



Gift of Life



Mid-South Transplant Foundation, Inc.

Summer 2023

Inside This Issue

E-NEWSLETTER SIGN-UP

Go green and stay informed! Sign up today at email: newsletter@midsouthdonor.org.

- 2 Le Bonheur & MSTF Celebrate NPTW
- 2 Blue & Green Day Mid-South Photo Contest
- 2 Local Coffee Shop Raises Money for MSTF
- 3 Blue & Green Day Mid-South in Pictures
- 4 Spotlight
- 4 MSTF Contributes to Tornado Relief

Like us on Facebook, Twitter and Instagram. Visit our website: www.MidSouthTransplant.org 1-877-228-5433

Blue & Green Day Mid-South 2023 Surpasses Previous Years



Memphis International Airport in blues and greens

The Celebration of Life Pavilion at Le Bonheur lit up

Blue & Green Day Mid-South participants showing their support



From participation numbers to social media activity, Blue & Green Day Mid-South 2023 raised the bar once again, surpassing the success of last year's record-setting outcome.

As you may know, Blue & Green Day – *Blue & Green Day Mid-South* in the Mid-South Transplant Foundation (MSTF) service area – is part of Donate Life America's National Donate Life Month campaign each April. Blue & Green Day was observed on April 14 this year.

Both individual and business participation in the counties served by MSTF in Arkansas, Mississippi and Tennessee increased, as measured by online registration. Business participation jumped 47% from 2022 to 2023, while individual participation climbed 12% from 2022 to 2023.

The engagement rate across social media platforms increased an incredible 81% from last year through shared photos, videos and heartfelt messages about donation and transplantation.

All 55 hospitals in the MSTF service area were registered participants and partnered with MSTF to support Blue & Green Day Mid-South and Donate Life Month.

"These numbers mean we're getting the word out about the importance of donation," said Kim Van Frank, MSTF's Executive Director.

"The increased participation is phenomenal. I am so grateful to our community partners – businesses and individuals – who support our mission. I thank each and every one for making this Blue & Green Day Mid-South and Donate Life Month the best to date. I can't wait to see what happens next year."

Business participation was well represented across the MSTF service area. Participating Blue & Green Day Mid-South partners included – but are not limited to – iHeartMedia; Baptist Memorial Hospital; Methodist Le Bonheur Healthcare; Memphis Grizzlies; National Civil Rights Museum; Memphis International Airport; Amazon (MEM4); Walmart pharmacies in various communities; multiple Starbucks locations; fire departments from Collierville, Piperton and West Memphis; First National Bank of Eastern Arkansas; Forrest City Area Chamber of Commerce; Arkansas revenue offices; KXJK/KBFC Radio in Forrest City; Mississippi Highway Patrol; Panola Medical Center; Alcorn County Health Occupations Students of America; and FABRIC, Inc., in Cleveland.

Please see the full list of partnering participants – businesses and individuals – on the MSTF website, MidSouthTransplant.org, under the Blue & Green Day tab.



Le Bonheur and MSTF Celebrate National Pediatric Transplant Week



On April 24, MSTF and Le Bonheur Children’s Hospital recognized donor heroes and their families as part of National Pediatric Transplant Week (NPTW). A flag was raised in honor of pediatric organ and tissue donors. Games and snacks were also available for patients and families who participated in the event.

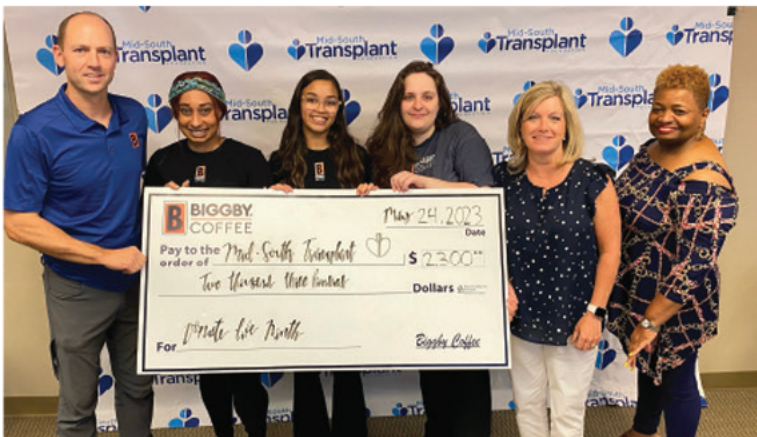
NPTW is part of National Donate Life Month and takes place during the last full week of April. The observance focuses on ending the pediatric transplant waiting list.

Blue & Green Day Mid-South Photo Contest Winners Announced

The Walmart Pharmacy and Vision Center in Cordova, TN, submitted the winning entry in the business category for the 2023 Blue & Green Day Mid-South Photo Contest. MSTF Ambassador Wanda Katchens is the winner in the individual/family category.

Local Coffee Shop Raises Money for MSTF

Biggby Coffee donated \$2,300 to MSTF in support of Donate Life Month and the MSTF mission. Biggby Coffee raised money through a sales promotion and company donation in April.



Biggby Coffee is at 200 S. Germantown Parkway, Suite 101, in Cordova, TN.

Methodist Transplant Institute Shares Story of Transplant Pioneer

Methodist University Transplant Institute kicked off Donate Life Month in April with a screening of “Burden of Genius,” the story of Dr. Thomas Starzl, at the Malco Paradiso on April 11. Dr. Starzl is known as the father of transplantation. He performed the first liver transplant, pioneered successful immuno-suppression treatment and helped lay the groundwork for transplantation as a modern medical practice. MSTF was one of the sponsors of the Methodist screening.



“These opportunities are great ways for us to stay connected to the community,” said Biggby Coffee owner Jabin Newhouse in an email to MSTF. “And we truly are honored to give back to the community in these ways for such great causes as yours.”

MSTF Executive Director Kim Van Frank said MSTF is grateful for local support. “Our community partners are incredible. We want to thank Mr. Newhouse and Biggby Coffee from the bottom of our hearts for their generosity and their support for donation.”



Blue & Green Day Mid-South 2023



Spotlight



Beth Larsen



Angela Feild

Beth Larsen, Family Care – Organ, and Angela Feild, Family Care – Tissue, have received MSTF Hope and Life Recognition Awards for their exceptional work with donor families during the first quarter of 2023. Congratulations!

MSTF Contributes to Tornado Relief

On March 31, tornadoes heavily damaged the communities of Wynne, AR, and Covington, TN. Both communities are in the MSTF service area, and MSTF works closely with CrossRidge Community Hospital in Wynne and Baptist Memorial Hospital – Tipton in Covington.

In response to the storm devastation, MSTF employees filled 12 large totes with supplies, including toiletries, clothing, first aid items, cleaning products, flashlights, batteries and non-perishable food. Lynn Tillman, Manager of Hospital Services, organized the relief effort. She and Shakida Gooden, Hospital Services Coordinator, delivered the supplies to the community command centers.



Lynn Tillman, Manager of Hospital Services, and Shakida Gooden, Hospital Services Coordinator, delivered tornado relief supplies to Wynne, AR, and Covington, TN, in April.

“Since we partner with the hospitals in these communities in the mission of organ and tissue donation, I thought it was important for us to support them in a great time of need,” Tillman said. “If those in these communities can give the gift of life through organ and tissue donation, it seems only fitting that we give back in appreciation for their support of Mid-South Transplant Foundation.”