



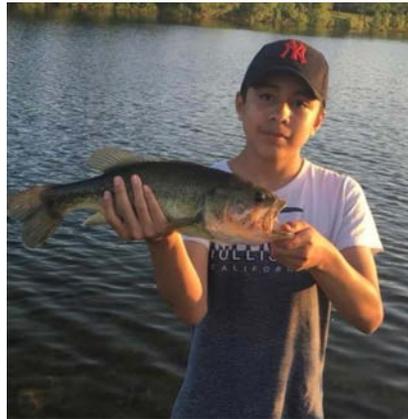
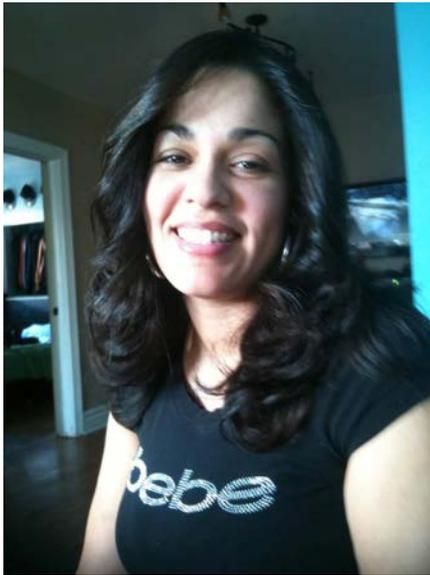
**Honoring Donation  
in Our Community**

# HISPANIC HERITAGE MONTH

  
gift of hope®  
Organ & Tissue  
Donor Network

# Honoring Donation in Our Community

# HISPANIC HERITAGE MONTH



**SEPTEMBER 15  
TO OCTOBER 15**

During Hispanic Heritage Month, join Gift of Hope in honoring the generosity of Hispanic organ and tissue donors and their families and celebrating Hispanic transplant recipients, medical professionals and partners.

[Click here](#) to download these promotional materials.

#### Printable Materials:

3 Infographic Handouts (formatted for 8.5 x 11 paper)

#### Communications Materials:

- 4 Logos
- 5 Social Media Posts

#### Digital Materials:

- 6 Facebook Post Graphics
- 7 Instagram Post and Story Graphics
- 8 Twitter Cover Photo and Post
- 9 Web Banners

# Printable Materials — Infographics

**Honoring Donation in Our Community**  
**HISPANIC HERITAGE MONTH**

National Hispanic Heritage Month, which is observed Sept. 15 - Oct. 15, honors the contributions Hispanics have made to American society and culture and celebrates our Mexican and Central American neighbors who commemorate their independence in September and October.

In celebration of Hispanic Heritage Month, Gift of Hope honors and recognizes the generosity of Hispanic organ and tissue donors and their families, and underscores the growing need for and importance of Hispanic organ and tissue donors. We also celebrate Hispanic transplant recipients, medical professionals and partners who help make donation and transplant possible.

**Did you know?**  
Transplants can be successful regardless of the ethnicity of the donor and recipient. However, the chance of longer-term survival may be greater if the donor and recipient are closely matched in terms of their shared genetic background.

**The Need is Great**

As of July 2020, there are **22,689 | 797** Hispanics on the transplant waiting list. Every **10** minutes another person is added to the waiting list. **20** people die each day because the organs they need are not donated in time.

NATIONALLY	IN ILLINOIS	2019 STATISTICS
<b>6,707</b>	<b>330</b>	Transplant recipients were Hispanic
<b>1,770</b>	<b>63</b>	Organ donors were Hispanic
<b>6,371</b>	<b>215</b>	Organs recovered from Hispanic patients were from deceased donors

**ORGAN AND TISSUE DONATION**

- Organ Save up to **8** lives
- Eye Restore sight to **2** people
- Tissue Heal more than **75** people

**1 Donor**

Data from Organ Procurement and Transplantation Network (OPTN) as of July 2020.

**Thank you to all donors, donor families, registered donors, transplant recipients, medical professionals and partners for your continued support in increasing awareness for diverse organ and tissue donation.**

**Register to become an Organ and Tissue Donor at [giftofhope.org](http://giftofhope.org)**

File Name:

HHM\_Infographic\_Page\_1.pdf

**Myths vs. Facts**

MYTH	TRUTH
The doctors will not try to save my life if they know I am a donor	When you are sick or injured and admitted to a hospital, the one and only priority is to save your life. The truth is that the medical teams that try to save lives are different from the ones that do transplants. The transplant surgeons are called only after all resources to save the life of the patient have been exhausted.
A patient can recover from brain death	Patients can recover from a coma, but not brain death. Coma is different than brain death. Brain death is final.
Donation will disfigure my body after death	When you donate your organs or tissue, it is done with the utmost care, dignity and respect. The body is never disfigured and donation does not delay any funeral arrangements.
Non-residents cannot donate or receive organs in the United States	Non-residents (who do not live in the US or are not US citizens) can donate and receive organs in the US. Organs are awarded to patients based on medical necessity, not citizenship.
I don't think my religion supports organ donation	Most major religions in the United States consider donation as the final act of love and generosity toward others.

**Honoring Donation in Our Community**  
**HISPANIC HERITAGE MONTH**

**Gift of Hope**  
Organ & Tissue Donor Network

Registering as an organ and tissue donor is an opportunity to leave a legacy and offer hope for life to endure. Please consider registering to become an organ and tissue donor at [Giftofhope.org](http://Giftofhope.org) or by texting **COMMIT** or **REGALO** to 51555.

File Name:

HHM\_Infographic\_Page\_2.pdf

Two-Page PDF

This thumbnail shows a condensed two-page version of the infographic. The top page contains the 'Myths vs. Facts' table and the 'Did you know?' section. The bottom page contains the 'The Need is Great' statistics, the 'ORGAN AND TISSUE DONATION' benefits, and the call to action to register as a donor.

File Name:

HHM\_Infographic\_Combined.pdf

## Communications Materials — Logos

### File Names:

HHM\_Logo.eps  
HHM\_Logo.jpg  
HHM\_Logo.png



### File Names:

HHM\_Logo\_Long-2.eps  
HHM\_Logo\_Long-2.jpg  
HHM\_Logo\_Long-2.png



**Honoring Donation in Our Community**  
**HISPANIC HERITAGE MONTH**



### File Names:

HHM\_Logo\_Long.eps  
HHM\_Logo\_Long.jpg  
HHM\_Logo\_Long.png

**Honoring Donation**  
**in Our Community**  
**HISPANIC**  
**HERITAGE**  
**MONTH**



### File Names:

HHM\_Logo-Boxed.eps  
HHM\_Logo-Boxed.jpg  
HHM\_Logo-Boxed.png

## Communications Materials — Social Media Posts

*Please tag and follow our social media accounts when posting, and use the following campaign hashtags below:*

### Gift of Hope Social Accounts

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Instagram  
@GiftofHope\_

Facebook  
@www.giftofhope.org

LinkedIn  
Gift of Hope Organ & Tissue Donor Network

Twitter  
@GiftofHope

### Hashtags

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#HispanicHeritageMonth  
#NHHM  
#GiftofHope

### Facebook/LinkedIn

As part of our Hispanic Heritage Month celebration, we're partnering with @GiftofHope to honor the generosity of Hispanic organ and tissue donors and celebrate the contributions of Hispanic community members and medical professionals. Learn more about #NHHM and the importance of diverse donors: [bit.ly/HHMGOH](https://bit.ly/HHMGOH)

### Instagram

As part of our #HispanicHeritageMonth celebration, we're partnering with @GiftofHope to honor the generosity of Hispanic #organ and #TissueDonors. Myths regarding organ and tissue donation continue to be major barriers that prevent many from becoming registered donors. Visit [bit.ly/HHMGOH](https://bit.ly/HHMGOH) or follow the Gift of Hope Instagram account for more information.

### Twitter

As part of our #HispanicHeritageMonth celebration, we're partnering with @GiftofHope to honor the generosity of Hispanic #organ and #TissueDonors and celebrate the lifesaving contributions of Hispanic community members and medical professionals. Learn more: [bit.ly/HHMGOH](https://bit.ly/HHMGOH)

## Digital Materials — Facebook Cover and Post Graphics



File Name:

HHM\_2020\_GOH\_Facebook\_Cover.png



File Name:

HHM\_2020\_GOH\_Facebook\_Post.png



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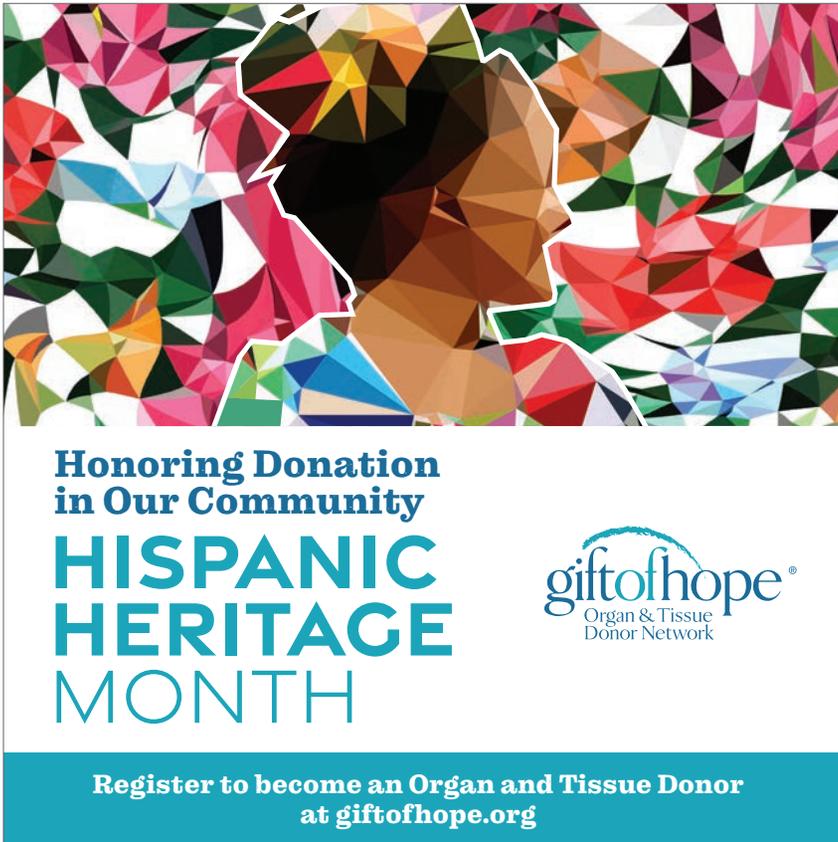
HHM\_2020\_GOH\_Facebook\_Post\_Fact.png



File Name:

HHM\_2020\_GOH\_Facebook\_Post\_Register.png

## Digital Materials — Instagram Post and Story Graphics



File Name:

HHM\_2020\_GOH\_Instagram\_Post.png



File Name:

HHM\_2020\_GOH\_Instagram\_Story.png

## Digital Materials — Twitter Cover Photo and Post



File Name:

HHM\_2020\_GOH\_Twitter\_Cover.png



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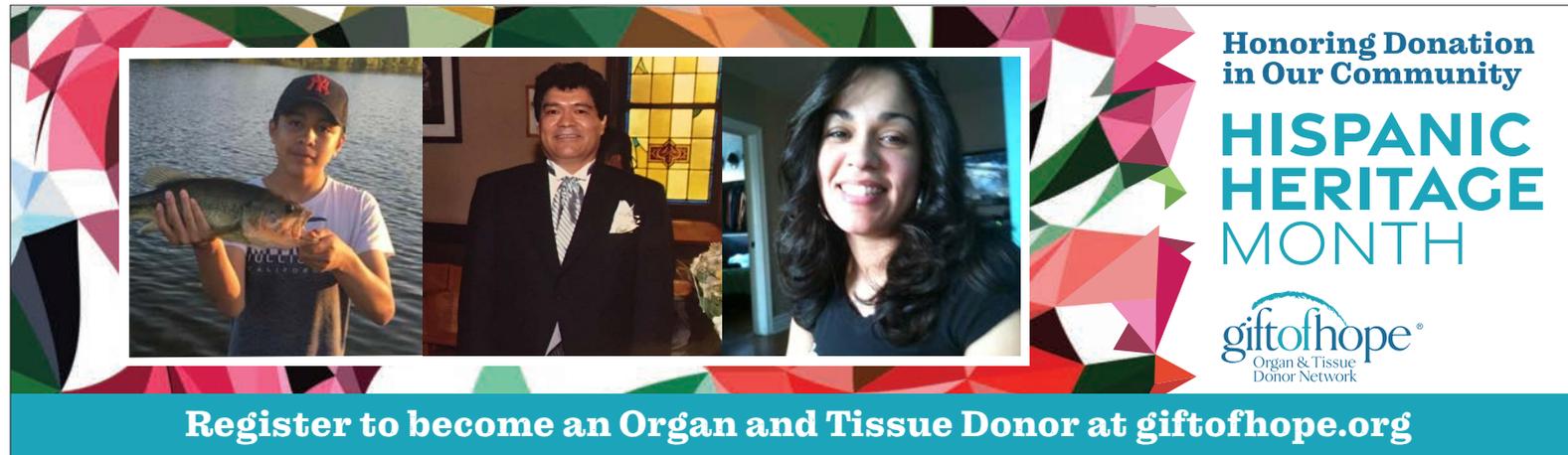
HHM\_2020\_GOH\_Twitter\_Post.png

## Digital Materials — Web Banners



File Name:

HHM\_728x90\_Banner.png



File Name:

HHM\_1000x288\_Banner.png