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SOUTH CAROLINA ORGAN & TISSUE RECOVERY SERVICES

forever SHARING HOPE

2024 Annual Report

Celebrating a Year of New Milestones and Growth for the Future

SharingHopeSC.org

2024 Highlights

Awards & Recognitions

In 2024, SHSC received several awards and recognitions for its commitment to positive workplace culture and growth, including Top Workplaces 2024 and Nonprofit Organization of the Year from Charleston Regional Business Journal (CRBJ) Reader Rankings. Select leaders in our organization were recognized for their excellent stewardship and inspirational management. Theresa Craft (Chief Financial Officer) was recognized as one of Charleston's Top Women of Influence by the CRBJ. Michael Palmisano (Director of Tissue Recovery Services) was recognized as an Outstanding Role Model by Involve and Jennifer Bardon (Manager of Tissue Recovery Services) was recognized as one of Columbia's Forty Under 40. SHSC was awarded the "Best Practice Award" by MTF Biologics for exemplary performance in Chart Release, Bioburden Rate, Humerus Recovery, MS with Skin Recovery, Soft Tissue Error Rate and Costal Cartilage.

"Receiving these awards and recognitions is a testament to the important work we are doing and the leaders who are guiding their team to excellence." said Krystal Cau, Director of Communications at SHSC.

saving lives

+32% from 2023

305

Organ donor heroes in 2024

+13% from 2023

456

Tissue donor heroes in 2024

+18% from 2023

1,141

SC families said YES in 2024

34,200 lives ENHANCED

In 2024, more South Carolinians demonstrated remarkable generosity by consenting to give the gift of life, a significant increase from previous years.

In total, 694 lives were saved through organ donation, an increase of 41% from 2023. SHSC also saw a 42% increase in number of organs transplanted, with a remarkable 794 organs transplanted in the year.

"The altruism of our donor families who make the selfless decision to say 'yes' to donation continues to inspire and amaze me," said David DeStefano, President and CEO of SHSC. "It is truly an honor for our team to advocate for these precious gifts, bringing hope to so many in need."

Digital Media

In 2024, SHSC launched a digital campaign targeting the 10 counties with the lowest donor registration rates in South Carolina. These videos featured transplant recipients and donor families impacted by the gift of organ, eye and tissue donation and shared their inspiring stories throughout the state.

Everett German, voice of the College of Charleston Basketball team, shared how his kidney transplant saved his life, allowing him to continue to do what he loves.

Our holiday Gift of Life Ad aired during November and December, encouraging people to register as donors in the spirit of generosity and give the gift of life during the holiday season.

2024 Media Coverage

Total Media Audience: 462,983,623
Total Media Mentions: 203

In July, SHSC sent donor mom, Kaye to the 2024 Transplant Games of America (TGA) in Birmingham, AL, alongside Team SC. In 2023, Kaye's son BJ passed away following a tragic motorcycle accident and was able to save four lives through the gift of organ donation. This story garnered coverage across multiple news outlets, including WYFF4. This story reached 1.61 million people.

Also in July, Kim Zaruca (Chief Donation Officer) published a commentary titled "There is power in saying 'yes' to organ donation" in The Post and Courier. The article emphasized the critical need across our country for organ transplants. This editorial garnered a 1.6 million reach.

Social Media Engagement

In 2024, SHSC saw significant growth in our social media reach through sharing inspiring donor and recipient stories. We saw an overall increase of +2.32% reach on Facebook and +286.08% reach on Instagram.

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

Reach: 317.8K +2.32%

Reach: 61.1K +286.08%

2024 Top Performing Posts

Views: 6,423
Reach: 5,203
Interactions: 196

Views: 30,878
Reach: 19,478
Interactions: 120

Events

19th Annual Race for Life

In April, during National Donate Life Month, we hosted our 19th Annual Race for Life on Folly Beach. Over 700 runners and walkers joined to support the mission of organ, eye and tissue donation and benefiting education and community outreach across the state.

3rd Annual Community Health Fair

In celebration of National Multicultural Donor Awareness Month in August, SHSC hosted its 3rd Annual Community Health Fair. Alongside numerous vendors, SHSC empowered community members with valuable health resources, screenings and information to promote better physical and mental health within our community.

Donor Family Holiday Reflection Ceremony

SHSC's Donor Family Services team hosted its annual Holiday Reflection Ceremony in December as a special time to honor donor heroes and the families that carry their legacies forward. It was a day filled with inspiration, celebration and heartfelt gratitude.

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