



Funding Generations of Progress
Through Research and Scholarships

Educational Grant Application

Building a Stronger Floriculture Industry!

General Guidelines

The American Floral Endowment (AFE) educational grant 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 research, education, scholarships, and internship programs to benefit the floriculture industry.

This program does make loans and does not normally provide grants for: any religious purpose or for capital facilities, equipment, motion pictures, or television and radio programs, unless they are an integral phase of a project being funded.

The Endowment encourages any submission for grant funding of well-developed educational project. Preference is given to programs benefitting a broad geographical area or far-reaching programs. Multi-year projects are encouraged.

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 per year but can exceed that depending on the project.

Deadline for Submitting the Educational Grant Application is June 1st of each year.

**Email the completed application with supporting documents
as one PDF file to: afe@endowment.org**

Educational Funding Application

Application Deadline

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

Application and Review Process

The American Floral Endowment's Education Committee will review all proposals annually and make recommendations to the Board of Trustees. The Application for Educational Funding must be fully completed, signed, and submitted by June 1 each year.

- Submit your complete application in a single PDF file to afe@endowment.org.
- Any project funded by the Endowment will require the organization to submit a final report or article at the conclusion of the program. The report/article 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.
- Applicants will be notified of the Endowment's decision no later than September 1. Funds will be disbursed 60-90 days prior to the project date, unless otherwise arranged.
- All multi-year projects are reviewed annually and are subject to the availability of funds.

Current Areas of Interest - Educational Development Programs

Since its inception, the American Floral Endowment has funded over \$3 million in educational programs. On an annual and ongoing basis, the Endowment supports programs that promote education throughout the floriculture industry. The majority of these 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:

- Seed your Future, National Floriculture Forum, FFA, Great Lakes Floral Expo, etc.
- Industry Conferences and Event Programs
- Training programs for Students, Faculty, or Industry

NEW - Meinders Retail Florist Education Grant Fund was established in 2021 to provide financial support for retail florist education.

Established through generous contributions from longtime industry members and AFE supporters, Herman and LaDonna Meinders, this new fund supports reduced or free registration fees to floral industry events for retail florists by providing grants or scholarships to nonprofit floral industry organizations for this purpose. Grant applications focused on retail floral education will qualify for a grant under this new fund.





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APPLICATION FOR EDUCATIONAL FUNDING

**Deadline for Submission: June 1. Submit your completed application to:
American Floral Endowment via email - afe@endowment.org**

Section A

Project Date/Dates: _____ **Application Date:** _____

Project/Event Title: _____

Organization: _____

Contact Person: _____

Address: _____

Phone: _____ **E-Mail:** _____

New Project Previously Funded by AFE / Single Year Funding Multi Year Funding

Single Year Requested Amount: _____ Multi-Year Requested Amount: _____

What is the total cost of the project, and where is funding coming from?

What other organizations have been solicited to fund this project, and at what amount? Include the status of that funding request.

What segment(s) of the industry will this program be focused (Check all that apply)?

Retail* Wholesale Grower Faculty/Students Manufacturing/Supplier Other _____

*Programs focused on Retail education will be considered for a grant through the Meinders Retail Florist Education Grant Fund that provides a block grant to reduce registration fees, or to award registration scholarships for retail attendees. See following page.

Section B

Introduction or Summary of Request. Please include a detailed description of the project, amount requested, the target audience, the number of people being served/expected attendance, and the benefits of the project. Include how AFE will be recognized for their contribution or how AFE can participate in the event – tradeshow booth, handout in registration packet, on stage presentation, advertising, etc.) Limit to ONE page.

Section C

Budget Form: Please include a detailed budget for the program. Limit to ONE page.

Section D

Qualifications: Provide descriptions of individuals involved or overseeing the project. Limit to ONE page.

Return this page and sections B, C, & D