

Donate Life Texas 2014 Annual Report

Partnerships that help Texans
save and improve lives.



Facts At-A-Glance

Statewide as of December 31, 2014:

Total number of registrations:	6,974,107
New registrations in 2014:	1,405,888
Percentage of Texas adults registered:	38%
Registered organ donor cases:	226
Lifesaving organs recovered from registered donors:	805

Conclusion:

In 2014 in Texas, more DLT-registered people donated more organs and saved more lives than ever before.



2014 Summary

In many ways, 2014 was a year of transition for Donate Life Texas (DLT). Transitioning leadership, an increasing spirit of collaboration between OPO partners and between the Texas Department of Public Safety, Driver's License Division (TxDPS) and DLT staff all contributed to a year of significant change.

TxDPS and the Texas Department of Motor Vehicles continue to play an integral and vital role in growing the registry. To date, 99% of all first time registrations have come through driver's license, ID and vehicle registration applications. As relationships with TxDPS leadership have strengthened, opportunities have grown to communicate with and educate the front line employees who remain the single largest source of new registrations.

OPO public relations and community education staff and volunteers continued to work tirelessly to advocate for donation, to dispel myths and to demonstrate the real-life impact of joining the registry. Together, the OPOs also collaborated to share resources and outreach efforts statewide in support of national initiatives including the Donate Life Transplant Games of America and the 2015 Donate Life Rose Parade Float.

In January 2014, DLT celebrated reaching the 5 million mark and by the end of October had hit 6 million. A data adjustment in November 2014 boosted registration figures and brought the year-end close to just shy of 7 million.

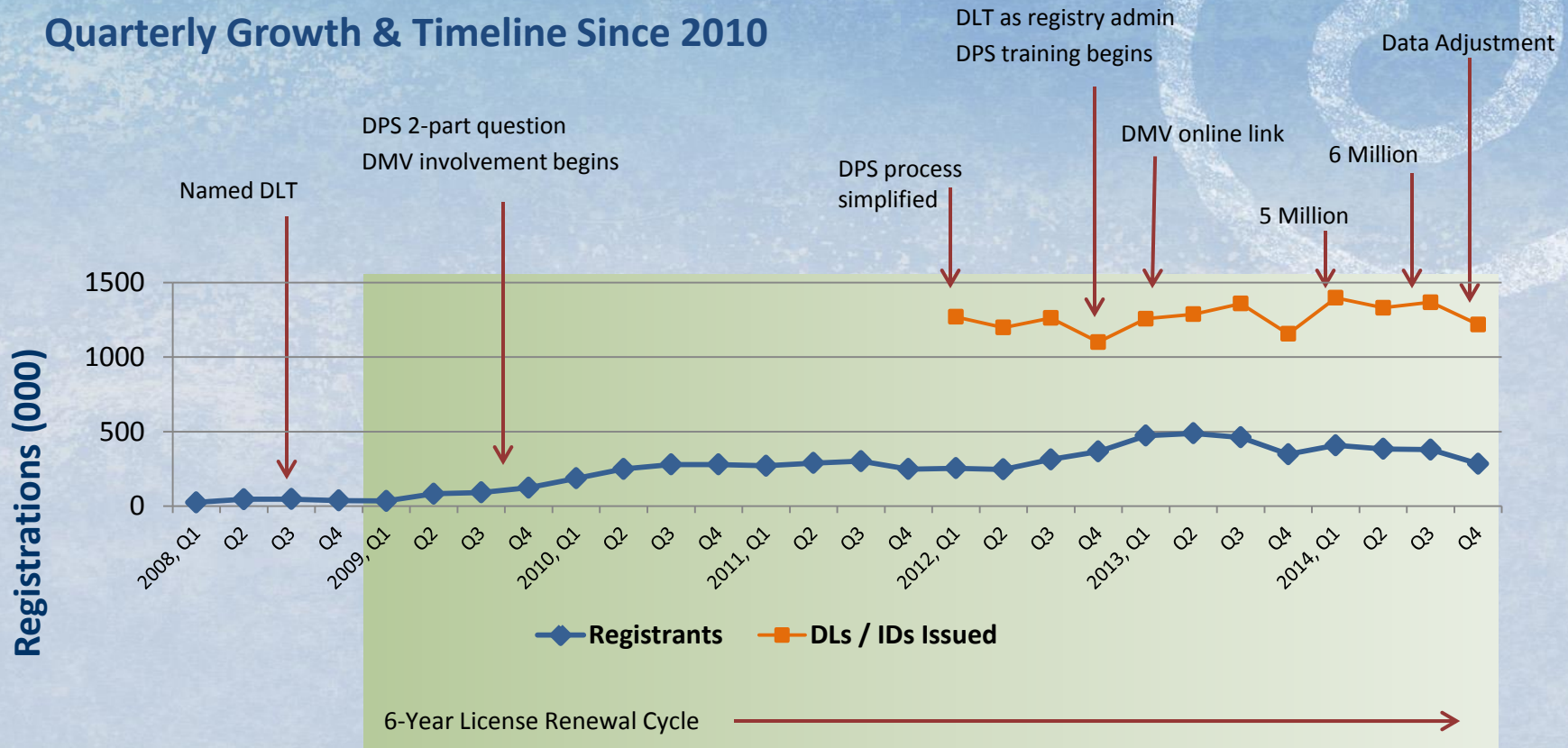
Of course, the real impact can be clearly seen in the continued rise in the number registered donor cases as well as the number of organs these generous donors made available for transplantation. These cases those in which a registered individual passes away under the medical conditions that permit donation of at least one organ.

DLT-Registered	2014	2013	2012	2011	2010
Donor cases	226	139	98	64	33
Organs Recovered	805	508	307	207	67



Getting Bigger in Texas

Quarterly Growth & Timeline Since 2010



The impact of legislation and DPS involvement is clear throughout the history of the DLT. As DPS data regarding the number of licenses and ID's issued has become available, it's also apparent that DLT registrations mirror the same seasonal ebb and flow.

Also, Texas' 6-year license renewal cycle creates an anticipated drop in additions to the registry which is being seen toward the end of 2014. As people who have previously been added return to renew existing licenses, other state registries have seen the number of new registrations decline.

For DLT, registration through the DMV's online link remains at a consistent level since its implementation, indicating a possible opportunity for future development.



The State(s) of Donate Life

Total Registered Individuals, as of 12/31/14



Top Ten

State	Registrants	Growth since Dec. 2013
CA	11,731,046	9%
FL	7,881,230	5%
TX	6,974,107	25%
IL	5,693,881	5%
OH	5,386,045	1%
NC	4,621,540	3%
PA	4,576,618	1%
GA	4,564,008	-3%*
WA	4,479,164	4%
VA	3,846,522	3%

* State registries may undergo drops in enrollment figures due to elimination of duplicates, decedents and non-residents.

Texas continues to have the third highest number of registered people in the nationwide Donate Life network.

Historically, Texas has also been among the fastest growing registries, based on year-to-year increases in the number of new registrations. However, this performance has begun to level off in 2014 due to the affects of the license renewal cycle.

Since 2009, Texas have had the option to join the registry when applying for a driver's license or ID card. Because they expire every 6 years, those with licenses issued in 2009 are now beginning to renew.

To date, 6.8 million of license and ID applicants have already joined the registry. Subsequently, the pool of potential registrants is smaller and many have already declined to register previously.



Life Savers of Every Age

Registrant Demographics

43% of registrants are currently between ages 20-39.

32% of registrants are seniors over 70.

The age spread is very encouraging.

Since the DPS involvement caused a surge in registrations beginning in 2009, it can be extrapolated that many on the registry in both the 11-19 (red) and 20-29 (green) age brackets may have joined when applying for their first driver's license.

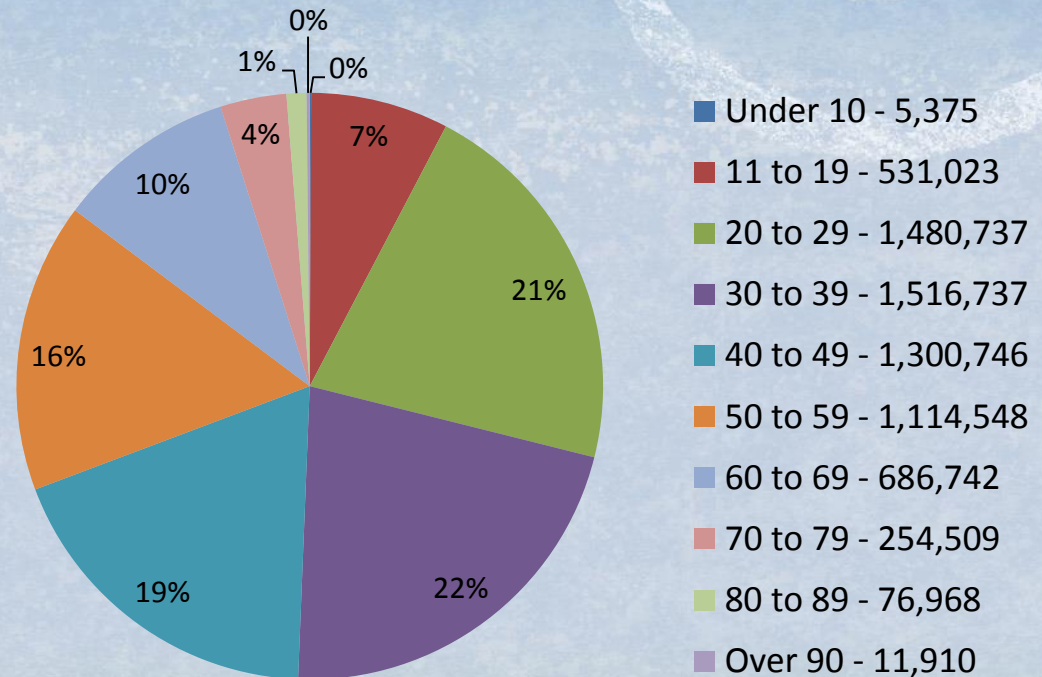
The distribution of registrations among people ages 70+ indicates growing public awareness of donation options for seniors.

Male: 3.1 M, 45%

Female: 3.8 M, 55%

The proportion of male and female registrants has remained fairly consistent since April 2009, prior to which, the proportion was 36% male to 64% female. This timeframe correlates directly to the timeframe when the question began being asked at DPS offices.

Current Age of DLT Registrants



The 50% Club

Texas Counties with 50%+ Registration Among Adults

County	2010 Pop Adults 18+	Total Registered	Registered in 2014	% of 18+ Pop Registered
Kendall	33,862	20,721	4,074	61%
Collin*	540,788	290,410	53,813	54%
Williamson	305,587	164,795	35,037	54%
Borden	203	107	13	53%
Parker*	75,865	40,420	7,525	53%
Denton*	480,388	252,039	50,947	52%
Hood	42,661	21,600	3,688	51%
Comal*	94,656	48,038	9,774	51%
Tom Green*	83,784	42,928	5,861	51%

One thing we've learned is that there is no single key to success when it comes to growing the Donate Life Texas registry.

Turning awareness into action takes a tailored combination of community outreach, promotion and grassroots public education combined with easy and convenient ways to register.

These counties have the highest percentage of adult registration statewide and are being studied to reveal the secrets of their success. Among the most encouraging success are Williamson, Comal, Denton and Kendall counties which each have Hispanic / Latino populations over 20% and Tom Green county which has a 37% Hispanic / Latino population.



One Word is All it Takes

Saving Lives Made Easy at the TxDPS & DMV

One of the biggest obstacles to registration is simple procrastination. Research shows that 96% of Americans are in favor of donation, but not nearly that many are registered. Like composing a will or purchasing a final resting place, becoming an organ donor is something that often gets put off in favor of more immediately pressing, and frankly, more enjoyable tasks.

Thanks to the Texas Department of Public Safety's Driver's License Division, registering is as easy as saying "YES!" By integrating the option to register into the application and renewal process for Texas driver's licenses and ID cards, the TxDPS has found a way to make registering as easy and convenient as it is heroic.

Each month, more than 100,000 Texans register through the TxDPS. Another three thousand register each month by following a link on the Department of Motor Vehicles online form.



Together, the TxDPS and DMV are responsible for 99% of the new sign ups on the Donate Life Texas donor registry in 2014.



Texas Department of Motor Vehicles

HELPING TEXANS GO. HELPING TEXAS GROW.



Reaching Our Communities

PR and Public Education

No matter how or where a person joins the Donate Life Texas registry, awareness and education is always a key factor in the decision to say YES to donation. Across its nearly 269,000 square miles, every area of Texas presents a different mix of challenges. From rural communities to urban centers, Texas has a huge array of diverse communities, language preferences, cultural, religious, educational and socio-economic influences.

Statewide, volunteers from all three OPOs and other DLT partners supported more than 700 community and public education events, totaling nearly 3,800 hours.

Major Events & PE Projects

- Donate Life Texas Night at Round Rock Express, April
- Donate Life 2nd Chance Run, Fort Worth, May
- DLA Transplant Games of America, July
- Lone Star Circle of Life Bike Tour, Sept – Oct
- Donate Life Rose Parade Float 2015, Dec

Donate Life America Observances

- DLA Donate Life Month and Blue & Green Day, April
- DLA National Minority Donor Awareness Week, Aug
- DLA National Donor Sabbath, Nov

Other Events, Activities & Communications of Note

- Univision Phone Bank with KXLN-TV, Houston., Feb.
- City of McAllen, South Texas Transplant Center DLM event, April
- TOSA's #30Stories30Days campaign for DLM, April
- City of Austin & DLT Partnership, Sept.
- AMAT Conference session presented by LifeGift, Sept
- STA's #Unselfie campaign for Giving Tuesday, Nov
- Texas EMS Conference, Arlington, Nov
- TOSA's monthly news segment with Buenos Dias Frontera / Telemundo
- 53 training sessions for DPS driver's license office staffers across the state



The Road Ahead

Over the next few years, strategies to help Donate Life Texas continue to grow must evolve. While the most productive registration mechanism will likely continue to be through the driver's license offices, other options must be part of the mix.

Since 2006, 6.7 million license applicants joined the Registry during the process, creating an initial surge of new donor registrations. However, going forward, this process will yield fewer new donor registrations among those renewing before the 6-year expiry date of their license.

To keep growth strong, DLT will explore:

- New methods of registration and communication
- Stronger integration with DLT partners statewide
- Data analysis to help focus public education efforts in most productive areas
- Leveraging Donate Life America's national advertising campaign



History of the Donate Life Texas Registry

In 2005, Texas lawmakers called for the creation of a state registry for people to record their authorization to make an anatomical gift when they die. State Representative, Glenda Dawson, a kidney transplant recipient, led the effort to create the registry. In 2007, the Texas legislature changed the official name of the registry to the Glenda Dawson Donate Life Texas Registry in memory of the Representative's contributions to promote organ, eye and tissue donation in Texas. The program is funded by voluntary contributions that Texans can make when applying for or renewing a driver's license or identification card at the DPS or when registering a vehicle at the DMV.

Donate Life Texas Inc., a nonprofit organization, maintains and operates the donor registry. Signing up is fast and easy at DonateLifeTexas.org and provides a way for individuals to make their wish to be an organ, eye and tissue donor known. It also provides legal, first-person authorization for organs to be donated upon death, which removes the burden of decision-making from the family during an already difficult time.

Donate Life Texas is part of the Donate Life America not-for-profit alliance of national organizations and local partners across the United States, serving as a national voice and inspiring all people to save and enhance lives through organ, eye and tissue donation.

Comments and questions about this report can be directed to:
Info@DonateLifeTexas.org



Without the organ donor, there is
no story, no hope,
no transplant.

But when there
is an organ donor,
life springs from death,
sorrow turns to hope
and a terrible loss
becomes a gift.

-UNOS



Register today to be an organ,
eye and tissue donor.
DonateLifeTexas.org

