

OneLegacy Donate Life Rose Parade® Float

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2026 OneLegacy Floragraph Application

As in years past, OneLegacy is proud to honor donors with memorial floragraphs on the 2026 OneLegacy 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 OneLegacy Donate Life Float Campaign

The OneLegacy 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. Prior to the Covid-19 pandemic, the Donate Life float was seen by an estimated 700,000 parade spectators and more than 45 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 2026 Rose Parade will take place on Thursday, January 1, 2026 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 Support Services **by Friday, August 15th, 2025**. The application may be completed and submitted online or emailed to jservin@onelegacy.org. Families chosen to be honored with floragraphs will be notified by **Friday September 5th, 2025**. Families will be selected based on a range of criteria including volunteer service to the community and/or OneLegacy Ambassadors Program; past participation in OneLegacy Donate Life Rose Parade Float decorating and/or the OneLegacy Donate Life Run/Walk; and participation in OneLegacy's Family Support Services program (see Expectations and Requirements). We will also ensure that 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 months and weeks leading up to the parade. Thus, all floragraph families are expected to be available for media interviews as opportunities arise. In addition, families have the opportunity to decorate their floragraph during one of the floragraph decorating shifts and attend special OneLegacy Donate Life events in Pasadena from December 30* through Parade Day, January 1, 2026.* **One hotel room in Pasadena*** will be provided from December 30th* through January 2, 2026* to ensure families' ability to participate in the special events. In addition, OneLegacy partners with hospitals and community partners to honor donors. **Families may be asked to participate in events,**

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leading up to and after the Rose Parade, with the hospital where the donation occurred.

*Subject to change

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 August 15, 2024). Honorees need not have necessarily had their organs, eyes or tissues recovered or transplanted.
- Must have the Consent For Use of Name and Likeness form signed by 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 occasions between December 26* and January 1st*, television morning shows require reporting to the studio or locations at a very early hour.
- 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.
- Must provide a biography of the Honoree (maximum 350 words).

Selected Honorees’ Participation Timeline

*All events with asterisk are subject to change/cancellation. Additional events may be added to which selected families will be notified.

October TBD	Floragraph Decorating	Location and Time TBD
Early December (Weekday Morning)	First Look*	Location and Time TBD
Monday, December 29 th	Hotel Check-in*	Location and Time TBD
Tuesday, December 30 th	Welcome Dinner and Float Decorating*	Location and Time TBD
Wednesday, December 31 st	Float Judging and Celebration of Life Dinner and Toast*	Location and Time TBD
Thursday, January 1 st	Rose Parade	Location and Time TBD

Participation of Family Members: *If available, floragraph families may have the opportunity to invite a limited number of extended family members to participate in select OneLegacy Donate Life float special events. Some events require tickets, and floragraph families will receive a limited number, with the possibility of purchasing additional tickets based on availability. Detailed information about these events will be shared with the families selected to participate.*

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All About Floragraphs

Continuing a tradition that began in the 2008 Rose Parade, the OneLegacy Donate Life's 2026 float entry will feature many "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

