

# #LDW2022 Living Donation Week 2022 Pitch Competition

Canada-wide call for submissions

**\$25K available!**

Trainees, Students, Fellows  
encouraged to apply

**Deadline  
August 17**



Do you have an important research topic or brilliant idea to increase access, raise awareness or dramatically improve the outcomes or experience of living kidney or liver donors, recipients and caregivers?

If **"YES"** consider pitching your project to the #LDW2022 Pitch Competition. Submissions will consist of:

- **a 2-4 minute video pitch** recorded on your computer or mobile device, and
- **a backgrounder explaining your study or project and why it merits attention** and resources. The backgrounder can be an academic research poster or a PDF document (max 500 words).
- **info on you/your team** and optionally, a relevant graphic appropriate for sharing on social media.



All entries must be submitted online by **August 17, 2022**. The top entries will participate in an online Pitch Competition and Awards Presentation to be livestreamed on **Friday, September 16, 2022**, starting at 12 noon Eastern.

Videos submitted as part of the application will be available on the Centre for Living Organ Donation's YouTube Channel, [bit.ly/givelifeuhnYT](https://bit.ly/givelifeuhnYT) starting August 22.



To increase your chances of being shortlisted for the competition, encourage friends and colleagues to **"Like"** your project on YouTube in the lead up to the competition. The audience favourite will automatically earn a wildcard spot in the live Pitch Competition.

## Why Participate?

In addition to bragging rights for being part of the Living Donation Week 2022 Pitch Showcase, applicants shortlisted for the competition will be invited to present their project or research before a distinguished panel and online audience.

**Trainees, students and fellows with an interest in living organ donation are encouraged to apply. A minimum of \$25K will be awarded.**

- Each winning team/trainee will receive **up to \$10K** to cover costs associated with further research, pilot testing or scaling the proposed project. Funding may be transferred to eligible trainees or their PI.
- **Mentorship** and support from our distinguished faculty of educators, transplant researchers, and kidney and liver disease specialists.

## Eligibility & Selection Criteria

An independent panel will evaluate entries and Zoom pitches based on 5 criteria:

- **Importance** – Is the topic timely? Does it address an unmet need or gap in knowledge, care or education? Is it a priority for living kidney or liver donation or transplantation?
- **Contribution** – Does the project or research advance our understanding of the topic? Is it new or innovative? Could the findings lead to significant improvements in access to needed services, patient care, or living donor experience?
- **Clarity** – Is the research or proposed project presented in an engaging way? Is it described clearly and succinctly? Is there a logical link between research question/goals, methods/ activities and findings/outcomes?
- **Feasibility** – Are limitations and implications well described? Is the workplan reasonable/doable? Are potential barriers addressed? Are sustainability and replicability considered?
- **Popular Support** – Video submissions and project summaries will be posted on the Centre for Living Organ Donation's YouTube Channel. Participants are strongly encouraged to promote their project to colleagues and friends.



YouTube Likes will be taken into account in the shortlisting process and the final score. The top voted video pitch will automatically receive a wildcard spot in the live Pitch Competition.

Winning projects must be conducted in partnership with the Centre for Living Organ Donation at UHN and The Canadian Donation and Transplantation Research Program (CDTRP).

## Judges' Panel



**Alicia Healey**

Nurse Practitioner, GI Transplant Program, Ajmera Transplant Centre



**Sylvie Charbonneau**

Living Kidney Donor  
Chair, ODTL Living Donor Working Group



**Dr. Sita Gourishankar**

Director, Living Kidney Donor Program, University of Alberta



**Dr Robert Stewart**

Living Liver Transplant Recipient  
Surgeon, Unity Health



**Dr. Christine Dipchand**

Medical Director, LKD  
MOTP Atlantic Canada



**Moderator**

**Cristina Howorun**

Journalist, CityNews  
Living Donor Kidney Transplant Recipient

# Application Process & Timelines

Submissions are due by **Wednesday, August 17, 2022**. Estimated completion time of the SurveyMonkey form is 5 minutes.

To apply and submit your video pitch please visit <https://bit.ly/LDW2022Pitch>

Submitted videos selected for the Pitch Showcase will be available on YouTube starting **August 22**. Shortlisted entries for the live competition will be notified by September 9. Wildcard entries, selected by popular vote, will be notified by September 15, 12 noon Eastern.

## Tips for Filming Video Pitch

- If you are filming with a phone please use the landscape ratio (turn the phone horizontally).
- Film in a room with no fans, air conditioner hum, fridge hum etc.
- Be mindful of your background. Ensure there is nothing behind you that will distract from your message.
- Choose solid colours for your wardrobe but avoid solid black or solid white.
- Please do not wear clothes with logos or copyrighted artwork.
- Do not go over time - keep your video under 4 minutes.

## Info Session for Pitch Competition Applicants

There will be a free webinar on Wednesday **July 20**, 12 noon Eastern to review the Pitch Competition Call for Submissions and answer questions from prospective applicants. To register or for more information visit [givelifeuhn.eventbrite.ca](https://givelifeuhn.eventbrite.ca).

## Questions?

Please email us at [livingorgandonation@uhn.ca](mailto:livingorgandonation@uhn.ca)  
or visit [www.livingdonationweek.ca](http://www.livingdonationweek.ca)

**Thank you** to our #LDW2022  
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