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1992 - Coalition of Donation founded.

1999 - Indiana Donor Alliance established.

2000 - Donate Life America (DLA) logo and brand created.

2003 - Donate Life America institutes National Donate Life Month.

2008 - Registry begins receiving registered donors from the Bureau of Motor Vehicles (BMV).

2017 - Indiana Donor Alliance becomes Donate Life Indiana and launches new website.

2018 - Donate Life Indiana hits a milestone of more than $2 million in BMV transaction donations since the start of the partnership.

2019 - Indiana Donor Registry hits 4 million individuals; names new board president, Tim Clauson.

2020 - Donate Life Indiana launches virtual learning amid COVID-19 pandemic and reaches a record number of Hoosier youth.
LETTER FROM THE PRESIDENT

In August 2016, I was introduced to organ donation in the worst possible way — the death of my 27-year-old son, Bryan Clauson. Unbeknownst to us, Bryan was a registered organ donor. His decision to be a donor hero helped our family through the toughest moments of grief, after tragically losing our son. While Bryan was a champion race car driver and a three-time Indy 500 driver, it will be his decision to give the gift of life after his passing that will be his forever legacy. Knowing what it did for our family, not only in that moment but also in the years that have followed, is a message I hope to share with others. I hope to inspire all members of our Indiana community to make the decision to create their legacy by saving lives and becoming a donor hero.

As the father of an organ and tissue donor, the Donate Life Indiana mission is near and dear to my heart. We must educate and sign up more Indiana residents as organ, tissue and eye donors so that we can save and heal more lives. Serving as president of the board of Donate Life Indiana is another way for me to honor my son’s legacy as a donor hero.

Donate Life Indiana continues to grow each year, and 2020 was no exception, even during extraordinary circumstances. In 2020, our team's innovation, dedication and partnerships continued to provide donation and transplantation education statewide. We know education is the key to increasing support for donation and signing up more Indiana residents as donors. Upon realizing in-person outreach was largely out of the question, the team quickly adapted and launched several innovative virtual options for engagement. As a result, we were still able to increase the Indiana donor registry by 4.7% percent, with 4,363,907 Indiana residents registered as donor heroes as of Dec. 31, 2020.

On behalf of Donate Life Indiana, we are proud to share our accomplishments in 2020 and look forward to continued donation and transplantation education in 2021. It is an honor to serve as the new board president for this important organization, and I look forward to what is to come.

Sincerely,

Tim Clauson
Board President, Donate Life Indiana
BOARD OF DIRECTORS

Tim Clauson
President
Owner, Clauson Marshall Racing; Father of a donor hero

Shelly Maersch
Secretary
Executive Director, Indiana University Health Home Health and Hospice

Tim Fischer
Treasurer
CEO, VisionFirst

Lance Lewis
Member
Double lung transplant recipient

Julia Rejer
Member
Liver and kidney transplant recipient

Steve Johnson
Member
COO, Indiana Donor Network

DIRECTORS

Lindsey Johnson

Andi Amburgey Atherine

ORGANIZATIONAL MEMBERS

INDIANA DONOR NETWORK

VISIONFIRST
Indiana Lions Eye Bank
In the end, something really great came out of a senseless tragedy. We were able to do what Chris wanted, and that’s been awesome.

— Mandy Montgomery
For the Curry family, Chris was the glue that held things together and made them stronger. From remodeling his parents’ home to forging an irreplaceable bond with his nephews, Chris was always eager to step up and make a difference. His mom, Cheryl, may have known that better than anyone. Shortly after learning Chris wouldn’t recover from his injuries, she assembled her family in the hospital corridor to talk about donating his organs.

Chris’ older sister, Mandy Montgomery, remembers the conversation well.

“She said we needed to be realistic — Chris wasn’t coming back — and that he would have wanted to help someone else,” Mandy recalls. “We found out that Chris had actually signed up as an organ donor, so it was nice to know that the decision we were making on his behalf was something he wanted to do.”

While the Currys found solace in the decision to donate Chris’ liver, the days and weeks that followed were hard. Not only were they missing a beloved member of their family, they were also struggling with the tragic circumstances of Chris’ death.

Looking for ways to channel the grief, Mandy decided to order some remembrance items from Indiana Donor Network’s website. She came across a call-out for organ donation advocates. She clicked through to learn more, and within a few weeks she and her younger sister, Courtney Baumann, completed the organization’s advocate training and began volunteering for speaking engagements.

“I found so much healing in talking about Chris, the kind of person he was and all of the positive things he had done,” Mandy said. “It helped me realize that something great had come out of a really bad situation, and it gave our entire family an opportunity to heal.”

In 2020, Mandy, who works as a program manager for Girl Scouts of Central Indiana, collaborated with the team at Donate Life Indiana to develop organ donation information and activity kits that were shared with more than 530 Girl Scout families this summer and fall.

For all of the Currys, celebrating Chris’ life and educating others about organ donation has become a true family affair. During the past three years, the family banded together in a variety of activities in honor of Chris. Their commitment to keeping his memory alive was reinforced last year when they were able to meet the woman who received his liver.

“It’s been so nice to build a relationship with her and to know that Chris is living on through someone else,” Mandy said.
Saving lives is only possible when the front-line staff at the Indiana BMV ask the question, "Do you want to be an organ donor?" The vast majority of donor registrations are a result of our partnership with the BMV. Whether it's online, at a kiosk or in person, the BMV and their staff play an essential role in the donation process, helping save lives every day. For that, we are incredibly grateful.

Each September, Donate Life Indiana celebrates BMV staff during National BMV Appreciation Week by providing a small gift for each employee to show our gratitude. This year marked the fifth annual BMV Appreciation Month, and we celebrated by sending Donate Life Indiana face masks and individual bottles of hand sanitizer to all 1,800 BMV employees. These gifts couldn't have come at a better time, as branches were just starting to open back up to the public.

We thank the BMV staff for being such a great partner to Donate Life Indiana, and for continuing to save lives by helping Hoosiers sign up to be organ, tissue and eye donors.
In 2020, Donate Life Indiana launched a partnership with the Indianapolis Colts to raise awareness of organ, tissue and eye donation at all BMV branches across the state. This program was a huge step forward for donation awareness, especially since signage opportunities at BMV branches were previously limited.

Our team delivered newly branded educational materials to all 137 BMV branches statewide. The materials featured Indianapolis Colts mascot Blue and included "I said YES" stickers and a life-size cutout of Blue.

DONOR REGISTRY

<table>
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<tr>
<th>DONATE LIFE AMERICA CENTRALIZED REGISTRY</th>
<th>2018</th>
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</tr>
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<tr>
<td>2019</td>
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<td>2020</td>
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<table>
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<th>INDIANA DONOR REGISTRY</th>
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<tr>
<td>2019</td>
<td>4,012,849</td>
<td></td>
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<tr>
<td>2020</td>
<td>4,231,889</td>
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Donate Life Indiana started 2020 strong, continuing our youth education initiative to raise awareness of donation among youth, especially teenagers, across Indiana. Because many teenagers obtain a state ID, learner's permit and/or driver's license between the ages of 14 and 18, our goal is to help them make an informed decision when asked if they want to be a donor.

When schools began closing in March due to the COVID-19 pandemic, our traditional in-person classroom approach to education was no longer an option. The team quickly recognized the need for an alternative approach to youth education.

As a result, the Donate Life Indiana team developed new e-learning resources and enhanced our education website, pictured at left. Educators now have access to self-guided and pre-recorded presentation options, as well as new printable resources. These printable resources include a pre-lesson given to schools before we present, which helps bust common myths about organ donation. We also distributed audience-specific post-presentation lessons that introduce blood-typing, the transplant waiting list matching process and a donation vocabulary matching game. These resources were incredibly helpful to teachers trying to juggle teaching both in-person and virtually.

The team also became well-versed in utilizing online platforms to continue school presentations virtually. Many of the teachers we interacted with voiced their appreciation of our ability to provide meaningful content and interactions for their students in a safe way.
In 2020, Donate Life Indiana entered into a new educational partnership with Indiana Online. This opportunity allowed us to share our e-learning presentation with many students taking an online health class. The partnership opened the door to educate many more students who we would not otherwise see within the traditional school setting.

To extend our outreach beyond K-12 education, Donate Life Indiana began reaching out to college nursing professors to offer general and advanced nursing school presentations, dependent on the class. This allowed nursing students to learn about the organ donation process, the role of an organ procurement organization, taking care of a donor patient and the importance of signing up to be an organ donor.

YOUTH EDUCATION

7,761
STUDENTS

413
PRESENTATIONS
In the end, something really great came out of a senseless tragedy. We were able to do what Chris wanted, and that’s been awesome. — Mandy Montgomery

Transplant Games of America is a festival-style event produced by the Transplant Life Foundation for individuals who have undergone lifesaving transplant surgeries. The games highlight the importance of organ, tissue and eye donation while celebrating the lives of organ donors and recipients. Competition events are open to living donors, organ transplant recipients, and bone marrow, corneal and tissue transplant recipients. Team members fundraise throughout the year to obtain the money needed to travel and participate.

The 2020 Donate Life Transplant Games of America, scheduled for Meadowlands, New Jersey, were unfortunately canceled because of the COVID-19 pandemic. However, the cancellation of the 2020 games didn’t mean we paused our work. Instead, we set our sights on planning for the 2021 games.
In 2020, Donate Life Indiana took over management of Team Indiana – and we had big ideas. While Team Indiana will continue to wear the tie-dye uniforms that allow them to proudly stand out amongst other state teams, we also designed a new team logo for the uniforms, as well as a new lapel pin, pictured at right. The new logo highlights iconic Hoosier symbols, including a checkered race flag and the famous Indiana flaming torch. The pins are a sought-after element of the games, as teams trade pins with other states. Our new commemorative pins will also incorporate the race flag and the Indiana torch.

Throughout the year, Donate Life Indiana provided the team with new fundraising ideas. Fundraising efforts focused on raising awareness through virtual events on social media and partnerships with restaurants that offer curbside pickup. A percentage of both the social media fundraisers and partner restaurant proceeds will help Team Indiana with travel expenses for the 2021 games.
I told myself that I would put my name in, and if it doesn’t work, then it wasn’t supposed to happen. It didn’t happen, and I realized how disappointed I was.

— Nikki Reed
Indianapolis radio personality Nikki Reed had prepared for on-air interviews before, but never one about kidney donation — and never one that impacted her own life so personally. This interview in April 2019 was with Michael Kaltenmark, the handler for Butler University’s bulldog mascot, who had recently announced he needed a kidney transplant.

“The whole time we were talking with Michael, I was scrolling on my computer trying to find reasons why people weren’t doing this, and it just wasn’t there,” said Nikki. “Kidney donation isn’t something people learn about or talk about unless they know someone who needs a kidney.”

Like so many others moved by Michael’s story, Nikki decided to see if she might be a match. When it didn’t work out for her to be tested, Nikki was surprised by how truly disappointed she was. After doing more research, this time specifically on non-directed or altruistic kidney donation, she reached out to transplant coordinators again with a simple question: “Can I still do this?”

“There was somebody out there who needed something that I could give them, and if I was willing to do it for Michael, why couldn’t I do it for someone else?” she said.

Over the next several months, Nikki completed the battery of medical and psychological tests required for people considering living organ donation. She also continued her research, which included connecting with altruistic donors through online forums.

“I had all of the information and had talked with doctors, but I wanted to talk with people who had actually done it to understand what it would be like,” she said.

Nothing she learned caused any doubt or hesitation. By the time she was given the all-clear from the doctors to donate, Nikki was ready to schedule the surgery. Transplant surgeons removed her right kidney Feb. 3, 2020, and after a two-day stay in the hospital, she was home resting. Other than lab tests every year and routine guidance to stay healthy, there is very little follow-up required.

“They say after donating a kidney that it’s two weeks before you start to feel better, two months until you feel completely yourself and two years before you forget you even did it. For me, it’s been even shorter than that.”
Every April, we celebrate National Donate Life Month. This year looked different as the nation was sheltering in place. However, the Donate Life Indiana team didn’t let a stay-at-home mandate stop us from engaging in this important annual celebration. We took to social media, YouTube and news media outlets to promote National Donate Life Month throughout the state of Indiana. We offered month-long social media contests, virtual watch parties, home family activities and promotional mailings to raise awareness and celebrate the gift of life through donation.

Online contests included National Blue and Green Day, where people were encouraged to wear blue and green, complete sidewalk chalk decorations and share a photo of their Donate Life Indiana license plate.
One virtual watch party featured an interview with Nikki Reed from the WZPL Smiley Morning Show. Nikki, a living kidney donor, shared her journey with the team via Facebook Live, garnering more than 3,700 views. Donate Life Indiana also live-streamed a virtual dance party with one of the team members who decorated her home and family in all things blue and green and partied the night away with other viewers.

Donate Life Indiana also distributed large window signs to volunteer advocates. Advocates hung their signs on windows and advertised National Donate Life Month to their neighborhood communities.
Taking our efforts outside of the classroom and into the community through strategic partnerships provided an additional avenue for donation and transplantation education and, ultimately, increased donor registration.

The year was off to a great start, with Donate Life Indiana offering hands-on, in-person learning opportunities for Indiana youth through new partnerships with both the Boy Scouts Sagamore and Anthony Wayne councils, Indy Parks and Recreation and the Indiana Pacers STEM Fest. However, the pandemic changed the team’s strategy.

To ensure community education continued amid the pandemic, Donate Life Indiana transitioned to a virtual approach. We reached out to our current Boy Scouts partnering councils to develop a three-step patch awareness program because of their mission to help others. The new program was also an opportunity to educate a large group of children across Indiana.

To earn the Donate Life patch, Scouts needed to complete three steps:

1. Listen to a general organ donation presentation (live or pre-recorded).

2. Complete an awareness activity, such as designing an art piece to hang in the community or to place in a window at home.

3. Share what they learned about donation with an adult.
I told myself that I would put my name in, and if it doesn’t work, then it wasn’t supposed to happen. It didn’t happen, and I realized how disappointed I was.

— Nikki Reed

We also worked with our existing partner, the Girl Scouts of Central Indiana, to develop new activity boxes, pictured below. Each box included several hands-on activities for Girl Scouts to complete with an adult. One of the activities involved using a small straw and trying to breathe through it while pinching your nose for 30 seconds to simulate the feeling of waiting for a lung transplant.

We also entered into a new partnership with The STEM Connection, a nonprofit that facilitates hands-on science, technology, engineering and math experiences built on Indiana’s Academic Standards. Because of the COVID-19 pandemic, The STEM Connection transitioned to virtual learning to continue their education efforts. This partnership allowed Donate Life Indiana to provide donation education to their broader audience, including a five-part video series. In addition, the Donate Life Indiana team developed Lifesavers, a seven-part video series about organs and tissues, accompanied by hands-on activity sheets. Community partners such as Girl Scouts of Central Indiana, Marion County YMCAs, Science Central, Junior Achievement and Fort Wayne Parks & Recreation also utilized the Lifesavers educational videos.
Monetary donations in support of Donate Life Indiana help fund our statewide outreach and education efforts around the need for organ, tissue and eye donors. All figures are calculated using accrual-based accounting.
BMV DONATION REVENUE
During transactions at the BMV (online or in-person), individuals are asked if they would like to donate $1 or more to support Donate Life Indiana.

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<th>Year</th>
<th>Revenue</th>
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<tbody>
<tr>
<td>2018</td>
<td>$179,874</td>
</tr>
<tr>
<td>2019</td>
<td>$198,093</td>
</tr>
<tr>
<td>2020</td>
<td>$272,535</td>
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MISCELLANEOUS DONATION REVENUE
This includes Facebook fundraisers, memorial donations and public donations.

- 2018: $13,197
- 2019: $21,622
- 2020: $8,920
MEET A HERO
Dawn Arch, Kidney Recipient

I’m grateful for the chance to live a longer, healthier life. I’m so blessed, and I take nothing for granted.

— Dawn Arch
Dawn Arch isn’t easily discouraged. Her instinctive ability to remain hopeful, she says, made living with severe kidney disease a little easier. Diagnosed with renal failure in 2011, Dawn spent nearly six years on dialysis. Always energetic and on the move, she was determined not to let the disease get the best of her. Even while undergoing dialysis three days a week, she continued working full time as a certified nursing assistant and spending time with her family.

Although living a fairly normal life on dialysis was possible, Dawn had concerns about the future. Her doctor said she would eventually need a kidney transplant. And, at just 49 years old, she wanted to be around for her daughter, Darrian. They’ve always had a tight bond, and the two grew even closer in 2017 when Darrian’s father died.

“If you see me, you usually see her, and I talk to her every day,” Dawn says. “Since her dad died, I’m all she’s got, and she’s all I’ve got.”

Darrian worried about the future, too. When her mom got sick, she began researching kidney disease and organ transplants. While in high school, she started a website to educate others about organ donation. Several years later, as Miss Indiana USA, Darrian continued her advocacy in partnership with Indiana Donor Network.

“She would be on the road at 5 or 6 am on her way down to Indy to speak or attend an event,” Dawn recalled. “She was doing it all, not only for me, but for other people who needed organ transplants.”

Fortunately, that’s no longer a need for Dawn. She received a kidney transplant July 29, 2020, and has spent the summer recovering at her home near Valparaiso. Just months after her transplant, her energy is “through the roof,” and she’s looking forward to going back to work. Dawn makes the most of every day and takes nothing for granted.

“This wasn’t just a gift for me; it was a gift for my daughter, too. I consider myself one of the blessed ones...it’s been a blessing for both of us.”