

**GIFT  
OF  
LIFE**

**YOU HAVE THE GIFT TO  
CURE BLOOD CANCER**



Kayla saved James' life

# Gift of Life has a Mission to Save Lives

At Gift of Life Marrow Registry, we believe every person battling blood cancer deserves a second chance at life — and we are determined to make it happen. We are singularly passionate about engaging the public to help us get everyone

involved in curing blood cancer, whether as a donor, a volunteer or a financial supporter. It all begins with one remarkable person, one life-changing swab and one huge win — finding a match and a cure.

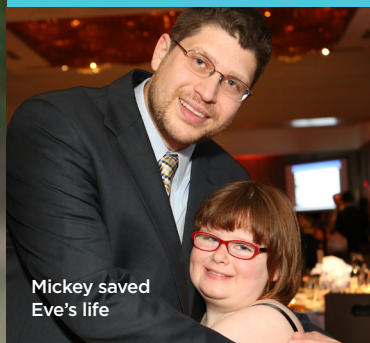
Gabby (left)  
transplant recipient



# One

person can make a  
**huge**  
difference

Mickey saved  
Eve's life



**1 in 3**  
patients for whom  
Gift of Life conducts  
donor searches for  
are children



Ashley saved  
Phineas' life





Becky saved Jay's life

## Founded on Hope

Gift of Life is the only registry founded and run by a transplant recipient, Jay Feinberg. When Jay was diagnosed with leukemia in 1991, he had no donor match in his family, and the diversity of donor registries was limited - no match was available.

His family and friends launched a worldwide recruitment drive drawing in over 60,000 potential donors. Matches were found for many other patients, but none for Jay.

In May 1995, one final, hopeful drive was organized by a young man whose friend was saved by a donor tested for Jay.

The last donor tested on the last day of that drive turned out to be Jay's perfect match, Becky. He received a successful transplant two months later, and, determined to help others in the same circumstances, Gift of Life became his life's work.



Every **4 minutes**  
a child or adult is diagnosed  
with blood cancer

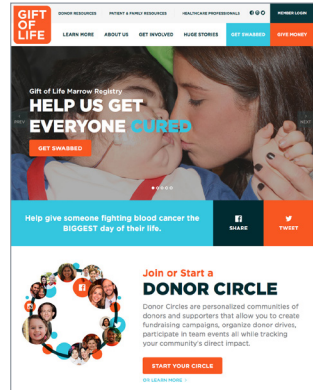
# Why it Matters

## TRANSPLANTATION IS THE ONLY HOPE

Every year, nearly 20,000 Americans are afflicted with life-threatening illnesses, such as leukemia or lymphoma, and their best, or only hope for a cure is from a transplant.

Only 30 percent of patients will find a match with a donor in their own family, so 70 percent must search the worldwide public registries for their perfect match.

A tiny percentage of the world's population has registered as donors, leaving many in need without a match. The more people who join the registry, the more matches will be found and patients cured.



## ABOUT DONATING

Eighty percent of transplants today are peripheral blood stem cell procedures, similar to donating platelets.

Most bone marrow donors say the procedure was simpler than expected, and they returned to work in one to two days.



Donor Jonathan Struhl



Lillian saved  
Daisy's life

## 1 in 200

Americans receive a stem cell transplant in their lifetime

# Diversity is Key

Tissue type is inherited, so people from the same racial and ethnic background offer the best chance for a match. Yet many ethnicities have low representation in the registries, leaving those patients with little possibility of a lifesaving transplant.

Gift of Life is committed to building the registry and increasing the diversity of donors through national recruiting programs and events designed to seek out donors in the most requested demographics and with a broad range of ethnicities.



## Services We Provide

### DONOR RECRUITMENT

Gift of Life recruits volunteer donors on college campuses, at corporations, and at public events across the United States. Contact us to hold a drive at your location.

### COMMUNITY ENGAGEMENT

Accessible education helps everyone understand how joining the registry can save lives. Educational programs are held in schools, offices, congregations, and at conferences and public events.

### PATIENT ADVOCACY

- **Patient Education:** Gift of Life educates patients in what to expect throughout the complex process of finding a donor and undergoing a transplant.
- **Family Testing:** Gift of Life will test immediate and extended family members to find a related match. Thirty percent of patients have such a match.
- **Unrelated Donor Search:** Gift of Life helps run a preliminary worldwide search to determine whether potential matches are already in the registry.
- **Unrelated Donor Recruitment:** The search for an unrelated donor is influenced by ethnicity and race. Gift of Life guides patients in the use of this information to create a public donor recruitment campaign.
- **Potential Donor Match Typing:** When possible donors are found, Gift of Life facilitates proactive extended testing.





# Become Involved

## VOLUNTEER NETWORK

Volunteers have many rewarding opportunities to help further Gift of Life's mission.

- **Donor drives:** Organize and manage drives at clubs, residential communities, offices or places of worship
- **Fundraising:** Every donation helps pay for lab testing of swab kits to add new donors to the registry
- **Patient and donor support programs:** Gift of Life encourages donors and survivors to mentor others

Volunteers can learn new skills, engage in community service, and have rewarding experiences – all while directly helping to save lives.

Contact Gift of Life to talk with the Volunteer Coordinator and get started.



## 70%

of patients do not have a related match and must search the registry



## CAMPUS AMBASSADOR PROGRAM (CAP)

The CAP program is an on-campus college internship. Student Ambassadors run multiple donor drives during the academic year and raise awareness – all while learning valuable management and career skills.

## STEPS FOR LIFE 5K RUN & WALK

Gift of Life holds certified Steps for Life 5k Run & Walk events in multiple cities every spring and fall. These events are a fun way to get outdoors and raise money.



## YOUTH EDUCATION PROGRAMS

- **High School Senior Swabbers:** Education and swabbing drives designed for high school students.
- **Summer Camps:** Partnerships with summer camps across the country provide educational programs for our youth.

# Donor Circles

Gift of Life makes it easy to measure the success of a volunteer campaign through Donor Circles, an online tracking system that updates in real time.

A Donor Circle offers the ability to:

- Send invitations
- Raise funds and organize donor recruitment drives
- See up-to-date notifications of matches found among the sponsored donors
- Send swab kits
- Blog about campaign success
- Share news on social media



Visit [www.giftoflife.org](http://www.giftoflife.org) and click on Donor Circles to create a personalized team with a custom name, logo and web page.

## Support Gift of Life

### FINANCIAL CONTRIBUTIONS

Gift of Life receives no government funding, and relies solely on donations from individuals and corporations to further its lifesaving mission.

Gift of Life is a 501(c)(3) organization and contributions are tax deductible. All gifts directly support the wide variety of programs and services offered. Unrestricted gifts are vital in allowing Gift of Life to allocate funds where they are most needed.

Gifts of assets and legacy bequests play a vital role in the organization's future.



### GIFT OF ASSETS

A donation of assets such as appreciated marketable securities generally provides a charitable deduction and mitigation of capital gains taxes. Gift of Life will work with financial advisors to structure a gift that meets the needs of our constituents.

### LEGACY GIFTS

Including Gift of Life in estate planning may help reduce taxes while ensuring the future of Gift of Life's mission. Gifts may include bequests, life insurance and retirement accounts, charitable lead and remainder trusts.

# Donors Save Lives



## WHY ARE DONORS NEEDED?

- Nearly 20,000 Americans will need a marrow or peripheral blood stem cell transplant this year
- One in 200 Americans will need such a transplant during their lifetime
- Only 30 percent will find a family donor match
- 70 percent must search the public registries
- 60 to 75 percent of minority and multi-racial patients never find a match

The need for donors is urgent – order a swab kit and register today. You have the power to save a life!



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[giftoflife.org](https://giftoflife.org)