

2018-19 ANNUAL REPORT



FLORIDA
WILDFLOWER
FOUNDATION





Imagine trying to get around Florida without our road system. It wouldn't be an easy task. No doubt you would feel isolated — cut off from the vital services and goods needed for everyday life.

This is what life is like for our pollinators. As habitat is fragmented by development, the bees, butterflies and other beneficial insects we depend on struggle to live in isolated "islands" that can't fulfill their needs. It's more important than ever to develop connected habitat highways that allow them to move and thrive.

For many years, the Florida Wildflower Foundation has worked to restore and native wildflowers on roadsides. It's been a successful effort. Recently, for example, Santa Rosa County designated more than 70 miles of roadside wildflowers for protection. Now we will step up our efforts in urban areas. By emphasizing education, new partnerships and exciting planting projects, we will work to weave together urban pollinator pathways that connect fragmented natural areas, parks, public and private landscapes, and school wildflower gardens.

As you'll see in this annual report, our education, planting and research programs continue to make great strides in protecting, connecting and expanding native wildflower habitat throughout Florida. Thanks to the ongoing support of donors, contributors and sales of the State Wildflower license plate, we'll expand our efforts on roadsides and in urban settings in 2020.

It has been a pleasure and honor to lead the Florida Wildflower Foundation. With your involvement, we look forward to a bright 2020.

Terry L. Zinn, Board Chair



Photos by Creation Kids Village, Andrea England, Craig Mazer, John Moran, Jeff Norcini, Lisa Roberts and Rosebud Continuum



EDUCATION

250,000

People received the information needed to make changes in landscapes and on roadsides through publications, events, social media, curriculum, web content, speakers bureau, field trips and other outreach.

PLANTING/CONSERVATION



15,000

Students learned about native wildflowers through Seedlings for Schools wildflower gardens.



700

Lane miles of native wildflower habitat protected on Florida highways since 2012.



405,000

Square feet were planted in native wildflowers and flowering shrubs, supporting nearly 1 million bees.

22,000

People experienced Florida's native wildflowers through Viva Florida landscape demonstrations.



RESEARCH

1.5

Acres of weed control
test plots established

1 million

Seeds sown

150,000

Bees supported



The following organizations and entities benefited from the Florida Wildflower Foundation's Education, Planting or Research programs during the 2018-19 fiscal year.

7 Pines Native Plant Nursery
1,000 Friends of Florida
Alachua County
All Native Garden Center
Amelia's SmartyPlants Garden Center
Apalachicola National Estuarine
Research Reserve
Audubon Park Elementary
Bay County
Beautyberry Chapter, Florida Native
Plant Society (FNPS)
Calhoun County
Calusa Garden Club
Cape Coral Library
Chiappini Farm Native Nursery
City of Daytona Beach, Breakers
Environmental Learning Center
City of Miramar Community &
Economic Development
City of Orlando
City of Tallahassee
Conradina Chapter, FNPS
Creative Garden Structures
Cuplet Fern Chapter, FNPS
Dade City Garden Club
Daughters of the American Revolution,
Rainbow River Chapter
Duval Audubon Society
Everglades Audubon Society
Florida Association of Native Nurseries
Florida Audubon
Florida Department of Transportation
Florida Federation of Garden Clubs
Florida Museum of Natural History
Friends of Savannas Preserve State Park
Escambia County
Gadsden County
Gamble Rogers State Park
Green Isle Gardens
Greenspace Initiatives
Gulf County
Gulfport Library
Havana Garden Club
Indian Trails Native Nursery
Jefferson County
Lake County Bee Keepers
Lake County Chapter, FNPS
Lakes and Hills Garden Club
Learning Gate Community School
Leon County
Lyonia Environmental Center
Magnolia Chapter, FNPS

Maple Street Natives
Marion Big Scrub Chapter, FNPS
Marion County Farm Bureau
McArthur Beach State Park
Master Gardeners of Alachua, Brevard, Clay,
Citrus, Flagler, Gulf, Lake, Leon, Manatee,
Marion, Miami-Dade, Monroe, Nassau,
Osceola, Putnam, Santa Rosa, Sarasota,
Seminole, St. Johns, St. Lucie, Sumter,
Suwannee, Volusia, Wakulla, Walton and
Washington counties
Mead Botanical Garden
Native Butterfly Flowers Nursery
Nature Coast Chapter, FNPS
New Smyrna Beach Garden Club
North American Butterfly Association
North Hialeah Elementary Science Club
Oakland Nature Preserve
Okaloosa County
Orlando Home & Garden Show
Orlando Science Center
Ormond Beach Environmental
Discovery Center
Passionflower Chapter, FNPS
P.K. Yonge Developmental Research School
Palm Beach Chapter, FNPS
Panama City Beach Garden Club
Pine Lily Chapter, FNPS
Pinellas Chapter, FNPS
Pinellas County Environmental Management
Robinswood Garden Club
Sanibel-Captiva Conservation Foundation
Santa Rosa County
Sarracenia Chapter, FNPS
Seminole Audubon Society
Serenoa Chapter, FNPS
Shady Oaks Gather All Native Nursery
Silver Springs State Park
Spring Hammock Environmental Center
Tarflower Chapter, FNPS
The Elegant Gardener
The Shepherd Center
Timber Creek Future Farmers of America
Twinflower Nursery
UF/IFAS 4-H Club
UF/IFAS Master Naturalist program
University of Florida
University of South Florida
Walton County
Wilcox Nursery
Woman's Club of Stuart
Working Food

Seedlings for Schools Grant Awards

Littlewood Elementary, Gainesville
Arnold High School, Panama City Beach
Southwest Middle School, Palm Bay
Ocean Breeze, Indian Harbour Beach
Stone Magnet Middle School, Palm Bay
Pinewood Elementary, Mims
St. Bernadette Catholic School, Hollywood
Murdock Middle School, Port Charlotte
Vineland Elementary, Rotonda
Lindsey Hopkins Technical College,
Southwest Ranches
Buddy Taylor Middle School, Palm Coast
Springs Coast Environmental Education
Center, Weeki Wachee
Sheehy Elementary, Tampa
Seminole Heights Elementary, Tampa
Chiles Elementary, Tampa
Imagine South Lake Charter, Clermont
Round Lake Elementary, Leesburg
Windy Hill Middle School, Clermont
Joseph H. Messina Children's Center,
Fort Myers
Rowlette Middle Academy, Bradenton
Riverside Montessori, Stuart
The Early Childhood Learning Center, Stuart
North Hialeah Elementary, Hialeah
Downtown Doral Charter Elementary, Doral
Doctors Charter School, Miami Shores
Ocean Studies Charter, Tavernier
St. James the Fisherman Children's Center,
Islamorada
DaVinci Learning Academy, Apopka
Cornerstone Charter Academy, Belle Isle
A.D. Henderson University School,
Boca Raton
Greenacres Elementary, Greenacres
Temple Torat Emet B-Yachad Religious
School, Boynton Beach
Quail Hollow Elementary, Wesley Chapel
Wesley Chapel Elementary, Wesley Chapel
Broach School, St. Petersburg
Paul B. Stephens ESEC, Clearwater
Lawton Chiles Middle School, Lakeland
Cranberry Elementary, North Port
Ashton Elementary, Sarasota
NewGate School, Sarasota
Goldsboro Elementary Magnet, Sanford
R.J. Longstreet Elementary, Daytona Beach
Creekside Middle School, Port Orange

Thank you to our 2019 Florida Wildflower Symposium sponsors

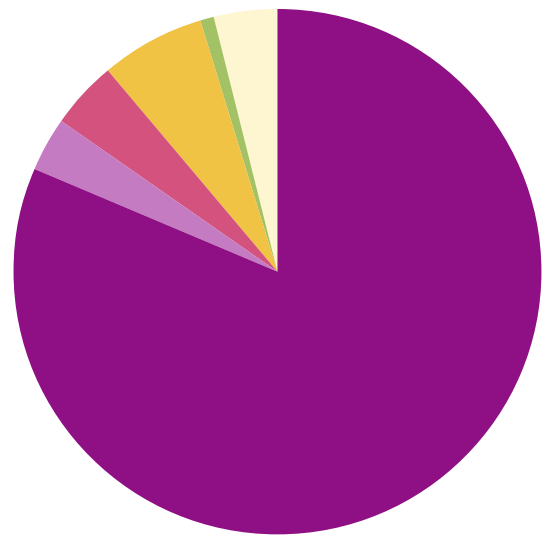
1,000 Friends of Florida
Felburn Foundation
Florida Association of Native Nurseries
Florida Federation of Garden Clubs
Florida Power and Light

Florida Native Plant Society
Florida Wildflower Growers Cooperative
Green Isle Gardens
Heartwood Preserve
JCR Consulting
Brightman and Nan Logan

Native Plant Horticulture Foundation
Paynes Prairie Chapter, Florida Native
Plant Society
UF/IFAS Master Naturalist program
Winter Park Garden Club

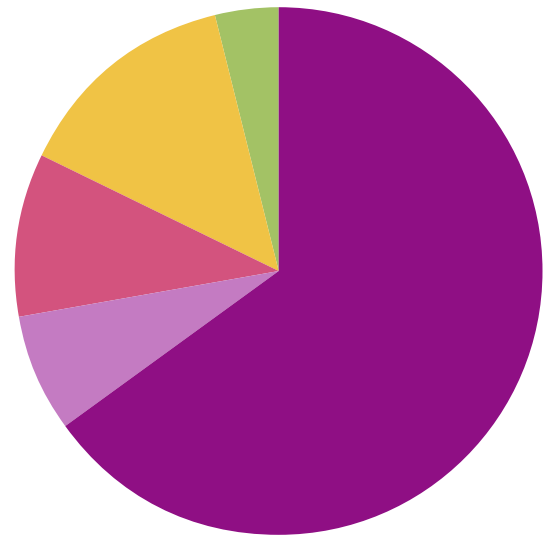
REVENUE

	<u>2018-2019</u>	<u>2017-2018</u>
Donations	\$288,708	\$303,299
Investment earnings	\$11,813	\$16,432
Gifts In-kind	\$15,100	\$14,812
Memberships	\$22,612	\$6,954
Other	\$3,008	\$5,398
Grants	\$13,349	\$17,000
TOTAL Revenue	\$354,590	\$363,895



EXPENSES

	<u>2018-2019</u>	<u>2017-2018</u>
Education	\$210,229	\$221,960
Planting	\$23,536	\$25,569
Research	\$31,883	\$22,954
Management/Gen	\$45,694	\$22,436
Fundraising	\$11,700	\$24,647
TOTAL Expense	\$323,042	\$317,566
Net assets, beginning	\$654,063*	
Net assets, end	\$685,611	



*Includes \$300,000 quasi-endowment

TEAM WILDFLOWER

Board members

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

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

