



People are waiting for a chance at a better life. The kidney transplant waiting list is getting longer, and in response, the National Kidney Foundation (NKF) has developed “THE BIG ASK: THE BIG GIVE.” This initiative educates and raises awareness about living kidney donation and transplantation among kidney patients, their families, and friends.

## THE BIG ASK

For people with kidney disease, asking someone to consider donating a kidney can seem impossible. Many won't get a transplant because they don't know how to ask or are uncomfortable with asking. NKF provides suggestions and tips on how to start a conversation about the possibility of donation.

## THE BIG GIVE

The decision about whether to donate a kidney can be daunting. People considering living donation have many questions about what's involved. NKF offers factual, unbiased information addressing common concerns, and support in making the decision.

---

THE CAMPAIGN *THE BIG ASK: THE BIG GIVE* includes:

**www.kidney.org/livingdonation**—NKF's website provides detailed information, support and resources for both kidney patients and potential donors.

**NKF Cares Help Line**—Trained professionals answer questions and provide confidential, one-on-one support to patients, families, and potential donors, including information by mail. Hours: Monday–Friday, 9:00 am–5:00 pm EST (English/Spanish). 844.2BIGASK (844.224.4275); bigask@kidney.org.

**NKF Peers**—NKF's peer mentoring program matches kidney patients and potential donors with people who have already been through the experience. This toll-free, confidential phone network lets people speak with a person who knows their concerns because they've “been there.”

**Printed Materials**—Promotional materials, along with booklets about living donation and transplantation, are available for distribution in nephrology offices, dialysis units, transplant centers, and at NKF events and educational programs.



National  
Kidney  
Foundation®

## KIDNEY WAITING LIST FACTS

The optimal treatment for kidney failure is transplantation. And, studies show that the best-functioning, longest-lasting type of transplant comes from a living donor. **But the number of kidneys falls far too short of the need.** In the U.S.:

100,000

people are waiting for a kidney transplant



18,000

get transplanted every year



4,000

die waiting each year

that means **12** die every day, **1** dies every **2** hrs

only

6,000

living donors



Organ Procurement and Transplantation Network (OPTN) data from <http://optn.transplant.hrsa.gov>, November, 2016.



National  
Kidney  
Foundation®

30 East 33rd Street  
New York, NY 10016  
[www.kidney.org/livingdonation](http://www.kidney.org/livingdonation)

#BigAskBigGive