

# Donate Life Rose Parade® Float

## 2018 OneLegacy Floragraph Application

As in years past, OneLegacy is proud to honor six donors with memorial floragraphs on the 2018 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 their interest in having a loved one honored with one of OneLegacy's sponsored floragraphs.



### 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 129th Rose Parade, themed *Making a Difference*, will take place on Monday, January 1, 2018 at 8:00am PST.

### Application and Selection Process

The application form, consent form, requested high quality photo (headshot) and biography of the donor must be received by OneLegacy Donor Family Aftercare **by Friday, June 30, 2017**. The application may be emailed to [familycare@onelegacy.org](mailto: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 August 1, 2017. 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 1, 2018. One hotel room at the Hilton Hotel in Pasadena will be provided from December 29<sup>th</sup> through January 2<sup>nd</sup> to ensure families' ability to participate in the special events.

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## 2018 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, 2016). 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 31, 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.
- The family must provide a biography of the Honoree (maximum 350 words).

### Selected Honorees' Participation Timeline

Date(s)	Event	Description
Friday, June 30	OneLegacy Floragraph Honoree Applications Due	Please submit this application via email to <a href="mailto:familycare@onelegacy.org">familycare@onelegacy.org</a>
Tuesday, Aug 1	Floragraph Honorees Notified & Confirmed	Applicants will be notified of the status of their application via email and phone by this date
Tuesday, Aug 15	Float Participant Info Deadline	Deadline to register floragraph honorees
Saturday & Sunday, Oct 28 & 29	Floragraph Decorating	Decorating by donor families in Placentia Office
Friday, Dec 29	Participant Check-In	Hilton Hotel, Pasadena
Friday, Dec 29	Dedication Garden Rose Placement	10am-10pm, Rosemont Pavilion (700 Seco St.) <i>(Roses placed by appointment only)</i>
Saturday, Dec 30	Floragraph Family Breakfast	10am-12pm, Hilton Hotel Ballroom
Sunday, Dec 31	Float Judging	2:30pm -4pm, Rosemont Pavilion
Sunday, Dec 31	New Year's Eve Celebration	7pm -10pm, Hilton Hotel International Ballroom
Monday, Jan 1	129th Rose Parade	7am: Donate Life Grandstands open 8am-10:30am: Rose Parade (Parade reaches stands at 8:30am)

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## 2018 OneLegacy Floragraph Application (cont'd)

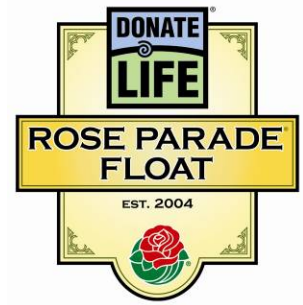
### Participation of Family Members

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 28 & 29	Floragraph Decorating	Please note only two people are physically able to decorate the portrait at any one time.
Friday, Dec 29	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.
Saturday, Dec 30	Floragraph Family Breakfast	Four complimentary tickets provided by OneLegacy. Additional seats \$65 each.
Sunday, Dec 31	New Year's Eve Celebration	Four complimentary tickets provided by OneLegacy for immediate family members. Additional tickets \$85 each.
Sunday, Dec 31	Float Judging	Immediate family members may attend Float Judging. Registration required. Capacity limits apply.
Monday, Jan 1	129th Rose Parade	Four complimentary parade grandstand tickets provided by OneLegacy. Additional seats \$97.50 each.

# Donate Life Rose Parade® Float

## All About Floragraphs



Continuing a tradition that began in the 2008 Rose Parade, Donate Life's 2018 float entry will feature 44 "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?**

Donors are defined as deceased donors of organ, eye and/or tissue (regardless of the outcome of donation). 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.



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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  
 Recovered but not transplanted

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.

If my loved one is not selected for a floragraph, I prefer to be notified  by phone  by email.

Please include 1-2 pages with the following information:

1. Description of activity in our Donate Life community (OneLegacy Ambassador/Embajador de OneLegacy Program, Donate Life Rose Parade Float decorating, Donate Life Run/Walk, Donor Family Aftercare programs).
2. Your loved one's biography (350 words or less) that includes information on your loved one's donation (a sample biography is included).

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](mailto:familycare@onelegacy.org) or mail to the address below, Attn: Donor Family Aftercare/Floragraph. Applications must be received by **Friday, June 30, 2017**. Please contact the Donor Family Aftercare team with any questions at 800-423-7220.

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## 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: ( \_\_\_\_\_ ) \_\_\_\_\_



## **Donate Life Rose Parade® Float**

### **Example of an Honoree Biography**

A biography is required for every honoree therefore we have included a sample below for your reference. If selected, the full biography will be featured on each individual honoree's page in addition to an edited capsule version when featured with other honorees.

*John Patrick O'Laughlin was passionate about life. His family recalls a hardworking, honest, loyal man with a fun sense of humor ... the trickster and firecracker in the family. Anything he did became a passion, including serving the USA, enjoying his Ford trucks and Mustangs, teaching sailors and Marines how to care for F14 and F18 jets, dancing competitive country western, and just having fun with family. This devoted father and husband loved it all.*

*During nearly 34 years of active duty in the Navy and then the reserves, John saw the world stationed aboard ships including the USS Enterprise, Ranger and Forrestal. His numerous awards included the Navy Humanitarian Service Medal and recognition for tours of duty in Desert Storm and liberating Kuwait.*

*Despite having open heart surgery several years earlier, John continued to make a difference as a Naval contractor. Three days after returning from a routine 6-month deployment to Saudi Arabia, this active 61-year-old died suddenly and unexpectedly from a stroke. His family knew his wishes. He had always said, "When I go, donate my organs to those who need them. When I am gone I won't need them and someone else will."*

*While he wouldn't consider himself a hero, John's family and friends do. So do the two people who can see because he was a cornea donor, the nearly 50 people he helped heal as a tissue donor, and the three people whose lives he saved as an organ donor, including a kidney recipient at Walter Reed National Military Medical Center in Bethesda, MD. (Through the Department of Defense Share Program, military donors in San Diego can designate a kidney to save the life of someone on the waiting list who is active duty military, a retiree or dependent.)*

*John O'Laughlin's family also knows this long-time mariner would have loved sailing on the Donate Life Rose Parade float catamarans dedicated to teammates.*