

# A Beacon of Hope

BloodCenter of Wisconsin has proudly served donor families and transplant recipients as the federally designated organ procurement organization, Wisconsin Donor Network. BloodCenter has also provided tissue donation services as Wisconsin Tissue Bank, and recently partnered with RTI Donor Services to further the services provided to our community. We are announcing a name and logo change to align our donation efforts into one recognizable name – Versiti.

## **Why are we becoming Versiti?**

From blood transfusion through labs, physician consultations, organ, tissue, and eye donation services we offer a breadth of diverse services across our regions. To our hospitals, Coroners and Medical Examiners, we are many different faces who deliver those services. Becoming Versiti shows unity, provides clarity, and shows that we are stronger together to better serve our donors, their families, our donation partners, as well as those in need of transplants.

## **What does Versiti stand for?**

It is a unique name we can own that celebrates diversity and university – as represented by our donors, patients, services and research.

## **What is the symbol?**

It is a beacon of hope and innovation. The colors are aspirational, energetic and appear in a spectrum to represent light, hope, life and the spectrum of our expertise.

## **What is the Donate Life symbol?**

Donate Life America created the Donate Life logo, which is the national symbol for cause of organ, tissue and eye donation. It is a call to action and represents the selfless gift and compassion for humanity. The blue and green is the sky and earth, and the swirl is a circle of life

## **Who makes up Versiti?**

Versiti is made up of four blood centers – BloodCenter of Wisconsin, Michigan Blood, Indiana Blood Center and Heartland Blood Centers in Illinois.

## **What does this mean for me and my staff?**

As Versiti, you will continue to partner with the same familiar staff as you did with BloodCenter of Wisconsin, Wisconsin Donor Network or Wisconsin Tissue Bank. Although each of these previous names represents glimpses of our past, they will no longer be used. Versiti will continue to provide the same donation services to your office and the families that we care for together. Al Klimek, your Coroner/Medical Examiner Outreach Coordinator, remains responsible for support of your office to assist with any questions or concerns. His phone number is 920-621-4572 and email is [aklimek@versiti.org](mailto:aklimek@versiti.org). Our dedicated Coroner/Medical Examiner 24 Hour Tissue Donation Referral Line remains the same at 1-888-278-0556.

There is no substitute for blood, organs, tissue, corneas, or bone marrow. They are precious. They are lifesaving. The need for them is vital.

We find our purpose in the lives we change and the people we serve. Our dedication to service and safety will enable us to comfort families in the time of loss and healing.

Our commitment to building deep relationships with our donor families and donation partners like you will transform Versiti into a beacon of hope, care, and inspiration in the communities we call home.



versiti™  
a Donate Life Organization

