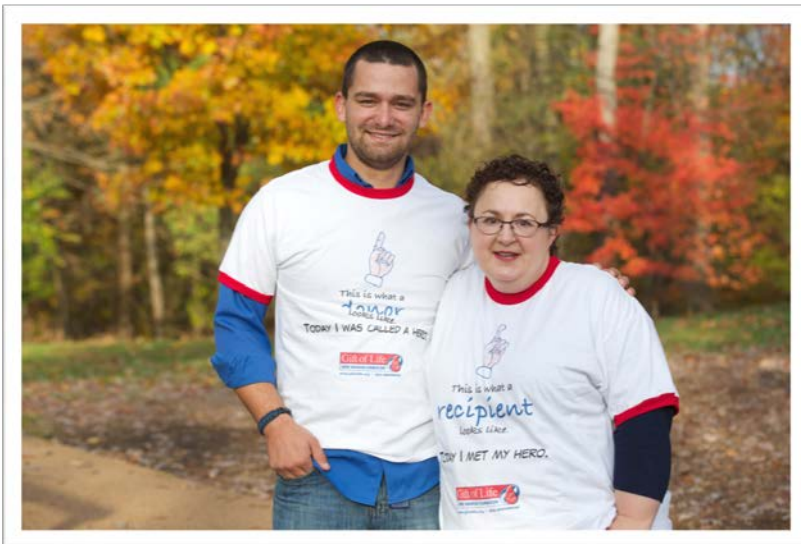


Report to the Community | 2014



**Curing blood cancer
through marrow donation**

A Message from the Chairman and the Founder

Every four minutes, someone, somewhere, is stricken with blood cancer. Every ten minutes someone, somewhere dies of blood cancer. Transplantation of healthy marrow or blood stem cells offers a cure for many of these children and adults battling these terrible diseases, and our goal at Gift of Life is to ensure that each of them find the donor they need, when they need one, ensuring an equal chance at a cure.

Gift of Life mourned the loss of its matriarch, co-founder Arlene Feinberg in early 2014. Arlene was the driving force behind the establishment of Gift of Life and quickly became known among donors, patients and volunteers for her subject matter expertise and her incredible kindness and compassion. Gift of Life's Patient Advocacy Program is now named in her memory. Out of respect for Gift of Life's "founding mother," the annual gala was held as a virtual event honoring her life and legacy.

Also in 2014 Gift of Life piloted a new recruitment model called the Campus Ambassador Program. A service-learning internship program, CAP enlists college students to represent the organization by raising awareness and organizing donor drives on campus. Benefits of CAP include peer-to-peer engagement and recruitment of motivated donors, CAP provides students with the opportunity to use their creativity and ingenuity to develop and execute their campaigns, developing leadership and other life skills and values. The CAP pilot was a great success and will scale up in 2015.

Finally, Gift of Life piloted a revolutionary mode of donor recruitment at drives nationally called *SpeedSwabbing*®. The methodology will be rolled out nationally in 2015.

Thanks for reading,



Jay Feinberg, Founder & CEO



Bill Begal, Chairman



Gift of Life's Mission

Gift of Life's mission is to cure blood cancer through the donation of marrow and blood stem cells. Naturally, this requires the generosity of great humanitarians willing to give a small part of themselves for total strangers. They describe themselves as ordinary people, but they certainly do extraordinary things.

SpeedSwabbing® Revolutionizes Donor Recruitment

Designed and pioneered by Gift of Life, *SpeedSwabbing*® is a revolutionary way to recruit new donors into the bone marrow registry. Conventional recruitment involves completion of a lengthy consent form involving detailed demographic information and a health history questionnaire administered at the time of the drive, prior to the cheek swab. Disadvantages includes the amount of time the process requires, lack of sufficient privacy to review personal health information and inadequate opportunity to educate oneself about what is involved and expected as a member of the registry. In the *SpeedSwabbing*® model, donors provide their email address at the time they are swabbed at a drive, and subsequently receive an email message requesting completion of the detailed demographics and health screening online via the comfort and privacy of their own home. Gift of Life's pilot project revealed that donors who complete their registration online are more committed, and thus more likely to proceed as a donor when called as a match, boasting a retention rate 20 percent higher than the conventional process. "We are proud to have been the first registry in the world to use cheek swabs at community-based donor drives 15 years ago, and now the first to advance the field by improving the process," said Jay Feinberg, Gift of Life's founder and CEO. *SpeedSwabbing*® will be rolled out nationwide in 2015.



Regional Walk for Life 5k Events Grow in Four Cities

In order to raise awareness and funds to grow the registry, Gift of Life organizes Run/Walk events **South Florida, Northern New Jersey, Long Island, and Washington D.C.**, with a goal of adding one or two regions each year. In 2015, Boston will be added as a Walk for Life city, and discussions are underway to add Chicago and Atlanta in 2016. The signature of each Run/Walk event is the



introduction of a bone marrow donor to his or her recipient one year after the transplant. The meeting is a motivating force for the event and demonstrates the direct and measurable impact of donations made to the organization. To date, Walk for Life events have raised nearly three quarters of a million dollars. For more information please visit www.giftoflife.org/walkforlife.

A New Model of Recruitment: The Campus Ambassador Program

It's a "no brainer". Students are better equipped to engage and motivate their peers on campus than registry staff. The Gift of Life Campus Ambassador Program is a service learning internship that promotes values of kindness and compassion among student leaders nationwide by enlisting them in a unique social justice internship that requires them to use their creativity and ingenuity to plan, promote and execute bone marrow drives for patients battling blood cancer. The knowledge, skills and values CAPs develop remain with them long after their college

careers end and contribute to a lifelong passion for community service. Each class kicks off the school year with a long weekend in Boca Raton, Florida for a two day educational, inspirational and transformational conference.



LinkedIn *for Good*
NONPROFIT
INNOVATION GRANTS
ROUND 2, 2014



A proud recipient of a **2014 LinkedIn Non-profit Innovation Grant**, CAP strives to increase the availability of donors by engaging highly committed students in the age category most requested by transplant physicians, 18-25. Non-profit Innovation Grants enable LinkedIn employees to champion initiatives that are ready to develop and test new, innovative ideas for social impact. Gift of Life was honored that its Campus Ambassador Program was piloted with a grant from LinkedIn.

Partnerships and Other Events

For the past ten years, the New York Mets has graciously hosted a Gift of Life donor-recipient meeting at a game at New York's CitiField in August. This year was no exception. The celebration culminated in the donor and recipient meeting for the very first time one year post transplant and being recognized on the field for the humanitarian act of kindness.

Gift of Life partners with several organizations, including most notably Birthright Israel, Hillel International, AEPi Fraternity and Kedma. These organizations work tirelessly to help recruit donors into the Gift of Life Registry. In 2014, Gift of Life helped AEPi celebrate its 100th anniversary by introducing an AEPi brother who donated marrow with Gift of Life to the young lady whose life he saved.

Gift of Life is always seeking new partnerships to grow the registry and save lives.



Programmatic Impact



In 2014 Gift of Life tissue typed 10,068 new donors at 805 registration drives, conducted 8,253 patient search requests and 1,328 requests for additional donor testing, and facilitated transplants for 130 patients around the world. The lifecycle process from initial enrollment as a member of the registry through actual donation of marrow or blood stem cells occurs in four stages. Some donors are called soon after they join; some are called years later; some are never called.



Gift of Life Network

Gift of Life’s work would not be possible without its network of registry affiliates, including transplant centers, collection centers, cooperative registries, laboratories and recruitment groups. Gift of Life currently maintains relationships with the following facilities that collect marrow and blood stem cells from its donors:

- New York Presbyterian Hospital
- Mt. Sinai Medical Center, New York
- Hackensack University Medical Center, New Jersey
- Dana Farber Cancer Institute, Boston
- Karmanos Cancer Institute, Detroit
- Apheresis Associates of Northern Virginia

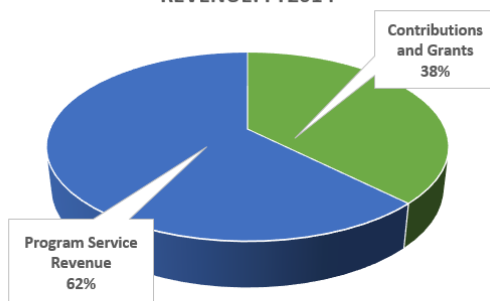
Resources and Financial Management

Gift of Life is a non-profit organization granted tax-exempt status under Section 501(c)(3) of the Internal Revenue Code. Gift of Life engages Certified Public Accountants to conduct an independent audit annually. A copy of the full *2014 Financial Statements with Independent Auditors’ Report* is available upon request by calling the Gift of Life offices. The report, along with the organization’s IRS Form 990, is also supplied to GuideStar, the world’s largest source of information on non-profit organizations.



Gift of Life has earned the GuideStar Exchange Gold Participant Seal, demonstrating its commitment to transparency. For more information, please visit www.guidestar.org.

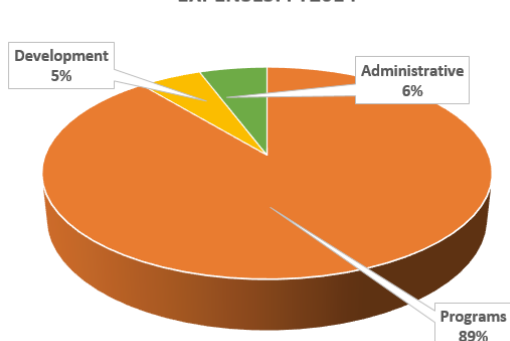
REVENUE: FY2014



Revenue

Contributions and Grants	\$2,695,663
Program Service Revenue	\$4,487,483
Investment Income	\$18,800
Total	\$7,201,946

EXPENSES: FY2014



Expenses

Programs	\$6,387,412
Development	\$379,114
Administrative	\$410,901
Total	\$7,177,427

Statement of Financial Position

Assets

Cash and cash equivalents	\$971,215
Accounts and pledges receivable, net of allowance of \$16,030	\$1,131,681
Prepaid expenses	<u>\$67,167</u>
Total Current Assets	<u>\$2,170,063</u>
Investments - FDIC insured certificates of deposit	\$3,359,741
Office furniture, equipment, improvements and <u>BioArchive</u> , net of accumulated depreciation of \$956,259 and \$874,439	\$228,963
Pledges receivable	\$242,500
Security deposit	<u>\$27,931</u>
Total Assets	<u><u>\$6,029,198</u></u>

Liabilities and Net Assets

Accounts payable	<u>\$313,132</u>
Total Current Liabilities	\$313,132
Net Assets	
Unrestricted	\$1,716,066
Board Restricted - Cord Blood Program	\$3,000,000
Board Restricted - Contingency Reserve	<u>\$1,000,000</u>
Total Net Assets	<u>\$5,716,066</u>
Total Liabilities and Net Assets	<u><u>\$6,029,198</u></u>

Wish Lists

It's always a good idea to share a wish list with the organization's constituents. At the top of Gift of Life's wish list is the financial resources necessary to perpetuate its life-saving mission. Initiatives like the Campus Ambassador Program can only grow the registry with funds needed to test donor samples and oversee operations. We encourage our constituents not only to give generously, but also to help by opening doors. Introductions to new supporters, foundations and corporations are key to growing the circle of support.

Looking Forward

Gift of Life anticipates a busy year in 2015. With the transition to *SpeedSwabbing*[®], the donor registry retention will become even better. With the nationwide implementation of the Campus Ambassador Program, more donors will be recruited, more effectively, and in the populations most requested by transplant physicians. In all, more patients will benefit from our services and receive a second chance at life.

Board of Directors

The Board of Directors is responsible for setting and regularly reviewing the mission and vision of the organization, and for ensuring proper governance and managerial oversight. The Board is active in many areas, including strategic planning, financial development, fiscal oversight and public relations.

2014 Board Roster

William Begal
Chairman

Jay Feinberg
President

Ellen Brody, Esq CPA
Treasurer

Warren Eisenberg
Secretary

Daniel Brown, Esq

Chaim Motzen, MBA

Edward Blumenfeld

Martin Levion

Ruth Spector, MD

Jason Ostheimer

Key Staff

Gift of Life operations is managed by several executives who have a tenure with the organization from five to 25 years and a combined subject matter expertise in the field of bone marrow donation and registry operations of 90 years.

Jay Feinberg
Chief Executive Officer

Gregg Francis, CPA MBA
Chief Financial and Operating Officer

Barby Sloven
Chief Administrative Officer

Rafi Freudenberger
Director of Information Systems

Lindsey Greenberg, RN
Director of Donor Services

Nelson Gonzalez, MCSE
Director of Information Technology

Accreditation

Gift of Life is accredited by the World Marrow Donor Association, a prestigious status to which worldwide bone marrow registries aspire.

