



American
Floral
Endowment

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Funding the Future of Floriculture

Establishing a Memorial or Industry Tribute Through AFE

Celebrating Achievements and Honoring Your Loved One Through A Lasting Tribute

Establishing a tribute allows a special way to honor and recognize an individual within the floral industry in a lasting way, and to share their successes, achievements, and legacy.

Throughout the history of AFE, Memorial, Living, and Corporate Tributes have been established by industry members recognizing key industry leaders and organizations.

- **Memorial Tributes** are a way to remember and honor industry members, family and friends in a special and lasting manner.
- **Living Tributes** are a way to recognize industry leaders for their contributions to the industry.
- **Corporate Tributes** allow special recognition of floral industry firms and corporations.

A Memorial Tribute is normally established at the time of passing so that the tribute announcement can be included in the obituary or service program - but it can be made at any time. Living and Corporate Tributes can be established at any time.

A \$1,000 contribution establishes a tribute. Once established, contributions can be made in any amount. **The family is always notified of a contribution.**

How to Establish a Tribute with AFE:

- Contact AFE – let us know you are interested in establishing a tribute. We will ask some general questions to gather information for the tribute.
- Arrange to send us a photo (or photos) you wish to use, a bio or an obituary of the person. This will be used to create the Memorial Tribute Announcement that goes to the industry.
- Make the \$1,000 tribute payment online or by check.

We will work with you to create a beautiful tribute announcement. The Memorial Tribute is not in place of flowers, which are an important part of the healing process. The contribution is an additional way to celebrate their legacy.

Make a contribution online at endowment.org/donate or by check (payable to AFE) to:

American Floral Endowment
c/o (Name) Memorial Contribution
610 Madison Street, #101, PMB 803
Alexandria, VA 22314

For more information,
contact AFE at
703-838-5211 or email us
at afe@endowment.org.

*Thank You for Choosing AFE to
Continue A Lasting Legacy*



Visit www.endowment.org/industry-tributes/ for a complete list of all AFE Tributes