

GREAT ACTIONS LEAVE A MARK



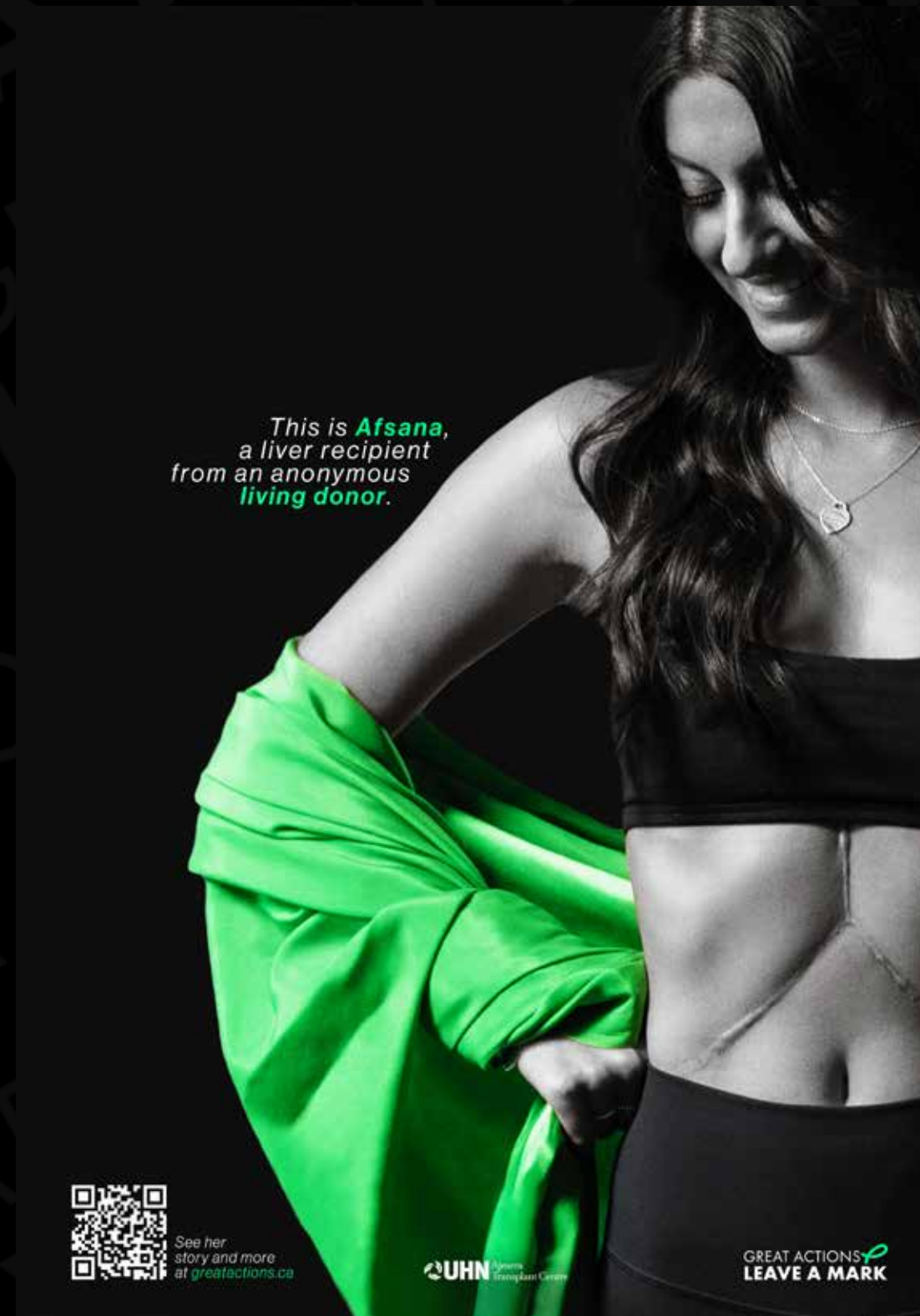
 **UHN** Ajmera
Transplant Centre

See how their actions left a mark at greaactions.ca

GREAT ACTIONS 
LEAVE A MARK

**A CAMPAIGN FOR RAISING AWARENESS FOR LIVING ORGAN DONATION
INSPIRED BY A STORY FROM ONE OF OUR OWN.**

OOH POSTER ADS (4x6)



The Great Actions Leave A Mark campaign featured over 40 living donor/recipients with diverse backgrounds from all across Canada.

Their stories shared their incredible journeys of heroism demonstrating human potential. These stories were captured and shared across traditional and digital platforms sharing messages of hope, inspiration and building brand awareness and encouraging donation. This campaign created partnership between University Health Network, BC Transplant and Canadian Blood Services to increase reach and ultimately work to end the organ waitlist.

The campaign reached over 10 million people in Canada with a 99.9% positive response.

Video Interviews



VIDEO INTERVIEWS

More than 40 participants' stories were captured on film.

Organ donors, recipients and their families were invited

to share their stories with the world through the digital

medium. The stories were uploaded to the website

www.GreatActions.ca, social media channels and at

select events. Through their stories, we were able to show

the connections between individuals and families that

are formed through living organ donation.

Through the campaign, Toronto, British Columbia

and recently, Atlantic provinces were able to come together

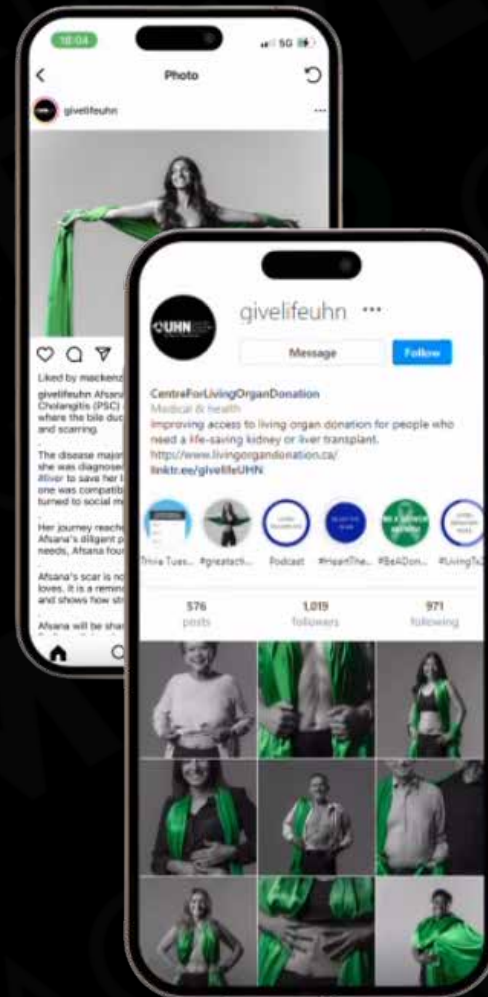
and join hands to raise awareness for the living organ

donation cause,



Social Media Campaign

Feed Posts



AR Filter



Activation



Video Display Truck in Dundas Square



Digital Display Ads

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UHN Ajmera Transplant Centre

Realize your greatness.
Save a life, leave your mark.

Visit GreatActions.ca to learn about living organ donation.

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GREAT ACTIONS LEAVE A MARK

"So, how'd you get that scar?"

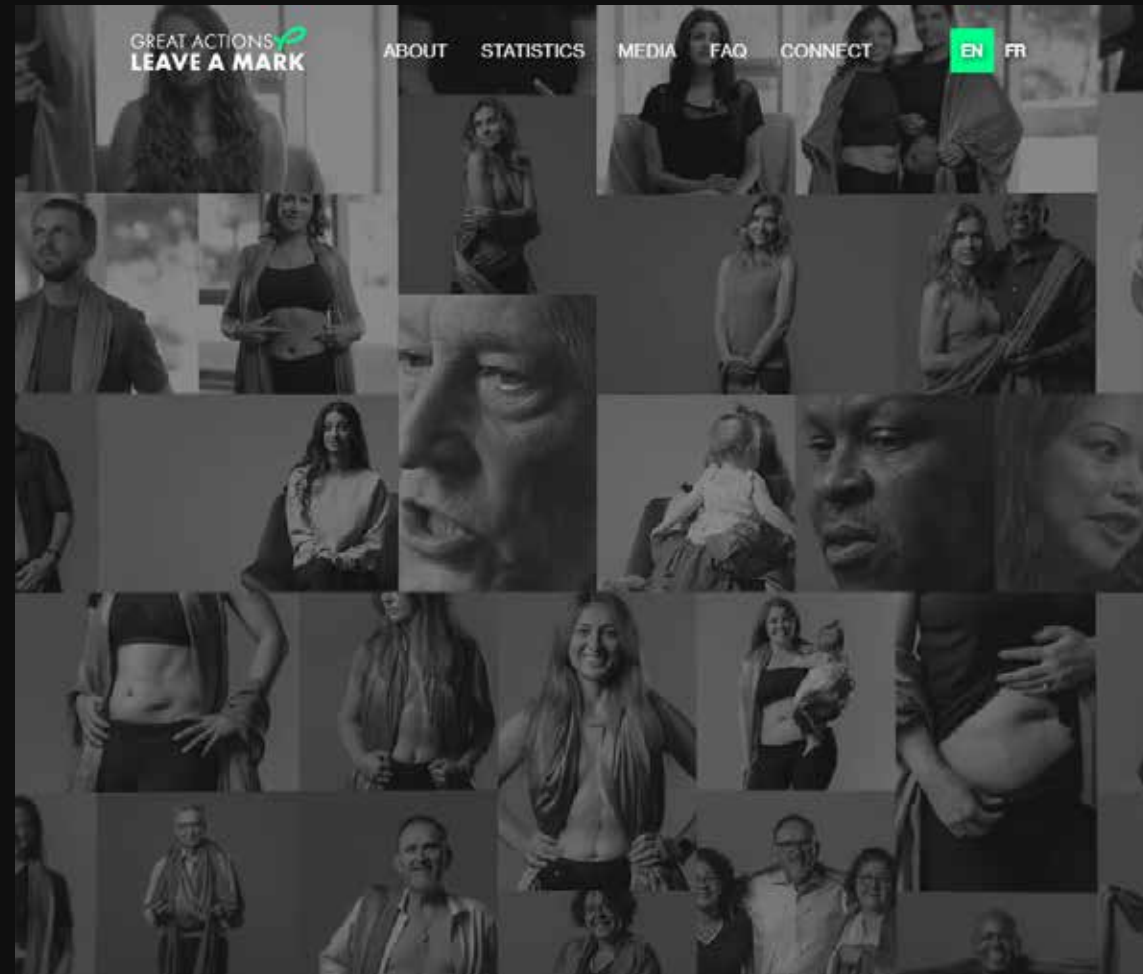
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3500

THE NUMBER OF PEOPLE THAT COULD END THE KIDNEY AND LIVER WAITLIST IN CANADA.

REALIZE YOUR GREATNESS.

Save a life, leave your mark.

WHAT WAS THE LAST THING YOU DID THAT MADE A DIFFERENCE?

Think about the last time you did something great. Maybe it was altruistic, like volunteering your time. Maybe it was a physical accomplishment, like running a marathon. Maybe it was a small act of kindness for someone else. Whatever it was, that moment likely left a mark on you – maybe even a scar. Imagine if you could leave a mark on somebody else – a mark that would last a lifetime. A mark, that would save someone's life. You can, by becoming a living organ donor.

CONNECT WITH US

OUR PROUD PARTNERS

HOW DO GREAT ACTIONS LEAVE A MARK?



LIVING DONATION WEEK
SEPTEMBER 10-16, 2023

THE GOALS

- 1** To raise awareness & improve access and equity in living organ donation.
- 2** To celebrate living donors and their recipients, caregivers & transplant teams.
- 3** To give hope to those who are currently waiting for transplant.

Living organ donation is when a person who is alive, gives either a kidney or a part of their liver to someone in need of a transplant to save their life.

READ FAQ



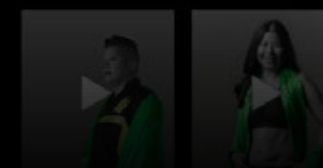
AFSANA'S STORY

LIVER TRANSPLANT RECIPIENT

Afsana developed PSC at the age of 16. Six years later, she needed a new liver and was unable to find a blood match within her family. She turned to social media to find a donor and her plight reached millions. Afsana found a match and loves her scar, which is in the shape of the Mercedes Benz logo. The scar is a new part of her, a part she loves, and a reminder of everything she has been through.



OUR STORIES



HAVE A LIVING DONATION STORY TO SHARE?

SUBMIT YOUR STORY

INSIGHTS FROM DR. SUSAN ABBEY, RESEARCHER



WHY DO PEOPLE DONATE OR CONSIDER LIVING DONATION?



WHY DO PEOPLE DONATE ANONYMOUSLY?

DID YOU KNOW THAT...

In Canada there are currently 1,500 people waiting for a kidney and nearly 400 waiting for a liver.

LEAVE YOUR MARK ON INSTAGRAM



#GREATACTIONS #GIVELIFEUHN

EXPRESS YOUR SUPPORT WITH OUR FILTER OR TAG US WITH @GIVELIFEUHN IN YOUR POSTS TO BE REPOSTED FOR LIVING DONATION WEEK.

SCAN TO USE OUR FILTER

TAKE THE FIRST STEP

If you are interested in becoming a living organ donor, or would like more information, please reach out to a transplant team.

GREAT ACTIONS.CA

Impact for 2022

60

Media Hits

40

Participants

1M+

Reached

99.9%

Positive Response*

32

Stories Captured

NEW

Registered Donors

1M+

Earned Media Value

3

Provinces Participated

Earned Media

Estimated Reach 1M+

60+ Media Hits

Earned Value 1M CAD+

Published in 2 Major Publications

