



The Donate Life Dedication Garden

The **Donate Life Dedication Garden** offers donor families, transplant recipients and candidates, hospitals, transplant centers and organ, tissue and eye recovery organizations nationwide the opportunity to dedicate **Donate Life Roses** placed on Donate Life's float entry in the Rose Parade, which is watched by tens of millions of people in the U.S. and worldwide on New Year's Day. Each dedicated rose is placed in a vial that carries a unique, personal message of love, hope and remembrance, and honors donors, recipients, and others who have been touched by organ and tissue donation. Altogether, thousands of roses form the Donate Life Dedication Garden, a featured design element on the Donate Life Rose Parade Float each year.

We are proud to offer your hospital the opportunity to honor families of organ, eye and tissue donors that you have served. Your dedicated Donate Life Roses recognize the generosity of donors and their families and demonstrate your compassion towards them. Through your participation, your staff will join in a meaningful tribute that reverently celebrates your role as a vital collaborative partner in the organ and tissue donation process.

By dedicating roses on the Donate Life Rose Parade Float, your hospital becomes an official supporter of the Donate Life community's annual Rose Parade float entry. There are two ways you can participate in this national tradition:

1. **Become a Donate Life Rose Sponsor:** Dedicate five or more Donate Life Roses to organ, tissue, and/or eye donors who together with their families were cared for by your hospital.
2. **Host a Donate Life Rose Ceremony:** Host a ceremony honoring donors, offering a deeply meaningful experience to their families as well as the staff who cared for them.



As the Donate Life float appears on ABC, NBC, Univision, HGTV and other networks on New Year's Day, your hospital's staff and the families you serve will feel overwhelming pride in knowing the Donate Life Roses dedicated by your hospital adorns the most celebrated and meaningful float entry in the history of the Rose Parade.

See the following pages for details about each of these opportunities and a commitment form.



Donate Life Rose Ceremonies

In addition to dedicating roses, you may wish to replicate a best practice of hospitals and transplant centers nationwide by hosting a **Donate Life Rose Ceremony**. These special events offer enormous opportunity for meaning, teamwork and collaboration.

The Rose Ceremony was more powerful than I could have imagined. It gave our hospital and OPO a way to collaborate in order to honor our donor families.”

- Gerald T. Kozai, CEO, St. Francis Medical Center

Freeman’s fundraising for their Donate Life Rose Ceremony created an atmosphere of participation and team effort throughout the entire hospital, from maintenance staff through nursing staff to the CEO. All hospital staff and guests had the opportunity to be a part of this very special tribute.

- Cathy Lucchi, Hospital Services Coordinator, Midwest Transplant Network

We give our donor families a replica of the rose that goes on the float. It’s difficult to describe how moving it is when they look at the rose or the meaning they find in it, and it’s equally meaningful for the hospital staff who attend.

- Bonnie Kass, Vice President and Chief Nurse Executive, Huntington Hospital

Your gift of dedicated roses offers the patients and families you serve the opportunity to personally participate in the Donate Life Rose Parade Float and the magical Rose Parade experience. For your hospital or transplant center, the program can earn media recognition for your outstanding work to inspire others to donate life and boost morale during the holiday season.





Donate Life Rose Sponsor – \$250

Dedicate five Donate Life Roses to donors, their families, and/or hospital staff to receive the following benefits:

- (5) Dedicated Roses on the Donate Life float in the 2015 Rose Parade:
 - (5) Donate Life Rose vials to be personalized by your honorees, then returned to the Donate Life Float Committee to be placed on the float
 - (5) duplicate Donate Life Rose vials, to be kept by your honorees
- A beautiful embossed presentation folder with the 2015 Donate Life Rose Parade float and Donate Life Dedication Garden certificate reading:
Your Hospital honors our organ, eye and tissue donors for their decision to donate life
- A kit to create a personalized certificate for each honoree
- **Your Hospital's** name and URL posted to the Dedication Garden section of the Donate Life float website, www.donatelifefloat.org

Additional Rose Dedications – \$15 each

- Honor more donors with additional dedications beyond the five that come with your Donate Life Rose Sponsor package. As above, each rose comes with a dedication card and a blank certificate ready for personalizing.
- With 50 or more dedicated roses, **Your Hospital** recognized as a Donate Life Rose Parade Float Contributing Sponsor:
 - Name and URL posted to Official Partners section of Donate Life float website, www.donatelifefloat.org
 - Acknowledgement in Rose Parade souvenir program advertisement (commitment by October 1, 2015 required)



Yes! We wish to join hospitals, transplant centers and organizations nationwide as Donate Life Rose Sponsor.

Name of Hospital _____

Contact Name _____

Contact Title _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Name of Hospital as it should appear on the float website and your certificate:

	Qty	Each	Total
Donate Life Rose Dedications (first five)	5	NA	\$ 250
Donate Life Rose Dedications (additional, if any)		\$15	\$
Subtotal			\$
Less: Michael E. Creighton Grant (for first-time hospitals only)			\$ (125)
TOTAL			\$

- We are interested in hosting a Donate Life Rose Ceremony on *(Date)*_____.
- We are interested in the opportunity to personally place our organization's dedicated roses on December 29th in Pasadena. I understand this opportunity is not guaranteed and will be confirmed by a member of the Donate Life Rose Parade Float Committee in December.
- Enclosed is my check payable to **Donate Life Rose Parade Float Committee**
- Please charge my credit card: Amex VISA MasterCard

Credit Card # _____ Exp _____

Name on Card _____ Signature _____

Orders must be received by Nov. 1, 2015 via mail (address below, Attn: Donate Life Dedication Garden) or fax (213-633-1630). Your package will arrive by Dec. 1, 2015. To request delivery prior to Dec. 1, please call (213) 229-5630.

The Donate Life Rose Parade Float campaign is a program of the OneLegacy Foundation, a division of the non-profit organ and tissue recovery organization serving the seven-county greater Los Angeles area. The OneLegacy Foundation is a 501(c)3 non-profit organization, Tax ID# 45-2936915. Donations are tax deductible to the maximum extent allowed by law.