



Funding Generations of Progress  
Through Research and Scholarships

# Educational Grants Application

## Building a Stronger Floriculture Industry!

### **General Guidelines**

The American Floral Endowment educational granting practices have been established in accordance with the organization's mission statement.

*The American Floral Endowment is a not-for-profit corporation that raises and prudently invests its funds to support production and market research and education programs to benefit the floriculture industry.*

**Grant Applications MUST provide benefit to a broad geographic area within the United States (prefer programs with a national scope) and a broad industry constituency. Applications not reflecting this requirement will not be considered.**

According to the Endowment guidelines, the American Floral Endowment does not make loans and does not normally provide grants for: any religious purpose or for capital facilities, equipment, conferences, motion pictures, or television and radio programs, unless they are an integral phase of a project being funded.

The Endowment encourages any submittal for grant funding of well-developed educational project.

Multi-year projects are encouraged.

**Deadline for Submitting Educational Grant Application is June 1<sup>st</sup> of each year.**



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## **Educational Funding Application**

### **Application Deadline**

All proposals must be submitted by **June 1**.

### **Review Process**

The American Floral Endowment's Education Committee will review all proposals at its annual board meeting in July and make recommendations to the Board of Trustees. Applicants will be notified of the Endowment's decision no later than September 1. Funds will be disbursed 30 days prior to the project date, unless otherwise arranged.

### **Project Report Required**

Any project funded by the Endowment will require the organization to submit a typewritten report at the conclusion of the program. The report should include: a summary of the program, a summary of the results/outcomes, a summary of how the Endowment's funds were utilized, and any future plans to continue the program.

## **Requirements**

1. The Application for Educational Funding must be completely filled out.
2. Submit your complete application for educational funding to the Endowment office via mail or e-mail. A PDF file is the preferred method.
3. The Endowment does not cover any indirect costs (overhead) on its educational grants.
4. At the completion of the project, submit a written report summarizing the program as a whole, the results/outcomes, how the funds were utilized, and the future plans to continue the program.
5. All multi-year projects are reviewed annually and are subject to the availability of funds.
6. Please be sure that the application form is signed.
7. Projects **MUST** be national in scope.

## **History**

In 1961, the late Charles Pennock of The Pennock Company, Philadelphia, Pennsylvania, was credited with the conceptual idea of developing an industry-wide research and educational endowment through a not-for-profit foundation supported by united industry giving.

On January 31, 1961, the Endowment was incorporated as a not-for-profit corporation. From 1961-1965, the Endowment was voluntarily run by industry leaders such as John Henry Dudley, Colonel Walter Mosmiller, Jr., Gurney Mann, Granville Gude, and William DeLoache.

Today the Endowment is staffed with professionals and governed by a Board of Trustees. It continues to be the floral industry's only not-for-profit organization, supported by every industry segment and totally dedicated to funding research and educational development for the good of the entire industry.

The Endowment supports projects that focus on finding the answers to improved and longer lasting high-quality floral products, consumer needs, and educational challenges throughout the industry.

## **Who Can Apply**

Any community-based organization with a program targeting the floriculture industry within the United States may apply. Preference is given to floriculture programs that are national in scope and identify or improve educational opportunities for young people.

## **Amount of Grants**

Grants are reviewed on an annual basis, and funding is dependent on the amount of funds available. The Endowment directs its support to activities that are within its current interests and those that are likely to have a wide-reaching effect. Support is not normally given for routine operating costs. Grants normally range from \$500-\$10,000.

## **Current Areas of Interest**

### Educational Development Programs

Since its inception, the American Floral Endowment has funded over \$1.2 million in educational programs. On an annual and ongoing basis, the Endowment supports programs that promote education throughout the floriculture industry. The majority of the programs are national in scope focused on attracting young people to the industry or educational endeavors to identify and solve industry wide needs and/or challenges.

Examples:

1. The National FFA Foundation's National Floriculture Training Contests and Programs.
2. Intercollegiate Flower Judging Competition to assist in the support of a national competition, attracting teams from all major universities with floriculture studies and designed to develop skills related to fresh flower, foliage, flowering plant production, and floral design.
3. Society of American Florists Conference on Insect & Disease Management of Ornamentals.



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## APPLICATION FOR EDUCATIONAL FUNDING

Educational Funding Applications are due no later than **June 1**. Submit your completed application to:  
AFE, 1001 N. Fairfax Street, Suite 201, Alexandria, VA 22314 / [dchedester@afeendowment.org](mailto:dchedester@afeendowment.org)

### Section A

Application Date: \_\_\_\_\_

Project Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Project Approval (Signature/Title) \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

New Project

Previously Funded

Single Year   
Funding

Multi Year   
Funding

Project Date/Dates: \_\_\_\_\_ Single Year Requested Amount: \_\_\_\_\_

Multi-Year Requested Amount: \_\_\_\_\_

*(Funds will be disbursed 30 days prior to the project date unless otherwise arranged)*

### Section B

**Introduction or Summary of Request** (Write a brief description of the NEED for the project, the amount requested, the time period, the target audience, the number of people being served, and the benefits of the project. Also indicate how the Endowment will be recognized for their contribution. Limit to ONE typed page).

### Section C

**Budget Form:** (Submit a detailed budget. Limit to ONE typed page).

### Section D

**Qualifications:** (Give a brief description of those people who will be involved in the project. Limit to ONE typed page).

Return this page and sections B, C, & D