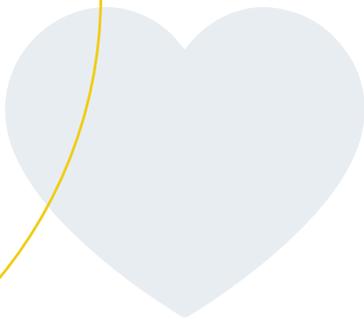


**DONOR  
NETWORK WEST**  
**AMBASSADOR**



# **DONATE LIFE AMBASSADOR**

**VOLUNTEER HANDBOOK**



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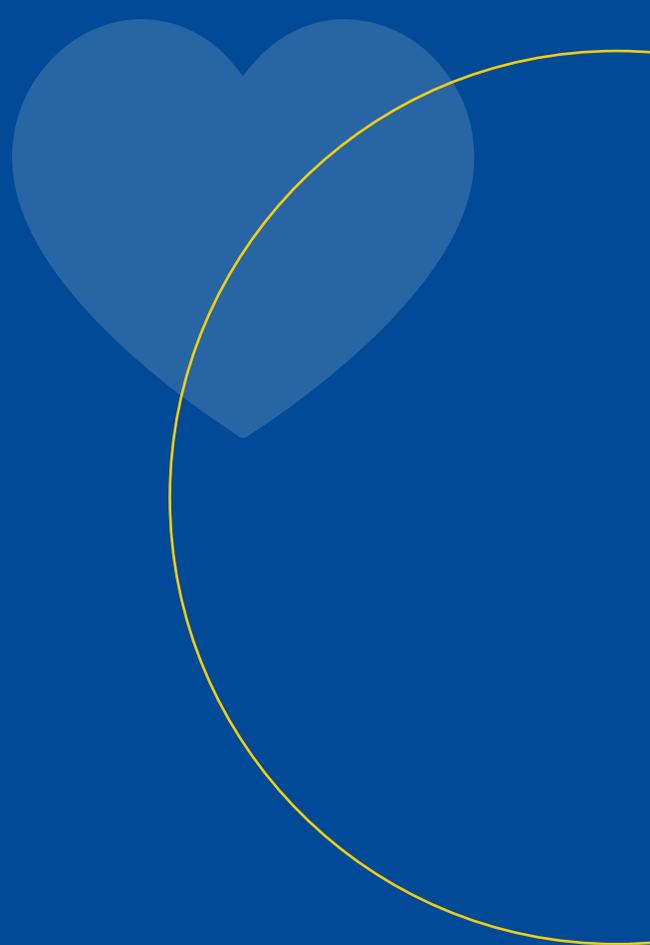
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WELCOME  
TO OUR **TEAM**

## Dear Donate Life Ambassador,

These past few years have proved pivotal for change and transition, resulting in a renewed commitment to keeping our mission at the forefront. Our work and unwavering passion are solely driven by our focus to save and heal lives through the generous gifts made by hundreds of donors and their families each year. Together, we are not only upholding the legacies of the donors and their gifts but providing a better quality of life to those in desperate need of a second chance at life.

One of the most valuable things we have in life is time. On behalf of the entire team at Donor Network West, I thank you for sharing your time to help make a difference in bringing our important mission to life. The work we do every single day is more impactful because of your commitment to helping spread the message of donation.

Throughout the years, our Donate Life Ambassadors have helped to launch new campaigns which allow us to reach diverse communities. These opportunities create and commission the art that sparks conversation about organ, eye and tissue donation. All which are the inspiration for the many projects that assist in advancing our ability to reach and educate the community in exciting and innovative ways.

Sincere dedication and sharing lived experiences are key to moving people to action. There is value in your story; it aids in humanizing the process and importance of donation and helping more people to say “yes” to joining the organ donation registry. It is because of you that the number of organ and tissue transplantations increases year after year. We are proud of the work that our combined Donor Network West employees and Donate Life Ambassadors accomplish year after year. Together, we can go farther and do the impossible and one day eliminate the organ transplant waiting list.

Thank you again to all of you for everything you do to help us continue to fulfill our mission of saving and healing lives through organ and tissue donation for transplantation and research.

With Gratitude,  
Janice F. Whaley

President and CEO

# WHO WE ARE

Donor Network West is a federally designated nonprofit, 501(c)3, organ procurement organization (OPO) with headquarters in Northern California and Northern Nevada. Established in 1987, we serve more than 13 million people and connect a donor's gift to those in need in 45 counties in Northern California and Northern Nevada. Organ, eye, and tissue donation offers the hope to heal. The generous decisions of donors and their families allow us to recover and allocate organs and tissues for transplantation and research.



**45**

Counties Serving  
Northern NV and Northern CA



**175**

Hospitals



**44**

Coroners & Medical Examiners



**100,000**

Square Miles



**5**

Transplant Centers



**500+**

Funeral Homes

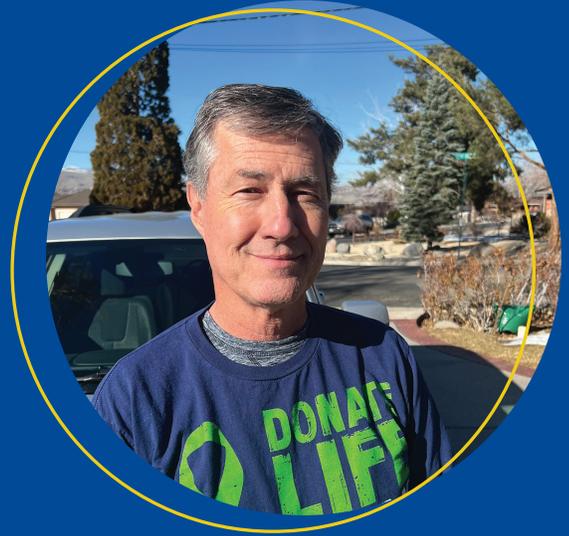


**14**

Million People

# OUR MISSION

Donor Network West saves and heals lives through organ, eye and tissue donation for transplantation and research.



It's all about **honoring my donor** and every donor who has given others a second chance of life. That's why I volunteer.”

**Tom Graham**  
Pancreas & kidney recipient



“Volunteering with Donor Network West lets us share Joe’s story so **his legacy** lives on.”

**Theresa & Jess**  
Donor Parents

# OUR VISION

To be the industry leader of organ, eye and tissue procurement with compassionate support and service.

# OUR CORE VALUES

## PASSION

Donor Network West is composed of caring professionals aligned with our mission, who give their all to help save lives and inspire our communities to donate life.

## EXCELLENCE

Donor Network West is solution oriented, team focused, with bold change agents utilizing our experience and expertise to optimize the gift of life.

## DIVERSITY, EQUITY & INCLUSION

Donor Network West team members respect and value people of all backgrounds, appreciate and celebrate differences in others and create an environment of equity and inclusion with opportunities for everyone to reach their potential.

## RELATIONSHIPS

Donor Network West team members are respectful stewards who honor donors, show compassion and support for donor families, advocate for recipients and empower collaboration with external and internal partners.

# OUR WHY



While more people are receiving organ transplants than ever before, the need still outpaces the available organs. The hard truth is, approximately 17 people will die today waiting for an organ that doesn't come in time to save their lives. This is why Donor Network West is committed to increasing the number of registered donors; our mission is to give people on the waiting list hope for tomorrow.



FOLLOW AND SHARE OUR  
**YOUTUBE CHANNEL**



## **WHAT ARE ORGAN PROCUREMENT ORGANIZATIONS (OPOs)?**

OPOs are not-for-profit organizations responsible for recovering organs from deceased donors for transplantation in the U.S. There are 56 OPOs, each mandated by federal law to perform this life-saving mission in their assigned donation service area.

The OPO's role is to assess donor potential, collect and convey accurate clinical information, and follow national policies for offering organs. (It is the transplant hospital's role to review organ offers and decide whether they are suitable for their patients.)

OPOs are on the front-line of organ procurement, and work directly with a decedent's family during the emotional discussion about potential donation in order to facilitate the gift of life. For every successful match, the OPO facilitates authorization, testing, the recovery of donor organs and delivery to the transplant hospital.

# STATISTICS **AT A GLANCE**



## The Need

In our service area of  
**Northern California and Northern Nevada**  
the need is great:



More than

**20,000 Californians**

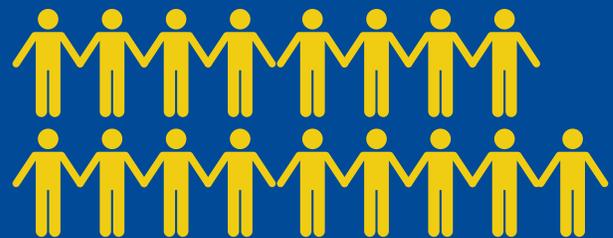
are waiting for a life-saving transplant.

**600 Nevadans**

are waiting for a life-saving transplant.



**Every 10 minutes,**  
someone is added to  
the national transplant  
waiting list.



On average,  
**17 people die**  
each day while waiting for  
a transplant.



Save up to  
**8 lives**  
through organ donation.



Restore sight to  
**2 people**  
through cornea donation.



Heal as many as  
**75 lives**  
through tissue donation.



Approximately **98 organ transplants** take place every day in the United States, that's more than **36,000 people** who begin new lives a year!

More than **1 million** tissue transplants are performed each year and the surgical need for tissue has been steadily rising. Corneal transplants, meanwhile, restore sight to **50,000 people each year.**

# HOW DO I GIVE **PERMISSION TO DONATE?**



After the surgeons take every measure possible to save your life, the hospital will contact the local Organ Procurement Organization (OPO). The OPO will search your state registry to see if you signed up as a donor. If so, that serves as legal consent for donation.

The OPO will tell your next of kin (family) whether you signed up and then ask for permission to proceed. It is important to share your decision to sign up with your family, so they may carry out your wishes.

## **The Donation Process**

### **HOW DONATION WORKS**

Organs are allocated according to medical need, blood and tissue type, height and weight. Celebrity status and wealth are not considered.

## **Donation After Life**

At this time, only 3 in 1,000 people actually become donors even though 169 million are registered. This is why the more registrations we have the higher that number will be and the more lives can be saved and healed

## **Donation While Alive**

Donation while alive: Altruistic donors are able to donate some organs or parts of them while living.

## **Matching Donors with Recipients**

Doctors add patients in the Organ Procurement and Transplantation Network (OPTN). The OPTN is a national computer system. It puts patients in order on the waiting list and matches them to donors.

# **The Organ Transplant Process**

A surgeon recovers and transplants a donated organ to someone whose organ failed.

This is an organ transplant. Certain diseases can lead to organ failure, as well as injuries or birth defects.

# WHAT CAN YOU DONATE AS A LIVING DONOR?



## LIVING ORGAN DONATION

### 1 of 2 kidneys

- A kidney is the most frequently donated organ from a living donor.
- The donor's remaining kidney provides the necessary function needed to remove waste from the body.

### 1 of 2 lobes of the liver

- Cells in the remaining lobe of the liver grow or regenerate until the liver is almost its original size.

### A lung or part of a lung, part of the pancreas or part of the intestines

- These organs do not regenerate, however both the donated portion of the organ and the portion remaining with the donor are fully functioning.

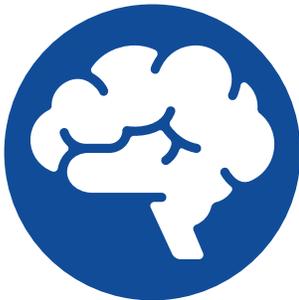
## LIVING TISSUE DONATION

- Skin
  - Bone after knee and hip replacements
  - Healthy cells from bone marrow and umbilical cord blood
  - Amnion, donated after childbirth
  - Blood, including white and red blood cells, platelets, and the serum that carries blood cells throughout the circulatory system.
- 
- A healthy body can easily replace some tissues such as blood or bone marrow.
  - Both blood and bone marrow can be donated more than once since they are regenerated and replaced by the body after donation.

# TWO TYPES OF DECEASED ORGAN DONATION

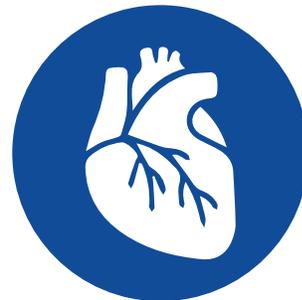
## BRAIN DEATH TESTING

- If the patient is dead, and is not responding, physicians will perform a series of tests to determine if brain death has occurred.
- A patient who is brain dead has no brain activity and cannot breathe on his or her own.
- Only after brain death has been confirmed, and the time of death noted can organ donation become a possibility.



## Donation after Brain Death (DBD)

Recovery of organs after neurological determination of death



## Donation after Circulatory Death (DCD)

- Patient DOES NOT meet the criteria for brain death
- No long-term prognosis for meaningful existence
- Family elects to withdraw life support
- Recovery of organs immediately following cardiopulmonary death

# ORGAN & TISSUE

## HEART

provides years of active living for people with heart failure



## LIVER

Restores life to those with liver failure



## LUNGS

Allows unaided breathing



## PANCREAS

Eliminates insulin dependency



## KIDNEY

Allows the recipient to live a life free from dialysis



## INTESTINES

Aid Digestion



## CORNEAS

Restores sight



## VALVES

Repair cardiac defects



## SKIN

Heals burn patients



## BONES

Prevent the need for amputation



## VEINS

Re-establish circulation



## LIGAMENTS

Rebuild joints



 **LIVING DONATION**

How  
To ✓

# REGISTER

as an Organ Donor

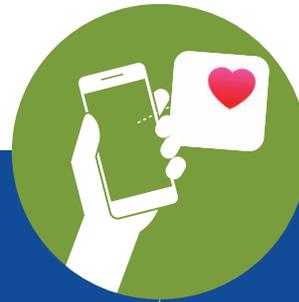
DONOR



at your local  
**DMV**



**ONLINE**  
(scan QR code)



with your  
**HEALTH** app

[DONORNETWORKWEST.org](http://DONORNETWORKWEST.org)

## DNWEST & THE DMV

- DMVs are very important donation partners. Over 97% of our registrations come from the DMV.
- There are 75 DMVs in our service area. We look for volunteers to adopt offices to visit a few times a year. Check in with the manager, do a training with the staff, check to be sure there are up-to-date-materials.

# AMBASSADORS

## are Community Connectors

Donate life Ambassadors are the heart and soul of our community outreach program at Donor Network West.

Our ambassadors reach those in the community by sharing their personal perspectives and authentic experiences, often reflecting similar cultural connections.

Through intentional storytelling, the Ambassadors inspire and spread hope to heal through organ and tissue donation. By amplifying the message of how together, we can save more lives and increase the number of registrations, we encourage people to say “yes” to donation.



# THE ROLE

## of a Donor Network West Donate Life Ambassador Volunteer



### What You Can Expect From Us

Donor Network West volunteers have the right:

- To be assigned appropriate assignments according to skill, interest, availability and training.
- To be trusted with confidential information that helps to carry out assignments.

### What We Expect From You

- To understand and exemplify our vision and core values.
- To commit when you sign up to volunteer for events.
- To represent Donor Network West in a positive and professional manner.
- Log and submit your volunteer hours.
- Provide you with the facts of donation... but it is your story that will inspire others to take action!
- Encourage folks to sign up to register.
- Attend a Donor Network West ambassador volunteer training classes at least once every two years.

### Community Education

Plan, coordinate or participate in events to promote awareness about organ and tissue donation at some of the following types of events:

- Health fairs
- Community events
- DMV offices
- Health clinics
- Service clubs or civic groups
- Schools
- Churches or other places of worship
- Hospitals

### Communication

Communicate with your Community Engagement Specialist (CES) on an on-going basis, particularly at these times:

- When booking speaking engagements or other activities.
- If there is a need for Donor Network West staff involvement at an event.

# WHAT'S NEXT?

SIGN UP AT  
**VOLUNTEER HUB**



REGISTER TO BE A  
**ORGAN DONOR!**

- **Attend a training** led by the Community Engagement team. Trainings can be found in the Calendar of Events section in Volunteer Hub.
- **Complete a background check** which is required due to working with schools, government institutions and hospitals
- **You will receive Donor Network West branded shirts and or jacket** or other branded wearables which you are required to wear for all events and speaking engagements unless discussed with your CES. You will also receive a welcome kit of materials.
- Please be sure to **update your contact information** in Volunteer Hub.
- **Renew your DLA training** every two years to learn about what is going on in the community and with Donor Network West.
- Remember to **sign up for a minimum of four (4) virtual or in person events every year.**
- **Stay up to date** on all things DNWest by subscribing to our newsletter which you can find on the bottom of any page of our website.



# DOs

- Wear a Donate Life pin.
- Look for events where we can exhibit.
- Say “I don’t know” if you don’t know. Avoid providing misinformation. Keep conversations fact-based or about your own experience or feelings.
- Tell anyone and everyone about what donation has meant to you, not just your friends!
- Share your story.
  - How was life prior to your story of donation?
  - When did the donation happen?
  - What in your life has changed since donation?
- Be expressive and authentically YOU!

# DON'Ts

- Don’t discuss religion unless it’s brought up in the context of the myth that religion is a hindrance to donation. If so, address only their concern.
- Don’t discuss anything political or controversial. If it’s insisted, redirect and stick to facts about organ, eye and tissue donation.
- Don’t argue on social media. If you see any problematic statements or myths, it is your responsibility to contact your CES representative and share the information so we can take care of it.

## MYTH

I'm too old...  
not healthy  
enough



## FACT

Anyone can sign up  
to be a donor

- HOPE Act
- Hepatitis C /HIV
- Allow the doctors to decide!
- Don't rule yourself out!

## MYTH

They won't try  
to save me



## FACT

First priority is  
to save YOUR life

- Different teams do lifesaving care, brain death evaluations, transplantation
- Share your decision with your family

## MYTH

My religion  
doesn't support it



## FACT

Most major religions  
support donation

# SAY THIS

# NOT THAT

---

Donor Network West

DNW or DNWest

---

Organ Procurement Organization in northern California and northern Nevada

OR

An organization that recovers organs in northern California and northern Nevada (use northern Nevada first, if in Nevada)



---

Organ donation

OR

If the conversation is about both:  
Organ and tissue donation

---

Donor Family

Family

---

Organ Recovery

Harvesting of organs

---

Decisions

Wishes

---

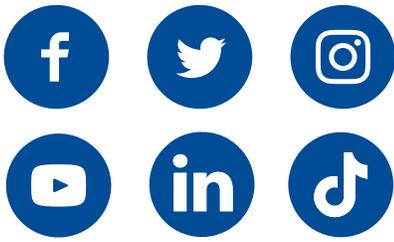
If the news is focused on northern Nevada, lead with northern Nevada first:

Do not always lead with “headquartered in northern California.”

Donor Network West, the federally designated not-for-profit Organ Procurement Organization with headquarters in northern Nevada and northern California...

If communicating in California, lead with northern California first:

Donor Network West, the federally designated not-for-profit Organ Procurement Organization with headquarters in northern California and northern Nevada...



# SOCIAL MEDIA **AND YOU**

## Talk to us about media.....

- Let us know so that we can help!  
Contact your CES for media support if ever approached by media.
- You can concentrate on your story, and we can work with the media on the “call to action.” Register to be an organ and tissue donor and talk with your family and friends.
- Stay up to date on all things Donor Network West by signing up for newsletters.

## HOW TO USE **SOCIAL MEDIA**

### Be a part of the Donate Life team

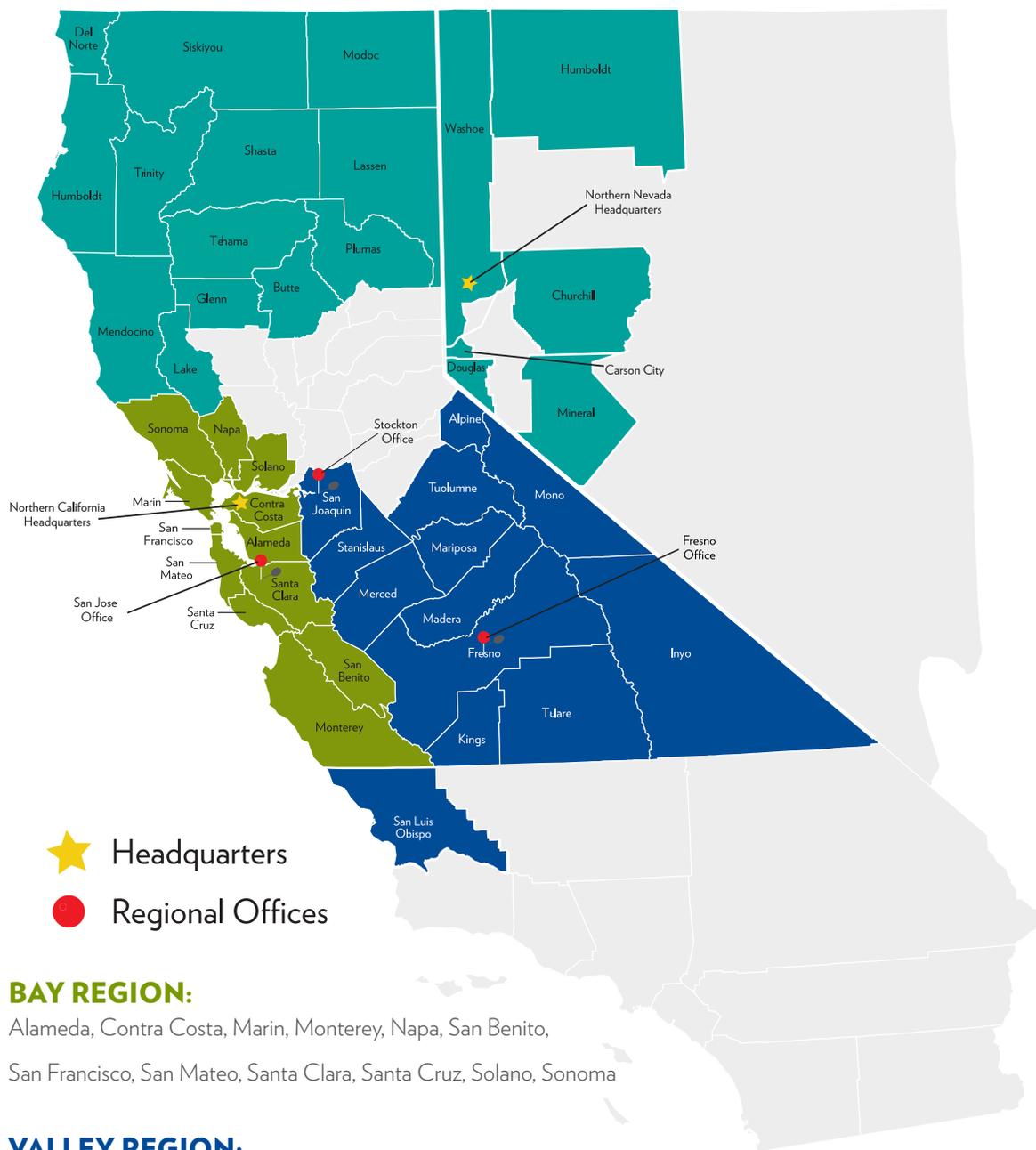
- Elevate your voice!
- Spread positive stories about donation.
- Like and tag us **@MyDNWest** on Facebook
- Like Donor Network West, Donate Life California, Donate Life Nevada, Done Vida California, Done Vida Nevada
- Hashtags frequently used are  
#DonateLife #DoneVida  
#DonateLifeCalifornia  
#DonateLifeNevada  
#DoneVidaCalifornia  
#DoneVidaNevada
- Let us know about potential misinformation circulating if you see something new or unusual
- As a representative of DNWest, please do not argue on social media. If you see anything of concern, please inform your Community Engagement Specialist (CES).

# DONOR NETWORK WEST

## EVENT HIGHLIGHTS

- Donor Family Ceremonies
- National Donor Day - *February 14th*
- Donate Life Month - *April*
- Transplant Games
- National Multiethnic Donor Awareness Month - August
- Donate Life Run/Walk - *September*
- Hispanic Heritage Month
- Donor Sabbath
- Rose Parade Float
- DLA appreciation events
- Blue & Green Activities
- National Pediatric Transplant Week
- National DMV Appreciation Month
- National Donor Sabbath - *2 weekends prior to Thanksgiving*

# OUR REGIONAL MAP



- ★ Headquarters
- Regional Offices

## BAY REGION:

Alameda, Contra Costa, Marin, Monterey, Napa, San Benito,  
San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma

## VALLEY REGION:

Alpine, Fresno, Inyo, Madera, Mariposa, Merced, Mono, San Joaquin, San Luis Obispo, Stanislaus, Tulare, Tuolumne

## NORTH REGION:

**Nevada:** Carson City, Churchill, Douglas, Humboldt, Mineral, Washoe

**NorCal:** Butte, Del Norte, Glenn, Humboldt, Lake Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity

# CODE OF CONDUCT

**Donor Network West Code of Conduct. The following is not allowed and will be subject to removal as an ambassador.**

- A.** Theft, deliberate or careless damage or destruction of any DNWest property, or the property of any employee or client; this includes removing or borrowing DNWest property without authorization
- B.** Possession of a weapon or of dangerous materials such as explosives, toxic substances, or flammable substances on DNWest property.
- C.** Manufacture, possession, use, distribution, sale, or dispensation of illegal drugs or alcohol while representing DNWest
- D.** Disorderly or disruptive conduct including fighting, derogatory name calling, abusive or profane language, harassment, intimidation, or coercion
- E.** Failure to maintain an acceptable level of dependability.
- F.** Actions posing a security risk for DNWest, including assisting unauthorized access to DNWest premises
- G.** Violating any safety, health, security or DNWest policy, rule or procedure.

# DONOR NETWORK WEST **IS PROUD TO BE**

A Donate Life organization and an accredited member of the American Association of Tissue Banks (AATB) and the United Network for Organ Sharing (UNOS).

We are also members of Donate Life California and Donate Life Nevada.





REGISTER TO BE A  
**ORGAN DONOR!**

**NORTHERN CALIFORNIA HEADQUARTERS**

12667 ALCOSTA BLVD., SUITE 500  
SAN RAMON, CA 94583  
PHONE: 925.480.3100  
FAX: 925.480.3101

**NORTHERN NEVADA HEADQUARTERS**

5440 RENO CORPORATE DRIVE  
RENO, NV 89511  
PHONE: 775.825.7700  
FAX: 775.825.7703

**AMBASSADORS@DNWEST.ORG | 510.963.1120**

**DONOR**NETWORKWEST.org