

**From:** [Ciafardoni, Joy](#)  
**To:** "RLevy@GiftofLife.on.ca"  
**Cc:** [Tullo, Julia](#); [Cavalluzzo, Fabrizio](#); [Burdi, Alysia](#); [Gouzvaris, Shari](#)  
**Subject:** FW: Celebrate BeADonor Month in April  
**Date:** March-25-21 10:22:37 AM  
**Attachments:** [2021 BeADonor Month Proclamation Template.docx](#)  
[image011.png](#)  
[image012.png](#)  
[image013.png](#)  
[image014.png](#)  
[image015.png](#)

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Good morning Rachel,

Thank you very much for your email. Your request for a proclamation has been shared with our Clerk's Department for review.

Kind regards,

**Joy Ciafardoni**

**Executive Assistant** to Hon. Maurizio Bevilacqua, P.C.  
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**From:** RLevy@GiftofLife.on.ca <RLevy@GiftofLife.on.ca>  
**Sent:** Thursday, March 25, 2021 10:16 AM  
**Cc:** RLevy@GiftofLife.on.ca  
**Subject:** [External] Celebrate BeADonor Month in April

Good morning,

**April is BeADonor Month in Ontario.** This is a month dedicated to raising awareness and encouraging registration for organ and tissue donation in order to save more lives through transplant. Our hope during BeADonor Month is to inspire those who have not yet registered consent for organ and tissue donation to join the more than four million Ontarians who have already registered.

This past year, COVID-19 has had a profound effect on all aspects of our lives. Donation and transplant are essential and life-saving and as such have continued through the pandemic; however,

the need for transplant continues to exceed the availability of organs. Right now, there are almost 1,600 Ontarians waiting for transplant.

Since April 1, 2020, registrations for organ and tissue donation in Ontario have decreased more than 50% vs the same time a year ago, largely due to the decline of in-person visits to ServiceOntario centres during the pandemic. **For BeADonor Month, we are asking for your help in encouraging Ontarians to register online at [BeADonor.ca](https://www.beadonor.ca).**

**Registration has a strong connection to donation. When a potential donor has registered, families almost always proceed with donation. In the absence of registration, families give their consent only half the time.**

In light of the ongoing precautions related to the COVID-19 pandemic, the BeADonor Month campaign will be focused online.

**Here are 4 easy ways you can promote BeADonor Month throughout April:**

1. **TGLN is pleased to offer you social media messaging and graphics for BeADonor Month that are available for download [here](#).** You can post these graphics on your social media channels throughout the month of April to celebrate BeADonor Month, or create your own posts or video encouraging your followers to register as donors. You can also download a handheld sign to print out for social media photos. Use **#BeADonor** so we can share your posts, or follow us on Twitter and Instagram @TrilliumGift and share our posts!  
*\*We ask that you please wait until April to post the TGLN graphics.*
2. **Issue a BeADonor Month Proclamation.** Attached is a template you can use to create your own proclamation to recognize the month of April as BeADonor Month in your town or city.
3. **National Green Shirt Day is on Wednesday, April 7.** Inspired by Logan Boulet, an organ donor and member of the Humboldt Broncos hockey team who died tragically, National Green Shirt Day celebrates organ and tissue donation across Canada. Logan saved six lives and inspired thousands of people to register to become organ and tissue donors. Wear green on April 7<sup>th</sup> in honour of Logan Boulet and his life-saving legacy, and organ donors everywhere. You can wear any green shirt to participate! Post photos in your green shirts using the hashtag **#GreenShirtDay** and link to [beadonor.ca](https://www.beadonor.ca) to encourage registration. You can click [here](#) to find out the many other ways you can participate in Green Shirt Day.
4. **Create an Online Registration Drive at [www.beadonor.ca/spread-the-word](https://www.beadonor.ca/spread-the-word).** Share your [individual link on your social media channels to see how many clicks to register you can collect](#). Challenge your colleagues to see who can get the most clicks to register!

#### **Quick Facts about Organ and Tissue Donation and Transplantation**

- One organ donor can save up to 8 lives and enhance as many as 75 lives through tissue donation.
- Today, there are almost 1,600 individuals in Ontario waiting for a life-saving organ transplant.
- Every 3 days, someone in Ontario dies a preventable death waiting for a transplant.

- You are 5 times more likely to need an organ than to donate one.
- Everyone has the potential to be a donor regardless of age, medical condition or sexual orientation.
- More than 90% of Ontarians are in favour of organ donation; however, only one in three (35%) have registered their consent to donate.
- It takes less than 2 minutes to register as an organ and tissue donor online at [beadonor.ca](http://beadonor.ca).

Please contact me if you need any further information or have any questions.

Thank you for your support this BeADonor Month!

Sincerely,

***Rachel Levy***

Manager, Public Education & Marketing

Trillium Gift of Life Network

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Follow TGLN on Twitter: [@TrilliumGift](https://twitter.com/TrilliumGift)

Register today at [beadonor.ca](http://beadonor.ca)

*One donor can save up to eight lives and improve life for up to 75 others.*

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