



# 2020 REPORT TO THE COMMUNITY



## **VIRTUAL GALA**

Celebrating 25 years since Jay Feinberg's transplant

## **LAB GRAND OPENING**

Providing medical advances in cell and gene therapy

## **VIRTUAL STEPS FOR LIFE**

Featuring virtual 5k and first-time donor/recipient meeting



PHILANTHROPY MAGAZINE



# Leadership Welcome

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Arlene Feinberg, of blessed memory  
Jacob Feinberg, of blessed memory

Dear Friend of Gift of Life,

Last year was difficult, but Gift of Life was resilient. Failure is not an option in our line of work, because cancer doesn't stop for COVID-19 or anything else. Our disaster plan, always in place to ensure business continuity in the event of a hurricane, proved to be invaluable. Within hours of stay-at-home orders being issued, and thanks to our incredible IT staff, we were able to implement an immediate work-from-home plan for our non-medical personnel. Our Collection Center staff took pandemic conditions in stride, initiating rigorous PPE protocols while making donors feel comfortable and supported.



Our donors have continued to be genuine heroes, answering the call to action when asked to donate, despite the challenges and heightened anxiety of doing it during a Pandemic. Despite travel restrictions, stay-at-home orders and quarantines, Gift of Life facilitated more transplants in 2020 than in any previous year in the organization's history.

COVID-19 didn't stop another exciting project from coming to fruition in 2020 either: The Gift of Life Center for Cell and Gene Therapy. The ribbon was cut on this state-of-the-art laboratory in November. It will make available donor cells that can be used as building blocks for development of immunotherapies and cell and gene therapies, and bank cells from "super donors" – those with common genetic characteristics – for off-the-shelf, on demand use. The ultimate goal is to ensure that every patient in need receives the cellular therapy treatment that can save their lives. We are excited to announce that a naming opportunity is available for this new and innovative Center, so we encourage our supporters to be in touch for further information.

On behalf of the Board of Directors, our staff, and the patients we serve around the world, thank you for your ongoing support and for being with us every day on this incredible journey.

Sincerely,

Jay A. Feinberg  
Founder and Chief Executive Officer

Stephen B. Siegel  
Chairman of the Board

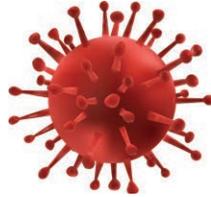


# Cancer Doesn't Stop for COVID. Neither Do We.



Every day, patients battling blood cancer count on Gift of Life to ensure they get the transplants they need, when they need them. In 2020, the coronavirus pandemic turned our world upside down, and Gift of Life's work was no exception.

Airlines cut their schedules, and constant changes to travel restrictions made it difficult for donors to get to their donations, and for couriers to transport stem cells to patients. Our logistics team worked 24/7 to ensure continuity of these critical services.



The Adelson Gift of Life—Be The Match Collection Center is one of only a few in the United States NOT based in a hospital setting. When possible, we brought donors to our world class center, rather than to hospitals where medical resources were strained due to virus patients.

This medical crisis is not over. Our ongoing efforts cost money, and failure is not an option. We urgently need your support to get us through this time so we can provide life-saving services to those who need us.



## HOW ELSE HAS GIFT OF LIFE RESPONDED?

- Gift of Life activated our emergency response plan in mid-March, issuing laptops and sending nearly all non-medical staff to work from their homes.
- To help ease the shortage of COVID testing supplies, in late March the organization donated a large supply of swabs to Baptist Health South Florida Boca Raton Regional Hospital for use in testing patients for the virus.
- With travel unpredictable, all stem cell collections were cryopreserved in the event couriers experienced delays in reaching transplant centers.
- Stem cell donors were invited to arrive in advance of their collection day to receive Neupogen shots either at Gift of Life's office or in their hotel room. Donors received a travel kit with masks, hand sanitizer, and wipes to make their journey as safe as possible.
- Entry to Gift of Life's offices was restricted to stem cell donors and staff members. Every person entering the facility took a self-screened temperature check, and was issued a new face mask, and to hand-sanitize while still in the lobby.
- A deep-cleaning regimen was scheduled, sanitizing every surface in the office on a regular basis. Staff working in the office wear masks continuously, and additional workstations were added to enable distancing between staff.
- The collection center put stringent sterilization procedures in place, and donor companions on collection day were limited to one person.

## 2020 ACCOMPLISHMENTS

- > **Saved 234 lives**
- > **Raised more than \$5 million**
- > **Introduced seven lifesaving donors to their recipients**
- > **Opened the Gift of Life Center for Cell and Gene Therapy**
- > **Recruited thousands of new volunteer donors**
- > **Taught 350 Campus Ambassadors how to run recruitment drives**
- > **Hosted 6 Virtual Town Halls to address disparities in health care**
- > **Donated 10K swabs for COVID-19 testing**



## Grand Opening of the Center for Cell and Gene Therapy

To deliver cutting-edge, lifesaving cellular therapy treatments for patients battling blood cancer and other life-threatening diseases, and provide the building blocks for next generation “living drugs,” Gift of Life has opened its new Center for Cell and Gene Therapy.

The Center is located at Gift of Life’s national headquarters and will provide transplant physicians, researchers, and cell and gene therapy developers with the donor cell products they need to help more patients than ever before. A biobank of off-the-shelf, on-demand cell therapy products will be available for transplantation, cell and gene therapy engineering and ethical research. Cells will be collected from volunteer “super donors” with high frequency genetic characteristics sourced from within the Gift of Life Registry. These cells will be tested, processed and cryopreserved by the Center’s cutting-edge laboratory. The Center will also collaborate with world-renowned South Florida research institutions to improve transplant outcomes, develop processes for cell expansion, and much more.

“While many advancements have been made in stem cell treatments for those with blood diseases, there are still critical barriers that can impede success,” said Gift of Life CEO and Founder Jay Feinberg. “With the opening of the Cell and Gene Therapy Center, Gift of Life will take a crucial next step in helping to remove those barriers.”

The only registry in the world started and run by a transplant survivor, Gift of Life has pioneered key innovations in the stem cell transplantation and donation process. Last April, the organization became the first registry to operate an in-house stem cell collection center, bringing donors to collection faster and greatly improving their donation experience.

“Gift of Life’s overarching mission is to democratize cell therapy and ensure that every patient has an equal opportunity to receive the treatment that can save their lives,” said Feinberg. “Doing so requires innovation, passion and an entrepreneurial approach to the challenges at hand. We are excited to draw on our 30 years of expertise as we embark on this next phase of our work.”



Jonathan Struhl - Director



Ruthie Spector - Director



Martin Levion - Director



Steve Colen - Director



Peter Cohen - Director



Bill Begal - President and Chairman Emeritus



“We are definitely entering a new era in the medical field,” said Francesca Gullo, Ph.D., who serves as the facility’s Scientific Director. “More and more we will see regenerative medicine use cellular and molecular tools to treat devastating diseases with no current treatments. Our program at the Gift of Life Center for Cell and Gene Therapy has the expertise, resources and facilities to make significant discoveries and then translate them into the clinic. We are in the process of developing methods to cryopreserve products that are, at the very minimum, comparable to the fresh products. Moreover, we intend to focus on the development of methods to expand stem cells from peripheral blood stem cell products while ensuring purity, potency and safety of same, so that they can be divided into multiple doses available off-the-shelf for distribution.”



# 2020

## Donor and Recipient Introductions

Donors tell us that their peripheral blood stem cell and bone marrow 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 seven of our donors to their recipients at public events and an additional three donors met their recipients at private events in 2020.



Graeme, 31, met his recipient Grant, 4, at Steps for Life 5k South Florida



Binyomin (L), 40, met his recipient Scott, 48, at Celebrating Life New York



Tony, 24, met his recipient Brianne, 19, at a Nashville Predators game

Graeme Ossey joined the registry at Beth David Synagogue during high school. Now a hospital administrator and married, with a young son of his own, he was thrilled to donate bone marrow to save young Grant from leukemia. "I was so excited when I got the call that I was a match," he said. Grant's father Philip said, "It's amazing how many great people are out there. He gave bone marrow to save my child. Thank you so much!"

**DONOR CIRCLE:**  
Beth David Synagogue

Bone marrow donor Binyomin Gewirtz joined the registry in 2003 and has also donated stem cells for another patient. He felt "privileged and lucky to be called upon as a donor a second time." He was excited to meet his recipient Scott Novorr, a leukemia patient whose rare tissue type made finding a match very complex. "I remember the day I received the call that we had a close match, and that he was willing to donate," said Scott. "I immediately called my wife and almost broke down in tears. It's the ultimate selfless act."

**DONOR CIRCLE:**  
Prince Family

Brianne Dollar was diagnosed with leukemia while a senior in high school. When chemotherapy did not help, she was fortunate that her match, Tony Connell, was already in the registry. Tony, a ZBT fraternity member and former chapter president joined Gift of Life in 2016 at a fraternity leadership conference. After their heartwarming and emotional introduction, Brianne said, "I feel like I've been given a second chance, and I'm so thankful for the small things in life. What Gift of Life does is so important, and there's a huge need for anyone who can, to donate."

**DONOR CIRCLE:**  
Anonymous



*I was so excited when I got the call that I was a match.*

— GRAEME OSSEY  
BONE MARROW DONOR



*I felt privileged and lucky to be called upon as a donor a second time.*

— BINYOMIN GEWIRTZ  
BONE MARROW DONOR



*I feel like I've been given a second chance, and I'm so thankful for the small things in life.*

— BRIANNE DOLLAR  
BONE MARROW RECIPIENT



**GAD**  
Stem Cell Donor



**JOSÉ**  
Transplant Recipient

Gad, 32, met his recipient José, 43,  
at a Virtual Introduction Event

Israeli PE teacher Gad Ben Dov joined the registry in 2016 while visiting relatives in the Los Angeles area. He visited the U.S. again in 2019 to donate stem cells and save the life of his recipient, José Luna, a resident of Stockton, Calif. A husband and father, José was diagnosed with aplastic anemia after developing unexplained bruises. The two, who live so far from each other, were Gift of Life’s first virtual introduction, giving them the opportunity to meet long distance. “Seeing you now, I can say I am so grateful and thank you from the bottom of my heart,” José told Gad. For his part, Gad said, “I was being given a once-in-a-lifetime opportunity that I could not miss – to save someone’s life.”

**DONOR CIRCLE:** Hope4Adam



**JASMINE**  
Stem Cell Donor



**SETH**  
Transplant Recipient

Jasmine, 24, met her recipient Seth, 16,  
at the Virtual One Huge Night Gala

Jasmine Inge ordered a swab kit in 2017 after seeing actress Kristin Bell talk about Gift of Life on the Chelsea Handler Show. She knew she wanted to help someone if she could, and was incredibly excited to learn she was a match. Her recipient, high school student Seth Rousch, was battling aggressive leukemia – but post-transplant he is now doing great. Both Seth and his mom were overcome with emotion on meeting Jasmine, who said, “I am so happy I could do something to help you. To me being of service is a big deal.” Seth told her, “I can’t even explain how hopeless I felt a year ago, I was just so scared. You have no idea how relieved I was when I heard I had a donor.”

**DONOR CIRCLE:** LionTree LLC



**DAVID**  
Stem Cell Donor



**BERNIE**  
Transplant Recipient

David, 27, met his recipient Bernie, 66,  
during the Virtual Steps for Life 5k

David Chaluh, a franchise owner from Houston, Texas joined the registry on his Birthright Israel trip in 2013. He said donating stem cells felt more medical than emotional at first. Then he received a letter from his recipient, Bernie Fields that moved him. It turned out Bernie, who had battled multiple forms of cancer, runs his management consulting firm from Houston as well. The two men live less than 20 miles apart! When they met, David told Bernie, “I keep your note right here, it stays right with me. I’m very happy to be a part of your journey.”

**DONOR CIRCLE:** Birthright Israel



**JASON**  
Stem Cell Donor



**KATHY**  
Transplant Recipient

Jason, 33, met his recipient Kathy, 65,  
at the Virtual Swab Sameach Event

When San Franciscan Jason Friend swabbed to join Gift of Life registry during the high holidays in 2014, he knew the chance of being called was low. But when he learned he was a match, he was 100% ready. Kathy Shultz was diagnosed with myelofibrosis in 2017, and her only option was a stem cell transplant. But it had to be delayed for months to address other health issues, so Jason’s stem cells were cryopreserved until she was ready. Jason’s kit was sponsored by the Weiser Family Donor Circle, and the two were introduced by Tova and Howard Weiser. “It’s rare that you can perform a true Mitzvah in this life, so I should thank you,” Jason told Kathy as they met. “You’re amazing, and you have amazing cells, I feel fabulous,” Kathy said, as her husband Jeffrey joked, “Now I’m married to a 33-year-old!”

**DONOR CIRCLE:** Weiser Family

# Celebrating Jay Feinberg's 25th Transplant Anniversary

Gift of Life hosted its Annual One Huge Night Gala, virtually, on Tuesday, September 15, 2020, with NBC New York News Anchor Adam Kuperstein serving as the master of ceremonies. Despite the geographic distance between the hundreds of supporters who participated, the evening was highly emotional as we celebrated Jay Feinberg's 25th Transplant Anniversary, introduced a grateful high school student and his mother to the heroic woman who saved his life, and gave everyone a first look at Gift of Life's Center for Cell and Gene Therapy.

Sixteen-year-old high school student Seth Rousch and his mother Beverly were both excited and tearful when they met his bone marrow donor Jasmine Inge. Gift of Life supporter and recipient of the Partners for Life Award and Founder and CEO of LionTree LLC, Aryeh B.

Bourkoff, introduced the pair. LionTree sponsored the laboratory tissue testing of Jasmine's swab kit, which led to her being identified as Seth's lifesaving donor, who was battling acute leukemia.

"A year ago, when I got the transplant I had gone through so much already and I didn't know if I was going to live," said Seth. "You saved me. I don't even know how to thank you."

Twenty-five years ago, after a four-year search for a match, Jay Feinberg received a stem cell transplant to cure leukemia and dedicated his life to helping others find their donors. Gift of Life has now saved more than 3,800 lives, and positively impacted thousands of their family members. To celebrate this anniversary, supporters and friends submitted dozens of videos to offer greetings and well wishes, and many recipients sent their heartfelt thanks. The warm personal messages touched Jay and everyone watching them, especially when his donor, Becky Faibisoff Kaplan offered her congratulations and spoke of her appreciation for Jay and Gift of Life's mission.

Jay also introduced the new Center for Cell and Gene Therapy, featured on pages 4-5.

At the end of the Gala, two of our Gift of Life's Got Talent finalists performed. Carol Hatch, a stem cell donor, played a beautiful piece that she composed and dedicated to her transplant recipient, Andy Michaels, on her wooden Native American style flute. We were then treated to a song composed and played by Emily Rubinstein, to which she also sang, danced and ice skated. Thank you to both for sharing their talents with us.





Jay Feinberg toasts the attendees



Recipient Seth Rousch and his mother Beverly meet his donor Jasmine for the first time



Emily Rubinstein, winner of the 2020 Gift of Life's Got Talent contest



Becky was Jay Feinberg's lifesaving donor, 25 years ago



Adam Kuperstein, Emcee, for the Virtual Gala



Aryeh B. Bourkoff introduces our donor and recipient

# 2020 Was Tough but Gift of Life Donors Were Tougher

The Dr. Miriam and Sheldon G. Adelson Gift of Life-Be The Match Collection Center opened in October 2019 to high praise from stem cell donors who found the facility provided a relaxing and elegant experience. Just 20 weeks later, the center was operating under pandemic conditions. Our staff did everything possible to ensure the safety and comfort of our donors, who were undaunted. Many of our stem cell donors went to incredible lengths, traveled great distances, and even administered the preparatory Neupogen injections themselves in order to ensure their recipients would receive their lifesaving transplants on time.



*Thanks to the generous support of Dr. Miriam Adelson and Sheldon G. Adelson of blessed memory, 204 lives have been saved to date in our new Stem Cell Collection Center.*

**- GIFT OF LIFE**

# PANDEMIC DONORS



## Sterling traveled 5,000 miles to save a life

Sterling, a 22-year-old resident of Kauai, Hawaii, joined Gift of Life registry during her Birthright Israel trip. She was volunteering at an eco-resort in Costa Rica in March 2020 when she received an unexpected email: she was a match for a teenage girl battling leukemia. But the pandemic was spreading rapidly, and countries were closing their borders. Mindful that she was needed to help save a life, Sterling hopped on a plane for home. Back in Hawaii, she, her mother, and Gift of Life's donor services coordinators worked to find the best place for her to donate. "There wasn't really an option in Hawaii, so we were thinking California might work," said Sterling. "But then I talked to a donor who donated stem cells at Gift of Life's collection center, and she spoke so highly of it, I decided to go all the way to Florida. The whole experience was above and beyond anything I expected. You can tell everyone at Gift of Life is doing what they love, and that makes all the difference."

**DONOR CIRCLE:** Birthright Israel



*Everyone at Gift of Life is doing what they love, and that makes all the difference.*

**- STERLING**



## Joshua took the opportunity to put someone else first

Josh's life is changed. "If 2020 has taught me anything, it is that life is fragile – so incredibly fragile. It is time we start thinking about others before we think about ourselves." That heartfelt revelation came about because Josh, 22 and a resident of Ft. Lee, N.J., donated stem cells hoping to save the life of a man in his 40s who was fighting acute myeloid leukemia. He swabbed in 2016 at a Hillel dance marathon at the University of Delaware. "People should know it takes little or no time to join the registry. Donating is completely non-invasive and you go home that day. Gift of Life's staff treated me like a king," said Josh. Even though the pandemic was beginning to affect interstate travel, both of his parents traveled to Florida with him, saying, "We are so proud of Josh, he's really special." Josh added, "I absolutely want to meet my recipient. I see my good deed as nothing more than treating someone the way I would hope to be treated if our roles were reversed."

**DONOR CIRCLE:** Hillel International



*People should know it takes little or no time to join the registry.*

**- JOSHUA**



## Raphael returns from studies in Israel to save a stranger

When 19-year-old San Franciscan Raphael picked up a funny sticker at a conference and put it on his water bottle, he didn't know what the slogan, "Will you marrow me?" meant. He found out when Gift of Life came in to swab his Birthright tour group in 2019. Raphael stayed on in Israel to study at a yeshiva, but one Sunday morning his brother texted him during class – Gift of Life had been trying to reach him because he was a match for a woman battling myelodysplastic syndrome. He jumped out of his seat and said, "Rabbi, I have to leave!" The looming COVID crisis was affecting international travel, but Gift of Life managed to get him on a flight to Florida. "The entire staff were great, they answered all my questions and constantly checked that I was comfortable," said Raphael. He is also thinking of his recipient, and hopes he will be able to meet her. "She has given me an opportunity to change my life, and I want to recognize her for what she has given me," said Raphael. "I gave her cells for her health, but she has changed my life."

**DONOR CIRCLE:** Birthright Israel

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*I gave her cells for her health, but she has changed my life.*

**- RAPHAEL**



## Canadian woman goes to Florida to donate stem cells

Ita, a 21-year-old stem cell donor from Montreal, Quebec, described her donation experience. "I went on a Birthright Israel trip in 2018 and spent 10 days touring the beautiful country on a bus, visiting various sites. One evening, a man from Gift of Life Marrow Registry came to speak to our group. I completed the kit and joined the registry without much thought. A few months ago, I got an email that I was a match for a 29-year-old man battling blood cancer. Gift of Life flew me to Florida and made my hotel arrangements. I visited museums, the wetlands, and the beach. At the end of the week, a sleek car service drove me to the donation center. It didn't seem clinical at all – I was greeted warmly and offered snacks, a blanket, and other comforts. I feel blessed to have this opportunity. Not many people get the chance to save a life. This experience restored my faith in humanity just a tiny bit. I'm enormously grateful to have been a part of it and hope that someday I will be able to meet my recipient."

**DONOR CIRCLE:** Birthright Israel

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*Not many people get the chance to save a life.*

**- ITA**



## Keyen leads by example through donating stem cells

University student 23-year-old Keyen, joined Gift of Life in April, 2019 at an on-campus drive held by our partner organization, Project Life Movement at Liberty University. Only ten months later she got that miracle phone call to tell her she matched a woman battling leukemia, and was urgently needed to save a life. Although the country was going on stay-at-home lockdown orders, Keyen knew that only 25 percent of African-American patients are able to find a match, and she committed to donating as soon as possible. “Donating stem cells is such an important step to take,” Keyen said. “I play basketball and we always talk about being leaders both in our sport and in the community. This is putting that commitment into action. Doing something as big as saving a life is a way of being a light in the community.” Now a senior attending the University of Tennessee, Keyen encourages others to join the registry. “If you have the opportunity to join Gift of Life and donate, I really encourage you to just take it and run with it because it’s such a special experience.”

**DONOR CIRCLE:** Project Life Movement



*Donating stem cells is such an important step to take.*

**- KEYEN**



## Brendan found donating stem cells easy and meaningful

Before Brendan joined the registry he thought only family members could donate stem cells to a blood cancer patient. But in October 2018, while an undergraduate at University of Michigan, a Gift of Life Campus Ambassador made a presentation to Kappa Sigma fraternity where Brendan was involved, and he immediately joined the registry. “I was a potential match for a patient almost right away, but I was not asked to donate the first time,” said Brendan. “I had just moved home to spend the summer with my parents when I got the second call, that I matched a 70-year-old woman battling leukemia. I was shocked! I wasn’t aware you could have multiple matches. Nobody else in my fraternity has had any matches and I’ve had two!” Although it meant traveling during the pandemic, Brendan knew he was needed. “Having the opportunity to donate and help an individual person is meaningful,” he said. “This isn’t like a blood drive where your blood could just go to anybody, this is one individual person who is your match, someone that only you can help. I’m happy I was able to make some small difference.”

**DONOR CIRCLE:** Evie Goldfine’s Fundraising Campaign



*I’m happy I was able to make some small difference.*

**- BRENDAN**



(Front row) Eric Gurevich, Mike Sprachman, Jared Stein  
(Back row) Ben Atwater, Noah Starr, Andrew Firestone, Alex Weiss

# *Celebrating Life*

Gift of Life's Young Professionals Committees are groups of emerging young leaders who dedicate their time, talents, networks and resources to our lifesaving mission. Volunteer committees in nine locations around the country engage in support activities including fundraising drives, donor recruitment drives, social occasions, and the annual Celebrating Life events. Celebrating Life events are where we honor donors and recipients, supporters and volunteers, and our extended Gift of Life family. Of course, 2020 was not a

normal year! The only Celebrating Life event for 2020 was held in New York City on February 20, with more than 300 people gathering at the Edison Ballroom. The highlight of the evening was the moment when leukemia survivor Scott Novorr met his lifesaving bone marrow donor, Binyomin Gewirtz. The two men stood with their arms around each other and said a few words to attendees. They were introduced by last year's Celebrating Life honoree, Izzy Sakhaie and were clearly delighted to finally meet each other.

## **YOUNG PROFESSIONALS COMMITTEES**

**BOSTON • CHICAGO • DENVER • DISTRICT OF COLUMBIA • LOS ANGELES  
NEW YORK CITY • ORANGE COUNTY • SAN FRANCISCO • SOUTH FLORIDA**



**Michael Gang, Rhonda Starr, Amelia Paston, Steven Paston, Eric Starr, Noah Starr**



**Transplant Recipient Idan Zablocki, Donor Alex Weiss**



**Bill Begal, Stephen Siegel, Jay Feinberg**



**Caitlin Parrella, Mike Sprachman, Rebecca Ratcliff, Lori Sprachman**



**Donor Jonathan Struhl, Robyn Malek**



**Transplant Recipient Scott Novorr, Donor Binyomin Gewirtz**

PRO FOOTBALL HALL OF FAMER

# Cris Carter's



Pro Football Hall of Famer Cris Carter hosted the “LIV Life” party on January 29, bringing together current and former NFL athletes in support of Gift of Life’s mission.

The event attracted a large crowd of football players, sports celebrities and fans, who enjoyed an evening of food, drinks and festivities at Bodega Taqueria y Tequila in Miami Beach. Cris introduced the crowd to blood stem cell donor Greg Mitchell and his 10-year-old recipient Marcus Haggins. Marcus was diagnosed with severe aplastic anemia when he was just seven, and his family was told only a stem cell transplant could save his life.

The best chance of a match is with someone of the same genetic heritage. But for Black and multi-racial Americans, there is only a 25% chance of finding a matching donor, due to low registry membership among those groups.

“My dad said he wasn’t sure I should do it. ‘Can’t they find someone else?’ he asked,” said Greg. “No dad, I really want to do this. And the great thing was that as he sat at my side during the process, his mind changed, and just seeing that shift in his mindset was beautiful. It was easy to do, and I’d do it every month if I could. I’m so happy Gift of Life could reach out to me.” Marcus’s mother, Kim Kennedy, also had emotional words to share. “You gave me my child back. Without you and Gift of Life, he wouldn’t be here. I urge everyone here to become a donor. It would break my heart to see another parent go through what I went through.”

The highlight of the evening was Cris’s heartfelt appeal for the football community to share Gift of Life’s mission to find donors



Donor Greg Mitchell, Marcus’s mother Kim Kennedy, recipient Marcus Haggins, NFL Hall of Famer Cris Carter



NFL Hall of Famers Larry Little, Dwight Stephenson, Lem Barney

for every patient in need. He emphasized that the need to diversify the registry is especially urgent. “We’re sick and tired of people in minority communities dying of cancer,” said Cris. “When are we going to be sick and tired enough to start doing something? You have a chance and it’s fairly simple – swabbing takes five minutes and then you are officially registered.”

He also appealed directly to the many sports figures in the room. “We have been fortunate – blessed beyond our imagination,” said Cris. “When are we going to do what we really need to do, and start giving young people a chance to live out their lives and dreams, as so many of us have? That’s my call to everyone: get swabbed, make a difference in people’s lives. Let’s stop talking about it and let’s be about it. Let’s stop wasting days.”



Former Steeler/Jet Willie Colon and former Colt/Raider Zack Crockett



Alisha Olsen, Sue Carter, Tandis Cavagnuolo



Vice Mayor Michael Góngora, Diana Fontani, Russell Galbut, Robyn Malek, Robin Jacobs, Jay Feinberg, Dr. Baruch Jacobs



Former Colt Chukie Nwokorie



NFL Hall of Famer James Lofton and former Jet Victor Green



Florida Mayhem president John Kracum (left) and friends



**GIFT OF LIFE** **STEPS FOR LIFE**  
**5k RUN&WALK**

South Florida | Jan. 19, 2020





# VIRTUAL 5k

GIFT OF LIFE STEPS FOR LIFE RUN&WALK

September-October, 2020

Gift of Life's Steps for Life 5k is typically held in Boston, New York City and South Florida to raise awareness of the need for blood stem cell and bone marrow donors to join the registry. This year, in addition to our South Florida event, we held a Virtual 5k so that participants could socially distance while running or walking anywhere they like from coast-to-coast. We had tremendous support and the event was a huge success.

Gift of Life uses the funds raised at the events to add new donors to the registry. To date, these events have raised more than \$2 million, adding 16,328 new donors to the registry, resulting in 295 matches for patients and an incredible 49 lifesaving transplants.



## EVENT SPONSORS

CBRE • McKesson • Blue Cross Blue Shield Massachusetts • Lennar • Dana Farber Cancer Institute • Ranfac • UBS Vista BMW/Volkswagen • Brown & Brown Insurance • The Gellin Zalaznick Foundation • Goody Two Shoes • 2 Ton Katzman Family Foundation • Coffman Family • Krasner Family • Singer Family • Wendy & Mel Schulman • HJ Sims Kitroser & Associates • Colonial Life • Spavia • WindowRama • Orange Theory • Florida Mayhem • Florida Panthers Gold Financial Services • New Country 103.1 • Trish McEvoy • Sanctuary Plastic Surgery • Terumo BCT • MyPhoto The Palm Beach Show • Lesser Lesser Landy & Smith PLLC • Akron Biotech • Soofa • Rack Electric • City of Boca Raton Ad On Promo Products • Stuart Estate Planning • The Grove Kosher Market • Bolay • YMCA • Dunkin' • Wawa



# CAMPUS AMBASSADOR PROGRAM

The Gift of Life Campus Ambassador Program (CAP) is our primary approach to recruiting the highly desired demographic of 18-to-25 year olds. Transplant centers request these donors most often as they give recipients the best chance of a successful result. Since CAP began in 2014, the program has found 1,219 matches which have resulted in 170 completed transplants, including 14 from Campus Ambassador interns.

Gift of Life's fall 2020 Class was the largest yet, with over 308 college students, representing Gift of Life on 149 campuses.

Due to the pandemic, the 2020 Campus Ambassador Symposium was held online in a virtual space provided by our partner, Degy Entertainment, Inc. The CAPs were able to log in, create an avatar and roam freely within the virtual environment. They could even have audio conversations by standing near one another's avatars. The highlight however was the virtual auditorium, where the avatars took a seat to experience the live program which included training sessions and listening to real life donors share their personal stories.



# 149 PARTICIPATING COLLEGES AND UNIVERSITIES

Adelphi University  
American Public University  
American University  
Amherst College  
Appalachian State University  
Arizona State  
Barnard College  
Binghamton University  
Boston University  
Brandeis University  
Brigham Young University  
Brooklyn College  
Brown University  
Bryn Mawr College  
California Polytechnic State University  
- San Luis Obispo  
California State University - Long Beach  
California State University - San Marcos  
Central Piedmont Community College  
City College of New York  
Clark Atlanta University  
Clark University  
Clemson University  
Colby College  
Colgate  
College of William & Mary  
Columbia University  
Connecticut College  
Cornell University  
CUNY Baruch College  
Dutchess Community College  
East Carolina University  
Eastern Connecticut State University  
Elon University  
Embry-Riddle Aeronautical University  
Emory University  
Florida Atlantic University  
Florida Gulf Coast University  
Florida International University  
Florida State University  
Fordham University  
Gardner-Webb University  
George Washington University  
Georgetown University  
Georgia Southern University  
Grand Valley State University  
Harvard University  
High Point University  
Hofstra University  
Howard University  
Hunter College  
Indiana University - Bloomington  
Ithaca College  
Jacksonville University  
John Carroll University  
Johns Hopkins University  
Johnson C. Smith University  
Kansas State University  
Kings College  
Lander College for Men  
Louisiana State University  
Loyola Marymount University  
Mercer University  
Miami Dade College  
Miami University, Ohio  
Michigan State University  
Mississippi State University  
New York University  
North Carolina Agricultural and  
Technical State University  
North Carolina State University  
Northeastern University  
Ohio State University  
Ohio University  
Pasco-Hernando State College  
Pennsylvania State University  
Queens College  
Queens University of Charlotte  
Ramapo College  
Rhodes College  
Rider University  
Rowan University  
Rutgers University, New Brunswick  
Saint Leo University  
San Diego State University  
San José State University  
Savannah College of Art and Design  
Stern College for Women  
Stony Brook University  
SUNY Oneonta  
Syracuse University  
The New School - Eugene Lang College  
of Liberal Arts  
Tougaloo College  
Touro College  
Towson University  
Tulane University  
Union College  
University at Buffalo  
University of Alabama in Huntsville  
University of Arizona  
University of California, Berkeley  
University of California, Davis  
University of California, Los Angeles  
University of California, San Diego  
University of California, Santa Barbara  
University of Central Florida  
University of Chicago  
University of Colorado Boulder  
University of Connecticut  
University of Delaware  
University of Florida  
University of Georgia  
University of Illinois  
University of Kansas  
University of Maryland  
University of Miami  
University of Michigan  
University of Minnesota  
University of Missouri  
University of New Mexico  
University of North Carolina at Charlotte  
University of North Carolina, Chapel Hill  
University of Notre Dame  
University of Oklahoma  
University of Oregon  
University of Pennsylvania  
University of Pittsburgh  
University of Richmond  
University of Scranton  
University of South Carolina  
University of South Florida  
University of Southern California  
University of Tennessee  
University of Texas at Austin  
University of Texas at San Antonio  
University of Toledo  
University of Virginia  
University of Washington  
University of Wisconsin - Madison  
University of Wisconsin - Milwaukee  
Vanderbilt University  
Virginia Polytechnic Institute and  
State University  
Wake Forest University  
Washington University in St. Louis  
Wellesley College  
West Virginia University  
Wofford College  
Worcester Polytechnic Institute  
Xavier University  
Yale University  
Yeshiva University



# VIRTUAL SWAB SAMEACH



**LISA EISEN**  
Co-President, Charles and Lynn Schusterman Family Foundation



**Y-STUDS A CAPPELLA**



**RABBI MOSHE HAUER**  
Executive Vice President, Orthodox Union



**ADAM LEHMAN**  
President and CEO, Hillel International



**TOVA AND HOWARD WEISER**  
Parents of Transplant Recipient | Gift of Life Founder Society Members



**ISRAEL (IZZY) TAPOOHI**  
President and CEO, Birthright Israel Foundation

On Sunday December 13, Gift of Life celebrated our annual Swab Sameach event – virtually, of course! -- with Gift of Life President and Chairman Emeritus Bill Begal welcoming everyone.



they sponsored to the woman whose life he saved. “The day of Rivka’s transplant, the first day of Hanukkah, we went from feeling a sense of fear and despair to one of hope, thanks to Rivka’s donor Scott,” said Tova.

The Y-Studs a capella singing group launched the video for their new song, “My Own Miracle” which urges everyone to join the registry to help patients like 4-year-old Sloane Caston, who is currently battling two forms of cancer and searching for a donor who can help save her life.

Jason Friend was incredibly excited to be introduced to Kathy Shultz, whose life he saved through a stem cell donation and transplant. Kathy had battled myelofibrosis since 2017, and is now thrilled to have a second chance at life.

Rivka Weiser, who received her lifesaving stem cell transplant from a Gift of Life donor on the first day of Hanukkah twelve years ago, introduced her parents, Tova and Howard Weiser. Through the family’s donor circle, 86 transplants have been completed to date. They were thrilled to introduce a donor

After the introduction, Jay Feinberg invited everyone to recite the prayer and light the candles, as Rabbi Hecht of Chabad of Park Slope led the lighting of the world’s largest menorah live from Prospect Park in Brooklyn.

## GIFT OF LIFE THANKS ITS PARTNERS



# Leave a Legacy and Help Save Lives for Years to Come



Planned giving allows you to support the Gift of Life Marrow Registry's lifesaving mission for years to come, while also fulfilling your financial goals. With a carefully considered gift strategy and estate planning, you may earn an income while putting money to work for you; reduce taxes now or for your heirs; and create a lasting philanthropic contribution that will help secure our future and enable us to continue to provide lifesaving stem cell and marrow transplants to patients in need.

There are many ways to help us save lives, honor your loved ones, and leave a lasting impact:

- Include Gift of Life in your will, and become a member of our Legacy Society
- Create a charitable gift annuity or charitable trust
- Designate Gift of Life as a beneficiary from your IRA, pension plan, life insurance policy or investment accounts
- Donate gifts of appreciated assets
- Donate real estate

Your gift can help save lives for decades to come. For more information, contact Robyn Malek, Director of Development at [rmalek@giftoflife.org](mailto:rmalek@giftoflife.org).

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## Corporate Partners Recruiting Events

Gift of Life is fortunate to have committed corporate partners who hold in-house swabbing and education events, and who also help to recruit new donors in their wider communities.

In early January, we kicked off the year with multiple corporate events, starting with an on-site donor registration drive for the staff of NBCUniversal Telemundo in Miami. The drive was visited by José Díaz-Balart, anchor for both Noticias Telemundo and NBC Nightly News on Saturdays.

For the third year in a row, HJ Sims offered their executives and employees the opportunity to join the registry during their annual corporate conference held in San Diego, Calif.

The South Asian Employee Resource Group at Blue Cross Blue Shield of Massachusetts organized a drive to help a patient who was battling leukemia, but did not have a match in the registry. Working with ERG's is invaluable for conducting searches for specific patients.

We thank our partners for bringing new donors into the registry during this unprecedented year with many recruiting challenges.

- Blue Cross Blue Shield Massachusetts
- Dropbox
- HJ Sims
- Michelman Insurance
- NextEra Energy (Two Rivers, WI)
- Synchrony Bank
- Telemundo



# Gift of Life partners with NAACP to address healthcare disparities through town halls



Jay Feinberg founded Gift of Life to address an inequity in health care: so few Jewish donors were in the marrow registry that the chances of finding a matching donor were less than 5 percent. Today, those chances have increased to more than 85 percent thanks to decades of targeted recruitment drives in the Jewish community. But for other populations the difficulty of finding a donor persists, and the situation for ethnic and minority populations is dire – only 25 percent of African American patients will find their lifesaver.

The COVID-19 crisis has made health care disparity in the United States even more obvious, with mortality rates among African Americans significantly higher than the general population. Gift of Life is taking action as part of its continuing commitment to diversifying the registry and striving to find a match for every patient in need. In 2020, the organization partnered with the NAACP to hold a series of town halls aimed at college students in order to raise awareness, and address how best to effect change.

Fidelity Investments, Morgan Stanley, McKesson, Rubius Therapeutics and the NAACP sponsored the Town Halls. The Town Hall series was supported by Gift of Life 15-year transplant survivor and Advisory Board Member Evie Goldfine who is passionate about changing registry demographics to be more balanced and inclusive. “Those are really horrible statistics for people of color, and we’re going to change the odds,” said Goldfine. “Just like we changed the chance of finding a match for the Jewish people, we are going to change it for everybody else.”

# 2020 World Marrow Donor Day Recap

World Marrow Donor Day is the annual celebration of volunteer donors founded by the World Marrow Donor Association (WMDA). Held on the third Saturday each September, registries around the world find unique ways to thank marrow and stem cell donors for joining them, and for donating to save patients.

Every year people post photos online sharing their messages of thanks to donors, and we receive them from around the world.

Gift of Life's esports partner Misfits Gaming, parent organization of the Florida Mayhem and the Florida Mutineers teams, partnered with universities and colleges across Florida to hold a charity esports tournament called Stream2Swab, where viewers were encouraged to order a swab kit and join the registry. Participating schools included the Florida Atlantic University Owls esports, Florida Gulf Coast University esports, Florida State University esports, Full Sail University Armada, University of Central Florida Gaming Knights, and University of Florida Gator Gaming.

Part of the annual celebration is the WMDA's "cake-off" baking competition between registries to see which team can bake the most fun and interesting cake. This challenge often coincides with the annual visit to Gift of Life's offices by WMDA Executive Director Lydia Foeken. With this year's visit cancelled due to COVID, we came up with a special "cake" to share with Lydia and everyone at WMDA, a virtual cake baked by an animated Jay Feinberg!



## PERSONALIZED GIVING DONOR CIRCLES

A donor circle is your personalized Gift of Life portal. Through your donor circle you can fundraise, sponsor donor swab kits, and track in real time how many matches and transplants you – and your support team – have funded. There are built-in social media tools, and when you invite someone to visit, they can order a swab kit or donate money. Donor circles may also be private.

Learn more at [giftoflife.org/donorcircles](https://giftoflife.org/donorcircles)



# UPCOMING EVENTS 2021



## **Virtual Celebrating Life**

FEBRUARY 20

## **Gift of Life Golf Tournament**

*Breakers West, West Palm Beach FL*

APRIL 13

## **Virtual Steps for Life 5k Run & Walk**

MAY 10-24

## **Gift of Life's Got Talent**

JUNE 14 - JULY 15

## **One Huge Night Gala - New York City**

OCTOBER 6

## **Swab Sameach**

NOVEMBER 30

## **One Huge Night Gala - Los Angeles**

DECEMBER 7



# ORANGE SOCIETY

PHILANTHROPY MAGAZINE

The Orange Society Philanthropy Magazine was created for contributors who have donated \$10,000 or more throughout the calendar year. As a member of the Orange Society you have received this annual magazine highlighting the successes you made possible through your generous donations.

Members will also receive special recognition at our One Huge Night Annual Galas in New York City and Los Angeles. Thank you for your ongoing support and commitment to Gift of Life and our lifesaving mission.

## 2020 Orange Society Contributors

- |   |   |   |
|---|---|---|
| Adelson Family Foundation               | Goldberg Family Fund/Andrew Goldberg          | Kimberlee and Jason Ostheimer           |
| Dr. Miriam and Sheldon G. Adelson z”l   | and Jeffrey Goldberg                          | Debbie and Steven Prince                |
| The Applebaum Foundation                | Evie Goldfine                                 | PSI Pharma Support America, Inc.        |
| Kira Epstein Begal and William A. Begal | Robin and Scott Gottlieb                      | Judy Rechler                            |
| Susan and Edward Blumenfeld             | Mindy and Jon Gray                            | Shari Redstone                          |
| Jill and Peter Borst                    | Marjorie and Alan Grossman                    | The Richard E. Capri Foundation         |
| Aryeh B. Bourkoff   LionTree LLC        | Kathy Speer and Terry Grossman                | The Rosalie Katz Family Foundation      |
| Joan and Martin Brashem                 | Harold D. and Annette Price Family Foundation | Haim Saban                              |
| Rita and Charles Bronfman               | The Harry T. Mangurian, Jr. Foundation        | Samuel C. Cantor Charitable Trust       |
| Brookfield Office Properties            | Irving I. and Cherna Moskowitz Foundations    | The Samuel Freeman Charitable Trust     |
| Cantor Fitzgerald Relief Fund           | Seryl and Charles Kushner Family Foundation   | Mindy Schneider and Dr. Michael Lesser  |
| CBRE                                    | LabCorp                                       | Lynn Schusterman                        |
| CBRE NY Consulting & Agency Groups      | Estate of Lois Lautenberg                     | The Senator Foundation                  |
| Charles and Lynn Schusterman            | In Honor Of Ethan Lax z”l                     | Wendy and Stephen B. Siegel             |
| Family Philanthropies                   | David W. Levinson                             | Sheldon H. Solow                        |
| Brooke and Peter Cohen                  | Liberty Global                                | Warren Spector                          |
| Drs. Helen and Stephen Colen            | Lynda and Christopher Ludeman                 | Steven and Beverly Rubenstein           |
| Crimsonbridge Group                     | Anthony and Rhonda Maddelina                  | Charitable Foundation                   |
| The Edward John and Patricia            | Max and Sunny Howard Memorial Foundation      | Jessica Tuchinsky                       |
| Rosenwald Foundation                    | McKesson Foundation                           | ViacomCBS Inc.                          |
| Mitzi and Warren Eisenberg              | Sharon Mishkin                                | Tova and Howard Weiser                  |
| Susan and Leonard Feinstein             | Morgan Stanley                                | The William and Anita Newman Foundation |
| Robin and Lee Feld                      | Meg Osman and Martin Levion                   |   |
| Wendy and Joshua Feldman                | Barbara Osband                                |   |

*Plus those who wish to remain anonymous.*

# Resources and Financial Management

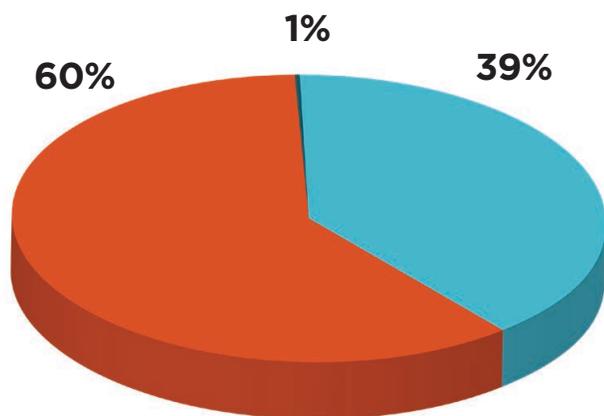
**G**ift of Life is a non-profit organization granted tax-exempt status under Section 501(c)(3) of the Internal Revenue Code. Gift of Life engages Certified Public Accountants to conduct an independent audit annually. A copy of the full *2020 Financial Statements with Independent Auditors' Report* is 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](http://guidestar.org).

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

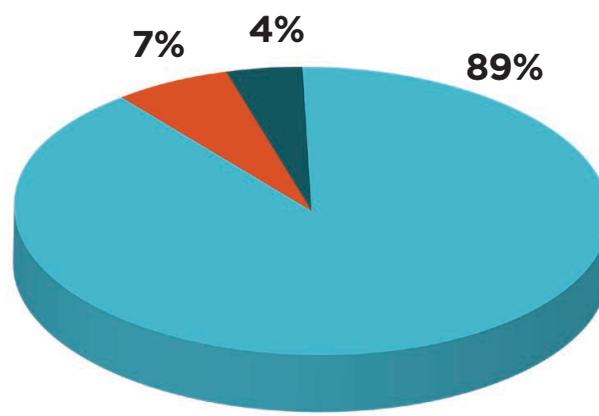


## REVENUE: FY2020



- Program Service Revenue: \$8,972,613
- Contributions & Donated Services: \$5,865,496
- Income Investment: \$36,379

## EXPENSES: FY2020



- Programs: \$11,267,983
  - Donor Services: \$3,790,698
  - Cord Blood Program: \$65,498
  - Search Coordination: \$82,562
  - Information Systems: \$958,699
  - Community Engagement and Recruitment: \$3,412,503
  - Quality Assurance: \$566,162
  - Apheresis Center: \$1,639,741
  - Cell Therapy Laboratory: \$752,120
- Development: \$897,742
- Administrative: \$528,253

# STATISTICAL DATA FOR 2020

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Matches Found **1,721** 

 **393** Work-Up

Drives Run **1,286** 

 **23,408** Donors Recruited

Collections at the  
Apheresis Center **204** 

 **380,176** Total Donors in  
Registry

Total Transplants **234** 



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# One **HUG** Night<sup>®</sup> *Gala*

**SAVE THE DATES**

<b>NEW YORK CITY</b> <b>10.6.21</b>	<b>LOS ANGELES</b> <b>12.7.21</b>
--	--------------------------------------

Please join us at Gift of Life's Annual New York City and Los Angeles Galas as we introduce transplant recipients to their lifesaving donors for the first time.

For more information: 800.962.7769 x2926

