



Gift of Life



Mid-South Transplant Foundation, Inc.

Summer 2024

Inside This Issue

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- 2 Blue & Green Day Mid-South Photo Contest Winners
- 2 Biggby Coffee Supports Donate Life Month
- 3 Le Bonheur and MSTF Celebrate National Pediatric Transplant Week
- 3 Area Hospitals Honor Donate Life Month, Blue & Green Day
- 3 New Construction Underway at Methodist University Hospital
- 3 MSTF Welcomes New Medical Director
- 4 ROH Spiritual Health & Wellness Conference
- 4 NATCO Conference 2024
- 4 Congratulations
- 4 Spotlight

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MSTF would like to thank everyone for another outstanding Blue & Green Day Mid-South. It has grown steadily year after year as numbers continue upward in all participation segments – business, individual and social media reach. Compared to 2023, business participation in 2024 increased 53%, while individual participation increased a remarkable 72%. Social media reach climbed 12%.

As you may know, Blue & Green Day, which is known as 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 (NDLM) campaign each April. The special day was observed on April 12 this year. Its purpose is to raise awareness of the need for organ and tissue donation by turning communities Blue & Green.

Donate Life America explains on its website that NDLM "is about the importance of registering your decision to be a donor, honoring deceased and living donors, and celebrating the lives they saved." Everything, however, starts with awareness. NDLM and Blue & Green Day focus national and local attention on donation.

MSTF is proud of the growth of Blue & Green Day Mid-South. Greater participation leads to greater awareness. More than 100,000 Americans

Another Blue & Green Day Mid-South Success



are waiting for a lifesaving organ transplant. About 4,000 of those are in the Mid-South – Arkansas, Mississippi and Tennessee.

"I cannot thank our community partners enough for their support again this year," said MSTF Executive Director Kim Van Frank. "Thank you for helping us make a difference in the lives of so many. Thank you for making Blue & Green Day Mid-South a success. It gets bigger and better every year. Because of you, someone will celebrate not just another birthday but many birthdays to come. What you do matters more than you know."

To see the list of 2024 Blue & Green Day Mid-South partners, visit midsouthtransplant.org/blue-green-day/partners/ today. If you have an opportunity, be sure to thank them for sharing the message of donation.

Thank you again to all community partners who made 2024 incredible. Mark your calendars for 2025. **Blue & Green Day will be Friday, April 11.** Expect another extraordinary, record-breaking year.



Blue & Green Day Mid-South Photo Contest Winners



MSTF Ambassador Tamika Smith is the winner of the 2024 Blue & Green Day Mid-South Photo Contest in the individual/family category. Whiskey Jill's on Macon Road in Memphis captured the winning spot in the business/organization category. Congratulations to the photo contest winners, and thank you to everyone who participated.

Biggby Coffee Supports Donate Life Month

Biggby Coffee donated \$600 to MSTF in support of National Donate Life Month and the MSTF mission. The money was raised in early April through RoundUp for Mid-South Transplant, a promotion in which customers were asked if they would like to round up to the nearest dollar for Donate Life Month. Biggby also gave away a free drink – its new BlueRazz Fusion – to customers on Blue & Green Day Mid-South (April 12). This is the second consecutive year that Biggby has donated to MSTF during Donate Life Month.



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

“Support from local partners such as Biggby Coffee is vital to what we do at Mid-South Transplant Foundation,” said MSTF Executive Director Kim Van Frank. “I want to thank Mr. Jabin Newhouse, who owns Biggby Coffee, and his staff not only for their financial generosity but also for their help in raising awareness for donation. Awareness is so important. Biggby is a wonderful neighbor and community partner.”

“A lot of people related to it,” Newhouse said of the Donate Life Month fundraiser. “We got a lot of (donation) stories at the register.” He said that his staff had been supportive of the promotion and that his family is a proponent of donation. “You guys are our neighbors, and we have to take care of our neighbors.”

Biggby Coffee + **Mid-South Transplant**
Give hope. Give life.

Biggby Coffee is excited to announce the collaboration with Mid-South Transplant Foundation.

April is Donate Life Month, and Biggby Coffee is doing a fundraiser called "RoundUp for Mid-South Transplant".

Each customer will be asked if they would like to round up their order total to the nearest dollar to donate directly to Mid-South Transplant in support of Donate Life Month.

Join us at Biggby Coffee Friday, April 12, 2024 to celebrate Blue & Green Day Mid-South. Biggby will be giving a FREE sample of their new BlueRazz Fusion.



Le Bonheur and MSTF Celebrate National Pediatric Transplant Week



Le Bonheur Children’s Hospital and MSTF celebrated National Pediatric Transplant Week (NPTW) with a ceremony honoring donor heroes and their families on April 22. A flag was raised in honor of pediatric donors and recipients. MSTF Executive Director Kim Van Frank; Le Bonheur’s Chief Medical Officer, Rush Waller, MD; and Makayla Rogers, the mother of a young Le Bonheur heart recipient, Harrison, spoke at the event.

NPTW takes place during the last full week of Donate Life Month each April.

Area Hospitals Honor Donate Life Month, Blue & Green Day

MSTF and area hospitals share a passion for organ and tissue donation. Their partnership is critical to saving and changing lives in Mid-South communities and beyond. Below is a sample of hospital celebrations for Donate Life Month and Blue & Green Day Mid-South.



New Construction Underway at Methodist University Hospital



MSTF staff members Michael Norwood, Manager of Family Care – Organ; Wanda Peperone, Director of Operations – Organ; Melissa Norwood, Manager of Organ Recovery; ARTavius Veasey, Digital Communications Coordinator; and MSTF Executive Director Kim Van Frank had the opportunity to tour new construction at Methodist University Hospital on April 4. The old concrete cooling tower area is being converted into a multipurpose space that will be called the Garden Chapel Pavilion. A grand opening is planned for June 27.

MSTF Welcomes New Medical Director

Dr. Kimberly Marsh is the new Medical Director for MSTF. Her appointment became effective March 20. She replaces Dr. Santiago Vera, who recently retired after nine years in the position.



Dr. Marsh



Dr. Vera

Dr. Marsh started with MSTF in 2023 as Associate Medical Director. She is also with Mid-South Pulmonary & Sleep Specialists, P.C. where she specializes in Adult & Pediatric Pulmonary and Critical Care. Dr. Marsh, who grew up in upstate New York, completed her Internal Medicine/Pediatrics Residency at the University of Tennessee Health Science Center (UTHSC), graduating as Chief Resident in 2016, and continued there as a Pulmonary/Critical Care Fellow, graduating as Chief Fellow in 2019.

“Mid-South Transplant Foundation welcomes Dr. Marsh to her new role,” said MSTF Executive Director Kim Van Frank. “We are very pleased to have her as a critical part of the MSTF team in that capacity.”

While MSTF is proud to have Dr. Marsh now serving as Medical Director, Dr. Vera will be missed.

“Dr. Vera has cared for patients in our community for more than 45 years, restoring the health of many individuals through organ transplantation,” Van Frank said. “Mid-South Transplant Foundation is grateful for the support and guidance he provided to our team over the last nine years serving as our Medical Director. We wish him well in his retirement and know he will stay busy with his family, friends, hobbies and volunteer service.”



ROH Spiritual Health & Wellness Shalom Conference

MSTF staff Greg Kenerly, Family Care Coordinator; Tina Hill, Family Care Coordinator; Michael Norwood, Manager of Family Care – Organ; and Mary Beck, Community Relations Coordinator, attended Regional One Health’s Spiritual Health and Wellness Council Shalom Conference, Awakening 2024, on May 28 in Memphis. “This was my second year attending the conference,” Beck said, “and it amazes me how many strong faith leaders in the clergy deeply care for one another and share their passion for the City of Memphis.”



Congratulations

Melissa Norwood, Manager of Organ Recovery, completed NATCO’s 12-month Emerging Leaders Program in December 2023. Norwood has also been selected to serve on the 2025 NATCO Planning Committee. NATCO is the North American Transplant Coordinators Organization.



Melissa Norwood



NATCO Conference 2024

Lynn Tillman, Manager of Hospital Services; Tina Ray, Supervisor of the Kidney Perfusion Lab; Melissa Norwood, Manager of Organ Recovery; and Michael Norwood, Manager of Family Care – Organ, represented MSTF at the NATCO 49th Annual Meeting in San Antonio, TX, Feb. 25-28. NATCO is the North American Transplant Coordinators Organization. The annual meeting offers an opportunity for donation and transplantation professionals to collaborate and exchange ideas on current issues and challenges.

Spotlight

Angela Feild, Donation Support Coordinator – Tissue, and Tina Hill, Family Care Coordinator – Organ, have received MSTF Hope and Life Recognition Awards for their exceptional work with donor families during the first quarter of 2024.



Angela Feild



Tina Hill