



GIFTWORKS PROGRAM SUMMARY



HEALTH
UNIVERSITY OF UTAH



GIFTWORKS



As a kidney patient, you may already know that when it comes to organ transplant, you have two options:

1 The first option is to get on the U.S. transplant waitlist to receive a kidney from a deceased donor. Right now, the average time on this list is 3-5 years, which means you may wait a considerable time to undergo transplant.

2 The second option is to find a living kidney donor. With living donation, you could find a donor and undergo transplant in a much shorter time than waiting for a deceased donor kidney.

Additionally, research shows living donor transplanted kidneys last longer and closer matches are possible with living donors. In fact, you could have your kidney transplant surgery before you even start dialysis with a living donation.

FINDING YOUR LIVING DONOR

Statistics show that most living donors know the patient, or hear about the patient's story through avenues such as social media, and feel compelled to step forward.

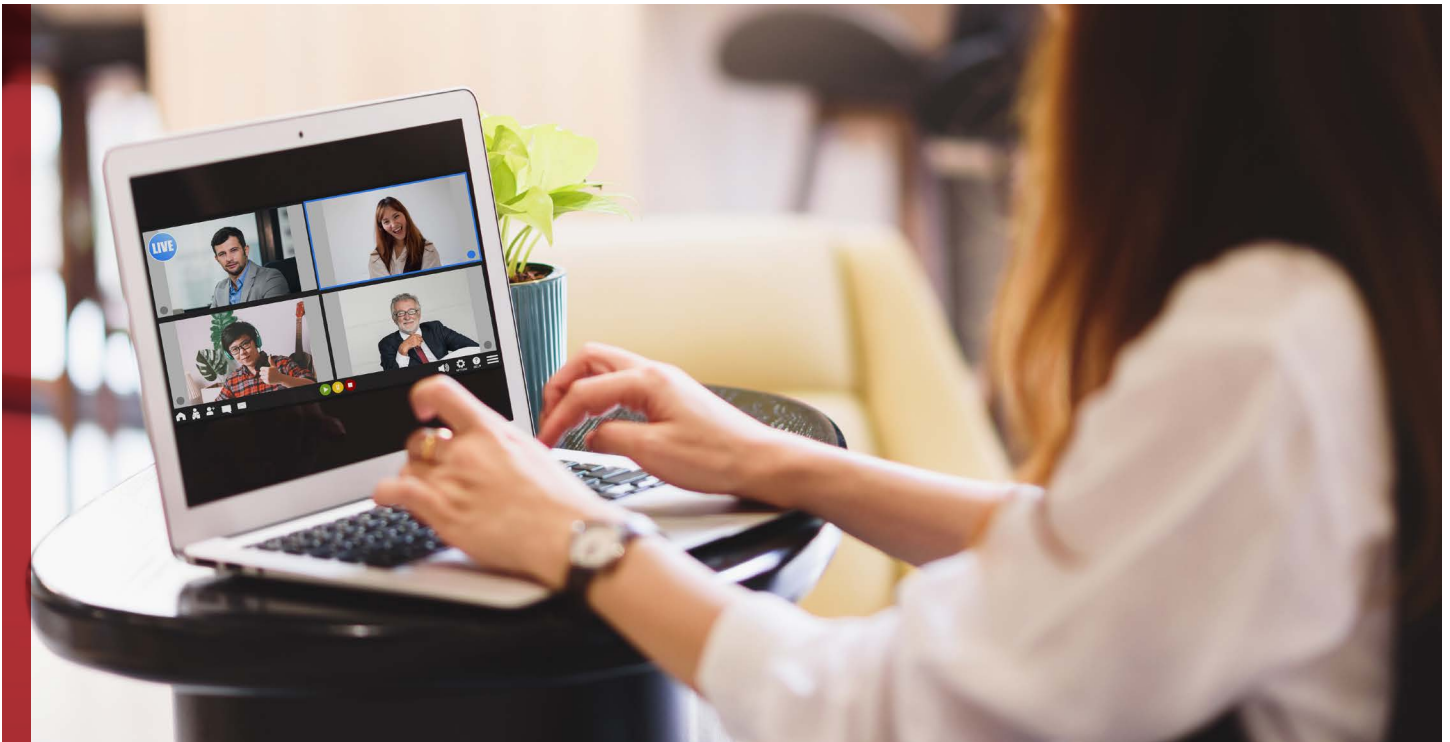
Your living donor could be a relative, friend, or even an acquaintance. In some cases, living donors are complete strangers who altruistically give the gift of life after hearing a patient's request for help.

One thing is certain, by sharing your story with those you know, you have a greater chance of finding a courageous person who wants to help you. You just have to be willing to ask and share that living donation could be a solution. People want to help, but they don't always know how. By sharing your story and living donation as a possibility, you will provide a clear path forward to anyone who has an interest in supporting you.



We Know Sharing Your Story Can Be Difficult

Asking for help can make people feel incredibly vulnerable and guilty, especially when the request feels too great. Giftworks has created a program that eliminates the pressure and guilt by making "the ask" for you and we guide you every step of the way.



WE WILL HELP YOU FIND YOUR LIFESAVING DONOR

The University of Utah Health and Giftworks is excited to offer you the chance to participate in our program. During this program you will:

1. Have access to an expert who will collaborate with you and your family to craft an appeal letter that shares your story and helps you reach out to those you know to see if they have an interest in becoming your living donor.
2. Receive a social media marketing campaign, led by an expert, to increase your chances of finding a living donor.
3. Receive continued support and communication from the Giftworks team and the transplant team at the University of Utah Health.



Additionally, living donor candidates that have an interest in donating will receive assistance and support from an actual living kidney donor. This is an amazing gift for interested donors as they will have access to the knowledge, guidance, and resources they need to make an informed decision.

HOW DOES THE PROGRAM WORK?

The Giftworks program has three pillars designed to serve both the kidney recipient and anyone who steps forward to be tested as a living donor. We believe that just as recipients deserve education and support, so too do the generous people that step forward as living donors. Our goal is to make sure that both the recipient and the donor feel equally supported, empowered, and part of an amazing exchange that is both lifesaving and beautiful.



The Giftworks team has assisted many patients throughout the past 10 years and one thing is very clear, when people commit to asking for help and remain engaged in our program, support shows up in the most miraculous ways.

THIS INCREDIBLE PROGRAM IS NOW BEING OFFERED TO YOU.

If you agree to participate, you will need to complete a Patient Agreement and a short intake questionnaire. You will then have a virtual meeting with a Giftworks team member to further share your story, ask any questions you may have, and learn more about the steps involved.

Over the next 6 months, your participation in the program will result in the following materials being created and managed for you:

- Personal patient website
- Posts for social media
- Appeal letter
- Print materials, as needed



ELIGIBILITY

To be eligible for the pilot program, you must be willing to be an active participant and have 1-2 dedicated advocates, such as a relative or close friend. While the program is designed to be simple, it is required that you engage with our team and provide updates as requested. Your advocate(s) must be willing to be hands-on and offer assistance as requested.

COMMON QUESTIONS

Why should I participate?

Giftworks has helped countless patients find living donors over the past 10 years. The one thing we have noticed is that when it comes to sharing their story and asking people to be living donors, patients truly struggle. There are many reasons for this. Perhaps the biggest are feelings of guilt or shame for asking. We take the guilt and shame away by holding your hand and making the ask for you. We eliminate any pressure and make sure both you and your family are completely comfortable throughout the process.

What do you mean by advocate?

An advocate can be a spouse, adult child, other type of family member, or even a close friend. This person will work with the Giftworks team to help you provide your monthly updates, supply photos, and even keep you optimistic throughout the process. Your advocate(s) play a pivotal role in the process, but will not have to invest a great deal of time. Our program is designed to make everything easy for your advocate(s) and you.

How long will this last?

The Giftworks program lasts 6 months. During that time, you will work one on one with an expert who will guide you through the process and be a great source of support to you and your family. Any living donors that step forward on your behalf will also receive support, resources, and help every step of the way.

I am nervous about sharing my story on social media. Do I need to do this?

In our years of working with patients, we have found that emails and verbal appeals help, but only go so far. By sharing posts on Facebook, we will be able to reach more people beyond your personal network. While most living donors know their recipients, there are times when altruistic individuals step forward. Social media also allows us to educate and support interested living donor candidates so they can make an informed decision.

Will interested living donors receive help?

Yes, they will receive help from multiple sources. First, an actual living kidney donor from the Giftworks team will speak with each person that steps forward and guide them through the donation process. They will also inform your interested donors of protections that are available to them, such as reimbursement for travel expenses, and provide access to resources. Furthermore, University of Utah Health has an exceptional Living Donor Team. When your living donors step forward, they will be in good hands, and receive the same level of care and support you do.

Is there a cost to participate?

The program has been generously funded by PKDO. There is no cost to participate.



University of Utah Health's kidney transplant program has been caring for patients with end-stage renal disease since 1965. In 1977, the program became a Medicare-approved center. Since that time, we have continued to do a high number of adult and pediatric kidney transplants with survival rates higher than the national average.

We know that patients have unique needs. We provide different types of kidney transplantation to best serve patients and their families. Our kidney transplant program takes a multidisciplinary approach, providing patients access to a team of health care professionals who are experienced in all medical and surgical aspects of transplantation, including board-certified adult and pediatric transplant nephrologists.



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