we are Sharing Hope sc

SOUTH CAROLINA ORGAN & TISSUE RECOVERY SERVICES

forever

SHARING HOPE

2023 Annual Report

Celebrating a Year of New Milestones and Growth for the Future

SharingHopeSC.org

2023 Highlights

Awards & Recognitions

In recognition to their commitment to growth and opportunity, SHSC received several prestigious awards, including the Top Inspiring Workplaces, the Lowcountry Diversity Leadership Award, and the Charleston Metro Chamber of Commerce 2023 Diversity Champion of The Year award. Additionally, Dave DeStefano, President and CEO at SHSC recieved the Live Healthy SC Dr. Rick Foster Leadership Award, recognizing positive workplace culture and leadership.

"As we reflect on recent achievements and the positive workplace culture we are fostering, I am grateful to be a part of such important work and the lives being saved and legacies honored." said Krystal Cau, Director of Communications at SHSC. "*Together, we are committed to further educating and inspiring our community to spread hope across the state and to those we serve."*

saving lives

30,150 lives ENHANCED

In 2023, more families in South Carolina demonstrated remarkable altruism by consenting to give the gift of life, a significant increase from previous years.

In May, as a result of advocacy and perseverance of 68 lives were saved from organ donation and over 3,000 life-enhancing grafts through tissue donation.

A pivotal moment occurred in October 2023 when SHSC tissue recovery teams conducted the recovery of our first brain for research and education. This educational initiative provided staff with a unique opportunity to participate in the recovery process and deepen their understanding of brain anatomy.

231

Organ donor heroes in **2023**

402

Tissue donor heroes in **2023**

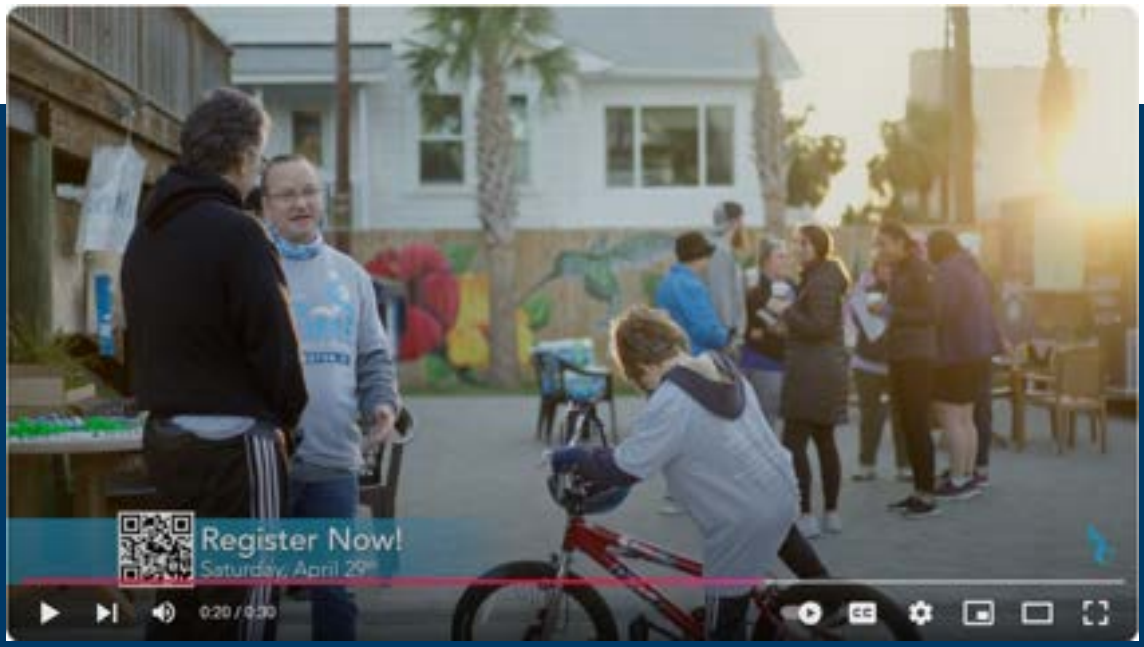
963

SC families said YES in **2023**

"Every life saved in 2023 is a testament to the generosity of our community and the dedication and passion from our dedicated teams." said Dave DeStefano, President and CEO at SHSC. *"I am inspired that so many said "yes" to hope in a moment of immense tragedy and grief. The most selfless gift and a lasting legacy."*

Digital Campaign

In the second quarter of 2023, SHSC saw a 145% increase in the number of website page views.
This was a direct result of a six-month digital campaign that ran from April-September.



2023 Media Coverage

In February of 2023, Yahoo! News wrote a piece on SHSC's 2022 donation impact and featured 17-year-old Keegan Johnson's story and how he saved 4 lives. The article was syndicated across multiple news outlets with reach expanding across a national level and reaching over 1 billion impressions. The visibility and coverage on a national level was a first for SHSC.

Late teen, organ donor remembered during National Donate Life Month

One Upstate teen is being remembered this month in honor of National Donate Life Month and his mother has made it her mission to carry out her son's legacy after he died suddenly.

WYFF / Jun 23, 2021

We Are Sharing Hope South Carolina invites you to save lives this Saturday

The 18th annual Race for Life, presented by We Are Sharing Hope SC, is this Saturday, April 29.

WIS News 10 / Apr 27, 2023

Our 18th Annual Race for Life garnered media attention across the state including this article from WIS10 in Columbia, where donor Mom, Gira and donor brother, Nehar interviewed to share the story of their donor hero Neil Patel. They shared how donation has impacted their lives, and encouraged the community to become organ donors as well as support the 18th Annual Race for Life.

Social Media Engagement

Reach: 310.6K +609.9%

Reach: 15.8K +45.5%

In 2023, SHSC saw significant growth in our social media reach thru sharing inspiring donor and recipient stories. We saw an overall increase on our Instagram channel with a reach of 45.5%, and an overall increase on our Facebook of 609.9%

As a result, we were able to share the donation mission further, offer hope and honor more legacies for organ and tissue donation.

2023 Top Performing Posts

Reach: 817
Impressions: 984
Interactions: 153

Reach: 20,920
Impressions: 23,875
Interactions: 306

Donate Life Rose Parade

We Are Sharing Hope SC and Donate Life SC participated in the 134th Rose Parade in Pasadena, California. On behalf of SHSC, the Patel Family attended the event in Pasadena to celebrate their son, Neil Patel, being honored on the 2023 Donate Life Rose Parade Float.

Neil is a donor hero who saved 4 lives with his selfless act of donation. His choice has been an incredible legacy that has given the Patel family a way for Neil to live on through the lives he has touched.

Weekend of Reflection

The Donor Family Services team, along with SHSC staff, and volunteers spent time with our incredible donor families during a weekend of reflection, celebrating the legacies of their donor heroes. Together, we supported each other through challenging moments and celebrated the legacies of our donor heroes.

Beautiful shadow boxes were crafted, we released butterflies as a symbol of the gift of life, and spent time together in reflection and sharing the power of the ripple effect of donation.

18th Annual Race for LIfe

During National Donate Life Month, we hosted our 18th Annual Race for Life at Folly Beach. We had over 440 participants and dozens of Heroes at Home supporting the mission of organ, eye and tissue donation and benefiting education and community education across the state.

Seeing the hundreds of donor families, transplant recipients, living donors and those passionate about the donation mission was inspiring.

we are Sharing Hope sc

SOUTH CAROLINA ORGAN & TISSUE RECOVERY SERVICES

843.763.7755
Krystal Cau: cauk@sharinghopesc.org
sharinghopesc.org