

## Organ and Tissue Donor Registration Drive Success Stories

### **Indie 88 (<https://beadonor.ca/campaign/indie88>)**

Following the Humboldt Bronco bus crash in April 2018, Indie 88, Toronto's new alternative music station, was inspired to run a registration campaign and encourage Torontonians to register as organ donors. We were moved by Logan Boulet, one of the young victims of the bus crash who went on to become an organ donor saving six lives through his gift and inspiring thousands of Canadians to register as organ donors. We ran a day-long registration drive featuring on-air interviews with organ and tissue donor family members and recipients and directing listeners to our unique campaign page. The result was more than 800 visits to the registry. We are proud supporters of organ and tissue donation and the Logan Boulet Effect.

*Josie Dye, Host*

*The Josie Dye Show, Indie 88*

### **University of Toronto (<https://beadonor.ca/campaign/uoft>)**

The University of Toronto led an organ and tissue donor registration campaign extending to staff, students and faculty at each of the University's three campuses – St. George, Mississauga and Scarborough. With support from Trillium Gift of Life Network, so far the campaign has proven to be an unparalleled success. The U of T community welcomes the opportunity to demonstrate leadership and social responsibility in the communities around us. As one of the world's leading institutions of advanced research and research-intensive education, the University of Toronto is pleased to lead by example and to encourage others to register their consent to organ and tissue donation.

*Meric Gertler*

*President, University of Toronto*

### **Peel Regional Police (<https://beadonor.ca/campaign/peelregionalpolice>)**

The Peel Regional Police (PRP) service was inspired to host a Trillium Gift of Life Network organ and tissue donor registration awareness drive in honour of members and their families, who have been touched by organ and tissue donation. The PRP dedicated a steering committee and had the support of key member representatives throughout the organization.

The campaign received overwhelming support by members with more than 1,500 visits to the registry, triple the original goal. The campaign was received well by members because it was unique, had a specific time frame and required only a few minutes of a member's time to participate by registering consent to organ and tissue donation.

In order to reach all 2,800 members, the Peel Regional Police service used a variety of tactics including electronic message boards, weekly newsletters, intranet, social media and a poster campaign at all PRP locations.

The Peel Regional Police service continues to be committed to organ and tissue donation and registration.

*Peel Regional Police Steering Committee*

**Milton Winterhawks Pee wee AE Blue (<https://beadonor.ca/campaign/milton-ae-blue>)**

Members of our pee-wee hockey team, the Milton Winterhawks, have been touched by organ and tissue donation. So this, coupled with our desire to do something in memory of the Humboldt Broncos, made choosing our cause for the Good Deeds Cup easy. We spent every Saturday for a month at the rink promoting organ and tissue donation as well as using social media, email, radio and word-of-mouth to spread word of our registration drive. We hope to continue the campaign for future Pee wee Winterhawks to participate in. We are proud of the results - not only did we exceed our goal but the players on the team learned about something new and how one small deed can change the lives of many.

*Andrew Sandziuk  
Head Coach*

**The Ontario Public Service (<https://beadonor.ca/campaign/ops>)**

The Ontario Public Service is committed to serving the interests of the public, not only through the work we do, but through the charities we support. That's why we were excited to extend our tradition of giving to support our own organ and tissue donor registration campaign this year. The Trillium Gift of Life Network was instrumental in supporting us through their workplace campaign program and supporting materials. We raised awareness among staff, shared personal stories about tragedy and hope, and spurred conversations that led to action. We exceeded our campaign goal and are proud to have made a difference to Ontarians who are waiting for a transplant.

*Steve Orsini  
Former Ontario Secretary of the Cabinet and Clerk of the Executive Council*

**Royal Victoria Regional Health Centre (<https://beadonor.ca/campaign/teamrvh>)**

As health care providers, Royal Victoria Regional Health Centre recognizes our unique role both as supporters of and advocates for organ and tissue donation in Ontario. For BeADonor Month, the Organ and Tissue Donation Committee wanted to focus on educating hospital staff and physicians on organ and tissue donation for transplant and inspiring them to register their consent. We spent the month running various activities and making registration easy and accessible. We had support from many individuals, including the hospital CEO and a patient and family partner, and we ultimately ended up exceeding our registration goal. We are very proud of our contribution in helping to save lives through transplantation and building a culture of donation in Ontario.

*Stella Johnson, MHA, CHE  
Operations Director ED & ICU, Royal Victoria Regional Health Centre*