



Gift of Life



Mid-South Transplant Foundation, Inc.

Winter 2024

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Holiday Issue!

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MSTF Celebrates BRA Day



Mid-South Transplant Foundation hosted its first BRA (**B**reast **R**econstruction **A**wareness) Day on Oct. 24. BRA Day is a campaign designed to promote public education, patient care and research. It was first launched in 2011 and now occurs annually in October.

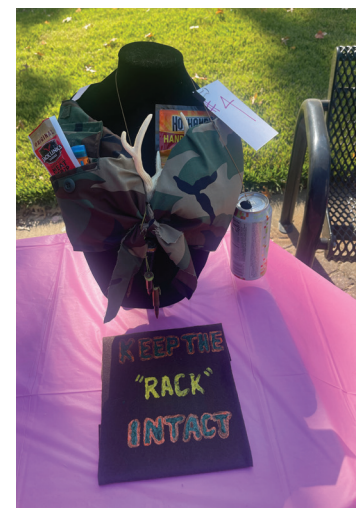
Donated tissue can play an important role in breast reconstruction surgery following a mastectomy. "Donor heroes offer hope and healing for breast cancer survivors," said Mary Beck, MSTF Community Relations Coordinator and event organizer. "Tissue from one donor can help up to 10 patients undergoing breast reconstruction."

BRA Day at MSTF featured a bra decorating contest, tissue trivia and food from The Green Beetle and MempoPs. In collaboration with Making Strides Against

Breast Cancer (American Cancer Society), the Pink Chair was also part of the event. BRA Day was open not only to MSTF employees but also to other individuals and organizations in the MSTF office complex, Ambassadors and anyone else interested in participating.

First-, second- and third-place MSTF bra decorating contest winners, in order, were Rene Miller, Tissue Recovery Technician, for Keep the Rack Intact; Randa Lipman, Manager of Community Outreach, for Save the Boo Bees; and Tina Ray, Supervisor of Organ Recovery Technicians and Kidney Perfusion, for Barbells for Ruth.

Tissue donation improves the lives of others through gifts of corneas, heart valves, skin, bones, veins, tendons and cartilage. A single tissue donor can impact the quality of life for more than 75 individuals.





Make Your Shopping Experience Count



Kroger allows you to support MSTF every time you shop at no additional cost to you through its Kroger Community Rewards Program. All you need is a Kroger Shopper's Card and a digital account.

If you do not already have a digital account, simply go to <https://www.kroger.com/> and create an account under the "Sign in" drop-down menu. Be sure to link your Shopper's Card to your account.

Once your account is created and your card is linked, select an organization through Community Rewards. You can search for organizations by name or NPO number: Mid-South Transplant Foundation or NPO UG169.

Afterward, any purchases using your Shopper's Card will be applied to the program. Kroger donates annually to participating organizations based on your percentage of spending as it relates to the total spending associated with all participating Kroger Community Rewards organizations. Make your next shopping experience count!

More information about Community Rewards can be found at <https://www.kroger.com/i/community/community-rewards>.

Show Your Support for Donation

Show your support for organ and tissue donation by committing to purchase a Donate Life Tennessee license plate today.

Efforts are underway to offer a Donate Life license plate for Tennessee drivers. The first step is getting 1,000 or more people to pre-order the new plate. The Tennessee General Assembly must then approve the initiative. Once the plate is approved, you will be contacted to pay for your plate.

To make your commitment, scan the QR code and complete the associated short form.

Donate Life Tennessee is a collaboration of MSTF and Tennessee Donor Services.



<http://go.dcids.org/DonateLifeTNLicensePlate>

2024 Ambassador Awards Presented

Ambassadors have contributed 1,700 volunteer hours to MSTF as of Dec. 3, 2024. While the tally is not final, it is impressive and will set another record for volunteer hours at MSTF. Ambassadors contributed 1,620 hours in 2023 and 1,347 in 2022. MSTF is deeply grateful to its Ambassadors for the work they do.

Each year, MSTF recognizes individual Ambassadors who go above and beyond in their efforts to support donation. The prestigious **Dr. Louis G. Britt Award**, named in honor

of MSTF's founder, was created in 2023 to recognize the Ambassador who best demonstrates exceptional service and dedication to MSTF and the community. The winner of the 2024 Dr. Louis G. Britt Award is Shemeka Malone. Malone is a donor family member. She is also a volunteer for other organizations, including the American Red Cross and UPS Women of Brown. When the call goes out for help, Malone finds time to make a difference.

The **Ambassador of the Year (AOTY) Award** is based largely, though not solely, on volunteer hours. The AOTY winner must exemplify commitment to the donation community. The 2024 AOTY honoree is Vera Milam Johnson. Milam Johnson works to build relationships with MSTF's driver's licensing partners in the six Arkansas counties served by MSTF.



Ambassador Shemeka Malone (left) is the winner of the 2024 Dr. Louis G. Britt Award, while Ambassador Vera Milam Johnson (right) is the 2024 Ambassador of the Year. Malone and Milam Johnson celebrated their accomplishments with MSTF Executive Director Kim Van Frank (center) on Dec. 3 at a dinner honoring Ambassador accomplishments.

Two Ambassadors received the **Ambassador Star Award** for their commitment to volunteering. Like Malone, they step up to volunteer repeatedly whenever volunteer assistance is needed. They are Shirley Branch and Sarah Beth Silverman.

One Ambassador received the **Blue & Green Day Mid-South Hero Award**. (continued on pg. 3)



Ambassadors Sara Beth Silverman (left) and Shirley Branch received MSTF Ambassador Star Awards for their volunteer efforts in 2024.



Ambassador Richard Edmondson received the 2024 Blue & Green Day Mid-South Hero Award for outstanding contributions to MSTF's Blue & Green Day success.



MSTF Thanks Ambassadors



Each year MSTF hosts a holiday drop-in event to thank Ambassadors for their dedication to raising awareness for donation. Ambassadors gathered Nov. 13 at the Junior League of Memphis Community Resource Center on Central Avenue. Thank you to MSTF Ambassadors for an incredible year. You change lives.

Ambassador Awards (continued from pg. 2)

Richard Edmondson works tirelessly each year to recruit participants for Blue & Green Day Mid-South. 2024 was no exception. Edmondson registered around 100 businesses as 2024 Blue & Green Day Mid-South partners.

Seven Ambassadors received the **Ambassador Service Award** for contributing 50 or more volunteer hours in 2024. They are Marian Bacon, Shirley Branch, Richard Edmondson, Shemeka Malone, Vera Milam Johnson, Sharri Reid and Sara Beth Silverman.

The Ambassadors who work to build relationships with our driver's licensing partners and, in Tennessee, with county clerk offices play an important role in donor registration. Well over 90% of individuals who register as donors do so when they get or renew their driver's license. These Ambassadors are Richard Edmondson, Betty Harris, Shemeka Malone, Vera Milam Johnson and Sara Beth Silverman.

It is important to educate students about donation. Four Ambassadors have taken on the role of educator for driving school students. They are Henry Greinke, Betty Harris, Sara Beth Silverman and Betty Gay Williams.

MSTF thanks not only these Ambassadors but all MSTF Ambassadors for the incredible job they do to promote donation. They are the face of MSTF in the community. MSTF could not do the work it does without Ambassadors.

Duck Campaign Flies High

Donate Life Tennessee's Donation Duck Campaign was the recipient of the 2024 Donate Life America (DLA) Pinnacle Award in the Fundraising Category. The campaign also received a Best of the Best Award for Best Return on Effort.

The Pinnacle Awards presentation was part of the DLA Annual Conference in October in Louisville, KY. Each year, DLA recognizes innovative and successful programs from Donate Life State Teams and their member organizations.

The Donate Life Tennessee (DLTN) Donation Duck campaign successfully raised awareness for organ, eye and tissue donation, re-energized DLTN's partnership with Tennessee county clerks and increased donations to the Tennessee County Clerk Organ Donation Awareness Foundation (TCCODAF). TCCODAF funds the DLTN donor registry and donation education throughout the state.

More than 60 of Tennessee's 95 county clerks participated in the campaign, which sent thousands of Donation Ducks stickered with a direct registration ask to every corner of the state. Tennesseans contributing to the TCCODAF were offered a Donation Duck in appreciation for their donation, netting a 15% increase in contributions to the fund.

From the campaign's beginning in 2023 until present, 25,000 Donation Ducks have been distributed. A fourth flock of Donation Ducks will hatch this winter and take flight in early spring.

DLTN is a collaboration of Tennessee Donor Services and MSTF.

DUCK, DUCK, DONOR!

ADOPT YOUR DONATE LIFE TENNESSEE DONOR DUCK TODAY & HELP SAVE LIVES!

AVAILABLE FOR A LIMITED TIME ONLY!

SHOW YOUR SUPPORT. REGISTER AS AN ORGAN, EYE AND TISSUE DONOR AND PASS IT ALONG!

DONATE LIFE Tennessee





Do You Know How Fast You Were Going?

The headline is fun, but Ambassador Barbara Edmond is not really spending her time clocking speeders. She did, however, successfully complete the Citizens' Police Academy Training Program in November under the direction of the Memphis Police Department's Community Engagement Unit. The program is designed to give Memphis citizens a better understanding of how the police department operates. "I wanted to see what it was like to walk in their (police officers') shoes and experience a ride-along," Edmond said.



Spotlight

Emma Smith, Donation Support Coordinator – Tissue, and Greg Kenerly, Family Donation Coordinator – Organ, have received MSTF Hope and Life Recognition Awards for their exceptional work with donor families during the third quarter of 2024.



Emma Smith **Greg Kenerly**

Parade Season

The holiday season is parade season. MSTF participated in two holiday parades to raise awareness of donation, the 2024 Forrest City (AR) Community Christmas Parade and 65th Annual Hernando (MS) Candyland Christmas Parade.



Hernando
Christmas Parade

Forrest City
Christmas Parade