



Dear Friend,

I would like to extend an invitation to your company or organization to become part of an important national and local initiative that can literally save lives...the Workplace Partnership for Life.

The Workplace Partnership for Life, introduced nationally by the US Department of Health and Human Services (HHS) and coordinated locally by Lifeline of Ohio, provides a unique opportunity to educate your employees or members about a growing health crisis: the severe shortage of organs and tissue available for transplantation. The solution to this crisis is one in which everyone can play a role, by learning more about the dramatic difference one individual can make in saving and enhancing lives through organ and tissue donation.

More than 112,000 Americans – more than 3,400 Ohioans – are currently on the waiting list for a life-saving organ transplant, and 18 of those individuals die each day for lack of an available organ. With very little effort, your organization could potentially make a tremendous difference in the lives of those in need.

The first step is registering your company as a caring corporate citizen in the Workplace Partnership for Life Program. We have enclosed a resource request form with this letter. Determining your company's level of additional participation in the program is entirely your choice. Some partner companies have chosen to send donation awareness messages with pay checks, on in-house electronic message boards or e-mail systems. Others have placed awareness posters on their company bulletin boards and donation and transplantation stories in their company newsletters. Others have hosted donation awareness speakers or provided booth space at company-sponsored health fairs. Once registered, Lifeline of Ohio, the organ procurement organization serving Central and Southeastern Ohio, will contact your designated company coordinator and provide the awareness materials that are best suited for your company.

Please feel free to contact me at 800-525-5667 (Ext. 333) with questions. It is my hope that you will join the more than 12,000 Workplace Partnership for Life businesses and associations nationwide and support our request for your participation in this important initiative.

Sincerely,

Lauren Fitting
Community Outreach/Partnership Coordinator
Lifeline of Ohio

The Need for Organ & Tissue Donation

- The national waiting list for organ transplants is rising at an alarming rate, with more than 112,000 individuals currently on the list;
- In Ohio, more than 3,400 people – more than 800 in central Ohio – are waiting for an organ transplant at any time, and hundreds more await tissue transplants;
- Approximately 18 times each day a man, woman or child dies while waiting for an organ transplant;
- Once every 48 hours, an Ohioan dies waiting. In the last 10 years more than 2,000 Ohioans have died waiting for a transplant.
- 28,662 transplants were performed in the United States in 2010; and 6,561 were living donations;
- Each year nearly one million Americans receive a donated tissue transplant;
- **A single donor potentially can save the lives of eight people and enhance the lives of up to 50 more** by donating vital organs (heart, two lungs, two kidneys, liver, pancreas and small bowel) and tissue (corneas, bone, fascia, skin, veins, tendons, ligaments, nerves and heart valves);
- During 2010 in Central and Southern Ohio, 84 individuals shared the “Gift of Life” through organ donation and 332 through tissue donation.

How Does An Ohioan Register As A Donor?

- As of July 1, 2005, Ohioans have a new way to declare their wish to become a donor by registering online in the Ohio Donor Registry through www.lifelineofohio.org. Additionally, individuals may indicate their intentions when receiving or renewing their driver license or state identification card, or by completing a Donor Registry Enrollment Form available at all Bureau of Motor Vehicle Deputy Registrar locations.
- The Ohio Donor Registry is an individual’s first person advanced directive to donate the “Gift of Life” at the time of their death, if possible, through organ and tissue donation.
- The State of Ohio established the Ohio Donor Registry on July 1, 2002.
- People are encouraged to discuss these wishes with their family, so their next of kin are aware of the decision at the time of their death. Fulfilling a loved one’s wish to donate is one of the most helpful steps a grieving family can take to deal with its loss.

**Additional information and current statistics can be obtained
at www.lifelineofohio.org or by calling 800-525-5667*

Ideas For Action:

For Employees or Members:

- Send an e-message or voicemail message to all employees/members from your CEO (or other key executive or leader) announcing your commitment as a Workplace Partner for Life
- Print an article in your company/member newsletter announcing your participation in the Workplace Partnership for Life. Follow-up in subsequent issues with additional articles or awareness graphics
- Identify employees/members within your organization whose lives have been touched by donation and transplantation. Use their testimonials to promote interest among their co-workers or group
- Add a pro-donation message to employee pay stubs or include paycheck stuffers to promote donation in communication with employees/members
- Distribute “Donate Life” awareness pins or create stickers for the ID badges of employees/members who wish to show their support
- Organize an employee/member donation awareness fair, including a display from Lifeline of Ohio and/or a Lifeline of Ohio Donor Quilt display
- Display Workplace Partnership for Life posters, table-tents and/or Ohio Donor Registry–related materials in high traffic areas, such as the lobby, employee cafeteria, or break rooms
- Schedule a speaker from Lifeline of Ohio for a brown bag event, staff meeting or other employee/member gathering
- Create a Workplace Partnership for Life Donation Awareness Bulletin Board with statistics, feature stories, resource contact numbers and websites
- Hold a departmental competition. Reward teams achieving the highest participation in the Ohio Donor Registry
- Sponsor or encourage employee/member participation in Lifeline of Ohio donation awareness events, such as the “Dash For Donation” event. Please contact Lifeline of Ohio for more information on such events
- Implement a supplemental leave policy for employees who are living organ or bone marrow donors
- Send an e-mail message that can be passed on in a virtual e-mail chain
- Display a Lifeline of Ohio web banner on your website

For Clients or Customers:

- Print “Donate Life” message on sales receipts or include information about donation in billing statements
- Keep donation materials in your pamphlet racks on countertops or in your business
- Include a link to the Lifeline of Ohio website on your website
- Include an electronic banner promoting donation on your company website

For Businesses and Organizations:

- Help sponsor a Lifeline of Ohio donation awareness event or activity
- Incorporate donation message in corporate billboard or media advertising

Resource Request Form



____ Yes! We would like to become an Official Workplace Partnership For Life Partner.

____ No thanks. We'd like for Lifeline of Ohio to send us the requested materials only.

Name of Company: _____

Number of Employees: _____

Champion (Campaign Contact Person): _____

Title: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: _____

Campaign Date(s): _____

We'd like you to send us the following:

____ 11 x 17 Size Awareness Posters (____)

____ 8 ½ x 11 Size Awareness Posters (____)

____ Awareness Table-Tents (____)

____ Awareness Paycheck Stuffers w/ Ohio Donor Registry Enrollment Form (____)

____ Brochures w/ Ohio Donor Registry Enrollment Form (____)

____ "Donate Life" lapel pins (____)

____ "A Hero's Gift" DVD

____ Lifeline of Ohio Web Banner

____ 8 ½ x 11 Size "The Truth About Donation" Poster (Outlines the basic truths about donation)

____ Pre-written scripts (:15 and :30 in length) for phone system/message systems

____ Pre-written newsletter article for distribution to staff/members

____ Pre-written newsletter article for distribution to our community

____ Pre-written letter of support for our leadership to distribute to staff/members

____ Sample media advisory announcing our donation awareness event or activity

Resource Request Form (Cont.)



- _____ Sample talking points on donation for our CEO or leadership team to utilize during speaking engagements or speeches
- _____ Sample Social Media Messaging
- _____ Prewritten e-mail message for distribution to staff/members
- _____ Prewritten e-mail message for distribution to our community
- _____ Sample "Letter to the Editor" for us to submit to our local media
- _____ Sample Proclamation for us to submit to our local city government

Additionally, we will participate in the following ways:

_____ Participate in the national "Give 5 - Save Lives" campaign. Choose a date(s) and then alert employees that the first five minutes of their shift on those days will be set aside for them to consider registering as an organ donor either by going online or filling out a mail-in form.

Date 1: _____ Date 2: _____ Date 3: _____

_____ Host an educational program

- Date(s) we'd like to schedule educational program:

_____ Highlight the need for donation on an organization bulletin board

_____ Host an appearance from "Honey Bee" at our facility or during an activity or event*

- Date(s) and time(s) we'd like to schedule "Honey Bee":

_____ Display a Lifeline of Ohio Donor Quilt*

- Date(s) we'd like to schedule a quilt display:

_____ Display the Donate Life Ohio Green Chair in our facility or at an event*

- Date(s) we'd like to schedule the chair to be displayed:



Resource Request Form (Cont.)

_____ Display a Donor Designation Station in our facility (manned by Lifeline of Ohio staff, volunteers and/or our staff)

- Date(s) of Donor Designation Station event(s):

_____ Include Lifeline of Ohio in our health fair

- Date(s) of health fair:

_____ Hold a flag-raising ceremony

- Date and time of ceremony:

_____ We'd like to do the following:

**Return to: Lauren Fitting, Community Outreach/Partnership Coordinator, Lifeline of Ohio
770 Kinnear Rd., Suite 200, Columbus, OH 43212**

Phone: 614-384-7333 Fax: 614-291-0660 E-Mail: lfitting@lifelineofohio.org

**Pending availability*