

FLORIDA
WILDFLOWER
FOUNDATION

2017-18 ANNUAL REPORT

NURTURING THE AWARENESS.
UNDERSTANDING AND APPRECIATION OF
FLORIDA'S NATIVE WILDFLOWERS.



Education

Our education programs have reached more than 2 million adults and children in Florida, teaching them about Florida's wildflowers, wildlife and wild places, and providing the resources they need to take action.



Wild About Wildflowers! activity kits

Basic knowledge of wildflowers, wildlife and wild places is key to the development of Florida's future environmental stewards. To provide the tools needed to increase students' knowledge, 50 *Wild About Wildflowers!* activity kits were assembled and distributed to Orange County teachers as part of a pilot program. Each kit contained materials needed to teach activity guide lessons in classrooms. The program includes up to 2,000 students. Teachers will share results at the end of the 2018-19 school year. Project funding was provided by Duke Energy, the Wildflower Foundation, Maitland Rotary and the State Wildflower license plate.



Publications explosion

Putting quality information into the hands of the right audience promotes awareness, understanding and action. More than 100,000 FWF publications were distributed this year, with the popular new 24-page *20 Easy-to-Grow Wildflowers* magazine leading the way. The publishing of brochures on wildflowers for Florida's bees, butterflies and birds substantially enriched our robust lineup of free handouts. Funding for publications was provided by Florida Power & Light, Audubon Florida, Stanley Smith Horticultural Trust and the State Wildflower license plate.



Events and outreach

Personal engagement creates a fertile field in which change can take root. More than 20,000 people were engaged this year at events we attended or sponsored, including our annual Florida Wildflower Symposium; the Florida Wildflower & Garden Festival; the Florida Association of Native Nurseries' Native Plant Show; the Florida Native Plant Society annual conference; and the Florida Nursery, Growers & Landscape Association's The Landscape Show. Hundreds more learned about wildflowers and their ecosystems through eight FWF field trips and 20 presentations given at environmental events, garden clubs, nature centers and Florida Native Plant Society chapter meetings.

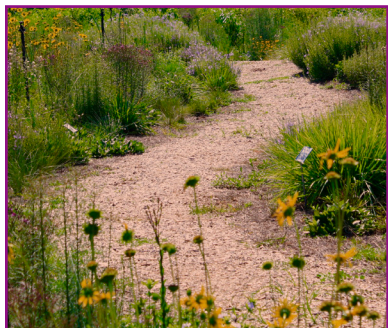
Our website continues to be the Internet's leading source of information on Florida's native wildflowers, visited by almost 50,000 unique visitors this year. Meanwhile, our Facebook, Twitter and Instagram presence grew to include more than 16,000 followers.

THANK YOU TO OUR 2018 FLORIDA WILDFLOWER SYMPOSIUM SPONSORS.



Planting & Conservation

Exposure boosts awareness and curiosity, both of which are catalysts for change. Our Planting and Conservation program uses wildflower demonstrations as a tool to illustrate their beauty, uses and essential nature.



Showing the way with wildflowers

Seven active Viva Florida grant projects provided places in which to learn about wildflower use in landscapes, reaching approximately 19,250 people with demonstrations and educational programming. The program provides up to \$3,000 to botanical gardens, state parks, nature centers and other public places for the purchase of native wildflower plants. This year's active demonstration sites were at Rosebud Continuum, Land O' Lakes; Marine Discovery Center, New Smyrna Beach; Orange County UF/IFAS Extension Center, Orlando; Mounts Botanical Garden, West Palm Beach; E.O. Wilson Biophilia Center, Freeport; Oakland Nature Preserve, Oakland; and South Cross Bayou Water Reclamation Facility, St. Petersburg.



Saving Panhandle wildflowers

Conservation of roadside wildflowers creates pollinator pathways used by millions of bees and butterflies. Since we formed the Florida Panhandle Wildflower Alliance in 2013, all but one Panhandle county have adopted pledges to protect roadside wildflowers. We continue to work actively with regional volunteers and the Florida Department of Transportation to locate roadside populations of native wildflowers and reduce mowing to protect them.



Creating outdoor classrooms

Our popular Seedlings for Schools grants create instant outdoor wildflower classrooms that immerse thousands of children a year in native, natural Florida. More than 350 Florida schools have been awarded grants, which provide native wildflower plants for campus gardens. Thirty-four grants were awarded this year to pre-, elementary, middle and high schools. Each garden is used by approximately 200 students. Participating teachers receive guidance and prompts from an FWF contractor and have access to educational resources, including our *Wild About Wildflowers! Activity Guide*.

Research

Knowledge improves success and decisions. Our research program seeks knowledge that advances environmental stewardship methods and boosts biodiversity.



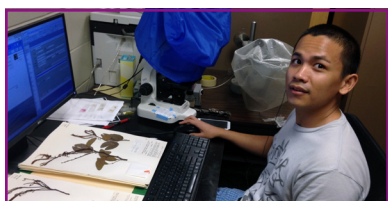
Helping Monarch butterflies

With support from the State Wildflower license plate, Dr. Jaret Daniels of the Florida Museum of Natural History is continuing research on how insecticides applied to non-native Tropical milkweed harm Monarch caterpillars. We are also supporting Dr. Daniels' project at a federal prison in North Central Florida, where inmates are evaluating various milkweed propagation methods. Results of both studies are expected in 2019.



Tackling weeds

In July 2018, we began a four-year study at Lake County's PEAR Park to evaluate methods of controlling weeds in large wildflower plantings. FWF contractor Jeff Norcini of OecoHort LLC is leading the project under the direction of our Research Committee. The project is testing two methods of weed seed bank control and wildflower establishment: soil inversion and super-seeding. It is made possible by the State Wildflower license plate with assistance from Florida Power & Light and in-kind donations from The Natives Inc., Brightman Logan and the Lake County Board of Commissioners.



Developing tomorrow's plant scientists

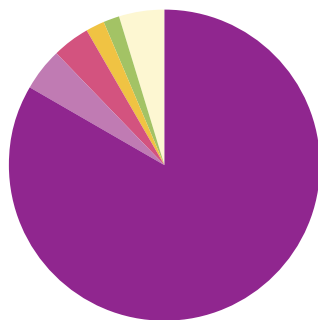
With funds from the State Wildflower license plate, the Foundation has provided more than \$50,000 in grant support for University of South Florida graduate students working on the Atlas of Florida Plants. Income from the \$300,000 Gary Henry Endowment for the Study of Native Wildflowers, established by the Foundation, continues to provide annual support to a University of Florida graduate student.

Financials

Revenue

Donations	\$303,299
Investment earnings	\$16,432
Gifts In-kind	\$14,812
Memberships	\$6,954
Other	\$1,029
Grants	\$17,000

TOTAL \$363,895



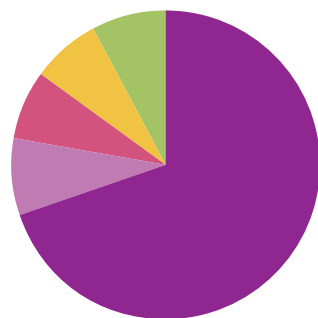
Expenses

Education	\$221,960
Planting	\$25,569
Research	\$22,954
Management/Gen	\$22,436
Fundraising	\$24,647

TOTAL Expense \$317,566

Net assets, beginning \$607,734*
\$654,063

*Includes \$300,000 quasi-endowment



The following received assistance, a grant or a sponsorship during our 2017-18 fiscal year.

- All Native Garden Center
- Alligator Creek Garden Club
- Audubon Florida
- Bainbridge Birders
- Barrier Island Center
- Blueberry Chapter, Florida Native Plant Society (FNPS)
- Brevard Zoo
- Citrus Chapter, FNPS
- Clermont Garden Club
- Conradina Chapter, FNPS
- Dade City Garden Club
- Dale R. Fair Babson Park Elementary
- Deland Garden Club
- E.O. Wilson Biophilia Center
- Eugenia Chapter, FNPS
- Everglades Audubon Society
- Florida Association of Native Nurseries
- Florida Department of Transportation
- Florida Endangered Plant Advisory Council
- Florida Federation of Garden Clubs
- Florida Fish and Wildlife Commission
- Florida Museum of Natural History
- Florida Native Plant Society
- Florida Nursery, Growers and Landscape Association
- Florida Wildflower & Garden Festival (MainStreet DeLand Association)
- Gamble Rogers State Park
- Green Isle Gardens
- Green Seasons Nursery
- Hawthorne Earth and Water Expo
- Holy Spirit Episcopal Church
- Indigenous Forest Research Organization for Global Sustainability
- Ixia Chapter FNPS
- Kennedy Space Center
- League of Environmental Educators of Florida
- Lyonia Environmental Center
- Maitland Rotary
- Marine Discovery Center
- Marine Resources Council
- Master Gardeners, Baker County
- Master Gardeners, Brevard County
- Master Gardeners, Broward County
- Master Gardeners, Collier County
- Master Gardeners, Columbia County
- Master Gardeners, Duval County
- Master Gardeners, Flagler County
- Master Gardeners, Highlands County
- Master Gardeners, Hillsborough County
- Master Gardeners, Indian River County
- Master Gardeners, Lee County
- Master Gardeners, Levy County
- Master Gardeners, Manatee County
- Master Gardeners, Nassau County
- Master Gardeners, Orange County
- Master Gardeners, Osceola County
- Master Gardeners, Palm Beach County
- Master Gardeners, Pasco County
- Master Gardeners, Polk County
- Melbourne Garden Club
- Merritt Island National Wildlife Refuge
- Native Butterfly Flowers
- Nature Coast Chapter, FNPS
- New Smyrna Beach Garden Club
- Oakland Nature Preserve
- Orange County UF/IFAS Extension
- Ormond Beach Garden Club
- Ormond Memorial Art Museum and Gardens
- Palm Coast Art Foundation
- Rosebud Continuum
- Roy Hyatt Environmental Center
- Tarflower Chapter, FNPS
- Town of Melbourne Village Beautification Committee
- Serenoa Chapter, FNPS
- Shell's Feed & Garden Supply
- Silver River Springs Festival
- South Cross Bayou Water Reclamation Facility
- Southeast Environmental Education Alliance
- Space Coast Audubon Society
- The Villages Garden Club
- Tomoka State Park
- TradeWinds Island Resorts
- Twinflower Nursery
- University of Florida
- University of Florida Honeybee Lab
- University of South Florida

For a list of Seedlings for Schools grant recipients, visit FlaWildflowers.org/2017-sfs-awards/.

Team Wildflower

Board members

Terry Zinn, chair	Melissa Hunt
Marissa Kaprow, treasurer	Anne Mackay
Dena Wild, secretary	Nancy Bissett
Carolyn Schaag	David Price
Gary L. Henry	Eric Darden

Staff

Lisa Roberts, executive director
Stacey Matrazzo, program manager
Rose Kinane, administrative assistant

Contractors

Jeff Norcini, research, planting and education
Claudia Larsen, planting and education
Jennifer Tyson, social media
Liz Sparks, FDOT/PWA liaison
Cindy Liberton, webmaster

Photos by A Gift for Teaching, Jaret Daniels, Andrea England, Mary Keim, Stacey Matrazzo, Craig Mazer, Bill Randolph and University of South Florida