



American
Floral
Endowment

Research
Internships
Scholarships
Education

Funding the Future of Floriculture

ANNUAL REPORT

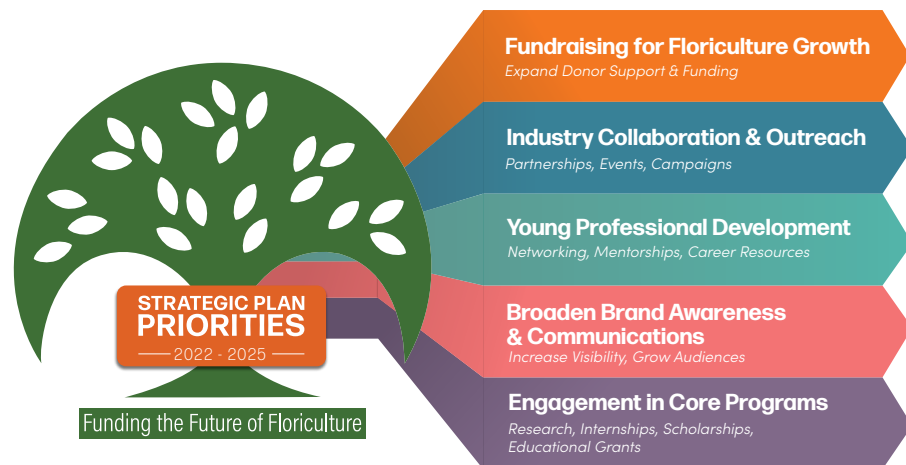
JULY 1, 2022 - JUNE 30, 2023

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

How does the Endowment help you and your business? For over 60 years, the Endowment has been dedicated to funding the future of floriculture thanks to the generous support of dedicated donors and industry members. This fiscal year, the American Floral Endowment provided over \$700,000 in funding to support research, internships, scholarships, and education benefiting the entire floral community. In this year's Annual Report, we reflect on all that has been accomplished, and all that's yet to be done.



In following our 2022-2025 Strategic Plan, we have been focused on five key goals, which you can see in the image to the left. These core goals can be summarized in one word - growth. Recent highlights in the expansion of our programs and initiatives include:

The release of our extensive Thrips & Botrytis Resource Library, which is the result of a 5-year special research campaign established in 2017. It is a one-stop shop with informative webinars, insightful fact sheets, and engaging articles, all available in both English and Spanish.

A new sustainability initiative has also been launched, Sustainabloom, which will be released to the industry through a new website in 2024. The program will provide sustainability guides for all segments. You can read more about these new programs throughout this report.

Additionally, you'll be able to see the engagement in each of the Endowment's core programs: research, internships, scholarships, and educational grants. Through these efforts, AFE is able to make an impact for you, our industry, and the next generation.

A sincere thank you to all who support AFE's work; we simply cannot accomplish our goals and growth 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.

Again, thank you for your support of the American Floral Endowment.

Sincerely,



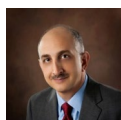
A handwritten signature in green ink that reads 'Ken Young'.

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

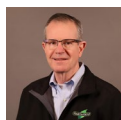
Board of Trustees

A dedicated Board of Trustees representing all industry segments serves the Endowment. All Trustees serve without monetary compensation of any kind and take part in all AFE activities, meetings and travel at their own expense. Their top duties are fundraising and responsibility for the wise and prudent use of money contributed to the Endowment. Board of Trustee members are elected by the Board and serve a three-year term. Trustees can be appointed to one additional three-year term.

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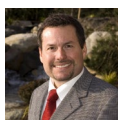


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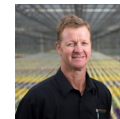
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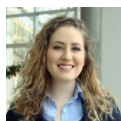


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**Notes Emeritus Status*

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.



Financials

Audited Financial Statement
July 1, 2022– June 30, 2023

Assets

Investments	\$23,254,712
Other Assets	\$702,251
Total Assets	\$23,956,963

Receipts

Capital Gain / (losses)	\$1,274,757
Interest and Dividends	\$453,067
Contributions	\$671,308
Total	\$2,399,132

Disbursements

Grants	\$1,333,434
Supporting Services	\$435,684
Total	\$1,769,118

Since 1961, AFE has funded more than **\$20 million** in research, scholarships, internships, and grants to grow the floral industry.

AFE-Funded Research: Providing Results through Innovative Research

\$550,000 in funding for 12 ground-breaking research projects focusing on improving flower quality and longevity, pest and disease management, new technologies, and more.

For 60 years, AFE has been the 'go-to' source for funding innovative research and solving industry challenges by funding projects conducted by university expert researchers. Through webinars, articles, and industry presentations, research results are shared to provide industry-wide growth. **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 affected the entire floral industry.

Make a contribution today at endowment.org/donate.

Our New Sustainability Initiative: Sustainabloom

Sustainability

AFE is currently working on a special Floriculture Sustainability Project to provide education and resources to the floral industry. Partnering with like-minded organizations, the Endowment's new project, Sustainabloom, aims to create usable assets, identify new research needed, and close the gap in making sustainability an accessible initiative for all segments of the industry.

By identifying and understanding the big picture of what's already out there, what's working, and what's not, the Endowment aims to compile new resources, share success stories, bring together experts in both academia and industry, and provide action plans for businesses large and small. Building upon these, AFE plans to create a website of resources that can be used by all to complement their current efforts - the new website will be called Sustainabloom and is expected to launch in early 2024!



New Thrips & Botrytis Research Library

The American Floral Endowment (AFE) has released a NEW [Thrips and Botrytis](#) Research Library. This resource is the result of a five-year dedicated research initiative to address the control and management of Thrips and Botrytis. It is provided **FREE TO ALL** thanks to the generous industry sponsors.



This comprehensive online resource is designed to be a one-stop-shop, complete with informative webinars, insightful fact sheets, and engaging articles on the latest research and implementation strategy.

This resource will continue to be updated as new research findings emerge and as AFE persists in its mission of tackling the challenges faced by the floral industry

Visit the Library Now: www.endowment.org/tb



Here are some of the key findings available in the library:

- How biorational products can rival the best fungicides for post harvest botrytis protection
- The latest tools being developed for botrytis biocontrol including new bacteria strains and seafood byproducts
- The power of cutting dips to help you start clean and stay clean when working with unrooted cuttings
- How yellow marigolds, predatory mites, and fungi can tackle thrips before they wreak havoc in your greenhouse
- UV Light could be a chemical-free alternative for thrips management at all life stages
- **Results available in both English and Spanish!**

Inspiring and Empowering the Next Generation

Scholarships, Internships, Education, Travel Grants, and Career Resources

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.



Student and Young Professional Development

- ♦ **30 students received scholarships** this year, totaling \$88,100 given to support students as they pursue education.
- ♦ **14 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 over 80 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, 19 organizations were awarded grant funding for educational programs, totaling \$63,990.

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 **19 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. Additionally, we hosted webinars for our Young Professionals Council, focusing on professional development, networking, and public speaking.



Providing for All Branches of Our Industry



Research

Scholarships

Educational Grant Funding

Recruitment Resources

Free Webinars

Internships

Sustainabloom

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 recurring 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

97

Annual Scholarship
and Research
Reviewers

65+

Student
Scholarships
Awarded

249

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.



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Connect with Us Online

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)

 X (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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