



Media Kit

Who We Are

Founded in 1994, Iowa Donor Network (IDN) is a non-profit organization that operates as the primary contact for organ, tissue and eye donation services for the state of Iowa. The Centers for Medicare and Medicaid Services have certified IDN to function as the single organ procurement agency in the state. IDN also serves as the single tissue recovery agency for the state.

As an organization, we strive to provide the best possible care to our courageous donor families, facilitate the recovery of organs and tissues, educate the communities we serve and support special events to promote donation throughout Iowa. To fulfill our mission, we collaborate with the Iowa Lions Eye Bank, healthcare professionals and organizations statewide to honor the gift of life.

What We Do

- Provide Iowans with the information needed to make an informed decision about becoming a registered donor
- Manage the Iowa Donor Registry
- Provide support to families at the time of donation and on a continuing basis after their loved one has passed
- Educate healthcare professionals about their role in the life-saving process of donation
- Evaluate processes to ensure the safety of donated organs and tissue
- Provide clinical support for organ and tissue recovery
- Save lives by placing donated organs and tissues with people waiting for a transplant

The Need

- 22 people on the organ transplant waiting list die on average each day
- Every 10 minutes a new person is added to the national organ transplant waiting list
- Over 114,000 people are on the waiting list, enough to fill Kinnick and Jack Trice stadiums
- About 600 Iowans are waiting for a life-saving transplant

The Impact

- One organ donor can save the lives of up to eight people
- One tissue donor can enhance the lives of 50-300 people
- On average, 82 transplants take place every day in the U.S.
- 73% of adults in Iowa are registered donors
- In 2018 IDN helped transplant 248 life-saving organs from 74 donors, the most in our organization's history

Talking About Donation

Appropriate Terms	Inappropriate Terms
“Recover” organs <i>Organs and tissues are donated and recovered</i>	“Harvest” organs
“Deceased” donation	“Cadaveric” donation
“Mechanical” or “ventilator” support	“Life Support”
“Donation after cardiac death” “Deteriorating to brain death” “Determine brain death”	“Non-heart beating donation” “Progressing to brain death” “Declare brain dead”
“Consent given”	“Obtained consent” or “got consent”
“Donated organs and tissues”	“Donated body parts” or “organ yield”
“Tissue preparation facility” or “prepared tissue”	“Tissue processor” or “processed tissue”

Inquiries

Contact Heather Butterfield, Director of Strategic Communications at hbutterfield@iadn.org or 319-626-5027

