



Funding Generations of Progress  
Through Research and Scholarships

## Retail Florist Education Reimbursement Grant Education Reimbursement Application Form

**Deadline: October 1<sup>st</sup> each year**

The Retail Florist's Continued Education Grant was established in 2019 to encourage and help support continued education for retail florists in the **Maryland, Virginia and DC area**.

### **PURPOSE:**

**The Retail Florist's Continued Education Grant will provide ANNUAL reimbursement grants to retail floral owners in the Maryland, Virginia and DC areas to continue their education through in-person industry events, community courses or webinar classes. Approved courses include (but are not limited to) computer classes, social media classes, accounting, marketing or floral design courses.**

Reimbursement grants awarded can be between \$50 - \$500 for individual business-related courses, and will be distributed as reimbursement grants. This means the course must be paid for and completed within the year in which the application is being submitted prior to submitting an application for reimbursement. Receipt for payment and completion certificate are required with the application. The course must have been completed within the prior 12-month period.

While these grants are currently for florists in the Washington D.C./Virginia/Maryland metropolitan area, Bob and Carol have made a provision in their estate planning to support this fund with additional contributions which will expand the grant well beyond the Eastern Region.

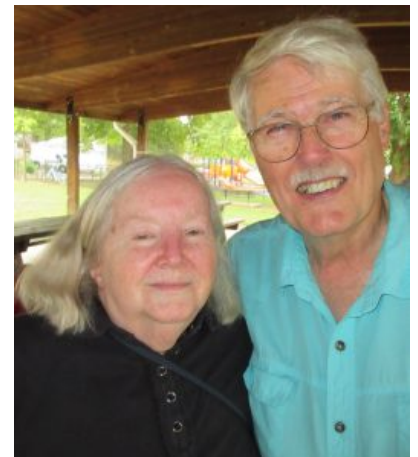
**To apply to received a reimbursement grant, please complete the Application Form and submit with required documents to AFE no later than October 1 of each year.** Applications will be reviewed and recipients will be notified by December 1st.

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### **About the honorees and founding donors:**

This Retail Florist Continued Education Grant was established by Bob and Carol Sharpe, retired third-generation florists from Frederick, Maryland.

Bob and Carol closed their shop, Sharpe's Flowers, in 2014 when they retired. Sharpe's Flowers was considered a Frederick landmark since 1930 and was in business for 84 years. Like many retailers, Bob and Carol struggled with finding the time to get out of the shop to attend industry events or continue their education. "In an industry where businesses are handed down from generation to generation, continued education is vital for success," said Bob. Bob and Carol want to help floral businesses succeed so they worked with the Endowment to create the Retail Florist's Continued Education Fund.



# Retail Florist Education Reimbursement Grant Form

*Sponsored by The Sharpe Family*

***Please complete and return no later than October 1<sup>st</sup>***

Name: \_\_\_\_\_

Company: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

- How long have you owned your flower shop? \_\_\_\_\_ Number of Locations: \_\_\_\_\_
- What is the size of your shop (annual sales)? \$ \_\_\_\_\_ Full Time Employees: \_\_\_\_\_
- What is your greatest struggle as a floral business owner? \_\_\_\_\_
- What industry events have you attended in the last five years?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- **What course have you attended in the past 12 months that you are requesting a grant for reimbursement?**

Name of Course: \_\_\_\_\_ Cost of Course: \$ \_\_\_\_\_

Date(s) of Course: \_\_\_\_\_ Location of Course: \_\_\_\_\_

Length of Course (hours/days): \_\_\_\_\_

**Please Attach:**

Receipt for registration

Completion certificate or letter

- **Tell us about the course you attended and how it will help you with your business.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- **Would you recommend this course to other floral business owners?** \_\_\_\_\_ Yes \_\_\_\_\_ No

Signature: \_\_\_\_\_

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

**Please return this form to:**

American Floral Endowment

625 First Street, PMB 803, Alexandria, VA 22314

Tel: 703/838-5211 Fax: 703/822-7145 afe@endowment.org