



American  
Floral  
Endowment

Funding Generations of  
Progress Through Research  
and Scholarships

# ANNUAL REPORT

**July 1, 2019 — June 30, 2020**

The American Floral Endowment is the national charitable organization for the floral industry. Contributions support scientific research, education, scholarships, internships, and career development programs.

# Message from AFE Chairman

Thanks to our dedicated supporters, the American Floral Endowment continues to provide important and vital programs and services to the floral industry.

It was a tough year – for everyone. Through the onset of COVID-19, there were incredible challenges and losses. But through those challenges, **the industry came together to demonstrate the Power of Flowers.**

The Endowment also faced new obstacles as we navigated through these unprecedented times, but the AFE Trustees remained committed to providing every resource possible and ensuring necessary funding to help the industry adapt.

Thanks to a PPP loan, reduction of expenses, and the dedication of the AFE's supporters our **program funding continued at 100%**. With university research suspended, we collaborated with researchers to make sure they could continue their projects when possible. Additionally, we shifted our educational grant funding from in-person event support to virtual education support. These adjustments ensured that all of our initiatives were able to continue to aid the industry during the "new normal" of 2020.

Even though we had to modify our operations and halt in-person events, our commitment to the industry remains strong. With your continued support, we can continue to provide the necessary funding to support solutions, education, and young professional development.

We hope that you'll partner with us to support future growth by making a tax-deductible contribution today. Every dollar helps support these important programs and ensures that the floral industry will continue to thrive.

Sincerely,



Jim Daly  
Chairman, American Floral Endowment  
VP, Smithers-Oasis/Floralife



# AFE - Providing for the Future of the Floral Industry

The American Floral Endowment (AFE) provides funding for research and programs that support, promote, and impact every segment of the floral industry – retailers, wholesalers, growers, suppliers, universities/colleges, students, importers, and other industry organizations.

## Financials

Audited Financial Statement

July 1, 2019 – June 30, 2020

AFE prides itself on transparency and fiscal responsibility. Our annual industry support rests on continued industry support, the ability to control operating costs, and the prudent use of income generated by endowment funds in support of critical programs.

### Assets

Investments	\$20,406,101
Other Assets	\$ 1,080,620
<b>Total Assets</b>	<b>\$21,486,721</b>

### Receipts

Capital Gains (losses)	(\$119,871)
Interest and Dividends	\$461,010
Contributions	\$451,299
<b>Total</b>	<b>\$792,438</b>

### Disbursements

Grants	\$838,141
Supporting Services	\$422,074
<b>Total</b>	<b>\$1,260,215</b>

Donations to AFE are prudently invested, with earnings from the investments supporting research, scholarships, and other educational programs. **Give back to the industry for years to come by making a tax-deductible contribution today.**

**Since 1961, AFE has funded more than \$18 million in research, scholarships, internships, and grants to grow the floral industry.**





# Research

For 60 years, AFE has been the 'go-to' source for funding research and communicating the results, along with the researchers, to the floral industry. AFE's research has provided generations of advances.

**AFE's research projects focus on efficiency, labor-saving practices, and improved crop quality while increasing overall industry profitability.**

AFE-funded university researchers work directly with industry members to understand challenges and critical needs. These researchers, along with the help of highly talented graduate students, continue to identify solutions and provide guidelines for all segments of the floral industry to prepare for our future in the present day. In many areas, AFE research has transformed industry practices resulting in costs and labor savings.

Research is expensive, and by supporting AFE, your contributions combine with others to afford critical research to address new and costly challenges affecting the entire floral industry in addition to new advances.



## **\$398,470 in Funding for 12 Research Projects**

– production, pest & disease management, lighting & technologies, packaging, care & handling, and longevity

floriculture solutions  
production  
resources  
promotion research  
sales challenges  
support  
diseases  
shipping  
pests  
marketing  
universities

# Educational Grants

Whether you're a long-time industry member, or a student entering the beautiful world of flowers, education remains the key to success. AFE's educational grant funding provides financial assistance to support educational opportunities of all kinds. This spans from local to national industry-wide events, student events, and even virtual learning opportunities.

**The Endowment is committed to providing funding for variety resources empowering everyone to invest in their continued education.**

## **\$50,200 Awarded to Support 16 Educational Programs at the Local, Regional, and National Level**

– Seed Your Future, National Floriculture Forum, Great Lakes Floral Expo, America in Bloom, UFL Greenhouse Training Program, Clemson STEM It Up, Future Farmers of America to AIFD, WUMFA, Floral Design Student Grants, Travel Grants, and more.



# Resources for Budding Industry Members

## Scholarships, Internships, Young Professionals Council, and Career Center

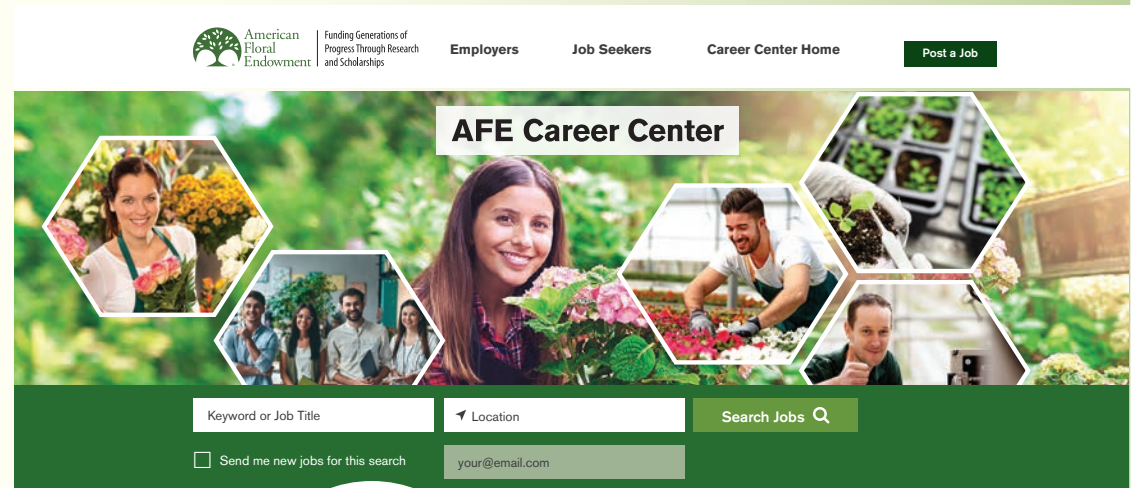
The future of the floral industry depends on our youth and promoting the many exciting opportunities the floral industry provides. A continued decline in young professionals entering the industry makes these programs vital to the future growth and success of the industry.

AFE administers and awards over 30 annual scholarships. Thanks to the forward-thinking donors who established these funds with the Endowment, we can provide financial aid to students pursuing degrees in our industry.

Additionally, our industry-funded internship programs give hands-on learning opportunities to young professionals to help attract top talent.

Both our scholarships and internships prepare our students with the experience necessary to enter the industry. And, when they are ready, they can share their resumes with the industry through our new Career Center.

Our Young Professionals Council (YPC) keeps AFE up to date on the needs of the younger generation. The YPC also promotes additional networking opportunities between young professionals with peers and industry experts including webinars, events, and informal gatherings.



- Over \$100,000 Awarded through 30+ Annual Scholarships
- \$1,000,000 Milestone Reached in Scholarships Awarded for Production Internship Programs since 1992
- New Paul Thomas Floriculture Production Intern of the Year Award
- NEW Career Center Launched to Connect Employers and Job Seekers – [www.AFEcareercenter.com](http://www.AFEcareercenter.com)





## Industry Engagement

The success of any charitable organization rests on the engagement and participation of the industry it serves. We are grateful to the individuals and organizations that annually support the Endowment through monetary contributions as well as through volunteer service. **We couldn't do it without you! Thank you for your ongoing support.**

### Volunteers:

19

**AFE Board of Trustee  
Members**

56

**Annual Scholarship  
Reviewers**

276

**Supporting  
Donors**

49

**Young Professionals  
Council Members**

34

**Industry and peer  
reviewers for research  
grants**



# Thank you to those who support AFE!

Visit [www.endowment.org](http://www.endowment.org) for more information on AFE's funded resources, research, and programs to grow the floral industry.

Invest in the future of the floral industry by making a tax-deductible contribution to AFE today.

[www.endowment.org/donate](http://www.endowment.org/donate)



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