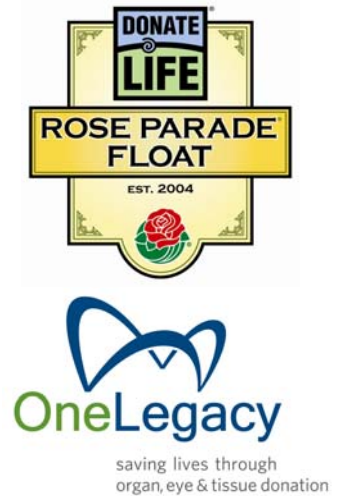


Donate Life Rose Parade® Float

2017 OneLegacy Floragraph Application

As in years past, OneLegacy is proud to honor six donors with memorial floragraphs on the 2017 Donate Life Rose Parade Float. Through an open application process, OneLegacy is pleased to offer the many donor families we serve an opportunity to formally inform us of your interest in having your loved one honored with one of OneLegacy's sponsored floragraphs. This year's floragraphs will be decorated with monochromatic gold and sepia tones to fully integrate the floragraphs into the 2017 float design.



The Donate Life Float Campaign

The Donate Life Rose Parade Float campaign, a national program of the OneLegacy Foundation, is supported by more than 100 official sponsors, including organ and tissue recovery organizations, tissue and eye banks, hospitals, transplant centers and affiliated organizations. Last year's Donate Life float was seen by an estimated 700,000 parade spectators and more than 70 million U.S. television viewers. Millions more heard about the Donate Life mission in broadcast and print news stories about the float and its participants. The 128th Rose Parade, themed ***Echoes of Success***, will take place on Monday, January 2, 2017 at 8:00am PST.

Application and Selection Process

The application form, consent form and requested high quality photo (headshot) of the donor must be received by OneLegacy Donor Family Aftercare **by Thursday, June 30, 2016**. The application may be emailed to familycare@onelegacy.org or mailed to the address below, Attn: OneLegacy Donor Family Aftercare. Families chosen to be honored with floragraphs will be notified by July 29, 2016. Families will be selected based on a range of criteria including volunteer service to the community and/or OneLegacy Ambassador program; past participation in Donate Life Rose Parade Float decorating or the Donate Life Run/Walk; and participation in OneLegacy's Donor Family Aftercare program (see Expectations and Requirements). We will also ensure that the six honored donors represent a range of ages, ethnicities, regions, and organs and tissues donated.

Expectations

The opportunity for your loved one to be honored with a floragraph comes with several expectations. In particular, floragraph honoree families are commonly the subjects of media stories in the weeks leading up to the parade. Thus, all floragraph families are expected to be available for media interviews as opportunities arise. In addition, families are expected to decorate their floragraph during one of the floragraph decorating shifts and attend special Donate Life events in Pasadena from December 29 through Parade Day, January 2nd, 2017. One hotel room at the Hilton Hotel in Pasadena will be provided from December 29th through January 3rd to ensure families' ability to participate in the special events.

Donate Life Rose Parade® Float

2017 OneLegacy Floragraph Application (cont'd)

Requirements

- Families applying for the floragraph opportunity must have authorized donation on behalf of their loved ones or supported their loved one's donor designation at least one year prior to the application being completed (before June 30, 2015). Honorees need not have necessarily had their organs, eyes or tissues recovered or transplanted.
- Families applying for the floragraph opportunity must have the Consent For Use of Name and Likeness form signed by any and all next of kin who authorized donation.
- Floragraph family members should be comfortable speaking to the media and must report to media opportunities on a timely basis. On occasion between December 26 and December 30, television morning shows require reporting to the studio or locations at a very early hour.
- The family must provide a high-quality headshot of the Honoree to serve as original artwork for the floragraph (min. size 4" x 6" at 300dpi). The image will be enlarged to fill the 12" x 16" floragraph canvas, so a higher-quality original image is necessary for best results.

Selected Honorees' Participation Timeline

Date(s)	Event	Description
Thursday, June 30	OneLegacy Floragraph Honoree Applications Due	Please submit this application via email to familycare@onelegacy.org
Friday, July 29	Floragraph Honorees Notified & Confirmed	Applicants will be notified of the status of their application via email and phone by this date
Monday, Aug 15	Float Participant Info Deadline	Deadline to register floragraph honorees, submit bios and photos
Wednesday, Sep 14	Floragraph Honorees Media Announcement	Press release; see official website, www.DonateLifeFloat.org
Saturday & Sunday, Oct 22, 23, 29 & 30	Floragraph Decorating	Decorating by donor families in Placentia Office
Thursday, Dec 29	Participant Check-In	Hilton Hotel, Pasadena
Friday, Dec 30	Dedication Garden Rose Placement	10am–10pm, Paradiso Decorating at Brookside (Roses placed by appointment only)
Friday, Dec 30	Floragraph Family Breakfast	10am–12pm, Hilton Hotel Ballroom
Saturday, Dec 31	New Year's Eve Celebration	7-10:00pm, Hilton Hotel International Ballroom
Sunday, Jan 1	Float Judging	2:30–4pm, Paradiso Decorating at Brookside
Monday, Jan 2	128th Rose Parade	7am: Donate Life Grandstands open 8am–10:30am: Rose Parade (Parade reaches stands at 8:30am)

Donate Life Rose Parade® Float

2017 OneLegacy Floragraph Application (cont'd)

Participation of Family Members

Floragraph families may invite extended family members to participate in the various Donate Life float special events. Please note the following with respect to cost of tickets above and beyond the complimentary tickets provided by OneLegacy:

Date(s)	Event	Attendees
Saturday & Sunday, Oct 22, 23, 29 & 30	Floragraph Decorating	Please note only two people are physically able to decorate the portrait at any one time.
Friday, Dec 30	Dedication Garden Rose Placement	Dedications are \$35 and purchased through the Donate Life float website. Family members may come to place roses with a scheduled appointed time.
Friday, Dec 30	Floragraph Family Breakfast	Four complimentary tickets provided by OneLegacy. Additional seats \$50 each.
Saturday, Dec 31	New Year's Eve Celebration	Four complimentary tickets provided by OneLegacy for immediate family members. Additional tickets \$75 each.
Sunday, Jan 1	Float Judging	Immediate family members may attend Float Judging. Registration required. Capacity limits apply.
Monday, Jan 2	128th Rose Parade	Four complimentary parade grandstand tickets provided by OneLegacy. Additional seats \$95 each.

Donate Life Rose Parade® Float

All About Floragraphs



Continuing a tradition that began in the 2008 Rose Parade, Donate Life's 2017 float entry will feature 60 "floragraphs" of organ, eye and tissue donors from across the country.

What is a floragraph?

A floragraph is a portrait created with floral materials. The Donate Life float's floragraphs are strictly memorial in nature.

Who is featured on the Donate Life floragraphs?

The float's Floragraph Sponsors select the deceased organ, eye and tissue donors who are depicted on the portraits.

How large are the floragraphs?

The size varies yearly depending on the float design. This year the floragraphs are approximately 12" x 16" oval.

How are floragraphs created?

Photographs of the honored donors are converted into posterized images, which are printed and applied to a foam or wood backing. The portraits are then decorated in a method akin to "color by number". Donate Life volunteers experienced in the art of decorating floragraphs guide families or selected volunteers, many of them donor family members or transplant recipients, through the deeply meaningful process of bringing the floragraph portraits to life.



How do floragraphs inspire people to donate life?

The donors and families honored with floragraphs have been the subject of hundreds of news stories capturing their families' meaningful participation in the Rose Parade. Together with the Donate Life float's riders and walkers, the floragraphs are the centerpiece of the national media campaign surrounding Donate Life's annual Rose Parade float entry.



Donate Life Rose Parade® Float

2017 OneLegacy Floragraph Application



saving lives through
organ, eye & tissue donation

As in years past, OneLegacy is proud to honor six donors with memorial floragraphs on the 2017 Donate Life Rose Parade. Through an open application process, OneLegacy is pleased to offer the many donor families we serve an opportunity to formally inform us of your interest in having your loved one honored with one of OneLegacy's sponsored floragraphs. To do so, please review the enclosed information, then complete and return this form to us by the **Thursday, June 30, 2016** deadline.

Donor's Name _____

Hometown _____

Donor Age (at time of donation) _____ Sex _____

Donation Date _____ Donation Hospital _____

Donor of: Organs Tissues Eyes/Corneas Research Authorized but not recovered

Name of Person(s) who Authorized Donation _____

Primary Family Contact _____ Your Relationship to Donor _____

Street Address _____

City _____ State _____ Zip Code _____

Preferred Phone _____ Home Work Cell

Preferred E-mail _____

I have read and understand the participation guidelines, expectations, requirements and timeline.

All next of kin who authorized donation have signed the Consent for Use of Name and Likeness form.

Please include 1-2 pages with the following information:

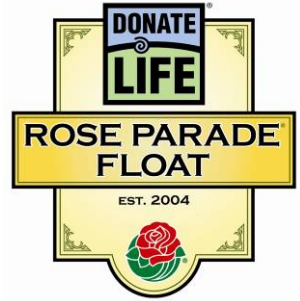
1. Description of your experience as a donor family (1-2 paragraphs).
2. Description of activity as a volunteer in our Donate Life community, which may include service as a OneLegacy Ambassador, Embajador de OneLegacy, Donate Life Rose Parade Float decorating, Donate Life Run/Walk participation, or any other contributions.
3. What Donor Family Aftercare Programs have you participated and found helpful?

In addition, please provide us an image of your loved one for the floragraph portrait that would adorn the Donate Life float. In order to make for the best possible finished portrait, please send us **a headshot with your loved one in focus and looking as straight-on into the camera as possible.** The image should be in **JPEG format at high resolution** (min. size 4" x 6" at 300dpi). If you are unable to scan the image, you may send a photograph to the address below along with this form. The photograph will be returned to you.

Please email this form, requested information and photo to familycare@onelegacy.org or mail to the address below, Attn: Donor Family Aftercare/Floragraph. Applications must be received by **Thursday, June 30, 2016**. Please contact the Donor Family Aftercare team with any questions at 800-423-7220.

Donate Life Rose Parade® Float

Consent for Use of Name and Likeness of Deceased Donor



I, _____, as the legal representative for
(*name of donor*) _____, hereby consent to the use of his/her
name and likeness for the sole purpose of promoting organ, eye and tissue
donation. I understand that the use of his/her name and likeness may include, but
not be limited to photographs, newspaper articles, brochures, displays, television,
radio, or any other public community relations material. I hereby acknowledge that
this authorization is volunteered without obligation of any kind on the part of the
Donate Life Rose Parade Float Committee, partners, their employees, and
designated agents. This authorization is given without hope or expectation of reward
or compensation of any kind. I hereby waive my right to inspect or approve any
materials which may from time to time be created by the Donate Life Rose Parade
Float Committee and partners, which may include his/her name, image, photo,
likeness or voice. I, together with my heirs, assigns, agent, guardians, and legal
representatives hereby release the Donate Life Rose Parade Float Committee and
partners from any and all claims, liabilities, and losses that may arise from its use of
his/her name image, photo, likeness and voice.

Signature of Next-of-Kin/Legal Representative _____
Date

Relationship to Donor

Print Name: _____

Street Address: _____

City/State/ZIP: _____

Phone: (_____) _____