

# 2024 YEAR IN NUMBERS



More lives impacted than ever before, thanks to innovations and an engaged community.

**258**  
ORGAN  
DONORS

1% increase  
from 2023

**874**  
ORGANS  
TRANSPLANTED

10% increase  
from 2023

**969**  
MUSCULOSKELETAL  
(MS) DONORS

10% increase  
from 2023

## HEADLINES OF THE YEAR

Explore our new public awareness campaign:

[MenAreTheAnswer.org](https://www.menaretheanswer.org)



### Men's Awareness Campaign

LifeSource launched a public awareness campaign this year to encourage more men to register as organ donors. While men are more likely than women to need a transplant, fewer of them are registered as organ donors—almost 50% of Minnesota men haven't yet registered as organ donors.

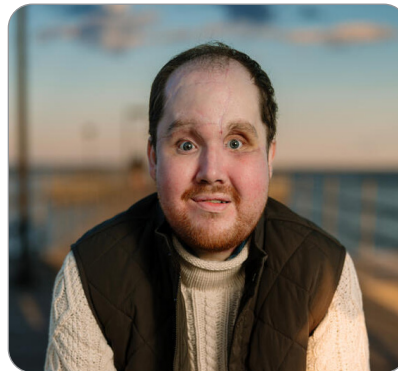


Photo credit: Mayo Clinic

### Face Transplant

LifeSource partnered with Mayo Clinic on the second-ever face transplant surgery conducted in our region. During the 50-hour procedure, Derek Pfaff (transplant recipient) had 85% of his face replaced with donor bone, tissue and skin.



### NRP

Normothermic Regional Perfusion (NRP) is a significant advancement in the field of transplantation, leveraging cutting-edge technology to save more lives through organ donation and improve patient outcomes. LifeSource launched its practice in 2024.

**“Together, we saved and healed over 73,000 lives in 2024. Let’s continue to dream big, embrace change and inspire one another to serve those who need us most. It is a privilege to serve this mission.”**

—Kelly White, LifeSource Chief Executive Officer

## COMMUNITY OUTREACH

# 175

### Ambassador presentations

Educating and inspiring the public about the impact of organ, eye and tissue donation.

# 24

### Community events

Fostering conversations and education in multicultural and diverse communities.

# 53

### On-site events

Hosting community organizations in our building.

# 1

### New MN Men's Awareness Campaign

- 61+ million people reached.
- 83 Billboards placed around the Twin Cities.
- 300+ DMV offices utilizing new materials.

## DONOR FAMILY SUPPORT

# 323

New names inscribed on the donor Memorial Wall.



# 7

Donor Family Gatherings & Workshops.

# 909

Correspondence (letters, photos) sent between families and their loved one's transplant recipients.

## TikTok SPOTLIGHTS

LifeSource amplified organ donation facts and corrected misinformation, reaching new audiences on TikTok. The team launched a new series featuring people behind the process, including recovery surgeon Dr. Umar Farooq.

# 47

Videos

# 102.1k

620% increase in people reached

Top Video  
*Behind the Scenes: Lexi Ames, Tissue Recovery Specialist*

29.4k views  
1.5k likes  
51 comments  
149 shares

## NEW IDENTITY, SAME MISSION

LifeSource unveiled a bold new visual identity, along with refreshed mission, vision and values. The changes showcase LifeSource's unique expertise and approach to its work – with heart.

**Our Mission:**  
We partner with communities, families and healthcare professionals to save and heal lives through advocacy and excellence in organ, eye and tissue donation.

**Our Vision:**  
Everyone says yes to donation.  
**Our Values:**  
Adaptability, Accountability, Growth Mindset, Kindness, Trust.



## ON THE TRANSPLANT WAITING LIST

At LifeSource, we're relentlessly pursuing a day where everyone in need of a life-saving organ transplant, gets one.

# 100,000+

People in the United States

# 2,700+

People in Minnesota, North Dakota and South Dakota



**LifeSource**  
AT THE HEART OF ORGAN DONATION

Life-Source.org