



American  
Floral  
Endowment

Funding Generations of  
Progress Through Research  
and Scholarships

# ANNUAL REPORT

JULY 1, 2020 - JUNE 30, 2021

The American Floral Endowment is the industry's trusted source and catalyst for floriculture advancement through funding of innovative research, scholarships, internships, and educational grants that best serve the dynamic needs and demographics of all industry sectors.



# Message from AFE Chairman

This year, the Endowment celebrates **60 Years of Providing for the Industry**. Sixty years of funding important advances through research, education, and programs providing financial aid and learning opportunities for the next generation.



Although our in-person 60th Anniversary celebration was hindered by the continued challenges of COVID-19, the AFE Board was committed to celebrating the many accomplishments of the Endowment while also continuing to support the overall growth of our industry.

Even though our celebratory efforts were virtual, our #AFEandME campaign and sharing of success stories through social media saw great response, and we also launched an extremely successful virtual fundraising campaign raising over \$161,000 to support Endowment programs.

The Endowment exists to provide support to the floral industry. We are funded by the industry, for the industry. Through our research we have provided best practices for caring of flowers and plants, increased longevity, and new technologies for production, post-production, and shipping. Research brings advancements, cost savings, and profitability to everyone in the industry.

The Board approved moving forward with creating a new Strategic Plan to address the ever-changing challenges and industry needs to position AFE for the future. We were excited to hear from many of you during this process to help us with this planning.

Our educational grants, scholarships and internship opportunities provide essential support for continued learning and financial aid to young professionals pursuing careers in our industry. As labor challenges continue, AFE's programs help promote the many exciting and rewarding careers in our industry and provides support for those who need it most.

On behalf of the Board of Trustees, I extend our personal thanks to those who have supported AFE this year. Your commitment to the Endowment helps us continue to provide for the industry.

For those who aren't currently supporting AFE, I'd like to encourage you to get involved, be a reviewer, volunteer, and consider making a contribution to help us help the industry. Together we are stronger, and together we can support even more programs to strengthen our industry.

We are looking forward to the coming year and hopefully seeing many of you at upcoming industry events.



Best regards,

A handwritten signature in black ink that reads 'Laura'.

**Laura Shinall**

Chairman, American Floral Endowment  
FreshPath Marketing

# 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 organizations.

**In our first 60 years, the Endowment has provided more than \$18 million to industry programs supporting research, education, scholarships, and internship opportunities. This funding supports continued growth and advancements for all segments of the industry.**



## Financials

### Audited Financial Statement

July 1, 2020 – June 30, 2021

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

#### Assets

Investments	\$25,415,878
Other Assets	\$894,291
<b>Total Assets</b>	<b>\$26,310,169</b>

#### Receipts

Capital Gain / (losses)	\$5,024,552
Interest and Dividends	\$373,691
Contributions	\$563,594
<b>Total</b>	<b>\$5,961,837</b>

#### Disbursements

Grants	\$824,247
Supporting Services	\$340,473
<b>Total</b>	<b>\$1,164,720</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.





# Research

AFE continues to be the trusted source for innovative research advancements and communicating the results, along with the researchers, to the floral industry.

Our 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 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 and to address new and costly challenges affecting the entire floral industry.



## \$368,000 in Funding for 10 Research Projects

AFE research projects cover production, pest & disease management, lighting & technologies, packaging, care & handling, and other important topics that promote increased longevity of floral crops and address critical needs.

### Providing the Best Quality Flowers for Your Customers

*Long-lasting flowers lead to increased sales and happier, repeat customers*

Research supported by the American Floral Endowment proves that a few simple steps can enhance flower quality and increase flower life.

#### Use quality flowers:

Flowers should be at the correct stage of openness, pre-treated with anti-ethylene products and free of insects and diseases.

#### Process promptly:

Cut flowers arrive thirsty. Upon arrival, inspect flowers for insects and diseases. Then, process by cutting 1 – 2 inches from the lower stem and placing them in clean container with a storage solution (wholesaler) or feeding solution (retailer) and place into a cooler. Use an injector for proper dilution with water. Cutting stems will not be necessary if using a specially developed no-cut flower solution. In either case, remove leaves that may be in the solution.

#### Be clean:

Use clean flower buckets and vases and clippers. Sweep floors and clean design tables several times daily. Clean cooler monthly.

#### Provide the correct solutions:

Hydration and flower food solutions keep water clean and water flowing up the stem. And, flower foods contain sugars that provide energy for flower opening and increased flower life.

#### Keep flowers cold:

All flowers, except tropical flowers, should be held at 34 – 38 °F. Keeping flowers cold slows the aging process and reduces the sensitivity to ethylene (a colorless and odorless gas that kills flowers.)

#### Share proper care instructions and flower food with customers:

Always provide care instructions to your customers so their flowers last. And, be sure to give them flower food.

The American Floral Endowment (AFE) works to advance the industry by funding research and scholarships in floriculture and environmental horticulture for the benefit of growers, wholesalers, retailers, allied industry organizations and the general public. For more information and how to get involved visit us at [www.endowment.org](http://www.endowment.org)

Special thanks to the team at Floralife® for their help in preparing this poster.





# 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 programming, floral design grants, and virtual and in-person learning opportunities.

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

---

**\$71,000 Awarded to Support Educational Programs at the Local, Regional, and National Levels**

---

## Examples of funded programs include:

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 Professionals

## Scholarships, Internships, Young Professionals Council, and AFE's 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 networking opportunities between young professionals, among peers, and industry experts through webinars, events, and informal gatherings.



## GET INVOLVED!

- Over \$130,000 Awarded in annual Scholarships to Students
- AFE Career Center expanded to include local marketing recruitment tools to attract local talent – [www.AFECareerCenter.com](http://www.AFECareerCenter.com)





# Industry Engagement & Collaboration

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:

18

Dedicated Board of  
Trustee Members

58

Annual Scholarship  
Reviewers

51

Young Professionals  
Council Members

36

Peer Reviewers of  
Research Grants

292

Supporting  
Donors

THANK  
YOU!





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

SCAN ME



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

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

## Follow Us on Social Media

Support the Endowment by following, sharing, and helping to spread our message to the industry!



American  
Floral  
Endowment

Funding Generations of  
Progress Through Research  
and Scholarships