

to organ, tissue, and eye donation!





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DEAR VOLUNTEERS

Committed volunteer partners are valued team members, an extension of our staff and vital to fulfilling the mission of Lions Eye Bank of Wisconsin. We are truly grateful to have friends in the community who are eager to help us bring the gift of sight to all those in need. We welcome you to our team and extend our deepest gratitude for your service. As you learn about our

history, take note that all of the good work we do today is because many years ago ordinary people saw a need in their community, raised their hand and volunteered to make a difference in the lives of others.

As a Lions Eye Bank of Wisconsin Volunteer, you join with hundreds of other volunteers who have transformed lives locally, nationally and internationally. You are joining a long tradition of service, community and collaboration. Seeing our volunteers at work, we are reminded daily that no one needs to wait a single moment to start to improve the world and it doesn't take a single dollar to show you care. Our tradition of service and the power of the individual to create change for the better continues through each of you. We look forward to working with you, hearing your ideas and suggestions. You are needed and we appreciate the gift of your time and the unique talents you are willing to so generously share with us. Welcome to our team and thank you for choosing to volunteer with LEBW.

Sincerely,

Stacey Troha, CEO
Lions Eye Bank of Wisconsin

LIONS EYE BANK OF WISCONSIN: OUR MISSION

Lions Eye Bank of Wisconsin (LEBW) is a nonprofit 501(c)(3) organization and team of professionals and volunteers, dedicated to the mission of restoring the gift of sight through recovery and transplantation of corneas, research to advance the knowledge and treatment of eye diseases, and education to increase donations. Our ultimate goal is to improve people's quality of life through the gift of sight.

WHAT WE DO



GIVING THE GIFT OF SIGHT

We recover and
process eye tissue



WE SUPPLY TISSUE

Recovering tissue
throughout Wisconsin



BECOME A DONOR

Register. Donate.
Be a hero.

PART 1: LIONS EYE BANK OF WISCONSIN OVERVIEW

WHAT IS AN EYE BANK?

An eye bank recovers, medically evaluates and distributes donated eye tissue, and educates the public about the importance of organ, eye and tissue donation. Eye banks are non-profit organizations. They follow evaluation procedures in accordance with strict medical standards, set by the Eye Bank Association of America and the Federal Drug Administration (FDA).

Eye Bank's work to fulfill the wishes of eye/corneal donors and their families to help overcome blindness through transplantation and research. Eye Banks also advocate for donation of organ, eye and tissue.

Lions Eye Bank of Wisconsin provides Wisconsin's corneal surgery needs for corneal transplant surgeons throughout the state; no cornea recovered by LEBW leaves the state until every Wisconsin patient's needs are met.

HISTORY: LIONS CLUBS INTERNATIONAL- ADVOCATES FOR THE BLIND

Founded in 1917 in Chicago, Illinois, The International Association of Lions Clubs is the largest non-governmental agency associated with the United Nations, with more than 1.4 million Lions Club members worldwide, representing 43,300 clubs in 714 districts covering 182 countries. The Lions overall mission is to empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.

In 1925, Lions Clubs International featured Helen Keller as the guest speaker at their convention in Cedar Rapids, Ohio. Through her interpreter, Helen Keller challenged the Lions to constitute themselves as "Knights of the Blind" in a crusade against blindness. As a result, Lions Clubs International sponsors thousands of programs for the blind and visually impaired around the world each year.

EYE BANKING IN WISCONSIN

Wisconsin's first Eye Bank began in 1953 in Milwaukee, sponsored by the Marquette University Medical School. In 1964, the Milwaukee Eye Bank was taken over by the Wisconsin Lions Foundation (WLF) and was renamed the Wisconsin Lions Eye Bank.

In 1969, a separate eye bank facility in Madison, Wisconsin, was started with similar goals to the Milwaukee program, administered through the University of Wisconsin and University Hospitals and Clinics. The two eye banks divided areas of service based on geographic and demographic considerations. In the spring of 1999 officials of both parties agreed it was in their best interest to have a single Eye Bank serving the needs of Wisconsin and a merger was completed.

In June 2000, the name of the eye bank was changed to Lions Eye Bank of Wisconsin Inc. recognizing the efforts of Wisconsin Lions and following approval of Lions Clubs International.

Lions Eye Bank of Wisconsin, Inc. is now considered to be an affiliated organization of the Lions of Wisconsin. As an affiliate, Wisconsin Lions operate with the eye bank to provide local transportation of tissue, volunteering their time, and advocacy for the importance of organ, eye and tissue donation and registration.

We thank the Lions Clubs of Wisconsin for their dedicated service to our organization, our partners and most importantly, the donor families and recipients. Thank you for helping to continue our mission of giving the gift of sight.

With more than 550 clubs and 18,000 members in Wisconsin, Lions Clubs provide an important community link helping Lions Eye Bank of Wisconsin as ocular tissue Transporters and taking part in encouraging people to sign up on the Wisconsin Donor Registry. Their support is greatly appreciated.

WHY WOULD SOMEONE NEED A CORNEAL TRANSPLANT?

A corneal transplant becomes necessary when a person's cornea becomes cloudy or damaged due to disease, injury, or hereditary conditions. In these situations, the cornea must be removed and replaced with healthy donated tissue. Corneal transplant surgery is the most frequently performed human transplant procedure in the United States. On average, 50,000 corneal transplants are performed each year.

The cornea is the clear window in the front of the eye that covers the colored iris and the round pupil. Your corneas help focus light that enters your eye by bending it. They also protect your eyes from dust, germs and other particles and filter out ultraviolet rays from sunlight. Damage to one or both corneas can affect your ability to see clearly and impact every day functions such as reading, driving, cooking, working and more.

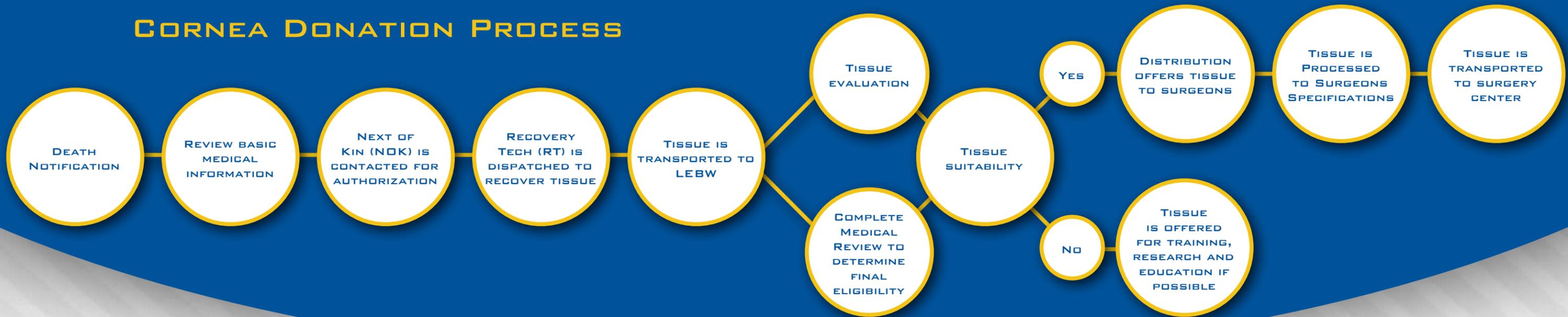
COMMON CONDITIONS THAT AFFECT THE CORNEA:

- Keratitis – Keratitis is an inflammation of the cornea.
- Corneal dystrophies – There are more than 20 corneal dystrophies, diseases that cause structural problems with the cornea.
- Keratoconus – Keratoconus is a condition where the cornea weakens and bulges forward. The irregular shape of the cornea disrupts proper focusing of light rays and causes distorted vision.
- Fuchs' dystrophy – Fuchs' dystrophy is the gradual deterioration of endothelial cells for no apparent reason.
- Lattice dystrophy – Lattice dystrophy is characterized by the presence of abnormal protein fibers throughout the stroma.
- Herpes zoster (shingles) – Shingles is a recurrence of the chicken pox virus in people who have already had the disease.
- Ocular herpes (herpes of the eye) – This is a viral infection of the eye that may reoccur.
- Injuries – Deeper injuries can cause corneal scarring, resulting in a haze on the cornea that impairs vision.

A corneal transplant involves surgically removing the cornea and replacing it with donated tissue. This surgical procedure helps improve vision in those with corneal problems, such as scarring, cloudiness or thinning. Corneal transplants can help restore vision, relieve pain and provide independence for those living with visual impairments.



CORNEA DONATION PROCESS



DEATH NOTIFICATION

The patient's death is called in to Statline by the facility of care (typically by the nurse assigned to case). Statline screens and triages donors and if the patient meets LEBW criteria the referral is sent over to the LEBW Donor Support Center (DSC) for further ocular donation screening.

REVIEW BASIC MEDICAL INFORMATION

The DSC coordinator accesses the potential donor's electronic medical chart for a brief medical eligibility screening. A screening interview with the hospital nurse is also performed that is meant to further clarify medical care as well as recovery logistics.

NOK IS CONTACTED FOR AUTHORIZATION

Once the patient has been identified as a potential ocular donor the Legal Next of Kin (LNOK) is contacted over the phone and authorization for donation is performed. The conversation is recorded, and it serves as a legal witness.

RECOVERY TECHNICIANS DISPATCHED TO RECOVER TISSUE

Recovery Technicians Wisconsin is split into several recovery areas that are assigned to designated recovery technicians. Once the authorization for donation has been obtained and the recovery logistics are worked out with the hospital, Medical Examiner's Office, funeral home and tissue partners, a Recovery Technician is dispatched for recovery.

TISSUE IS TRANSPORTED TO LEBW

When recovery is completed, the DSC will begin contacting the appropriate Lions Club Dispatchers or Lions Club point person(s) to arrange each leg of the transport. This system has been coined 'The Corneal Express', because the transporters relay the boxes of tissue from the various pickup/drop off locations to the LEBW office in Madison, Wisconsin, or outbound to surgery centers.

TISSUE EVALUATION

Once tissue arrives to the Technical Lab it is evaluated for surgery eligibility. The individual ocular tissue is examined under a microscope and cells are counted. This is done to establish its functional quality and to determine which types of surgery it can be used for.

COMPLETE MEDICAL RECORD REVIEW FOR FINAL ELIGIBILITY

Pertinent patient records are gathered for medical eligibility review by a team of Medical Director Designees (MDDs). These include but are not limited to: hospital records, autopsy results, medical investigator reports, emergency medical services reports, blood testing results. The purpose of this review is to ensure that the gift is safe for transplantation and prevent transmission of infectious disease from donor to recipient.

TISSUE IS MADE SUITABLE FOR TRANSPLANTATION BY MDDs

Based on surgery needs the tissue is paired with the right recipient based on criteria established by transplanting surgeons. The criteria are related to donor age, medical history, recipient diagnosis, etc.

TISSUE IS PROCESSED IF NEEDED

Multiple corneal transplant procedures are available and LEBW can process the tissue to suit most surgery needs. Processing is done in house by highly trained technicians the day before the surgery takes place.

TISSUE IS TRANSPORTED TO SURGERY CENTER

The DSC dispatches the appropriate Lions Club Dispatchers or Lions Club point person(s) to arrange each leg of the transport for an outgoing tissue transport. Each leg of the transport is set up and transported by multiple clubs, outbound to surgery centers.

TISSUE IS DEEMED INELIGIBLE FOR TRANSPLANT PROCEDURES

If a contraindication to transplant is identified in the donor's chart or during tissue evaluation, the tissue is offered for placement to research groups or education programs. Tissue can also be used in house for technician training procedures.

LEBW makes every effort possible to place tissue for transplant locally, nationally and internationally or for training, research and education prior to tissue expiration/disposal.

FACTS ON EYE DONATION

WHAT IS DONATION?

Corneal transplantation is one of the most frequently performed human transplant procedures.

The cornea is the eye's outermost layer. It is the clear, domeshaped surface that covers the front of the eye. It plays an important role in focusing your vision.

A cornea transplant may be required because of an eye disease, such as Fuchs' dystrophy or keratoconus, or a corneal injury.

50,000 **1,800+** **95%**

Presently, more than 50,000 transplants are performed each year in the U.S.

On average, LEBW places more than 1,800 corneas per year, giving the gift of sight to those awaiting corneal transplants.

Over 95 percent of corneal transplants are successful.

DONATION FACTS



Donation is a gift. There is no cost to the donor or their family to donate.



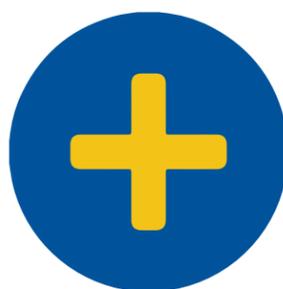
You can register to be an eye donor regardless of age, race or medical history or even poor vision.



All major religions in the United States support donation and view it as a final act of love and generosity.



The altruistic spirit of the gift of donation is protected and handled with the utmost respect.



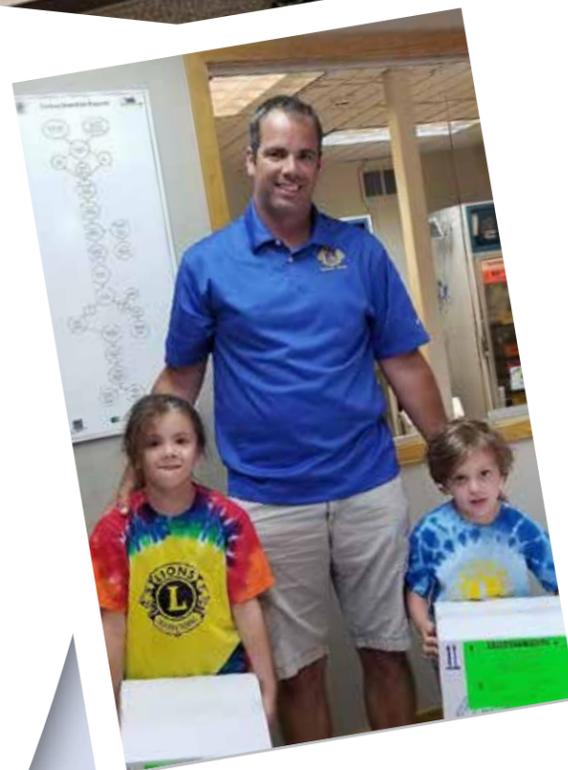
If an eye donation cannot be used for transplant, it is then used for research, training and educational purposes, a gift that will benefit many people. This donation has made it possible for those learning surgical techniques to practice their skills and gain proficiency in their field. There is virtually no other way for professionals to learn how to perform these most delicate procedures other than through anatomical gifts to education. Better education, in turn, leads to greater opportunities for sight restoration.

LIONS EYE BANK OF WISCONSIN CORNEAL EXPRESS: LEBW TRANSPORTERS

There are over 550 Lions Clubs throughout Wisconsin who serve their communities, meet humanitarian needs, encourage peace and promote international understanding. Close to half of these clubs serve as transporters for Lions Eye Bank of Wisconsin.

LEBW Transporters deliver boxes of eye tissue from various pick up and drop off locations. This system has been coined 'The Corneal Express', because Transporters relay boxes of tissue from various pickup/drop off locations to the LEBW office in Madison, Wisconsin, or outbound to surgery centers. This is for both incoming tissue - tissue coming from various locations in the state to LEBW or outgoing tissue - meaning tissue that is being sent from LEBW to surgery centers ready for transplant. LEBW is grateful to Transporter volunteers for their hard work and dedication in helping to provide the gift of sight.

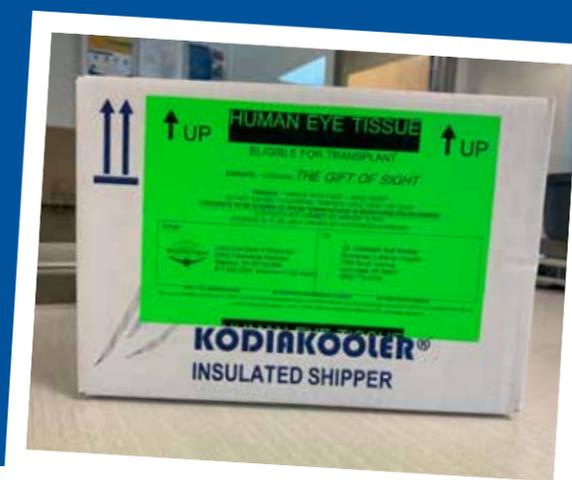
Each year, over 2,600 transports are made by Lions Clubs across the state. Transporters are on call 365 days a year, rain or shine, fighting the elements to give the gift of sight to those awaiting corneal transplant surgery. LEBW is the ONLY eye bank in the United States who fully relies on the volunteer efforts of Lions Clubs to transport corneal tissue across Wisconsin. Our organization would not exist without the dedicated efforts of Wisconsin Lions Clubs.



WHAT'S IN THE BOX?



BROWN BOX:
Incoming tissue -
tissue that is transported
IN to LEBW



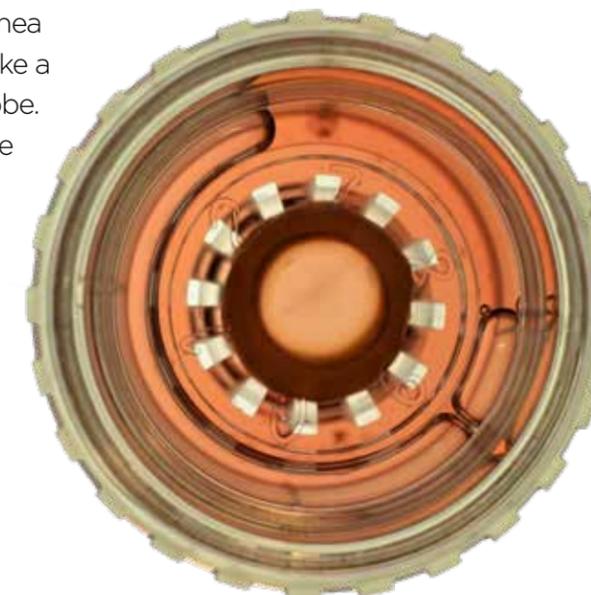
WHITE BOX:
Outgoing tissue -
tissue that is being sent OUT to
surgery centers for transplant recipients.

Lions Clubs are transporting eye tissue such as corneal tissue or sclera. 90% of transported tissue is the cornea. The cornea is the clear covering over the front part of the eye, much like a contact lens. Sclera is tissue recovered from the whole globe. Thanks to our LEBW Transporters, the gift of sight is made possible here in Wisconsin.

WHY IT'S IMPORTANT

The tissue being transported may be used for:

- Surgery to restore vision and in some cases provide it for the first time
- Education/Training for ophthalmology students and medical training
- Research for better treatment of diseases such as glaucoma and macular degeneration



LEBW FAMILY SERVICES OVERVIEW

Lions Eye Bank of Wisconsin is dedicated to the mission of helping those in need of a corneal transplant and providing comfort and resources to donor families whose loved one offered the gift of sight. LEBW's Family Services Program continues to provide support and resources to our donor families and transplant recipients well after the gift of sight has been given. The donation is not the end of our relationship, it is only the beginning.

Families and transplant recipients are provided with grief resources, local support group information, corneal transplant brochures, a letter explaining who/where their loved one's donation went to and information about our additional Family Services Programs. Donor family members and transplant recipients can connect one on one with the LEBW family services manager for additional support, information and resources as needed.

LEBW'S FAMILY SERVICES PROGRAMS:



DONOR MEMORIAL QUILT PROGRAM

Each donor family is invited to participate in the creation of a Donor Memorial Quilt, to recognize those who have chosen to give the Gift of Sight. A quilt square represents donors and tells their story. The quilt travels throughout the state to raise awareness of organ, eye and tissue donation. We continuously rotate the quilts as more are made.



CORRESPONDENCE PROGRAM

After a donation has been completed, there are opportunities to connect with the transplant recipient or donor family via mail. This program is facilitated through the Family Services department who sends the letters/cards/pictures/stories along to the families and individuals involved with the donation. After each party has exchanged a letter through LEBW, they have the option to share direct contact information with one another and take the correspondence into their own hands.



TRIBUTES

Lions Eye Bank of Wisconsin welcomes the opportunity for each donor family to participate in sharing a tribute of their loved one. This is one of the many ways we can recognize and honor those who have chosen to give the Gift of Sight.

The tribute can be used on the LEBW website, featured in various resources and exhibiting materials as well as LEBW social media platforms.



LEGACY OF SIGHT CEREMONY

The Legacy of Sight Ceremony honors donors that offered the gift of sight. Donor family members are invited to attend to honor their loved one.

LEBW HOSPITAL DEVELOPMENT OVERVIEW

Volunteers help support our Hospital Development team to meet the education, stewardship and event needs throughout the year. Your support increases our ability to share our mission across the state and ensures that up to date information about organ, eye and tissue donation is available to hospital staff and the community. Volunteers play a vital role in expanding our outreach and building relationships. They are the heart and soul of LEBW's efforts to inspire the public and healthcare professionals.



Lions Eye Bank of Wisconsin service area includes 130 hospitals across the state. Each hospital is responsible for making referrals for potential organ, eye and tissue donation. Other organizations like Long Term Care facilities, Hospice Centers, Funeral Homes and Medical Examiner Offices also refer patients for potential donation. The role Hospital Development is to:

- Develop strategic relationships with hospital and donation partners to improve donation outcomes.
- Serve as consultants and educators regarding the eye donation process
- Serve as ambassadors of the LEBW mission and provide stewardship to hospital staff and donation partners

Each hospital and donation partner in our service area is assigned to a Hospital Services Liaison who serves as their consultant. Hospital Services Liaisons are trained to build partnerships through participation with the hospitals in a variety of ways. Some examples of programs in which Hospital Development participate in include:

- Hospital based Donation Committees
- New Nurse Orientations
- Symposiums
- Seminars
- Grand Rounds
- Nursing Skills Days
- Professional Continuing Medical Education

Additionally Hospital Services Liaison improves the quality of donation programs and practices by providing continuous process improvement feedback through:

- Monthly donation outcome reporting
- Case Debriefings
- After Action Reviews
- One on One Consultations

Our Hospitals and Donation Partners also host a variety of activities throughout the year to promote awareness about organ, eye and tissue donation and help increase registration in the Wisconsin Donor Registry. These events include:

- National Donate Life Month Celebrations throughout April each year
- Donor Sabbath in November
- Eye Donation Awareness Month
- Green and Blue Day
- Community Events
- Health Fairs
- Registrations drives at hospitals
- Hospital based Donor Remembrance Ceremonies to honor donors and families

LEBW ANNUAL EVENTS



“BEING IN THE ROOM, SURROUNDED BY PEOPLE WHO ARE DOING GREAT THINGS FOR THE WORLD, MAKING AMAZING THINGS HAPPEN EVERY DAY... IT'S WHAT WE NEED MORE OF.”
—ALLISON DRIGGETT
LEBW DANCE REPRESENTATIVE

NATIONAL KIDNEY FOUNDATION OF WISCONSIN SPOTLIGHT ON LIFE GALA

Spotlight on Life is an annual celebration of the gift of life. It is an evening of dancing, rivalry and fun along with a gourmet dinner. The event raises money for programs like Living Well Before & After Transplant, as well as other patient and family services provided by the National Kidney Foundation of Wisconsin.



LEBW GOLF OUTING

Each year LEBW's "Tee Up for Sight" Golf Outing raises funds which benefits our Family Services Program and corneal transplant recipients who are having financial difficulties.



LIONS EYE BANK OF WISCONSIN LEGACY OF SIGHT CEREMONY

The Legacy of Sight Ceremony honors donors that offered the gift of sight. Donor family members are invited to attend to honor their loved one.



CRYSTAL VISION AWARDS

Since 2007, LEBW has been honoring advocates of donation who have shown commitment and dedication to raising awareness and educating communities on the importance of organ, eye and tissue donation.



YOUTH EXCHANGE

Each year, 50+ international students and counselors gather at the LEBW office to learn about the important work happening in eye donation. LEBW staff provide youth with an inside look at various departments within the organization that play a pivotal role in serving donors and their families.



LEBW ANNUAL MEETING

The annual LEBW meeting brings together LEBW staff, board of directors, Transporters & Dispatchers, volunteers, Lions Club members and other stakeholders. The event recaps the previous year and recognizes various award recipients such as Knight and Gift of Sight Fellowship, LEBW Transporter & Dispatcher, and volunteers and staff.



NATIONAL KIDNEY FOUNDATION OF WISCONSIN CAPITAL CITY RUN WALK

NKF Capital City 5k Run & Walk starts at Capitol Square in Madison, WI and ends at Goodman Park. The annual event brings together over 2,000 recipients, donor families and healthcare professionals, to honor the gift of life.

NATIONAL EYE DONATION MONTH

With approximately 50,000 corneas transplanted in the United States annually, corneal transplantation is one of the most frequently performed human transplant procedures. Since it was proclaimed by President Ronald Reagan in 1983, Eye Donation Month is an opportunity to educate the public about the importance of registering to be a donor, cornea donation and transplantation, honor donors and their families and celebrate transplant recipients.

NATIONAL DONATE LIFE MONTH

Celebrated in April each year, National Donate Life Month features an entire month of national activities to help encourage Americans to register as an organ, eye and tissue donor and to celebrate those that have saved lives through the gift of donation.

LEBW PARTNERS

LEBW is committed to supporting our donor families during their time of loss, facilitating the recovery of corneas for transplant to transform the lives of the visually impaired and serving Wisconsin's corneal surgery needs for corneal transplant surgeons throughout the state and around the world. Through our partnerships, LEBW is able to advance our mission of helping to give the gift of sight. We are proud to partner with various state, national and international organizations committed to changing and improving communities around the world.



WISCONSIN LIONS

LEBW is an affiliated organization of Lions of Wisconsin Multiple District 27. As an affiliate, Wisconsin Lions operate with LEBW to provide local transportation of tissue and volunteer their time advocating and educating for the importance of organ, eye and tissue donation.



DONATE LIFE WISCONSIN

LEBW sits on the Donate Life Wisconsin committee and is an active partner in the collaborative efforts to grow the donor registry, through the promotion of organ, eye and tissue donation.



VISION SHARE

Vision Share is a non-profit organization that is the preferred source for eye tissue, eye banking expertise, education and industry leadership in the U.S. and abroad.

Vision Share's network of eye banks provide the opportunity to meet local, national, and international eye tissue needs for tissue recovery and sight restoration. Additionally, as an industry leader, Vision Share provides expertise, knowledge and education for the purpose of improving the eye banking and ophthalmic industries.



EBAA AND FDA

Lions Eye Bank of Wisconsin is accredited through the Eye Banking Association of America and registered through the FDA. LEBW is a full service eye bank, accredited in the functions of recovery, processing, tissue storage, final distribution, tissue evaluation, and donor eligibility determination.



UW DEPARTMENT OF OPHTHALMOLOGY AND VISUAL SCIENCES

In 2015, the Gift of Sight Discovery Fund was established to support and advance the research and treatment of eye diseases. \$300,000 was distributed over three years to the University of Wisconsin Department of Ophthalmology and Visual Sciences. A portion of the gift will support the research of Dr. Neal Barney, Professor of Ophthalmology, LEBW Medical Director and Corneal Transplant Surgeon at the University of Wisconsin-Madison. The research seeks to develop carrier platforms to assist in delivery of corneal tissue to be transplanted into the patient's eye at the time of surgery.

PART 2: DONATION BASICS

THE IMPACT



ONE PERSON can save and heal up to **75 LIVES** through organ, tissue and eye donation.



ORGANS that can be donated include heart, lungs, liver, kidneys, pancreas and intestine.

TISSUES that can be donated include eyes, skin, bone, heartvalves, veins and connective tissue.

More than **1 million** people need tissue transplants every year.

50,000 people have their vision restored through cornea transplants every year.

SAY **YES**

to organ, tissue and eye donation!

FACT Lifesaving Impact

Just one donor can save up to eight lives through organ donation and save and heal more than 75 lives through tissue and eye donation.

FACT The Need

More than 3,000 of your Wisconsin neighbors hope you will say yes to organ, tissue and eye donation. Anyone of us could suffer an injury or illness that requires a transplant making the need for registered donors greater than ever before. Transplants offer patients a new chance at healthy and productive lives, returning them to their families, friends and communities.

FACT Anyone Can Register

Anyone 15½ or older can register to be a donor, regardless of health.

FACT More Diversity

Transplant success rates increase when organs are matched between members of the same ethnic background. Multicultural communities are more affected by illnesses that increase risk for serious health problems, including organ failure. Diversity is critical among those who register as organ, tissue and eye donors. It helps improve and save more lives in our multicultural communities.

FACT Religious Support

All major religions support organ, tissue and eye donation as a final act of love and generosity toward others.

FACT No Financial Cost

There are no financial costs to be an organ, tissue and eye donor.

FACT Medical Care

Your decision to be a donor will not interfere with your medical care. Doctors and nurses caring for you before death are not involved in the donation process. Donation becomes an option only after all lifesaving efforts have been exhausted and death has been declared.

FACT Registering Is Easy

Register online at DonateLifeWisconsin.org or when you renew your driver's license or ID. Even if you already have an orange dot on your license or ID, you must say yes every time you renew.

FACT Share Your Decision

Registering as a donor means you have made the decision and are giving consent to donate your organs, tissues and eyes at the time of your death. Share your decision with family and friends and relieve them from the burden of having to make the decision for you during a time of trauma and loss.

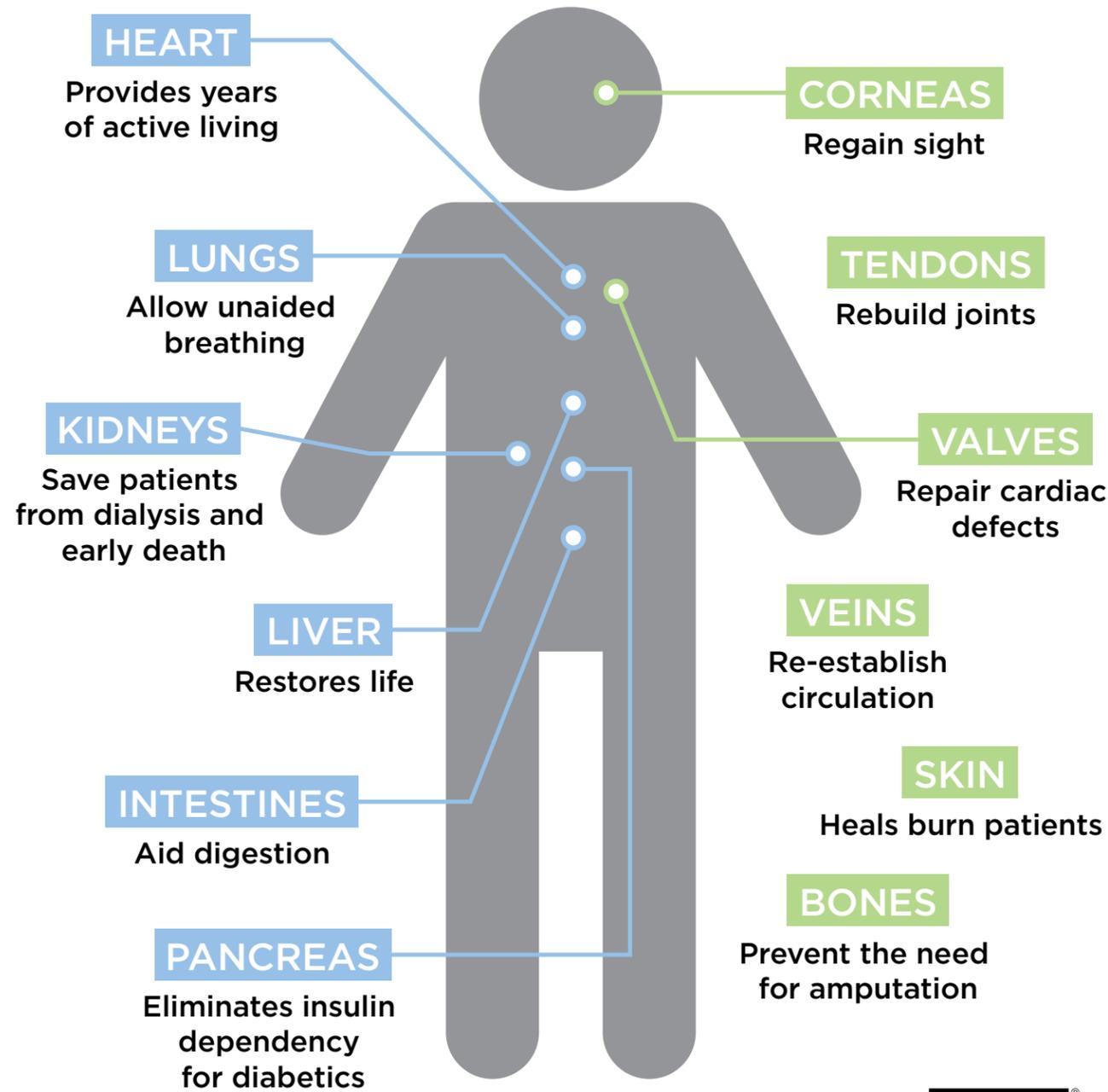
Almost 60 percent of Wisconsin citizens have made the decision to register as organ, tissue and eye donors. Join them, and register your decision today.

Learn more and register to be a donor at your local Division of Motor Vehicles (DMV) office or at DonateLifeWisconsin.org
Questions? 608-261-6854 or info@donatelifewisconsin.org



WHAT CAN BE DONATED?

ORGANS
TISSUE



Choose to save and heal lives.

Learn more and register at DonateLifeWisconsin.org

Source: Donate Life America

8 TRUTHS OF ORGAN, EYE & TISSUE DONATION

 1	 2
 3	 4
 6	 7

1
Anyone can register to be an organ, eye and tissue donor, regardless of age, race, or medical history.

2
An individual's donation status does not affect medical care. The first priority of medical professionals is to save lives.

3
Organ, eye and tissue donation does not become an option until death has been declared.

4
All major religions in the United States support donation and view it as a final act of love and generosity.

5
There is no cost to the donor or their family for organ, eye or tissue donation.

6
An open casket funeral is possible for organ, eye, and tissue donors.

7
The donor and family are treated with the utmost care, respect, and dignity throughout the donation process.

8
A "living donor" can also save lives by donating a kidney or a part of the liver, intestine, lung, or pancreas.

DonateLifeWisconsin.org

PART 3: VOLUNTEER TIPS, ETIQUETTE AND POLICIES

VOLUNTEER PURPOSE STATEMENT

Lions Eye Bank of Wisconsin volunteers directly support the mission of our organization and provide awareness and education on the impact of donation. They represent LEBW, providing support to donor families, transplant recipients, donation partners, healthcare professionals and our community.

Volunteers are donor families, transplant recipients, Lions Club members, advocates of donation, community members and more, who want to actively and locally promote the donor registry, organ, eye, and tissue donation and educate others on the mission and reach of LEBW. You are a LEBW Volunteer!

LEBW volunteers pledge to offer their diverse skills, talents and experiences as resources to grow awareness of LEBW so that more people choose to be a donor, helping those in need and continue to take part in our mission of giving the gift of sight.



WHY VOLUNTEER AT LEBW?

- ✓ Volunteers use the mission, tools, and support Lions Eye Bank of Wisconsin offers to carry our message into their communities.
- ✓ Volunteers raise awareness!
- ✓ Volunteers take action!
- ✓ Volunteers facilitate registration!
- ✓ Volunteers make an impact on the community!

TOP TEN REASONS TO BE A LEBW VOLUNTEER

- 1 You will bring our mission of saving and enhancing lives to new and diverse communities statewide.
- 2 You can help grow the LEBW mission by expanding our services, reaching communities all over Wisconsin!
- 3 You will help mobilize the public to sign up on the donor registry.
- 4 You will meet people impacted by donation and transplantation, hear their personal stories and help to collaborate and build a community.
- 5 Donor family members may find help transitioning through grief to healing.
- 6 Transplant recipients can honor their donors stories, express gratitude, and give back to the community after receiving the gift of sight.
- 7 You will interact with our WI donation partners, community based organizations, Lions Clubs, donor families, transplant recipients and more.
- 8 You will receive current and accurate information about what's happening in donation.
- 9 You can add your experience to a resume or portfolio.
- 10 You can learn new skills, find avenues of continuing education, and take opportunities to exhibit leadership.

TRAINING OUR VOLUNTEERS

ORIENTATION

All volunteers are required to go through an orientation process with the Community Outreach Manager. This process is fun, educational and meant to train all volunteers to feel prepared to represent LEBW and donation accurately in the community. The orientation includes:

- Initial meeting in person or over the phone
- Completion of volunteer handbook (in person or online)
- Introduction and tour of LEBW facility
- Shadowing opportunities (ongoing)

Please note, the orientation process is always growing and changing. Contact the LEBW Community Outreach Manager to get information on the current orientation process.

ONE-ON-ONE SUPPORT

The Community Outreach Manager is available to assist individual volunteers with any questions, provide additional training, and offer assistance as needed.

ONLINE SUPPORT, 365 DAYS A YEAR

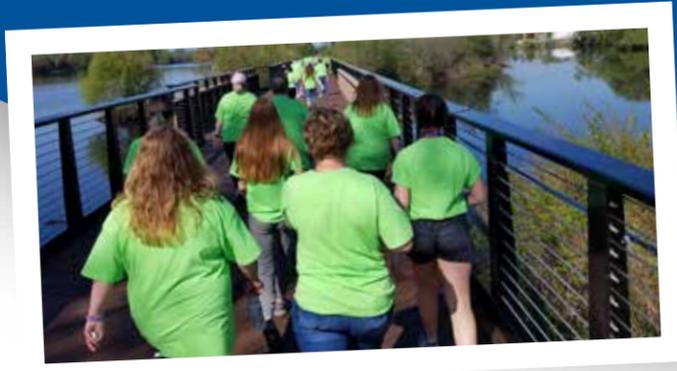
We make a special effort to keep our website updated with tools and information for LEBW volunteers.

- Resources and information
- Calendar of upcoming events
- Videos, PowerPoint presentations and more

Please visit lebw.org/volunteer for additional volunteer tools and information.



LEBW VOLUNTEER OPPORTUNITIES



COMMUNITY OUTREACH

Local and statewide exhibiting opportunities that promote the mission and vision of LEBW to raise awareness of donation and our organization, giving the gift of sight.

- Health fairs
- Community and senior centers
- Nonprofit events
- Partner organization's events
- DMV outreach
- LEBW annual events:
 - Crystal Vision Awards
 - Annual Meeting
 - NKF Capitol City Run/Walk
 - Legacy of Sight
 - Local fundraising initiatives

WISCONSIN LIONS CLUB EVENTS

Wisconsin Lions Clubs support LEBW by transporting tissue, offering financial assistance, sitting on our Board of Directors, and supporting our donation community. Lions Clubs hold dozens of community based events throughout the year and invite LEBW to take part in the collaboration.

There are 10 Lions District Conventions each year around the state where the local Lions Clubs come together to learn, network and grow. LEBW shows their support by having an exhibiting table at each convention and a representative present to educate the Lions on what is new in the world of corneal donation, transplantation and the services we offer at LEBW.

Visit www.wisconsinlions.org for a full calendar of the district conventions.

NONPROFIT NETWORKING: EVENT & EXHIBITING OPPORTUNITIES

- Madison Nonprofit Day
- Health and Wellness Expos
- American Fundraising Professionals of Wisconsin events
- Wisconsin Volunteer Association events
- Wisconsin nonprofit partner events
 - Wisconsin Council of the Blind and Visually Impaired
 - Prevent Blindness Wisconsin
 - Leader Dogs for the Blind
 - Wisconsin Lions Foundation

Hospital Events

- Skills fairs
- Donate Life Month events
- Donate Life Wisconsin based events
- Local Donor Remembrance Ceremonies
- Health fairs and more!

ADMINISTRATIVE TASKS: LEBW OFFICE

- Community outreach
- Marketing and events
- Family Services
- Social media/website development
- New Facilities Coordinator:
 - Oversee conference space and rent out/setup/manage for outside groups to come in and use.

EVENT AND EXHIBITING BOOTH ETIQUETTE

Think of your booth at all events as an introduction to Lions Eye Bank of Wisconsin and the donor registry. It is our mission to raise awareness to the mission of LEBW and increase organ, eye and tissue donation for transplantation statewide. Make a great first impression and get our message across!

BOOTH DISPLAY

- Be early to set up. Sometimes, you are able to pick a prime location by arriving a few minutes earlier than the other vendors!
- Always use the LEBW tablecloths. Not only does this give the booth a tidy look, it also gives you a place to stash extra supplies as well as jackets, purses, etc.
- Display all current LEBW banners and resources. Check with the Community Outreach Manager to ensure your materials are up to date.
- Have signs or display boards at eye level so that people can see it at a distance.
- The donor memorial quilt and other family services program materials are effective conversation starters at your booth.
- If you have multiple volunteers staffing the booth, take turns talking to people—this keeps you fresh and ready to help others.
- Be careful about leaving the booth unmanned. It's amazing how quickly the giveaways can disappear.
- Circulate and talk with other exhibitors, especially ones with similar causes. Give them your literature. Invite them to stop by your booth. Ask what events work best for them. Gather ideas. Notice which other displays are effective and share ideas that could be incorporated into your own booth!



LEBW EXHIBITING BOOTH MATERIALS

- LEBW large pull up banner
- Table clothes (plain blue table drape with LEBW table runner)
- 4 table top banners
- Donor memorial quilt
- Donation fact handouts
- General LEBW brochure
- Family services brochure
- Promotional giveaway items
- Business cards



EXHIBITING KIT

- The Community Outreach Manager can provide you a kit of possible set up supplies that are always ready to go: scotch tape, string, scissors, bungee cords, push pins, cable ties, pens, markers, paper, duct tape, wipes, rubber bands (to hold brochures if it's windy), sunscreen and small bottle of hand sanitizer.
- Bring a paper or plastic bag to use as a trash can under the table.
- Keep a notebook handy for any necessary follow-up notes. Follow up with LEBW's Community Outreach Manager.

BOOTH ETIQUETTE

- Please remember that you are a host at the booth and treat people with respect and professionalism.
- Be warm, welcoming and outgoing.
- One person should stand in front of the booth if possible, rather than hope people will come to you.
- Acknowledge the visitor by extending a greeting or making eye contact.
- Ask an opening question to engage conversation* (see list at right)
- Listen effectively — let them finish talking.
- Validate their feelings before correcting and informing them”Yes, a lot of people worry about that, but in reality...”
- Cell phones — please step away from the booth if you need to talk on the phone.
- Personal clutter — hide it under the table or neatly in a corner of the booth.
- Please, no eating or drinking (water is ok) at the booth — take time to take a break away from the booth to eat. We want to keep the area clean and professional looking.
- Please limit personal conversations with your booth partners. This makes it hard for people to approach.
- A neat and clean personal appearance is important. Dress according to the audience you’ll be reaching. For example, a company sponsored health fair requires business casual attire; where at a street festival, the volunteer t-shirt and nice walking shorts might be appropriate.
- Don’t be afraid to say you don’t know the answer to a specific question. You can write down their question with contact information and we are happy to respond to the question. You can also give our contact information out and they can call our offices at any time.
- Remember to be cheerful, helpful and respectful at the events. Organ, eye and tissue donation can sometimes be a pretty heavy topic for people to think about, so treating it as an opportunity to help others and to save lives, is important.



SAMPLE OPENING QUESTIONS:

- Are you familiar with Lions Eye Bank of Wisconsin?
- Have you registered to be organ, eye and tissue donor?
- Do you know anyone who has been an organ, eye and tissue donor?
- Have you and your family or friends discussed organ, eye and tissue donation?
- Would you like to spin the wheel to answer questions about organ, eye and tissue donation and win a prize? (if wheel is present)
- Do you have an orange donor dot on your driver’s license?
- Do you know about organ, eye and tissue donation? Are you registered?
- Do you know anyone who has had an organ, eye or tissue transplant?



REMEMBER:

Each opportunity to talk to even one person could make a difference in their decision to donate. Those decisions can mean lives saved. Thank you for making a difference to those who wait for a second chance at life! Keep questions short and be ready to respond in a positive way.

TIPS FOR SENSITIVE LANGUAGE

Language plays an important role in how we think and feel about organ, eye and tissue donation. Our words can also cause hurt feelings and fuel misconceptions about donation. It is important to keep in mind the feelings of donor families when we write or talk about donation, we are speaking about a loved one that they loss.

DO NOT USE THIS LANGUAGE

Sell a cornea
Sold corneas
Sales and marketing
Price
Profit
Loss
Purchased
Waste
Manufacturing
We sell tissue
Harvest
Cadaver

INSTEAD, USE THIS LANGUAGE

Place a cornea
Transplanted corneas
Outreach, education and development
Fee
Excess
Deficit
Acquired
Discard
Processing
We charge a tissue processing fee
Recover and procure
Deceased donor



HIPAA

(HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT)
AWARENESS TRAINING FOR VOLUNTEERS

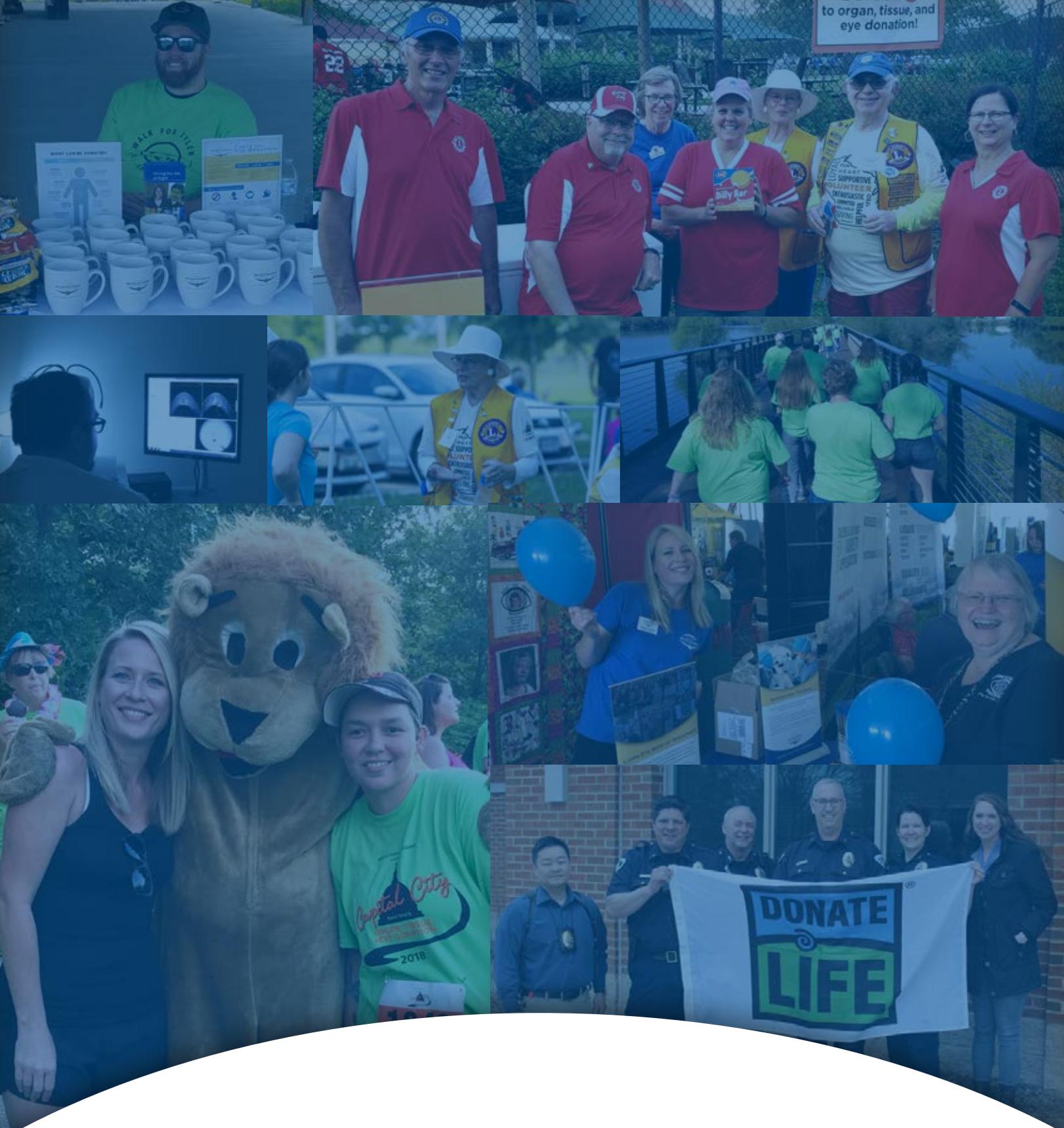
WHAT IS HIPAA?

- HIPAA is a law passed by Congress in 1996.
- HIPAA sets national standards for the protection of patient or client information, with a compliance deadline of April 2003.
- HIPAA applies to health care providers, including hospitals, public health care companies, and surgery centers.
- HIPAA covers ALL forms of protected health information...oral, written, and electronic.

WHY ARE WE, AS VOLUNTEERS, INVOLVED WITH HIPAA TRAINING?

It is everyone's responsibility to take the confidentiality of patient or client information seriously. Any time volunteers come in contact with patient or client information (or any personal health information) written, spoken or electronically transmitted, they become involved with some facet of the HIPAA regulations! It is for this reason that the law requires awareness training for all health care personnel, including volunteers.





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