

# ***Honor Lives. Inspire Hope.***

*A donor family memorial  
to celebrate the lives and  
legacies of organ, tissue,  
and eye donors.*



HONOR LIVES

INSPIRE HOPE



# Our **Vision**

Each year, Versiti Organ and Tissue supports hundreds of individuals and families through the profound journey of loss while facilitating the life-changing gift of organ and tissue donation. These donor heroes leave behind families and loved ones who carry forward their legacy while coping with the deep grief of their absence. We honor donors and their families for their extraordinary generosity. In the midst of life's most difficult moments, organ, tissue and eye donation shines as a powerful beacon of hope.

Versiti, a federally designated Organ Procurement Organization (OPO), is committed to providing comprehensive support, resources, and guidance to donor families throughout the donation journey. From the hospital to the operating room and beyond, Versiti staff keep families informed about the option of organ and tissue donation, address their questions, and offer compassionate guidance should they choose the gift of life. Once the donation is complete, Versiti continues to offer support through aftercare resources and volunteer opportunities, helping families connect with others who have faced similar hardships.

Rooted in our deep commitment to supporting donor families through their journey of grief and healing, Versiti is devoted to creating meaningful opportunities for donor families and recipients to honor and reflect on the extraordinary gift of life. We believe that these remarkable individuals deserve more than emotional and material support; they deserve a lasting, physical space for remembrance and reflection.

Versiti honors the lasting legacy of donors by offering solace to their families through the creation of the Legacy of Hope Memorial located at ThriveOn King. By contributing to the development of this memorial, you can stand in solidarity with grieving families and celebrate the lifesaving gifts of their loved ones.



More than 100,000 people are currently waiting for a lifesaving organ transplant—enough to fill Lambeau Field and still leave thousands without a seat.



“Versiti Organ and Tissue is excited to create The Legacy of Hope Memorial at ThriveOn King—a space that pays tribute to those who have given the gift of life and to their families. Additionally, this memorial will honor all future donor heroes, providing a place of comfort and solace for the families and friends of donors—past, present, and future.”

Colleen McCarthy, Vice President, Versiti Organ and Tissue

# What **We Do**

Founded in 1947 by the Junior League of Milwaukee, Versiti began as a blood center dedicated to connecting blood donors with patients in need of blood transfusions. Over the decades, Versiti expanded its scope and impact, becoming a trusted healthcare partner across Wisconsin and has grown to offer specialized testing, treatment, and research in areas such as hematology, oncology, and cellular therapy.

A major milestone came in 2010 when Versiti widened its mission to include organ and tissue donation. This integrated approach allows Versiti to better serve patients, families, and hospitals through coordinated recovery, evaluation, and transplant services.

Versiti Organ and Tissue (Versiti O&T) is the federally designated organ procurement organization (OPO) and tissue bank for southeastern Wisconsin. It provides comprehensive organ and tissue recovery services, donor management, hospital development, family support, and public and professional education. Versiti O&T is the region's leading source of information about donation and actively works to increase awareness of the ongoing need for organ and tissue donors.

## Organ, Tissue & Aftercare Services

The Versiti Organ and Tissue services team partners with 34 hospitals and three transplant centers to coordinate all organ donations across an 11-county designated service area in southeastern Wisconsin. Versiti's tissue bank partners with more than 135 hospitals, medical examiners, and coroners throughout Wisconsin to facilitate tissue donation. From the initial hospital or medical examiner referral through donation and beyond, the team manages donor evaluation, clinical support, recovery coordination, and provides support to donor families and hospital staff. The support for families continues after donation through the Versiti Organ and Tissue Aftercare Program. The program offers donor families resources on grief and loss, donation recognition items, and donation information. Families also have the opportunity to participate in donor family events, memorial programs, and our volunteer program.



**Greg Rozansky, ICU Physician, Versiti Advisory Board Member**

*"As an ICU physician, I witness both the fragility and the resilience of life every day. Honoring organ donors through a memorial not only acknowledges their extraordinary gift, but reminds us all of the lives they've saved. It's a powerful tribute to selflessness, compassion, and the legacy of hope they leave behind."*



# Who **We Are**

Versiti Organ and Tissue is guided by a dedicated advisory board composed of representatives from affiliated transplant centers, donor families, transplant recipients, healthcare professionals, and community leaders. This group plays a vital role in shaping our programs to ensure that the donation process remains ethical, safe, and centered around the needs of the community.



**Annette Washington – Versiti Advisory Board Chair, Donor Mother, Living Kidney Donor**

Annette, a donor mom and living kidney donor to her sister, brings a deep personal commitment to donor families. Her guidance ensures the voices of donor families are reflected in every decision we make.

“As Chair of the Advisory Board and a proud donor mother, I am deeply committed to ensuring that every donor’s legacy is honored with the dignity it deserves. This memorial represents our community’s profound gratitude and stands as a lasting tribute to those who gave the ultimate gift—the gift of life. Through both my leadership and my lived experience, I am dedicated to building a space where families can find comfort and donors are forever remembered.”



**Tom Demski – Versiti Advisory Board Member,**

Heart transplant recipient, husband, father, and donation champion. Tom Demski holds immense appreciation for the donors and families whose gift means life.

“As a heart transplant recipient and a father, I am profoundly grateful to be alive—to wake up each day, watch my children grow, and share life’s moments with them. None of this would be possible without my donor, Amy Madsen, and her beautiful family. I am reminded every day, every hour and every minute that I am blessed with this precious gift and that we should live our lives with gratitude, love and kindness. A memorial like this is essential. It honors those who gave the ultimate gift and offers families a place to reflect, remember, and know their loved one’s legacy lives on.”



# Who **We Help**

At the heart of our organization are the organ and tissue donors, their families and the transplant recipients. Donor families make an extraordinary, selfless choice to give life during times of profound loss, while recipients honor that gift through renewed lives and stories of hope. They are more than participants in the donation process— they are the living expression of our mission.



**Karen Matulis, Versiti Advisory Board Member, Donor Mom**

“Because Christopher’s life here on earth could not go on, he became a hero and life giver to 6 people that were able to live on. There are no words to describe my pain or grief. However, with the uplifting presence and support of Versiti, my spirit was no longer anchored by grief. Now, because of Christopher’s gift of life, his legacy will endure for a long time.”



**Shelita Furlow, Donor Mom**

“March 20, 2021, was the day we received a call that would forever change our family’s lives. Just one day before Jovan’s 19th birthday, he was tragically shot in the face by a stray bullet while driving with his older brother. During his hospital stay, we discovered that Jovan was a hero—not just in life, but even in death. True to his nature of always helping others, he had chosen to be an organ donor. Through his selfless decision, Jovan gave the gift of life to four people. For that, I thank God and will always be proud of him”



**Jarvis Hightower, Double Lung Recipient**

“I am a double lung transplant recipient. Having been diagnosed with chronic lung disease over 25 years before, in 2018 my health declined rapidly to the point where I struggled to complete simple everyday activities.

With one phone call in the early morning of October 15, 2021, my whole life changed and to this day I can’t describe the range of emotions I felt at that moment, except for the one that remains at the forefront, and that is gratefulness.

To my donor family, which I hope to meet one day, THANK YOU! I cannot put into words the heartfelt gratitude I have for you, for giving me the most selfless gift one could receive... life.”

# Honor Lives. **Inspire Hope.**

The Honor Lives Campaign will support the creation of a donor family memorial to celebrate the lives and legacies of organ, tissue, and eye donors. The Legacy of Hope Memorial will provide a dedicated space for families to reflect, heal, and honor their loved ones' life-saving gifts.

We are excited to create this meaningful space at **ThriveOn King**. This memorial will combine elements of reflection and remembrance that will not only honor donors but also serve as a source of hope and inspiration for patients, families, and the community.

**Our \$75,000 Honor Lives Campaign will help make The Legacy of Hope Memorial a reality.** Your support will create a lasting tribute to the selfless gifts of donors and inspire future generations to consider the life-changing impact of donation.





# Corporate Sponsorship **Opportunities**

Each giving level is named after a rare or endangered butterfly, symbolizing the extraordinary nature of your support.

Benefits	Island Marble Level \$100,000+	Crystal Skippper Level \$50,000+	Bhutan Glory Level \$25,000+	Miami Blue Level \$20,000+	Chimaera Birdwing Level \$15,000+	Palos Verdes Blue Level \$10,000+	Saint Francis Satyr Level \$5,000+
Private guided tour of memorial and Versiti on King	●						
Sponsor spotlight on social media and in donor email communications	●	●					
Opportunity to host a corporate event or meeting for employees and/or special guests in ThriveOn meeting space	●	●	●				
Private tour of Donor Memorial	●	●	●	●			
Recognition as sponsor on digital display at Versiti Headquarters	●	●	●	●	●		
Personal thank you letter from donor family or recipient	●	●	●	●	●	●	
Recognition on Versiti OPO social media pages	●	●	●	●	●	●	●
Name & logo featured on donor memorial website	●	●	●	●	●	●	●
Certificate of appreciation	●	●	●	●	●	●	●

Every 8 minutes someone is added to the  
National Transplant Waiting List.

# Donor Recognition **Opportunities**

Honor your loved one in a meaningful way by making a gift that reflects their selfless spirit and continues the impact of their life.

Benefits	Lange's Metalmark Level \$5,000+	Blue Morpho Level \$3,000+	Kaiser-i-Hind Level \$1000+	Leona's Little Blue Level \$500+
Invitation to unveiling with Versiti leadership	●			
VIP thank you gift created by Artery Ink	●	●		
Recognition on Donor Memorial Website	●	●	●	
Certificate of appreciation	●	●	●	●



**Judge Derek Mosley – Versiti Advisory Board Member, Kidney Recipient**

*"As a kidney transplant recipient, I carry with me the immeasurable gift of a second chance at life—made possible by my dear friend and living donor. As a community leader, I know the power of honoring those who lift others through their final act of generosity. This memorial will stand as a symbol of hope, healing, and deep gratitude for every donor and their family."*



**Joan Heimler – Retired RN, Critical Care Nurse, Aurora St. Luke's Organ Procurement/Transplant Manager, Director of the Wisconsin Tissue Bank, Versiti Advisory Board Member**

*"I have comforted families through the generous donation of their loved one's organs and tissues. As part of the transplant team, I have witnessed a donated heartbeat in a grateful transplant recipient. The miracle of transplantation begins with a gift -the gift of organ, tissue and eye donation. I am proud to support the Versiti Donor Memorial honoring donor heroes and celebrating the impact of donation."*

# Join **Us**

At Versiti Organ and Tissue, we walk alongside donor families through every step of their journey—offering comfort, support, and a deep understanding of the profound impact of donation. Walk with us as we honor the legacies of donors and provide a space for families to find peace and strength, knowing their loved one's gift continues to save and heal others. This vision is only possible with your support. Your generosity will help create a lasting tribute to the courage and selflessness of donors, ensuring their legacy lives on and continues to inspire hope for generations to come.



To donate, scan the QR code or visit:  
[versiti.org/organissuegiving](https://www.versiti.org/organissuegiving)

Reach out to us for more information:  
[organissuedonation@versiti.org](mailto:organissuedonation@versiti.org)

Together, we can carry these stories of hope forward.

One donor can save up to 8 lives  
through organ donation and enhance  
up to 75 through tissue donation.





If you have any questions, would like to discuss giving options, or want to learn more about how your contribution can make an impact, please don't hesitate to reach out.

Contact us at [organtissuedonation@versiti.org](mailto:organtissuedonation@versiti.org)

