



January 1 - December 31, 2021 Report

Donate Life Virginia (DLVA) is a statewide coalition that serves to save and heal lives by working to increase the number of organ, eye, and tissue donors in the Commonwealth.

Registry Data Update

2021 Donor Registry

Means/Place of Registration	2021 Registrations	Total Registrations (since inception)
Online	4,188	15,998
DMV	133,593	4,414,147
Form Upload	56	2,134
Total Registered:	137,837	4,759,228

2021 Donor Designation Data

Donor designation data is collected from DLVA members every quarter to measure the impact of donor designation on the donation process.

Name of State	Virginia
Total number of unique donors registered in donor registry as of 12/31/21	4,759,228
January 1 - December 31, 2021	
Number of Driver's License/ID applicants designating as donors	717,649
Number of recovered organ donors authorized by registry	161
Number of recovered organ donors	298
Number of recovered tissue donors authorized by registry	351

Number of recovered tissue donors	611
Number of recovered eye/cornea donors authorized by registry	802
Number of recovered eye/cornea donors	1,304

2021 DLVA Highlights

With the ongoing pandemic, the organization continued to adapt and promote organ, eye and tissue donation and grow the Virginia Donor Registry.

Virginia Department of Motor Vehicles (DMV) Partnership

We continue to work closely with the Virginia DMV throughout the year highlighting the importance of our partnership.

- For National Donate Life Month, we provided posters, hosted a Blue & Green Day contest and provided treats to employees.
- In September, we thanked our partners during DMV Appreciation Month and recognized their efforts in saving lives. We provided shirts to employees featuring the DLVA and DMV logos.
- In December, we delivered holiday treats to each CSC thanking them for their work.

National Donate Life Month

Due to the ongoing pandemic, National Donate Life Month was observed virtually on DLVA's online platforms with posts and suggested activities. We provided our members with custom National Donate Life Month graphics featuring the DLVA logo.

'A Second Chance begins with a Second Glance' Advertising Campaign

The second year of the 'Second Chance' campaign continued to be successful. We had more than 7.5 million social media impressions with visits to our website increasing by 200% compared to the previous year.

New Website

We launched DLVA's new website which decreased load times and improved user experience.

High School Curriculum

We developed a new high curriculum for educators that will be available for download on DLVA's website. The curriculum will launch in Spring 2022. Link to view curriculum: donatelifevirginia.org/liveon

Joey Gase Racing

DLVA sponsored race car driver Joey Gase for the NASCAR Cup Series fall race at Richmond Raceway. We honored veterans and first responders on the race car.

New Virginia Donor Registry Vendor

Development of a new registry with vendor LifeLogics began in 2021. The transition from current vendor Inetz to LifeLogics is expected to be completed in Spring 2022.

Donate Life Virginia Membership

Full Members

Children's Hospital of The King's Daughters
Inova Transplant Center
LifeNet Health
Lions Medical Eye Bank
Old Dominion Eye Foundation
Sentara Transplant Center
Tennessee Donor Services
University of Virginia Health System Charles O. Strickler Transplant Center
VCU Health Hume-Lee Transplant Center
Henrico Doctors' Hospital Virginia Transplant Center
Washington Regional Transplant Community
Donor family and transplant recipient representatives

Associate Members

Virginia Department of Motor Vehicles
Donate Life America
National Kidney Foundation serving Virginia
National Marrow Donor Program — Virginia
American Red Cross Blood Services
Virginia Department of Health
Virginia Hospital & Healthcare Association
United Network for Organ Sharing
Virginia Hospital and Healthcare Association

	2021 Actual	2021 Budget	Variance
Revenue			
Contributions/Memorials	575	1,000	-425
Public Contributions- DMV	942,863	693,000	249,863
Total Revenue	943,438	694,000	249,438
Expenses			
DMV	180,469	150,000	30,469
General & Administration	126,707	93,000	33,707
Member Events- Regional	2,802	10,000	-7,198
Media and Marketing	163,870	100,000	63,870
Registry Expenses	41,522	140,000	-98,478
Statewide Initiatives	63,242	50,000	13,242
Youth Education (Recycle Your Life)		20,000	-20,000
Total Expenses	578,612	563,000	
Net Revenue Over (Under) Expenses	364,826	131,000	

BBandT CD	260,628
South State CD	252,448
Savings BandT	1,110,058
Checking BBandT	250,139
Total	<u>1,873,273</u>