



American
Floral
Endowment

Research
Internships
Scholarships
Education

Funding the Future of Floriculture

ANNUAL REPORT

JULY 1, 2021 -
JUNE 30, 2022

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.

+ A Message from AFE Chairman

AFE has a tremendous history of serving our industry, having funded over \$18,000,000 in research, internships, scholarships, and education to advance the floriculture industry over the past 60 years.

We have not been immune to the challenges every organization has faced over the past few years. Thanks to our dedicated staff and Board of Trustees, AFE remained focused on our mission and continued to provide critical funding for research and scholarships during the most challenging period we have faced in my ten years of service as a Trustee.

Recently, AFE's staff and Trustees completed a strategic planning project spanning eight months that included four intense meetings. Input from over four hundred industry members allowed us to review our strengths, weaknesses, how we could grow, and how we can better serve the industry. The result was the development of AFE's 2022-2025 Strategic Plan, which updated our Vision and Mission statements and developed five core goals for AFE's direction, which are:

- Expand Fundraising to increase internal capacity and further support the industry
- Increase Engagement with Young and Next-Generation Professionals
- Improve Brand Awareness and Communications with existing stakeholders
- Expand the Reach of AFE to new stakeholders to grow our market
- Increase Participation in AFE Core Programs

AFE remains focused on implementing these key goals so that we can continue as the organization dedicated to Funding the Future of Floriculture.

A sincere thank you to all who support AFE's work; we simply cannot accomplish our goals without your generous contributions. If you are not currently supporting the Endowment, I encourage you to become more familiar with AFE's work and consider contributing. Every dollar makes a difference and helps AFE provide critical funding to support the future of the floriculture industry. We can only move forward if all segments of the industry work together with the Endowment.

Again, thank you for your support of the American Floral Endowment. I am truly humbled to be entrusted to help navigate the focus of AFE during this exciting period as AFE continues to Fund the Future of Floriculture.

Sincerely,



A handwritten signature in green ink, appearing to read 'Ken Young'.

Ken Young, AAF
Owner, Phoenix Flower Shops
Chairman, American Floral Endowment

+ 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, 2021– June 30, 2022

Assets

Investments	\$22,506,750
Other Assets	\$511,865
Total Assets	\$23,018,615

Receipts

Capital Gain / (losses)	\$2,959,959
Interest and Dividends	\$530,476
Contributions	\$952,350
Total	\$4,442,785

Disbursements

Grants	\$1,141,496
Supporting Services	\$351,585
Total	\$1,493,081

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

+ AFE-Funded Research: Providing Generations of Advances

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 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.



Sustainability

AFE recently announced a brand new **Sustainability Project**. This exciting project aims to create usable assets, identify new research needed, and close the gap in making sustainability accessible for all segments of the industry. [Click here](#) to read more about this initiative, how it will benefit you, and the major industry partners joining us.



Thrips and Botrytis

This year, we delivered important research from our \$1,500,000 **Botrytis and Thrips Program**. Initially presented exclusively to our [Thrips and Botrytis Fund supporters](#), we released a series of recorded webinars and key takeaways to the industry in both English and Spanish.



\$500,000 in funding for 15 ground-breaking research projects focusing on areas such as improving flower quality and longevity, pest and disease management, new technologies, and more.

+ Inspiring and Empowering the Next Generation



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.



Thanks to generous contributions,

- ♦ **35 students received scholarships** this year, totaling \$113,000 given to support students as they pursue education.
- ♦ **10 students were awarded 3 to 6 month internships** across the nation focusing on floral production, greenhouse management, commercial plant production, and floral design.
- ♦ **The Young Professionals Council (YPC) now has 70 members.** Established in 2015, AFE's YPC offers leadership, networking, volunteer, and professional development opportunities to young industry professionals within the floral/horticultural industries.
- ♦ **There has been a rise in job seekers and employers using the AFE Career Center,** an industry-wide employment platform that connects floral and horticultural businesses with eager job seekers and provides career advice and resources to young professionals.



+ Supporting Education in All Industry Sectors

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 programs, and even virtual learning opportunities.

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

This year, we awarded 19 organizations with grant funding for educational programs, totaling \$76,590.

These programs support both the **recruitment and education of students on the many opportunities in the floral industry** and **continued education for current industry members**, creating opportunities at conventions and conferences to collaborate, learn, and connect within our community.

In addition, we provided education and training to hundreds of industry members through **15 free, interactive webinars with industry experts** throughout the year. These include our monthly Grow Pro Webinars, which provide growers with direct access to new findings, best practices, and the chance to talk with industry experts. In addition, we hosted a webinar to help young professionals navigate going back to in-person industry events after COVID-19 put them on hold.



+ Providing for All Branches of Our Industry



Research

Scholarships

AFE Career Center

Recruitment Resources

Free Webinars

Internships

Educational Programs

Flower Care & Handling Best Practices

Sustainability Project

Young Professionals Council

+ Thank You for Supporting AFE

The success and growth of every industry rests on the support, engagement and participation of the industry it serves. AFE and the floral industry is no different. In order to be successful as an industry, we need dollars to support research, new programs, and our next generation.

We are grateful to the individuals and organizations that annually support the Endowment through monetary contributions as well as through volunteer service.



If you are not currently supporting AFE, please consider a small annual contribution to become part of our **Friends of Floral** donors. A donation of \$25 - \$50 a month joins with other supporters and goes a long way to help our industry.

**We couldn't do
it without you!
Thank you for your
ongoing support
and engagement.**

Volunteers

19

AFE Board of
Trustee Members

94

Annual Scholarship
and Research
Reviewers

65+

Student
Scholarships
Awarded

265

Supporting
Donors

You can get involved by volunteering and invest in the future of the floral industry by making a tax-deductible contribution to AFE today! Visit endowment.org/donate.







+ Stay Up-to-Date on AFE!

Visit www.endowment.org for more information and to see the latest news on AFE's funded resources, research, and programs to grow the floral industry.



Connect with us on Social Media

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

-  Facebook: [AmericanFloralEndowment](https://www.facebook.com/AmericanFloralEndowment)
-  Instagram: [American_Floral_Endowment](https://www.instagram.com/American_Floral_Endowment)
-  Twitter: [FloralEndowment](https://twitter.com/FloralEndowment)
-  LinkedIn: [American-Floral-Endowment](https://www.linkedin.com/company/American-Floral-Endowment)
-  YouTube: [EndowmentOrg](https://www.youtube.com/EndowmentOrg)
-  TikTok: [AmericanFloralEndowment](https://www.tiktok.com/AmericanFloralEndowment)

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