

ORGAN DONOR FOUNDATION

Navigating a pandemic

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The **ODF was on a roll** prior to Covid-19 disrupting our journey



A month earlier we **celebrated Valentines Day at Leeuwenhof estate** - hosted by the Premier of the WC, Alan Winde and his lovely wife Tracey.

This event resulted in over **40 prominent businesses** pledging support to the **ODF**, which would entail displaying our registration link on their online platforms.

New call centre

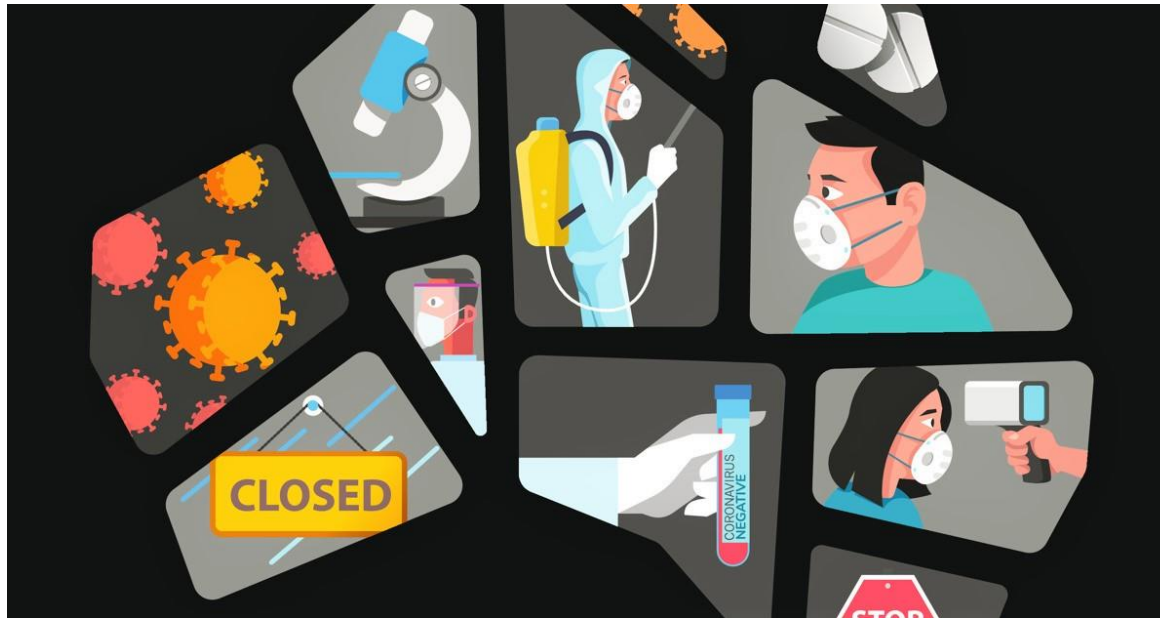
A call centre established in August 2018 was **being administered and managed by an independent third party** on behalf of the ODF.

Within the first year it became **clear that changes were needed** as the call centre was **not performing well**.

After months of negotiations the ODF took over the **failing call centre at the beginning of March 2020**.



And then everything changed due to **Covid-19**



The LOWS



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Due to our President declaring the Coronavirus (COVID-19) a national disaster and prohibiting gatherings of more than 100 people and as a added safety measure to protect our volunteers and you as an ODF supporter, we have no choice but to postpone the CT walk.

The walk will still take place, but at a later date.

Thank you for understanding!



The annual Cape Town walk scheduled for the 28th March had to be **POSTPONED**.

Prior to the pandemic the ODF was carrying out a staggering **432 events nationally per year**.

This works out to **3 events per week or 12 per month**.

Due to the pandemic and because many of our **volunteers are recipients** and are immunocompromised.

We went from **432 annually to ZERO**.



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The **ULUNTU** Project was **HALTED**.

The ODF was previously **educating thousands of patients visiting Health Care Clinics and State Hospitals.**

We had already educated **6 700 Senior Secondary learners** during their life orientation lessons.

The clinics and hospitals were high risk areas and the schools were closed to visitors.





Postal pack **DELAYS**

The ODF sends out approximately **40 000 postal packs** a year.

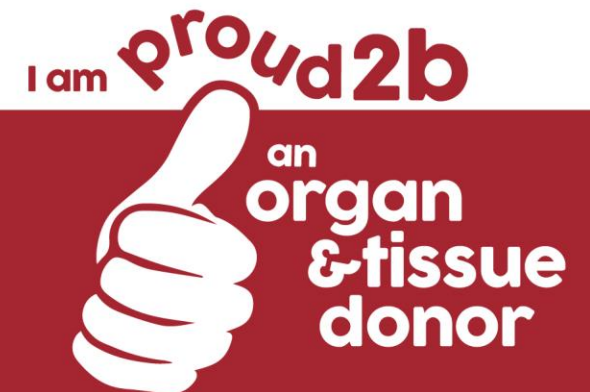
During the initial stages of the hard lock down the packs piled up due to the postal services being closed.

This resulted in a 2 month delay before the packs could be sent.

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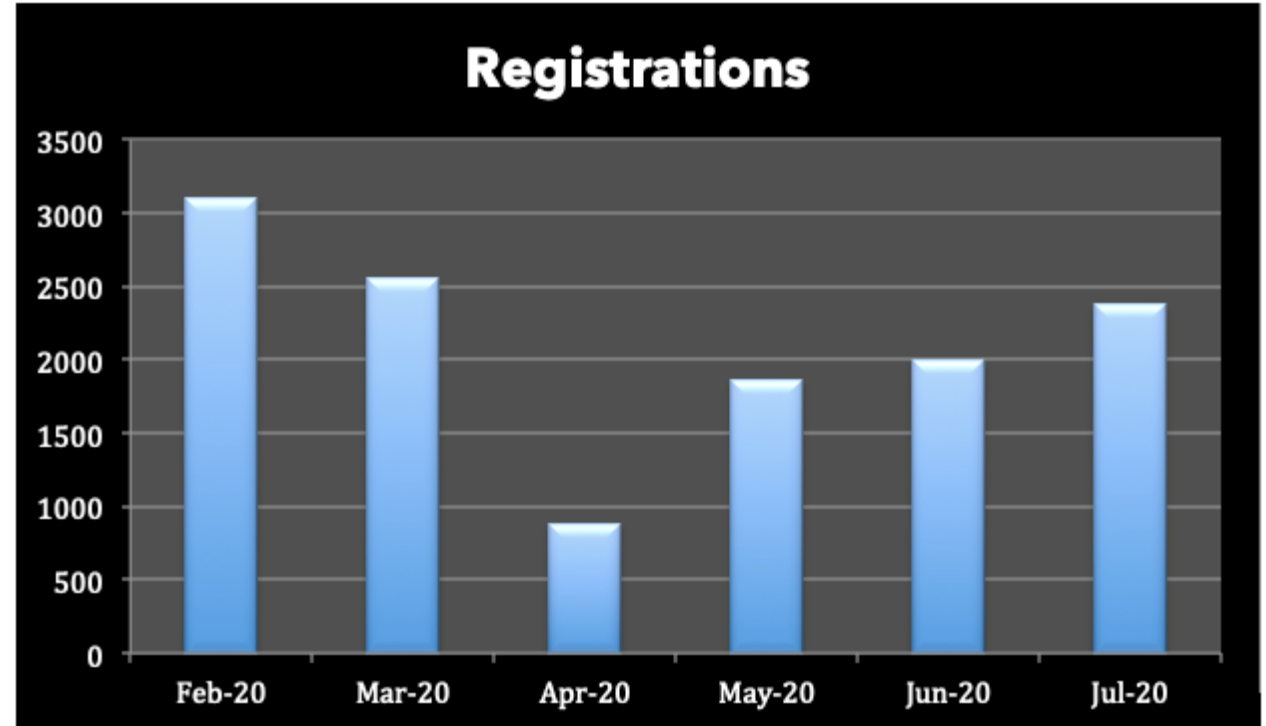


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Due to the donor registration being an online process, **registrations could go ahead.**

Registration numbers decreased **slightly in March** and **dramatically in April** and then started to slowly increase from May onwards.



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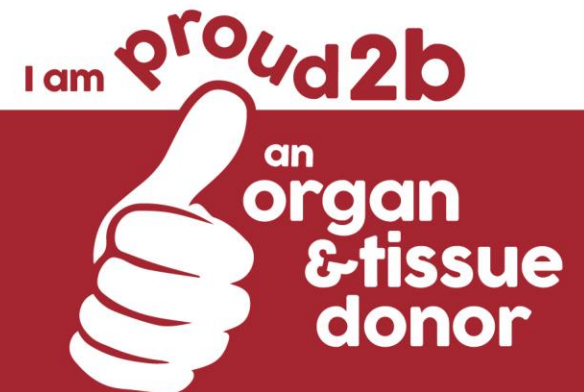
Taking up the call centre challenge

The newly aquired call centre, which had been operating for less than a month under our management, was forced to take a **PAUSE**.

Financial projections developed during “normal times” which plotted success, suddenly looked dismal with the ODF not knowing how long it would take before call centres could open again.



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All organisations suffered many disruptions

All over the world organisations **switched from working from a office to working remotely – we did the same.**

Sadly, at different times and during the different waves of the pandemic, **ODF staff contracted the virus** and couldn't work and many took **special leave to mourn the loss of family** who succumbed to the virus.



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Turning the **LOWS** ☹️

Into **NEW OPPORTUNITIES** 😊



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Executive management's approach

The ODF management team took this time of quiet to **regroup, rethink** and to **find innovative and proactive ways** to forge ahead.

We successfully improved all our operations!



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Adapting to a new normal

- **Registrations** not only starting picking up, but also **increased due to registration drives and changing the process.**
- **Virtual walks** were held.
- The **partnership with SANBS** provided an opportunity for **awareness and registrations at blood drives**



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Turning the doomed call centre into a success

Despite taking over a failing call centre and it being put on hold due to the lockdown, we are proud to say that **within 6 months** we re-worked its operations and turned it around to be **profitable**, which has led to **tremendous financial growth**.

The call centre quickly matured into a **very busy outbound centre** and a **very active member relations centre**.

We currently field **10 000 telephonic interactions** every month.

This has allowed us to **streamline and increase registrations**.



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The Uluntu Solution

At this time the Uluntu Project still does **not have access to hospitals, clinics and schools**, however, the Uluntu team has slowly **started educating patients queuing outside the clinics**.

We have therefore **turned our sights to taxi ranks** thanks to a **new partnership with Primedia**.



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Extending Uluntu with KasiKrew

Primedia will use their KasiKrew – community based videographers and market researchers– to take **Uluntu’s messages to taxi ranks** by not only **interacting with people** waiting at taxi ranks, but **also showing Uluntu’s messaging on digital billboards** at taxi ranks over the **next 12 months**.



Primedia

In addition to the KasiKrew, Primedia has also offered the ODF the **opportunity to display our messaging on digital billboards for 12 months** at the following venues throughout South Africa:

- ✓ Airports
- ✓ Freeways
- ✓ Shopping malls
- ✓ Parkades





KykNET: Getroud met Rugby

A very special moment was when an episode on **Getroud met Rugby** was centred around organ & tissue donation.

We at the ODF were blown away!



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More images of the set ...



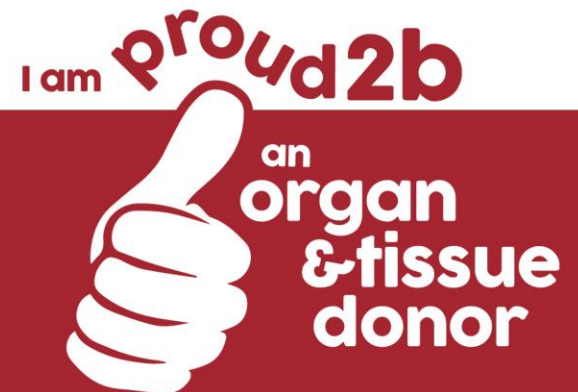
Going forward and achieving success despite Covid

As a result of our **substantial financial growth**, the ODF was able to **double its staff** and **implemented key specialist positions** that will greatly **enhance the activities of the ODF**.

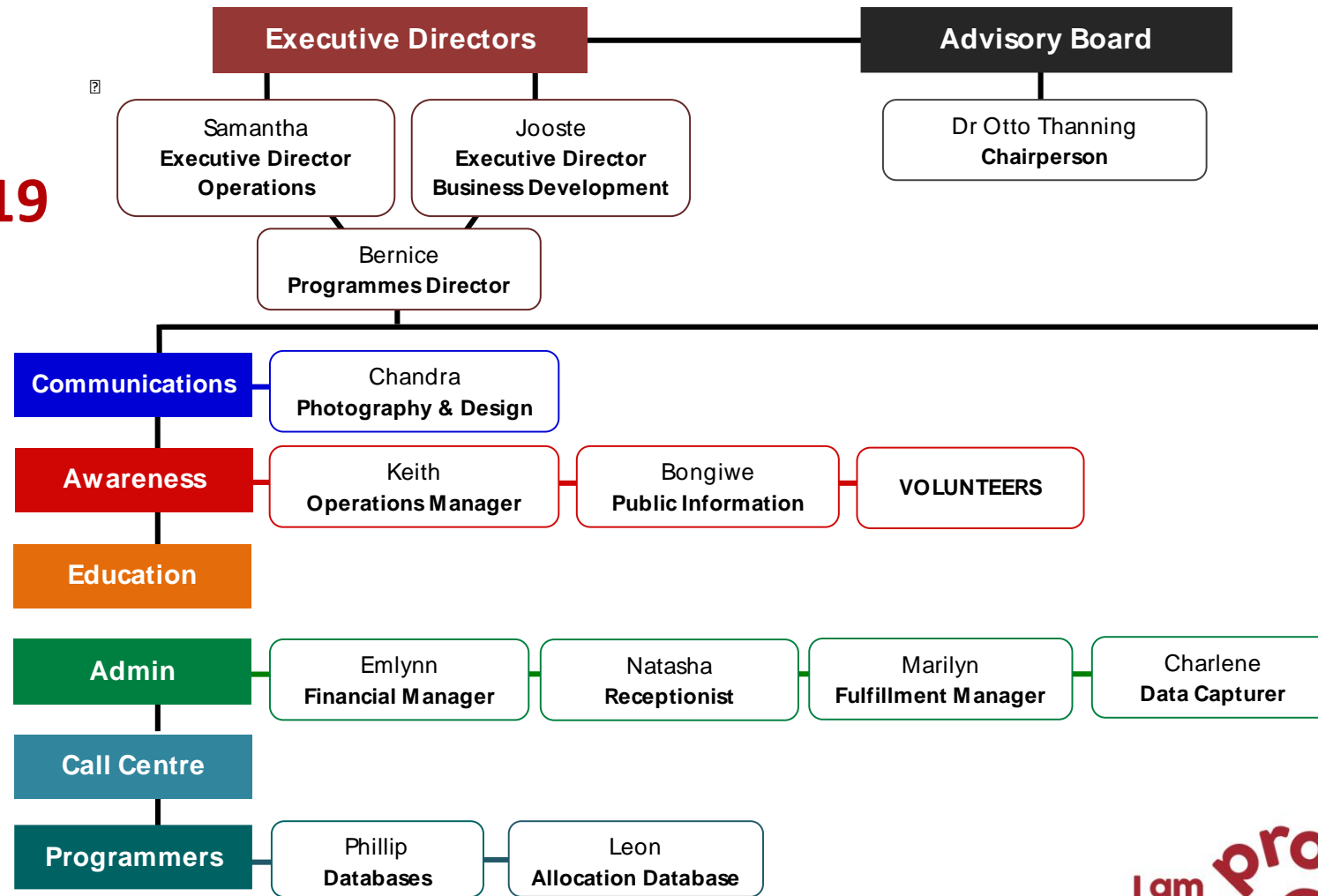
The next step is to recruit an **education specialist** to include **organ & tissue donation into the curriculum** and to **undertake education drives into all South African schools, to medical students and tertiary institutions** and especially those in areas where there are Transplant Centres.



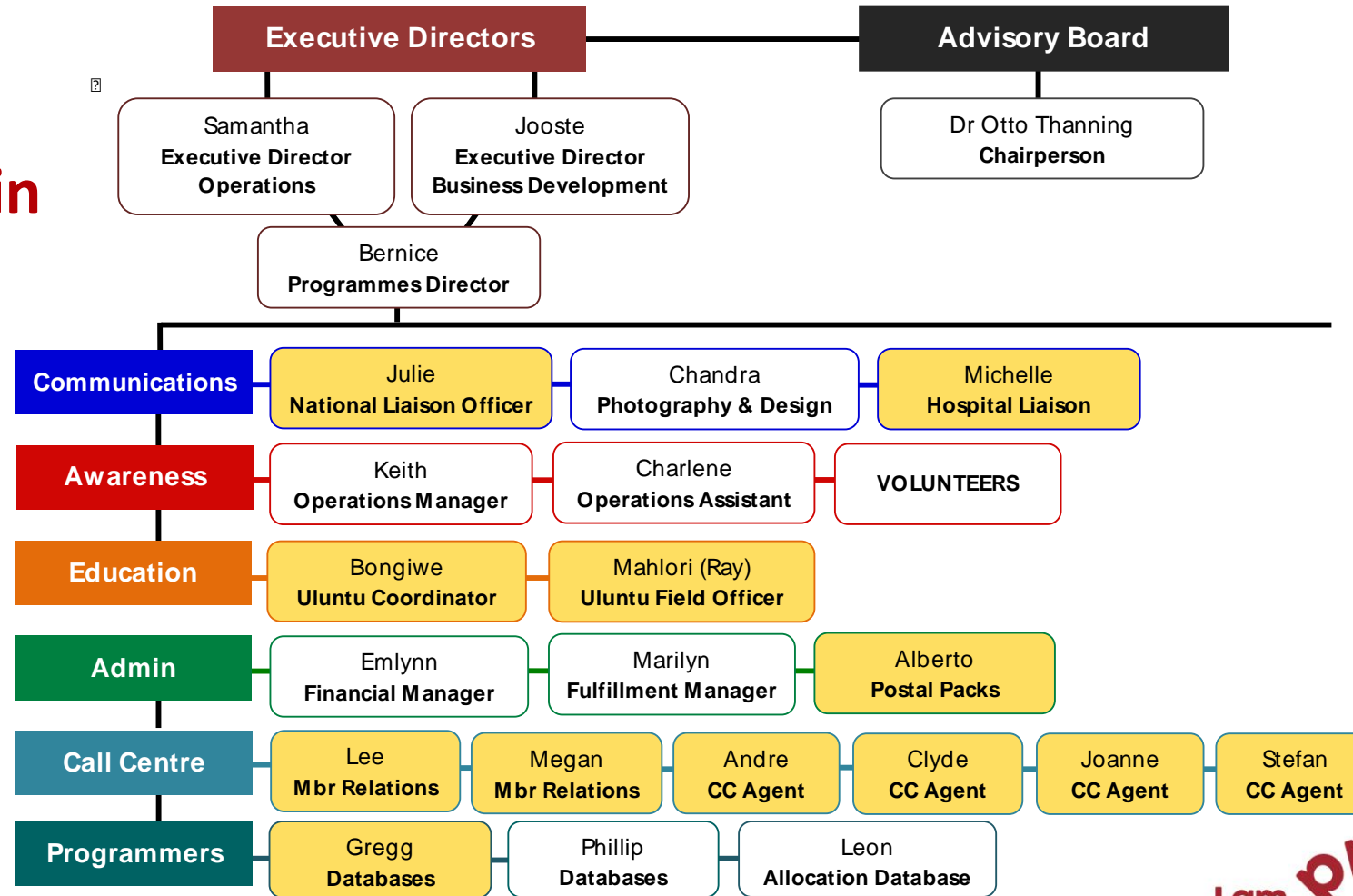
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What the ODF looked like in 2019



What the ODF looks like now in 2021



THANK YOU! 😊



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