

2016–2017 Annual Report

Your generous support made a difference to native, natural Florida in 2017!

Planting and Conservation

We preserve and plant wildflowers where their presence can sow the seeds of caring, understanding and future environmental stewardship.



Hundreds of miles of roadside habitat protected for millions of pollinators



Wildflowers preserved through resolutions in 35 counties and 3 municipalities



3,000 wildflower plants for community park and school gardens

Research

We dig for information that creates change, preserves biodiversity and ensures a brighter natural future for us all.



Researching how neonicotinoid pesticides harm Monarch caterpillars in order to advise wholesale and retail nurseries



Developing techniques to grow the native milkweed vital to the survival of imperiled Monarch butterflies



Stemming the shortage of much-needed plant scientists by supporting today's university graduate students

Education

We mold perceptions and beliefs about natural Florida by creating opportunities to learn about and interact with nature.



20,000 handouts and brochures that invite environmental exploration and action distributed at meetings, events and tourist venues



Hands-on wildflower experiences for more than 1,500 students, the future stewards of our world

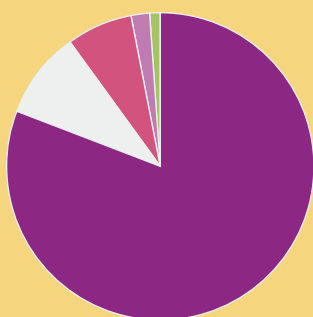


140 pages of environmental activities and lessons that connect children with natural Florida



10 speakers, 7 field trips, 5 events, 25 newsletters and daily social media that influenced and educated more than 30,000 people

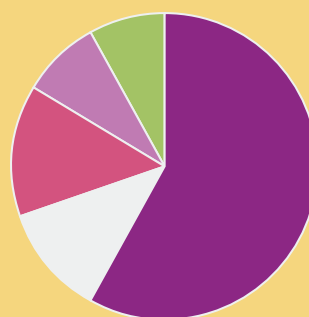
Revenue



Donations	\$261,985
Investment earnings	\$29,956
Gifts in kind	\$22,464
Memberships	\$6,180
Other	\$1,029
TOTAL	\$321,614

Special thanks to the Wildflower Foundation, Inc., Florida Wildflower Seed and Plant Growers Association, Florida Power and Light and Brightman and Nan Logan for their support.

Expense



Education	\$176,300
Planting	\$35,279
Research	\$42,764
Administration	\$25,236
Fundraising	\$23,631
TOTAL	\$303,210

Total net liabilities and assets: \$623,190
Total board-designated reserve: \$300,000

Board of Directors

Terry Zinn, Chair	Nancy Bissett	Ann MacKay
Marissa Kaprow, Treasurer	Eric Darden	David Price
Dena Wild, Secretary	Gary Henry	Carolyn Schaag
	Melissa Hunt	

Staff

Lisa Roberts,
Executive Director
Stacey Matrazzo,
Program Manager