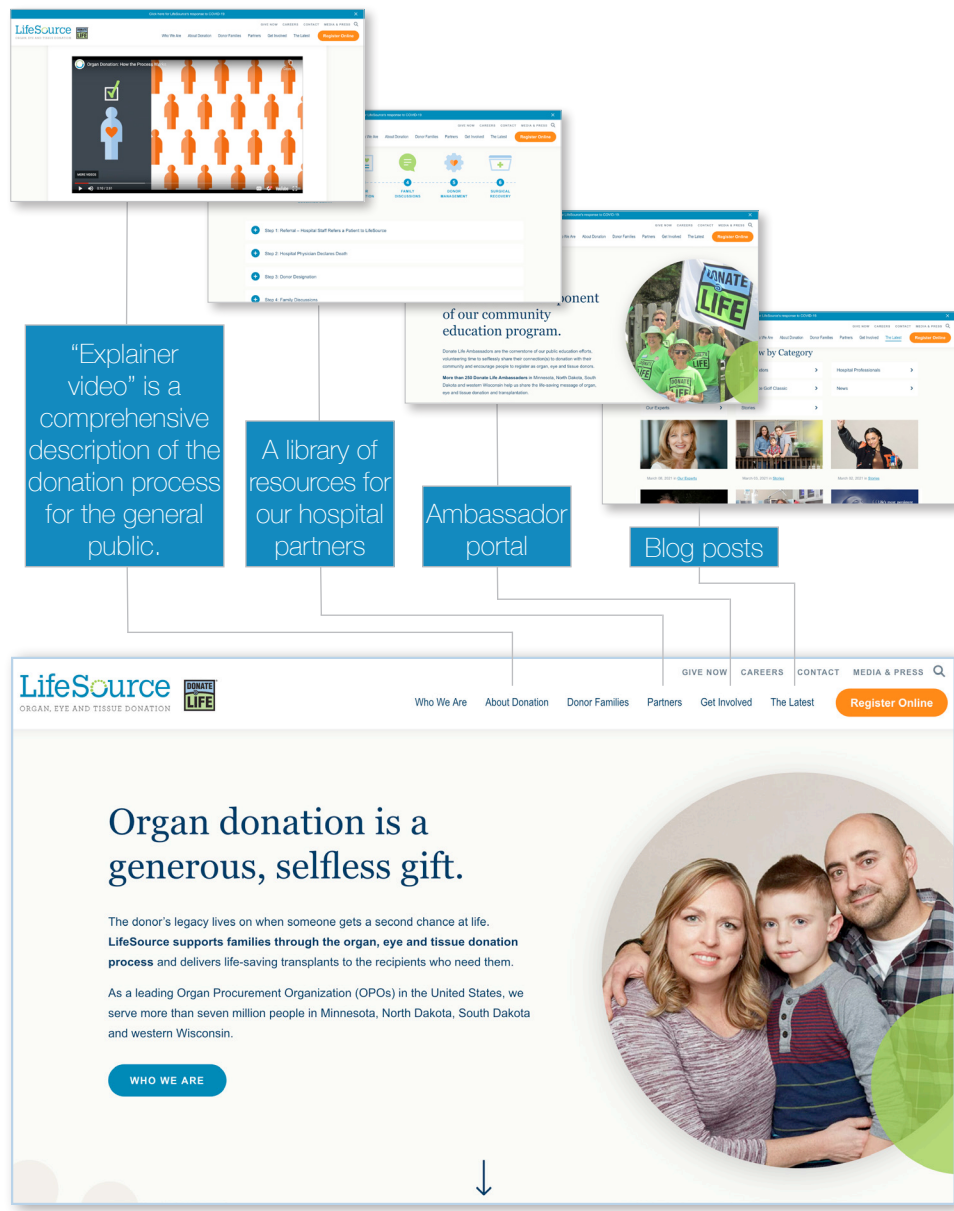
99,898 VISITORS
to website in 2020

VS.

52,691 VISITORS
to website in 2019

LifeSource Launches New Website

LifeSource launched a new website in January 2020 with an improved user experience, a video to explain how donation works and a flexible blog platform to tell our own stories. We had no idea at the time how valuable that tool would become as we shifted to online events and electronic community engagement throughout 2020.



New Videos:
Donor & Recipients' Stories

“That’s one of the struggles [having end of life discussions], particularly in the African American community. Don’t leave that decision to the person who survives. It didn’t take me a year to come to the decision that the decision I made was the wrong one. It was literally days.”

—Angel Uddin, video participant who said “no” to donation and regrets the decision

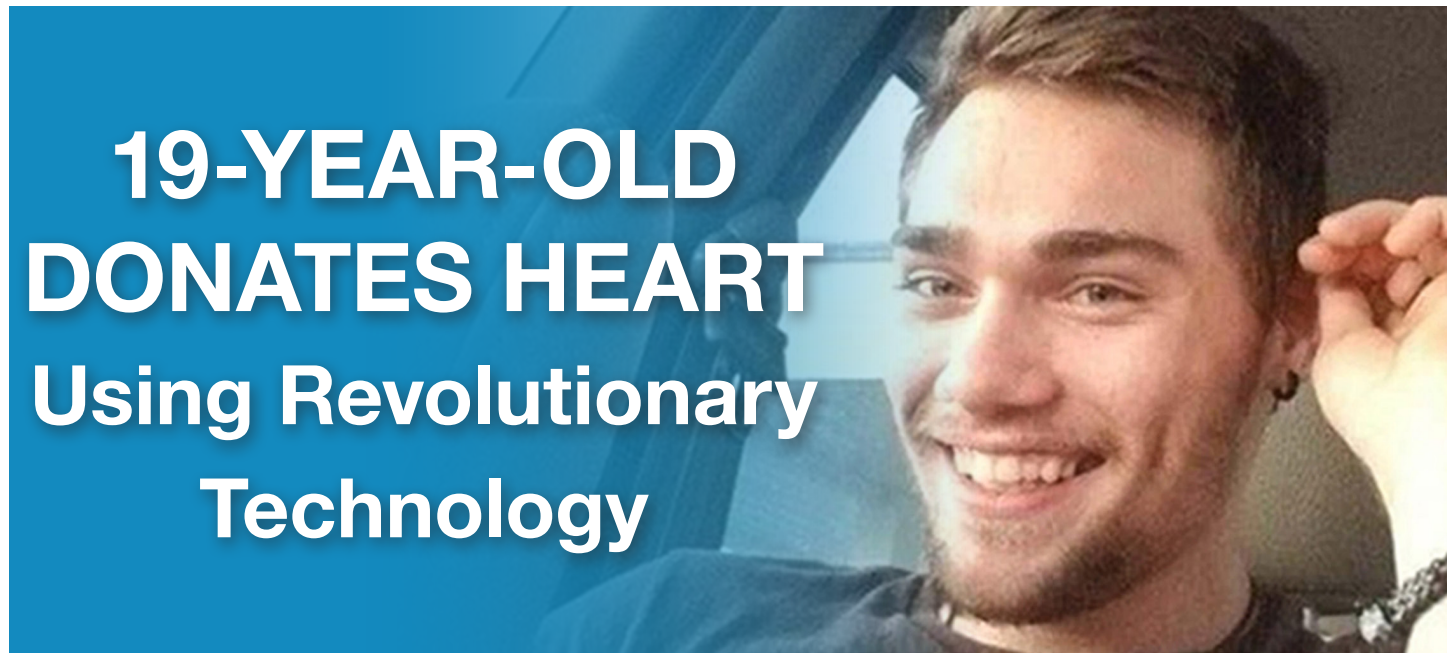
Storytelling is a powerful tool to shape hearts and minds. In 2020, LifeSource developed six new video stories to encourage our community to register as organ, eye and tissue donors and strengthen community support for organ, eye and tissue donation.

These videos were made possible, in part, through the generous 2020 grant support of the Richard M. Schulze Family Foundation.



“I see a world with most people being organ donors.”

—Greg McFarlane, kidney recipient & video participant



WHEN WE THINK ABOUT the journey to adulthood – getting a driver’s license is a key milestone.

Wyatt, a Minnesota teen, waited until he turned 18 to get his first license. But, like everything else, the pandemic delayed his road test. In late July 2020, Wyatt finally sat behind the wheel.

“I was holding my breath,” said his grandmother, Jan. “But he passed.”

Just two months after getting his license, in September 2020, then 19-year-old Wyatt was lying in the hospital with non-survivable injuries.

Hospital staff did all they could to save Wyatt’s life. When there was nothing left, they called LifeSource.

LifeSource conducted medical assessments and checked the organ donor registry. Wyatt had checked the “donor” box when he got his license just two months earlier.

Due to the way Wyatt passed away, typically donation of his heart would not have been possible. But Wyatt had a unique opportunity. He

became the first person in the upper Midwest to donate a heart as part of a U.S. trial of the TransMedics Organ Care System (OCS). This technology can increase the number of hearts available for transplant and offer more families the chance to give the gift of their loved one’s organs.

The OCS is transformative technology, nourishing organs in a state that mimics the human body, OCS can give transplant teams the potential to improve post-transplant outcomes and save more lives. Hearts placed on the Organ Care System have been transplanted after as long as sixteen hours. With a traditional transplant, the recovered heart is chilled and unable to pump oxygenated blood, leaving it more prone to deterioration or damage. These hearts remain viable for only six hours.

In this country, more than 3,500 people are on the waiting list for a new heart. The majority are in their 50s and early 60s, and most have severe, debilitating heart failure. But because of a shortage of suitable donor hearts, fewer than half will



receive a heart transplant. However, an emerging technique known as donation after circulatory death may help address that gap in coming years.

Thanks to Wyatt and his family’s generosity, the heart recipient is thriving.

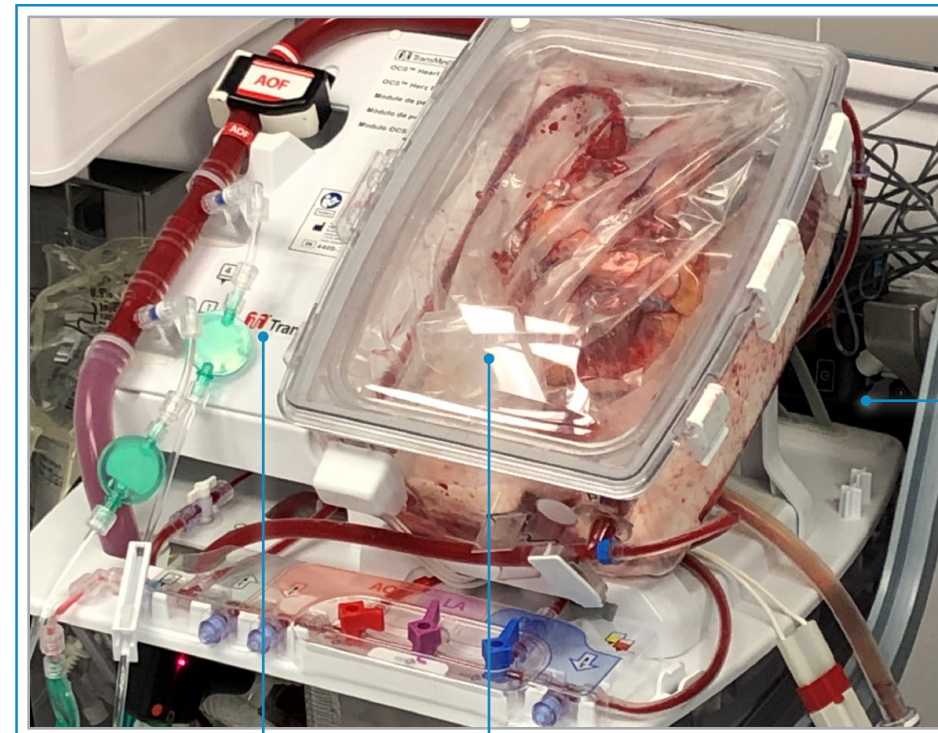
Wyatt’s family has found healing in knowing Wyatt’s legacy of helping others lives on.

“He would have loved knowing he’s a hero in someone’s story,” said Jan.

Without this technology, Wyatt’s heart donation would not have been possible.

About the DCD Heart Clinical Trials & Organ Care System

In this country, more than 3,500 people are on the waiting list for a new heart. But because of a shortage of suitable donor hearts, fewer than half will receive a heart transplant. However, an emerging technique, known as Donation After Circulatory Death (DCD), may help address that gap in the coming years.

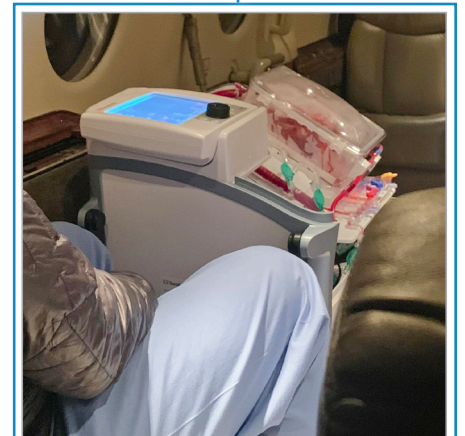


TransMedics: The Organ Care System (OCS™) designed by the Massachusetts-based company, is a revolutionary technology for preserving organs.

The OCS acts as a miniature intensive care unit that keeps organs alive and healthy by preserving them in a natural state that mimics the human body, so organs can remain viable for transplant along the way to recipients.



25 heart transplant centers throughout the U.S. are part of the clinical trial of Donation After Circulatory Death (DCD) heart transplants.

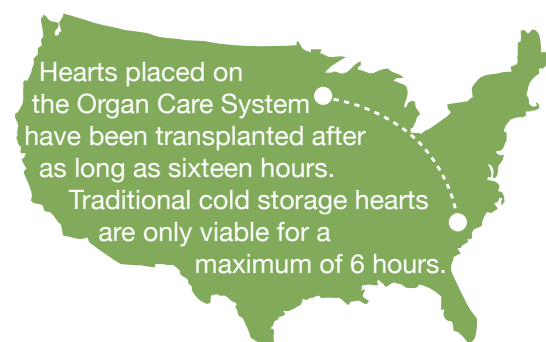


In preparation to use the OCS device during actual donation cases, LifeSource and transplant center teams worked through the logistics around how to fit the OCS device on a small charter plane.

Donation After Brain Death vs. Circulatory Death (DCD)

Historically, hearts and other organs used in transplants have come from people who experience a serious trauma, such as a car accident, gunshot wound, or massive stroke. If they have no detectable brain activity, they are considered brain dead.

Others in similar circumstances may not meet the strict criteria for brain death: they have a devastating brain injury with no chance of recovery but may still have some involuntary reflexes. If the person’s family decides to withdraw life-sustaining measures, and the person’s heart stops beating within a certain window of time, death is declared. Donors may then have their organs recovered, known as donation after circulatory death (or DCD). But hearts are particularly vulnerable to injury, so they don’t function reliably well after conventional DCD. The new Organ Care System helps solve that problem.



2020 Moments that Compelled Us

In a year filled with challenge, the strength of the LifeSource team — and their commitment to those they serve — was revealed in new ways.



Two Honor Walks Held at the LifeSource Office

In January 2020, LifeSource staff had two opportunities to line our sidewalk and honor service members who healed lives through tissue and eye donation. First a police officer, then a fire chief were escorted from the LifeSource recovery facility to a funeral home.



CEO Susan Gunderson Honored for Her Leadership

In 2020, LifeSource CEO and Founder, Susan Gunderson, was selected as one of Minnesota's Top 500 Business Leaders for her impact to our workplace, industry and the community. We are so proud and grateful for her continued strength and leadership during 2020 especially.



LifeSource Collected Items & Monetary Donations for Our Neighbor – The Lucy Laney School



Staff Stitched Support for Funeral Home Partners

LifeSource Partner Support Liaison, Kelley Romanowski, began making masks with her daughter as a service project to support her colleagues in funeral service. Kelly's LifeSource co-workers and community volunteers joined in and donated over 800 homemade masks.



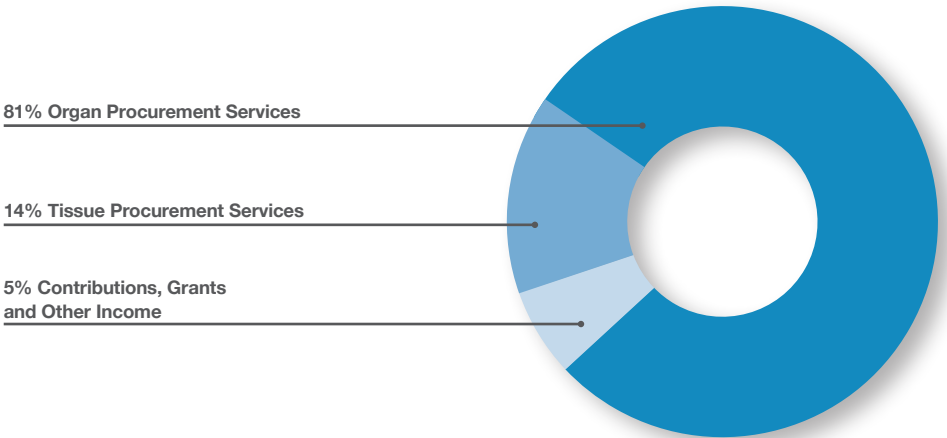
Team Members Served in the Community

LifeSource Team members were offered paid volunteer time after the civil unrest that followed the murder of George Floyd. Donor Family Advocate, Ashley Bredeson, and Graphic Designer, Mike Hutto, collected food donations and supported clean-up efforts.

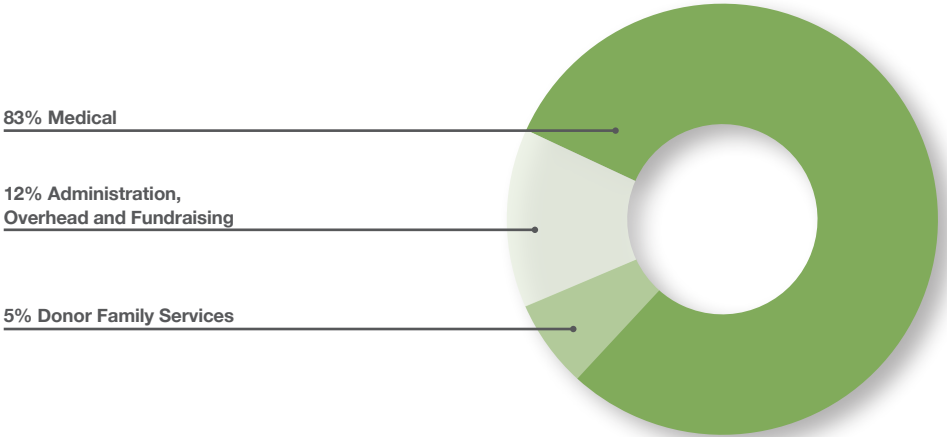


2020 Financial Overview:

Support & Revenue
\$57,219,282



Operating Expenses
\$52,454,822



\$385,509
total contributions

573
total contributors

86% of contributors
were individuals

14% of contributors
were corporations

\$187,618 raised
through events

11 events
by community members

\$36,448 raised
on Give to the Max Day

Consolidated Statement of Financial Position

	Dec 31, 2020	Dec 31, 2019
Cash & Short-Term Investments	\$20,619,850	\$10,519,962
Accounts Receivable	\$8,956,112	\$10,436,653
Other Current Assets	\$1,216,745	\$1,103,345
Building, Land and Equipment, Net	\$16,196,441	\$16,813,903
Long-term Investments	\$21,503,738	\$24,344,722
Total Assets	\$68,492,886	\$63,218,585
Accounts Payable and Other Liabilities	\$9,966,457	\$8,017,397
Long-term Capital Bonding	\$10,562,035	\$10,937,887
Unrestricted Net Assets	\$47,964,394	\$44,263,301
Total Liabilities and Net Assets	\$68,492,886	\$63,218,585

Through generous gifts, philanthropic partners support public education about organ, eye and tissue donation so that more people in the community say yes to donation and provide resources to offer support and healing to donor families. [Thank you for your generosity!](#)

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- Tim Bjork, Chair**
Transplant Recipient
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- Sara Criger, Immediate Past Chair**
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Chief Administrative Officer
- Julie Kemink**
Chief Clinical Officer
- Susan Mau Larson**
Director of Partner and Community Relations
- Meg Rogers**
Director of Transplant Center Relations
- Sue Weese**
Director of Organ Procurement
- Brenda Welsch**
Director of Quality and Regulatory Affairs

LifeSource is a private, nonprofit organization and all charitable contributions are tax deductible. We graciously thank the financial contributors who help us save lives and offer hope and healing. Money raised supports public education about organ, eye and tissue donation so that more people in our communities say yes to donation. Contributions can be made by check or online with a credit card.

[Thank you for your support!](#)

Federal tax ID 36-3584029

Clinical Policy Board

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- Bhargav Mistry, MD, Vice Chair**
Transplant Surgeon, Sanford Medical Center Fargo
- Mark Hill, MD**
Transplant Surgeon, Hennepin Healthcare
- Thavam Thambi-Pillai, MD**
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- Patrick Dean, MD**
Transplant Surgeon, Mayo Clinic
- Karen Rice**
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- Thomas Wyatt, MD**
Emergency Department Representative, Hennepin Healthcare
- Raja Kandaswamy, MD**
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Tissue Bank Representative, Musculoskeletal Transplant Foundation/Voluntary Health Association
- Monica Huber**
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- Jon Snyder, PhD**
Public Member, Hennepin Healthcare Research Institute
- Nadim Koleilat, MD**
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LifeSource Medical Director
- Richard Daly, MD**
Transplant Surgeon, Mayo Clinic
- Jennifer Myster**
Hospital Administrator, Park Nicollet Methodist Hospital
- Sujit Sakpal, MD**
Transplant Surgeon, Avera McKennan

Transplant Centers

- Abbott Northwestern Hospital**
Minneapolis, Minnesota
Heart, Kidney
- University of Minnesota Health Transplant Services**
Minneapolis, Minnesota
Heart, Kidney, Liver, Lung, Pancreas, Intestine, Islets
- Hennepin Healthcare**
Minneapolis, Minnesota
Kidney
- Mayo Clinic**
Rochester, Minnesota
Heart, Kidney, Liver, Lung, Pancreas, Vascularized Composite Allografts (VCA)
- Children's Minnesota**
Minneapolis, Minnesota
Heart
- Sanford Transplant Center**
Bismarck, North Dakota
Kidney
- Sanford Transplant Services**
Fargo, North Dakota
Kidney
- Avera Transplant Institute**
Sioux Falls, South Dakota
Kidney, Liver, Pancreas
- Sanford Transplant Program**
Sioux Falls, South Dakota
Kidney

**This life-saving work
isn't possible without
our partners:**

9 Medical Examiner Offices
270+ hospitals
300+ drivers license partners
and hundreds of funeral homes

Resources and Information

LifeSource is most effective when people and partnerships come together to further the mission of donation and transplantation.

Register to be a donor
[Life-Source.org/register](https://www.life-source.org/register)

Giving
from financial contributions to memorial gifts, there are many ways to support this organization and its partnerships:
[Life-Source.org/giving](https://www.life-source.org/giving)

LifeSource Legacy Circle
planned giving that provides an opportunity to carry forward your values through a bequest in your estate planning:
[Life-Source.org/giving/legacy-circle](https://www.life-source.org/giving/legacy-circle)

Gallery of Hope
a place for donor families, transplant recipients and people awaiting transplants to share their story:
[Lifesourcegalleryofhope.org](https://www.lifesourcegalleryofhope.org)

Talk Donation
a campaign to engage Native American communities throughout our region in the gift of donation:
[Talkdonation.org](https://www.talkdonation.org)



The Meets Standards® seal from the Charities Review Council is a visual marker of nonprofit dedication to practices that go beyond legal and regulatory requirements.

An organization that receives this distinction demonstrates a balance of promising practices, public expectations and community impact.

LifeSource
ORGAN, EYE AND TISSUE DONATION

2225 West River Road North, Minneapolis, MN 55411
Tel: 612.800.6100 · Toll-Free: 1.888.536.6283 · Fax: 612.800.6331
www.life-source.org @LifeSourceMNDK

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2020
Contributors



\$500+

Delight Photography
Kristen Adams
Affordable Exposure, Inc.
Scott & Jennifer Anderson
Anonymous (2)
Bell Bank
Blue Circle Foods
Blytheco
Wendy Burt
Cady Business Technologies
James Chafoulias
Complete Wedding + Events
Dr. Frazier Eales
ExamWorks Review Services
ForwardByChoice
Hagen, Graves & Company LTD
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J. Michael Morrow
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Hon. Jerod & Mylynn Tufte
Mike & Brenda Welsch
John & Eileen Wenschlag

\$1,000+

Dan & Linda Ament Charitable Gift Fund
Jeff & Kari Ament Family
Connie Amundson
Anonymous (3)
Ascentis
Avtex Solutions LLC
David Benning

Berwald Roofing Company Inc.
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Jay & Ann Boekhoff
Craig & Karen Broman
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CDW
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The Dodge Company
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GEORGE: Purpose, People, Performance, Ltd.
Mary & Tom Gorzycki
David & Juanita Griffin
Alexander Hill
John A. & Karen J. Meslow Stablich Foundation
Jeff & Julie Kemink
Kiefer Wealth Management
Lapekas & Associates
The Leadership Development Group
Jerry & Annette L. Lee
Logan Park Wealth Management
Tina Matter
Katie McKee & Matthew Webster
Maureen Swan
MedTrend Group
Mentair Group Pro, LLC
Sara Meslow & Paul Vahle
Steve & Linette Meyer
Dr. Bhargav Mistry & Dr. Bhanu Odedra-Mistry
Network for Good
Sara Olson
Brian & Carole Olson
Dr. William & Suzanne Payne
Pull for Papa
Quick Specialized Healthcare Logistics
Jason & Anne Ripple
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Meg & Joe Rogers
RSM US
RSP Architects
Mark Ryan and Julie Kemp
Schadegg Mechanical
Dr. Thomas & Kathy Schwab
Hans & Karen Siefker
Signature Flight Support, STP
John & Kimberly Simensen
Jon & Kari Snyder
Kurt Koehler & Lara Stahr-Koehler
SUCCESS Computer Consulting
Tim & Beth Sullivan
Dr. Benjamin Sun and Dr. Mabel Wong-Sun

Joe & Laura Svoboda
Thompson Insurance Agency
Thoresen Diaby Helle Condon & Dodge, Inc.
Total Transportation
Trinity Air Medical
TSC Inc.
Twin Cities Trade Service
Varde Partners
Curt & Sue Weese
Wings Insurance Agency
Joe & Patty Wirth
Dr. Thomas Wyatt

\$2,500+

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Arrowhead Funeral Director Association
Arthur J. Gallagher & Co.
Randy & Marcy Betcher
Tim & Bonnie Bjork
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Bridge To Life, Ltd.
Global Transplant Solutions Inc,
Daniel Larson and Susan Mau Larson
Doug & Beth Milbrath
Organ Recovery Systems
Recycle Yourself 5K
David & Karen Rice
RTI Donor Services
Bob & Shelley Shutes
Stinson LLC
Patti Stowers
VRL - Eurofins
YYES

\$5,000+

The Ament Group at Morgan Stanley Wealth
Management
Anonymous
Carl Bolander & Sons
Charter First
Gretchen Dahlberg
Peter Farstad & Paul Mellblom
Greiner Construction
Susan Gunderson & Daniel Raether
Highland Bank
Helene Houle
Minnesota Department of Public Safety
Nationwide Organ Recovery Alliance
UPS Foundation, Inc.

\$15,000+

Aviation Charter, Inc
5ive
Richard M. Schulze Family Foundation

Contributors (cont.)

\$50,000+

25th Annual LifeSource Golf Classic
honoring the Jim & Marilyn Opp Family

Tributes
All of the LifeSource Staff!
Logan Bushaw
David Charles Costello
Dedicated to the many generous organ donors
& their families
Donor Families
Bill Hanna
Gina Hanson Spencer
Peter Hegg
Mark and Nancy Hunziker
In honor of the amazing donor families that I
have been inspired by throughout my career.
Joshua, Duayne and Nancy Johnson
Brittany Johnson
Ibby Joseph
John & Pam Kelly
Dedicated to Annette Lee & the transplant team
at Mayo
Alex LoGiudice
Yoran Marchiones 37th birthday
Matthew Webster & Patrick McKee
Gwen Minnick-Wright
Scott and Donna Olson
JoAnn Pasternack
Bill and Sue Payne
Mark Peterson
John Reese
Bob Shutes
Sally Waldor

Memorials

Samantha Jean Adler
Ben Anderson
Bryan Arendsee
Theresa Ausmus
Allen Berens
Donovan Boe
Don Boettcher
Mr. and Mrs. Jim Boysen
Steven Brice Brenno
John Paul Burke
Leslie “Les” Burt
Mark Cairns
Andresa Kirstin Carlson, MD
Waunita Clare
Sheryll Classen
David Michael Costello
Aaron Creamer
Charlie Cutter
Ellen Dahl
Rachel Danberg
Brian Todd DeSoto
Destiny Ann Doan
Duane Dybdahl
Claire Marie Eckel
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Marvin Grabau
Katrina Gustafson

Coltin Halverson
Don Hanson
Jeffrey Hanson
Mary Lee Hanson
Kaden Matthew Hart
Hans Heider
Herb Helgeson
Steve Hoag
Scott Houle
In honor of All donors and donor families who
boldly choose generosity
Nick Jolly
Janelle Kay Joneson
Shirley Kelly
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Ron Kes
Emily Rose Koopman
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Steven L. Kopperud
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Isaac Lucking
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Edwin Welter
Michael Wenner

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Mick Wigen
Steve Wilczak and his family
Henry Joseph Wills

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Sam Foltz*
Carla Hiller
Scott Houle*
Brittany Johnson
Pull for Papa - Jim Mueller*
Recycle Yourself 5K
Jackie Tiegs
Edwin Welter
Gwen Minnick - Wright

In-Kind Gifts Related to COVID-19:

CentraCare Incident Command Center
Children’s Hospital and Clinics - Minneapolis
Children’s Hospital and Clinics - St. Paul
Greiner Construction
HealthPartners - Methodist Hospital
Health Partners - Regions Hospital
Hennepin Healthcare Research Institute;
Chronic Desease Research Group
Mayo Clinic
Organ Recovery Systems
RSP Architects
Sanford North - Fargo
Sanford USD Medical Center and Hospital -
Sioux Falls
Stinson LLC
United HealthCare
Numerous LifeSource team members and
community members who made masks for
funeral home partners

In-Kind Gifts \$1,000+

Anonymous
5ive
GEORGE: Purpose, People, Performance Ltd.
Susan Gunderson & Daniel Raether
UnitedHealth Group
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*designates organ, eye,or tissue donor



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