



**1 IN 10** CANADIANS ARE BATTLING KIDNEY DISEASE.



**KIDNEY FAILURE CAN HAPPEN TO ANYONE.**



**ORGAN DONATION**

**Vital To Reduce Cost And Improve Health**

**Dialysis** keeps patients alive...

First-year cost per patient **\$70,000**  
 Cost each subsequent year **\$70,000**  
 Cost over five years **\$350,000**



... but a **transplant** gives them life!

First-year cost per patient **\$100,000**  
 Cost each subsequent year **\$22,000**  
 Cost over five years **\$190,000**



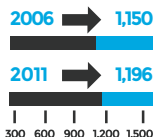
**WAITING ROOM**



4,500 Canadians just like you are waiting for an organ transplant right now. Nearly **80% of them** are waiting for a kidney.

**3X** The number of Canadians receiving treatment for kidney failure has more than tripled in 20 years!

**DONOR RATES HAVE STAGNATED SINCE 2006**



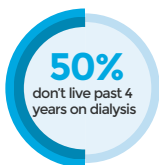
The need for kidneys is outpacing the supply of donors

Median wait time in 2009-2011 for a deceased-donor transplant:

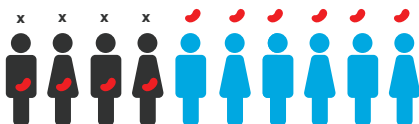
**3.8 YEARS**

**LONGEST: 5.4 YEARS IN BC**

**SHORTEST: 2.3 YEARS IN SASKATCHEWAN**



Nearly **50% of Canadians** don't live past **4 years** on dialysis, the most common treatment for those in desperate need of a new kidney.



Between 30 and 40 per cent of Canadians waiting will

**NEVER GET THE KIDNEY THEY NEED.**

**PLEASE CONSIDER BEING A LIVING ORGAN DONOR.**

LEARN MORE AT [www.kidney.ca](http://www.kidney.ca)