



“SECOND CHANCES” – BACKGROUNDER

The United States is experiencing a chronic and growing number of men, women, and children who are in an urgent, life-threatening need of an organ donation.

America’s organ-donation system is primarily based on voluntary registrations made on state-issued driver’s licenses.

“Second Chances” is a pilot initiative created by Donate Life California, the state-authorized nonprofit organization responsible for managing the organ, eye, and tissue donor registry. It is an innovative attempt to increase organ donor participation.

The program, created with the help of California advertising agency Casanova//McCann, creates a new experience for drivers around driver’s licenses and traffic stops by police officers. In the program, police officers, at their discretion, will be allowed to give motorists with minor violations a warning, as opposed to a fine. Drivers who have the official organ donor marking on their up-to-date California DMV driver's license will be told that they are being given a second chance to correct their violation without a fine – because their status as an organ donor gives a fellow citizen a second chance at life. The program will allow police officers to engage with motorists who are guilty of minor violations, such as faulty equipment (broken headlamp), parking offenses (double-parking, expired meter, etc.) and other violations as prescribed by their local police departments and municipalities.

“Second Chances” turns every motorist’s nightmare – being pulled over by the police – into a positive experience, one that rewards them and also serves as an act of social good. The program also shines a spotlight on the state driver’s license as a vehicle for positive change.

The “Second Chances” project was initially launched in several California jurisdictions as well as in localities in Canada.

The statistics concerning the need for organ donations are startling:

- About 114,000 men women and children are currently waiting for an organ transplant in the U.S.
- Every 10 minutes, one person is added to the national transplant waiting

list – about 150 people every day.

- Every day, 22 Americans die because the organ they need is not donated in time.
- While about 95 percent of Americans support organ donation, just above half are registered organ donors. But only 3 in 1,000 registered donors die in a manner that facilitates organ donation.
- The largest football stadium in the US could not fit the 114,000 men women and children awaiting organ transplants.
- One person can save eight lives and enhance 75 others through organ, eye, and tissue donation.
- A living donor can provide a kidney or a portion of their liver, lung, pancreas, or intestine to someone in need.
- More than 1 million tissue transplants are performed each year and the surgical need for tissue has been steadily rising. Corneal transplants, meanwhile, restore sight to 50,000 people each year.

For more information: <https://donatelifecalifornia.org/>