



American
Floral
Endowment

Research
Internships
Scholarships
Education

Funding the Future of Floriculture

Providing For You and the Floral Industry

Supporting
Innovation and
Growth Through
Research and
Education



WWW.ENDOWMENT.ORG

Who We Are

The American Floral Endowment (AFE) is the floral industry's charitable organization that funds new and innovative research, educational grants, internships, and scholarships to attract young professionals and support continued education. These programs support growth and advancement for all segments of the floral industry.

Founded in 1961, the Endowment was designated as a charitable 501c3 organization, meaning all contributions to AFE are tax deductible, whether business or personal.

The Endowment is an autonomous organization; however, we actively collaborate with national and state floral associations and other organizations to combine forces to support advancements and growth for the entire industry. Our vision is a strong, unified floriculture community fostering industry innovation and growth to better connect people to flowers and plants in everyday life.

Our dedicated Board of Trustees serve the Endowment and the industry without monetary compensation of any kind. In addition to being fundraisers, Trustees are responsible for the wise and prudent use of the contributions invested in the Endowment.

STRATEGIC PLAN PRIORITIES



Mission Statement

To be the 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.

What Does AFE Mean to You?

The need for research and education is vital for any industry to grow, adapt, and thrive. Our industry is precious to us – and to all consumers. Together we can work to provide longer-lasting, better-quality flowers and plants to everyone, and foster education now and for future generations.

By investing in the future of floral, you're helping to create a stronger, more sustainable industry.



AFE's Programs Provide Solutions to All



Growers

- ◆ Better quality flowers and plants with lower costs and less risk
- ◆ Best practices for disease and insect control, production, post-harvest, sustainability, and more
- ◆ Sharing advances in new technologies and how to integrate them into your business
- ◆ Internship programs that bring potential new employees directly to growing facilities



Wholesalers

- ◆ Superior products at a favorable market price
- ◆ Research supporting the longevity of flowers
- ◆ Insights and support for each part of the supply chain



Retailers, Event Planners, and Supermarkets

- ◆ Care and handling research and best practices
- ◆ Grants for continued education, including support for travel to industry events, courses, and more
- ◆ Internship programs that bring potential new employees directly to floral shops



Manufacturers/Allied

- ◆ A Career Center that easily connects employers with top-notch job seekers in the industry
- ◆ Ensuring that floriculture products stay top-of-mind
- ◆ Training and education resources



Faculty/Students

- ◆ Scholarships to encourage the pursuit of degrees in floriculture and horticulture
- ◆ Internships granting hands-on experience
- ◆ Research and grant funding
- ◆ Career resources to aid students entering the workforce

What Does Your Contribution Support?

...Floral Industry Growth

For over 60 years, AFE has been the leading source of funding for floral industry advances through scientific research, scholarships, internship programs, and educational grant funding for continued education.

The future will continue to bring new challenges, and with your support, AFE can expand resources and programs through:

SCIENTIFIC RESEARCH

Working with leading floriculture researchers from universities across the U.S., AFE supports projects focused on improved quality, longevity, technologies, production, post-production, sustainability, care and handling, insect and disease management, and more.



If the employees of floral shops read and follow AFE's Care and Handling posters, it will save the businesses a lot of money in the long run. This will ensure that the shops throw away less product.

- **John Smith**, *Manager of DWF Wholesale's Toledo Branch*

WEBINARS, PRESENTATIONS, AND BEST PRACTICES

Results and findings from AFE's research, resources such as our monthly **Grow Pro Webinar Series**, Care & Handling Poster, Thrips & Botrytis Management Summaries, and more are provided to the industry to utilize the research directly in your businesses.

SCHOLARSHIPS

More than 30 annual scholarships are awarded each year to students enrolled in floriculture or horticulture programs. AFE provides more scholarships in floriculture than any other organization to help attract and retain young professionals to our industry.



I am so grateful for the gift of scholarship funding that AFE has granted my students. For many of our students, finances are a primary driver affecting their decision to pursue higher education.

- **Terry Lanker**, *Coordinator of Floral Design & Marketing Technology at Ohio State ATI*



INTERNSHIP PROGRAMS

AFE provides students with unique opportunities to gain hands-on experience while still enrolled in studies. Also bringing industry businesses new perspectives and potential employees. AFE administers three separate internship programs focused on production, floral/retail and wholesale operations, and business management.



“ The interns we have hosted through our partnership with AFE have a passion for plants and have been very successful at our facilities. Their enthusiasm and dedication inspire our team, reminding us all why we are in this industry.

– Ann Pennington, former HR Manager of Neal Mast Greenhouses

EDUCATIONAL GRANTS

Our grants support continued education for all industry members through state, national, and other industry-related programs nationwide. Through educational grant funding, AFE supports floral design events, certification programs, event sponsorships, and both in-person and virtual courses.

CAREER CENTER AND RECRUITMENT RESOURCES

Labor and recruitment continue to challenge our industry. The AFE Career Center –www.AFEcareercenter.com – provides a platform for job seekers and employers to connect and shares important resources to help you recruit top talent locally at the grass roots level.



YOUNG PROFESSIONALS COUNCIL

Fostering programs for young professionals and students to network with peers and industry leaders is important to us. The YPC provides professional development opportunities for the next generation through webinars, meetings, volunteer opportunities, and other resources.



“ AFE is one of the best, if not the best, supporter of young horticultural professionals that are on their journey to being upcoming leaders in the industry and academic settings.

– Annika Kohler, YPC Member

PARTNERSHIPS AND COLLABORATION

We actively engage with other industry organizations to collectively work together, fund, and deliver resources for the industry's success and growth.

Ways to Give

No donation is too small! Every contribution to AFE joins with other donations to increase our Corpus or Designated Funds (if desired) which support the floral industry's future through our programs. There are many ways to give:

- ◆ Online at endowment.org/donate
- ◆ Direct Mail
- ◆ Gift of Securities, IRA contributions, Donor Advised Funds
- ◆ Employer Matches
- ◆ Monthly Recurring Gifts/Pledges
- ◆ Legacy Gift through Estate Plan, Personal Property, or Retirement Policies
- ◆ Establishing Designated Funds for Research, Scholarships, Grants, or Memorial Tributes




We are happy to work with you! If you have any questions about ways to give, please reach out to us at afe@endowment.org or (703) 838-5211.




Together we can create a stronger, more sustainable industry today and for generations to come!

Get Involved!

There are many ways to get involved and support floral industry programs. Here's a few:

- ◆ Donate to support AFE's programs and/or research.
- ◆ Volunteer to review student scholarships applications.
- ◆ Share your expertise through presentations, webinars, or editorial.
- ◆ Join an AFE committee.
- ◆ Partner with us on industry initiatives and outreach.
- ◆ Like, Follow, & Engage with us on social media.

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Support the Future of the Floral Industry!

Give back to the industry by making a tax-deductible contribution today. Your support increases funding for vital floral industry programs and supports the next generation. Partner with us today for a better tomorrow.

**Donate Online at endowment.org/donate
or Scan the QR Code.**



- ☐ **YES, I'd like to learn more about volunteering with AFE.**
- ☐ **YES, I want to support AFE's efforts and make an annual pledge or donation!**

☐ I'd like to become a sustaining donor with an annual pledge of \$_____

☐ Invoice Annually

☐ Deduct my pledge/donation in monthly installments of \$_____ per month /
(\$_____ per year)

☐ I'd like to make a one-time donation of \$_____

Payment Method:

- ☐ I've enclosed a check payable to American Floral Endowment.
- ☐ Please charge my credit card: ☐ Visa ☐ Mastercard ☐ American Express

Account # _____ Expiration Date: _____

Signature: _____ Date: _____

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

All donations to AFE are tax-deductible. Tax ID# 23-6268380.

Please return to: American Floral Endowment

610 Madison St., Ste 101, PMB 803, Alexandria, VA 22314

Email: afe@endowment.org

If You Don't Support Floriculture, Who Will?



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