

2016 REPORT TO THE COMMUNITY



Gift of Life lights up the
Empire State Building

CELEBRATING
GIFT OF LIFE'S

25th

ANNIVERSARY

ESMAN FOUNDATION

Sponsors Outreach Program

WENDY SIEGEL

Honored at Gala

STEVEN BOCHCO

Cocktails & Conversation

MCKESSON

Swabs 2,100 Staff

**GIFT
OF
LIFE**

**MARROW
REGISTRY**

Leadership Welcome



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Dear Friend of Gift of Life,

The past year was a busy one for Gift of Life. We marked our 25th anniversary saving lives through marrow and stem cell donation, facilitated our 3,000th transplant, registered our 250,000th volunteer stem cell donor and held our 10,000th donor recruitment drive!

That may seem like enough, but then again, we never rest on our laurels. The year 2016 also represented significant growth in our groundbreaking Campus Ambassador Program, where 130 interns conducted major peer-to-peer recruitment initiatives. Over 15,000 new donors registered at colleges and universities nationwide, all within our target age range of 18-25. We also held our 17th Annual Gala in New York City, which turned out to be both our largest gala – 1,200 guests – and biggest fundraiser – \$2 million raised. And thanks to groundbreaking innovations, Gift of Life forever changed the face of bone marrow donor recruitment when we launched our mobile registration platform, making drives using paper forms obsolete. This represented one of many firsts introduced by Gift of Life, setting us apart as a leader in the field.

At Gift of Life we think BIG. So big, in fact, that we decided to raise awareness of our mission by setting the Guinness World Record for the largest cheek swab, unveiled in New York City in May! Needless to say, there is much more in the pipeline for 2017, but none of these accomplishments happen in a vacuum – the ongoing support of our contributors makes this lifesaving work possible.

So on behalf of the Board of Directors and most especially the patients we serve, thank you for taking a leadership role by providing the support necessary to cure blood cancer through innovative donor recruitment programs.

Thank you.

Sincerely,

Jay Feinberg
Founder and Chief Executive Officer

William Begal
Chairman of the Board

3,000th Transplant

Sponsored by Wendy Siegel Donor Circle

Gift of Life achieved a major milestone on June 27, 2016, facilitating its 3,000th transplant. Alison Iovino donated peripheral blood stem cells to a woman battling acute myelogenous leukemia. Lab testing of Alison's swab kit was sponsored by the donor circle **In Honor of Wendy Siegel**.

The 23-year-old University of Maryland graduate had just retired from her role as a Baltimore Ravens cheerleader to pursue a career as an educator. With no rigorous training schedule to follow, the timing for her donation could not have been better.

"It really put life into perspective," said Alison. "What if I have a child someday and I'm not a match – family members often aren't – and I have to ask a complete stranger to do this? Think about a stranger potentially saving the life of your daughter or son, your sister or best friend – anyone that you love. This experience has changed my life."

Alison currently works as a substitute teacher, and in 2017 will relocate to New York to pursue a teaching certification.



Personalized Giving

DONOR CIRCLES

Donor Circles were created by Gift of Life to allow contributors to personalize a group of donors through a customizable team page. Donor circles track activity in real time, including the number of donors sponsored through contributions by the circle, donor/recipient matches that are found, and transplants facilitated.

Donor Circles may be public or private, and offer social media tools to help circle owners with fundraising and publicity.





LEGACY HERITAGE **Campus Ambassador Program**

The Legacy Heritage Campus Ambassador Program (CAP) has quickly evolved to become one of Gift of Life's primary donor recruitment efforts. The program is supported by the Legacy Heritage Fund, a philanthropic organization.

The CAP began in 2014 as a pilot project involving eight interns, with financing provided by a grant from LinkedIn. The value of the peer-to-peer recruitment method immediately became clear.

In 2015, CAP was expanded to 125 college interns who represent Gift of Life at more than 80 campuses across the United States. In 2016, the first campus ambassador at Hebrew University joined the ranks in Jerusalem, taking the program international.

The value of CAP is twofold: the campus ambassadors recruit donors among the demographic most preferred by transplant centers, those 18 to 25 years old. Secondly, ambassadors gain valuable training in team building, recruiting volunteers, fundraising, motivating and managing their

peers, as well as event and social media management. They also have the opportunity to form social justice and community activism values that will last them a lifetime.

Since 2014, CAP has recruited over 55,000 volunteer donors, resulting in 80 matches and 13 transplants to date, an astonishing record for a program only beginning in its third year.

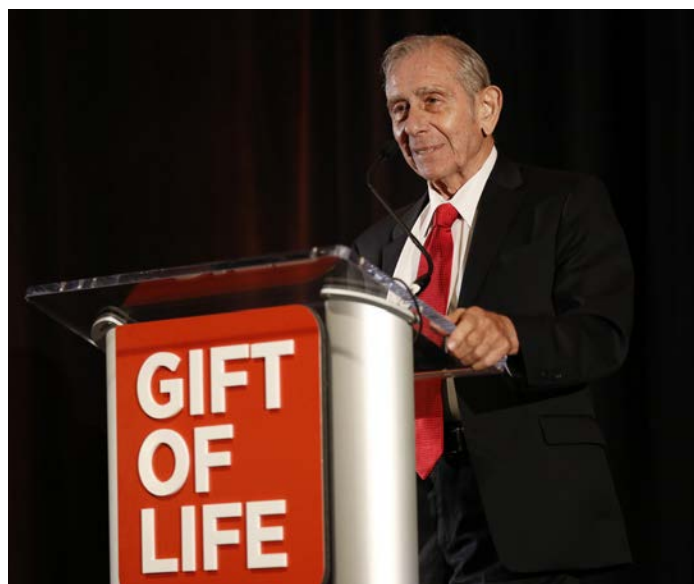


The Saul & Theresa Esman Foundation Sponsors a New Initiative



The Saul and Theresa Esman Foundation has provided generous support in the amount of \$216,000 to Gift of Life during 2016. Working with the Foundation, Gift of Life will expand its outreach to underrepresented ethnic minority groups, particularly the Latino/Hispanic community. This group has a particularly difficult time finding matching donors in public registries. With over 2.2 million Latino/Hispanic residents in South Florida, Gift of Life is ideally positioned to lead a comprehensive outreach program in the region. Targeted donor recruitment drives will be set up in densely populated Latino/Hispanic communities across South Florida to provide both education and the opportunity to join the registry.

In addition to increasing diversity in the registry, the Foundation has also recognized the importance of the Campus Ambassador Program and provided funding for the Annual Symposium, which brings students from across the country



Esman Foundation Executive Director Murray Levin speaking at the CAP Symposium

to Gift of Life's headquarters in Boca Raton, where they immerse themselves in the science behind saving lives and learn valuable knowledge about hosting bone marrow recruitment drives on their campuses. On August 9, 2016 Foundation Executive Director – and longtime friend of Gift of Life – Murray Levin announced that the Foundation plans to continue funding the symposium indefinitely.

Mr. Levin gave a heartwarming speech about his personal interest in and relationship with Gift of Life. He said that when he first learned about the organization he “could not believe that someone would send a courier to hand carry donated transplant tissues across the country to save the life of one human being.”

Jay Feinberg expressed thanks to Mr. Levin, Ms. Esman and their Foundation. “This grant in support of the CAP Symposium ensures that we’ll be able to prepare college students for their internships for years to come,” he said.

Our thanks to Murray Levin and the Saul & Theresa Esman Foundation for their heartfelt and generous support.



Vice President of Charitable Communications Katie Boeck and Executive Director Murray Levin

First-Time Donor and Recipient Meetings in 2016

Donors tell us that their bone marrow and peripheral blood stem cell donations hold deep personal meaning, because they know the transplant saved a specific person's life. Gift of Life was honored to be able to introduce nine of our donors to their recipients at public events in 2016. They included:



Donor Laura, 22, met her recipient Mario, 3, at Steps for Life 5K South Florida

Laura Pacheco donated bone marrow to save the life of 3-year-old Mario Lopez. "Words cannot express how grateful we are," said Mario's mother, Rebecca Hubbard. "She gave us a lifetime with him." Laura also served in the Campus Ambassador program and post-graduation she continues to hold recruitment drives.

Donor Circle: Boca West Community Charitable Foundation



Donor Robin, 35, (R) met her recipient Juliette, 4, at the Young Professionals Event in NYC

On World Cancer Day, February 4, Gift of Life's Young Professionals Committee introduced bone marrow donor Robin Shaoul to her 4-year-old recipient, Juliette, who suffered from a rare blood condition. "What began as a naive attempt at kindness had unfolded into a lifesaving reality," said Robin. Juliette has since made a full recovery.

Donor Circle: Stella Liniado Rainbow Foundation



Donor Rachel, 26, met her recipient Airius, 12, at the CAP Symposium

Bone marrow donor Rachel Amar met her 12-year-old recipient Airius Blaser at the Campus Ambassador Symposium on August 29. Airius suffered from chronic granulomatous disease, an immune disorder. "A little thing like that (cheek swab to join the registry) could save someone's life. I saved a little boy's life!" Rachel said.

Donor Circle: Team Alan Cohen

“

Words cannot express how grateful we are. She gave us a lifetime with him.

—REBECCA HUBBIRD

“

What began as a naive attempt at kindness had unfolded into a lifesaving reality.

—ROBIN SHAOUL

“

...wow, this is such a huge thing. I saved a little boy's life!

—RACHEL AMAR



Donor Carol, 60, met her recipient Andrew, 56, at the Gift of Life Gala

Donor Carol Hatch of Massachusetts and her recipient Andrew Michael, a seismologist from California, were introduced at the Gala. Andrew was diagnosed with non-Hodgkin's lymphoma in 2003. Two separate transplants from Carol were performed on Michael – the first in July 2014 and the most recent in May 2016.

Donor Circle: Spector Family



Donor Jill, 25, met her recipient Bennett, 5 at the Gift of Life Gala

Bone marrow donor Jill Greenberg Karten, met her recipient Bennett Vulykh at the Gala in June. Bennett was diagnosed with acute myeloid leukemia when only 2 years old. "We were blessed," said his father Vitaliy Vulykh. "A brave girl was willing to give a complete stranger the most amazing gift, a second chance at life."

Donor Circle: Dividends of Life for the Five Towns Communities



Donor Robert, 24, met recipient Charlie, 20, at the DC Area Supporters Brunch

Robert Brouillette met his bone marrow recipient, Charlie Hoff, on September 25. Charlie suffered from an immune disorder that had hospitalized him most of his life. "Now I can live to grow old and watch my children become beautiful people," said Charlie. "Rob has actually given me a second chance at life."

Donor Circle: Max and Sunny Howard Memorial Foundation



Donor Peter, 30, met his recipient Etty, 58 at a Taglit-Birthright convention in Tel Aviv, Israel

Donor Peter Schottenfels met his recipient Etty Barzilay at a celebration of the partnership between Gift of Life and Taglit Birthright Israel. Etty, who suffered from acute lymphoblastic leukemia, is an avid swimmer and scuba diver. She said, "When Peter was found, it felt like breaking to the surface after a long dive with no air."

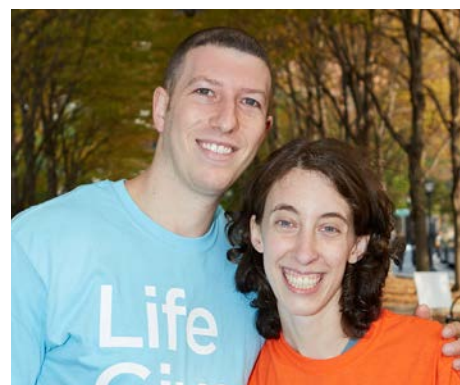
Donor Circle: Adelson Family Foundation



Donor David, 57 (R), met his recipient Richard, 60 at the Mets/White Sox game

Bone marrow donor David Rose met his recipient Richard Hoffman at a private luxury suite at Citi Field moments before the start of the Mets/White Sox game on May 31. "His immense generosity has made it possible for me to experience those things in life that we all look forward to, like a first grandchild," said Richard.

Donor Circle: Brown Family



Donor David, 30, met his recipient Missy, 24, at Steps for Life 5K in New York City

David Allen met his peripheral blood stem cell recipient, Missy Scheinberg on October 30. Missy suffered from lymphoma, and had no match among family members. "I want to reinforce how seamless the entire donation process is and how little of an impact it is in your life, yet how critical it is to someone else's," said David.

Donor Circle: Help4Ezra



Dr. Stacey Sperling, Dr. Robert Soiffer, Cassandra Siegel and Alex Neubauer



Jason Ostheimer, Sam Rosen, Leya Parker, Jonathan Struhl and Chip Parker



Charles Bronfman and Jay Feinberg



Richard and Vicki Goldstein



Mitchell and Bonnie Rudin; Rose and Robert Cohen

Wendy Siegel Honored at 2016 Gala

A 25th anniversary is a big milestone, and Gift of Life marked the occasion with multiple events held in New York City from May 31 to June 5. Highlighting the festivities was the lighting of the Empire State Building, East River Plaza, Helmsley Building and Millennium Hotel in orange, the organization's new brand color.

At the Annual Gala on June 2 at the Grand Hyatt New York, transplant recipient Wendy Siegel was honored with the Partners for Life award. The wife of Stephen Siegel, chairman of Global Brokerage for CBRE, Wendy was diagnosed with acute myeloid leukemia in 2012. The bone marrow transplant that saved her life came on June 17, 2013 thanks to a donor from Gift of Life.

Since her diagnosis, Wendy and Steve have worked tirelessly in support of bone marrow awareness and registration. To date, their efforts have resulted in 22,166 sponsored donors, 313 donor/recipient matches and 34 transplants.

"We're all on a journey and we decide what we're going to make of it," said Wendy. "I am not a hero for having an illness, an illness doesn't make anyone a hero. A hero is someone who leaves this world somewhat better than the way they found it."

In August, Stephen Siegel was welcomed to Gift of Life's board of directors. "It is a major honor for me to be elected to the board of Gift of Life," said Stephen. "Having four years to-date of direct involvement in the lifesaving work of the organization, I am looking forward to contributing in any way I can."

Congratulations, Wendy and Steve, and our sincerest thanks for their dedication to Gift of Life's mission.



Elizabeth Kahana and Michael Laginestra



Stephen and Wendy Siegel



Martin Levion and Meg Osman



Enid and Leonard Boxer



Wendy Mechanic and Tovah Feldshuh



Empire State Building lit up in orange



Nicholas Richardson and Elizabeth Murray

“

A hero is someone who leaves this world somewhat better than the way they found it.

”

—WENDY SIEGEL



Warren and Mitzi Eisenberg



Miami

Privately hosted occasions like Gift of Life's Cocktails & Conversation events can help raise awareness of the lifesaving mission – and visibly demonstrate the meaningful results through the introduction of a donor and recipient for the first time.

In November, Cocktails & Conversation was hosted at the beautiful Miami home of Robert and Mojdeh Danial, offering the opportunity to expand Gift of Life's circle of dedicated supporters.

Founder and CEO Jay Feinberg and Chairman Bill Begal explained the urgency of the organization's mission. They vividly demonstrated the positive impact of saving a cancer patient's life by introducing stem cell recipient Ron Dreben, of Washington, DC, to his donor, Eric Gurevich.

Ron was diagnosed with myelodysplastic syndrome, but is now back at work as a trademark attorney at Morgan Lewis.

The warmth and connection these two men felt for each other was obvious to everyone present! Ron and his wife expressed their immense gratitude to Eric, who said that donating to Ron was "the single greatest privilege of my young life. Don't think twice – do it!"



Cocktails & Conversation



1. Honorable Elaine Bloom and Robin Schwartz Jacobs
2. Mojdeh and Robert Danial
3. Kurt Lukenheimer
4. Russell Galbut, Robyn Malek and Ronalee Galbut
5. Donor Eric Gurevich, Recipient Ron Dreben and Recipient, Founder and CEO Jay Feinberg



Los Angeles

When Jon Kayne first learned about Gift of Life during his Birthright Israel trip in 2012, he immediately chose to swab his cheek and join the registry. Lab testing of his swabbing kit was sponsored by the campaign to support Wendy Siegel.

In 2014, Jon was called as a match for a 70-year-old man diagnosed with a rare type of leukemia. At the time he was called, Jon's grandmother who also had leukemia, was beginning chemotherapy. While he wasn't a match for her, he felt it was important to take the opportunity to help someone else.

When the time came for him to meet his recipient, that someone else turned out to be Steven Bochco, the Emmy-award winning creator of numerous hit television series, including "Hill Street Blues," "L.A. Law," and "Doogie Howser, M.D."

The pair met at City of Hope National Medical Center where Steven had prepared for and received his transplant.

"I would want someone to do this for my grandmother," Jon said about volunteering to become a donor. They recently reunited at Steven's Los Angeles home for Gift of Life's Cocktails & Conversation event in December.

In May, 2016, Steven published his book, *Truth is a Total Defense: My Fifty Years in Television*, based on the daily emails he wrote to family and friends during his 70 days of treatment and transplant.

Helps to Raise Awareness



1. Recipient Steven Bochco and Donor Jon Kayne
2. Donor Ronnel Conn and Chairman Bill Begal
3. Robin Broidy, Mindy Ginsberg and Tsilah Burman
4. Michelle Krief, Robyn Malek, Olga Krief, Robert Krief and Donor Jon Kayne
5. Nora Grossman and Graham Moore
6. Recipient Steven Bochco and Jessica Abo

Professional Sports Community Partners

Gift of Life is grateful for the support and increased visibility offered by professional sports teams in 2016, including the New York Mets, Miami Dolphins and Los Angeles Galaxy. Through a long partnership with the Mets, donors and recipients are introduced for the first time and have the pleasure of attending a game in a suite at the stadium. The Miami Dolphins recognized Gift of Life during National Cancer Awareness Month in October, and the LA Galaxy featured Gift of Life as their Community Partner of the Day during their playoff game on October 30.





Corporate Focus on McKesson



McKesson Chairman and CEO John Hammergren holds the award presented to McKesson by Gift of Life in recognition of outstanding commitment to saving the lives of marrow transplant recipients worldwide.

The McKesson Corporation stepped up as the Platinum sponsor for the Steps for Life 5K Run and Walk of Boston on May 1, 2016, and fielded a team of 250 people who collectively raised \$13,200.

In 2016, the company also awarded Gift of Life a grant of \$100,000 to collaborate on a campaign to educate employees about the importance of getting swabbed and joining the registry and to sponsor the swab kits for those interested in becoming donors. More than 65 donor recruitment drives were held at McKesson locations across the United States during employee biometrics screenings. Employees were also encouraged to order kits online if they were unable to attend an in-person event. The campaign was a huge success, resulting in over 2,100 employees being inspired to join the registry.

Gift of Life recognized this extraordinary contribution at the Boston Steps for Life 5K Run and Walk with the presentation of an award to McKesson Chairman, President and CEO John Hammergren.

The Power of One — 24-Hour Campaign

Adam Krief, a young father from Southern California diagnosed last July with an aggressive form of blood cancer, approached Gift of Life in September to help find a matching donor. Hundreds of drives were quickly organized across the United States and in Israel to recruit donors who might fit Adam's genetic profile, targeting Sephardic Jewish communities and those of Moroccan ancestry. Thousands of volunteer donors swabbed their cheeks at these drives.

To help process the unusually large number of kits collected, a Gift of Life supporter offered to match up to \$50,000 in donations received on a special fundraising day. On November 2, Gift of Life held **One Huge Day for Adam Krief**, and the outpouring of support was astonishing.

More than \$120,000 in donations was received that day, for a total of over \$170,000 to fund kit processing – a vivid demonstration of the power that one generous contributor can have to mobilize donations from many others!



UPDATE:
Adam found a stem cell donor and received a transplant in December 2016.



Resources and Financial Management

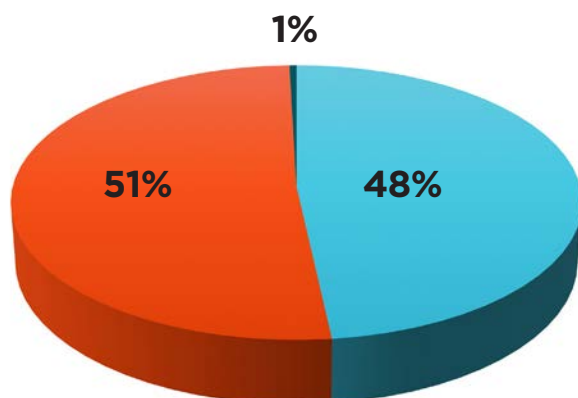
Gift of Life is a non-profit organization granted tax-exempt status under Section 501(c)(3) of the Internal Revenue Code. Gift of Life engages Certified Public Accountants to conduct an independent audit annually. A copy of the full 2016 *Financial Statements with Independent Auditors' Report* is available 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 Platinum Participant Seal, demonstrating its commitment to the highest level of transparency. For more information, visit guidestar.org.

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

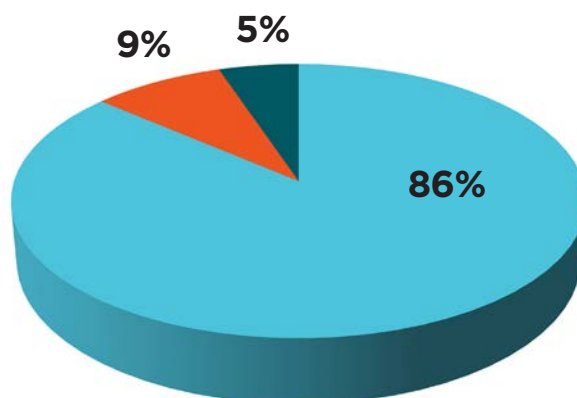


REVENUE: FY2016



- Contributions and Donated Services: \$4,395,197
- Program Service Revenue: \$4,675,545
- Income Investment: \$40,450

EXPENSES: FY2016



- **Programs: \$8,240,802**
 - Donor Services: \$3,889,963
 - Cord Blood Program: \$65,493
 - Search Coordination: \$88,837
 - Information Systems: \$765,468
 - Community Engagement and Recruitment: \$3,221,940
 - Quality Assurance / Regulatory Compliance: \$209,101
- **Development: \$815,880**
- **Administrative: \$493,631**

END OF YEAR NET ASSETS: \$3,469,952

Statistical Data for 2016

Confirmatory Typing **941** 

 **193** Work-Up

Drives Run **1989** 

 **53,086** Donors Recruited

Matches Found **941** 

 **260,246** Total Donors
in Registry

Total Transplants **122** 



**MARROW
REGISTRY**

**800 Yamato Road, Suite 101
Boca Raton, FL 33431**

giftoflife.org