

2021-22 ANNUAL REPORT





What is it about the Florida Wildflower Foundation that matters most now and beyond?

Our Foundation grows knowledge and awareness of Florida native wildflowers. We deliver high quality education, research, planting and conservation projects and programs. We do our best to educate and assist anyone with an interest in Florida native wildflowers.

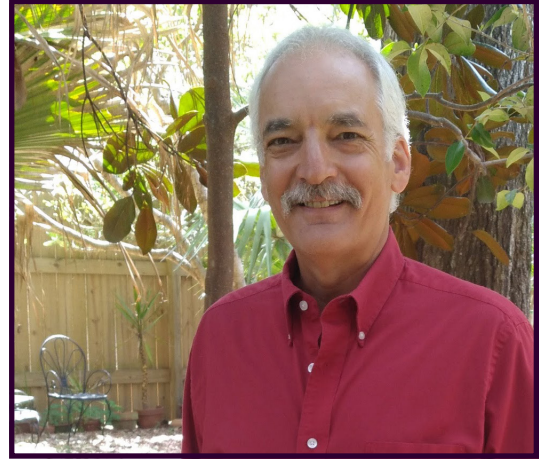
Despite the pandemic, our growing pains, and our grief from the passing of a founding leader and dearest friend, 2021 and 2022 made us stronger and more capable than ever. A new generation of leaders, staff, contractors, volunteers, members and friends are eagerly accepting responsibility for stewardship of our Foundation.

Every year, the Foundation recognizes one individual who always finds ways to advance the Foundation mission. In 2021, our highest honor, the T. Elizabeth Pate Coreopsis Award, was presented to Terry Zinn, an environmental attorney, biologist, wildlife ecologist, wildflower farmer, and Foundation board member since 2007. In 2022, the award was presented to Brightman Logan, a pioneer in Florida's native plant industry, former and longtime Foundation board member, and current co-chair of the Foundation's research committee. Congratulations and many thanks to them both for their service.

Among the many who contribute to the Foundation's success, one other stands out. During a dozen or more years as executive director, Lisa Roberts steered the Foundation. In her smart and steady way, Lisa led us in the right direction. In 2021, Lisa officially retired. We celebrate Lisa's success and wish her a very joyful and long retirement.

It can't be said enough — If not for the Florida Federation of Garden Clubs (FFGC), there would be no Florida Wildflower Foundation. Garden club members spent many volunteer hours, evenings and weekends to help establish the Foundation and persuade the 1999 Florida legislature to authorize a state wildflower license plate. Garden club meetings and events are informative and fun, and still the best place to see the most wildflower license plates. We thank FFGC for its continued support over the years.

Please examine our annual report — it's only a few pages — and let us know your ideas about how we can best fulfill our mission to protect, connect and expand native wildflower habitat throughout the state. Together, we can increase the visibility and enjoyment of Florida native wildflowers for everyone. Thank you.



Jeff

Jeff Caster, Board Chair

EDUCATION



EMILY BELL



EMILY BELL

8,409 people reached through webinars, presentations, field trips and events

26,353 views of our YouTube channel content

39,000 handouts, brochures and *20 Easy-to-Grow Wildflowers* magazines distributed

633,060 enthusiasts reached through our social media channels

Native Plants for Florida Gardens entered its second printing.

PLANTING & CONSERVATION



NEW GATE ELEMENTARY

4,887 students benefited from 49 Seedlings for Schools garden grants

10 Viva Florida Landscape Demonstration Garden grants awarded

658,635 people experienced native wildflowers through Viva Florida gardens

The following planting projects were also supported by the Foundation:

- roadside milkweed planting, Orange County
- native plant demonstration garden, Dubsdread Golf Course, Orlando
- shoreline restoration, Lake May, Eustis



MILLENNIA GARDENS ELEMENTARY

RESEARCH



STACEY MATRAZZO



EMILY BELL

The Foundation continues to examine how to successfully establish urban wildlife habitat corridors. Our recent research efforts include:

- a comprehensive literature search on enhancing urban biodiversity
- a study on landscape maintenance for urban greenspaces
- experimenting with native wildflower species as groundcover alternatives to non-native Bahiagrass
- surveys of roadsides as potential wildflower area sites
- an extensive review of native plant species for use in urban habitat establishment

The following organizations and entities benefited from the Florida Wildflower Foundation's Education, Planting or Research programs during the 2021–22 fiscal year.

Alachua County Environmental Protection Advisory Committee
Alachua County Master Gardeners
All Native Garden Center
Anna Maria Island Garden Club
Apalachicola National Estuarine Research Reserve
Audubon of Florida
Beautyberry Chapter, FNPS
Bloom and Grow Garden Society
Boyd Hill Nature Preserve
Brooker Creek Preserve
Celebration Homeschool
Charles Whitehead Public Library
Chinsegut Conservation Center
Citrus Chapter, FNPS
Citrus County Parks and Recreation
City of Clearwater
City of Coral Gables
City of Orlando
City of Palm Coast
City of St. Augustine Beach Sustainability and Environmental Planning Advisory Committee
Clearwater Audubon Society
Coccoloba Chapter, FNPS
Conradina Chapter, FNPS
Del Tura Garden Club
DeLand Regional Library
Dubsdread Golf Course
Edison and Ford Winter Estates
Enchanted Forest Sanctuary
Florida Botanical Gardens Foundation
Florida Master Naturalist Program
Florida Native Plant Society
Florida Native Plants Nursery & Landscaping
Florida State Society Daughters of the American Revolution
Florida Trail Association, Big Cypress Chapter
Florida Trail Association, Happy Hoofers Chapter
Florida Trail Association, Panhandle Chapter
Folly Farm
Gamble Rogers Memorial State Recreation Area
Garden Club at Palm Coast
Garden Club of DeLand, Milkweed Circle
Garden Club of DeLand, Wild Coffee Circle
Green Thumb Garden Club
Gulf County Public Library, Port St. Joe Branch
Hernando Chapter, FNPS
Homossassa Garden Club

Jonathan Dickinson State Park
Lake David Park
Learning Gate Community School
Leu Gardens
Little Red Wagon Native Nursery
Longleaf Pine Chapter, FNPS
Manatee County Master Gardeners Mangrove Chapter, FNPS
Marie Selby Botanical Garden
Martin County Master Gardeners
Melbourne Garden Club
Miami Dade College
Mount Dora Public Library
Mt Dora Senior Center
Nassau County Master Gardeners
Native Butterfly Flowers, LLC
Native Plant Consulting
New River Library
North American Butterfly Association
Okaloosa County Master Gardeners
Orange County Administration
Orlando Public Library, West Oaks Branch
Oxbow Eco-Center
Palm Beach County Library
Pawpaw Chapter, FNPS
Pelican Island Audubon Society
Pinellas Chapter, FNPS
Pinellas County Master Gardeners
Polk County Garden Club
Port Orange Library
Prairie Creek Conservation Cemetery
Sarasota County Master Gardeners
Seminole Audubon Society
Sensing Nature's NatureCast
Solivita Butterfly Club
Sopchoppy Depot Park
Space Coast Audubon Society
Space Coast Chapter, Florida Master Naturalists
St Augustine Alligator Farm
St. Christopher's Episcopal Church
Stocking Savvy Environmental Consulting
Suncoast Chapter, FNPS
Sweet Bay Nursery
Tarflower Chapter, FNPS
The Nectary
The Villages Butterfly Garden Club
The Villages Chapter, FNPS
Town of Melbourne Beach
UF/IFAS Extension, Pinellas County
UF/IFAS Extension, Orange County
University of Florida Natural Area Teaching Laboratory
University of Florida, Dept of Environmental Horticulture

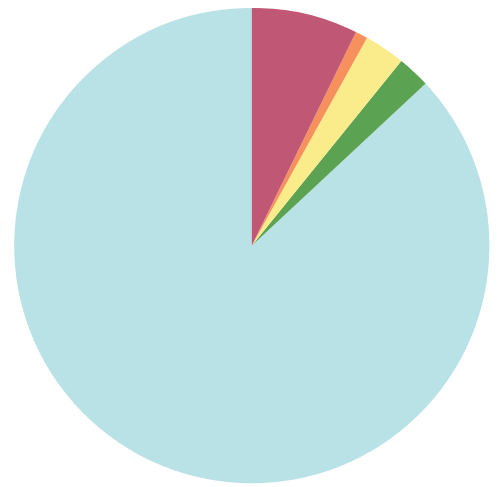
Village Garden Circle
Village Institute for Sustainable Technologies and Agriculture
VISIT Florida
West Oaks Library, Orange County
WFSU Public Media
Youth Environmental Alliance

Seedlings for Schools Grant Awards

Abess Park Elementary
Advanced Achievers Academy
Agape Christian School
Arbor Ridge K-8 School
Ashton Elementary
Bilingual Montessori Academy
Boca Raton Elementary
Chiles Elementary
Cocoplum Nature School
Connections Education Center
Cranberry Elementary
Creekside Middle
Crossroads Academy
Crown Point Elementary
Enchanted Garden Day Care
Endeavour Elementary
Fernandina Beach Middle
Glades Central High School
Goldsboro Elementary
Gove Elementary
Greenacres Elementary
Hunters Green Elementary
Idyllwilde Elementary
J.D. Parker Elementary
John I Leonard
Lehigh Elementary
Lockhart Middle
Lutz Preparatory School
Millennia Gardens Elementary
Mirror Lake Elementary
Montclair Academy
Mossy Head Elementary
Neptune Middle
New Gate Elementary
Palm Bay Elementary
Parkway Christian School
Pelican Island Elementary
R.L. Stevenson School of the Arts
Riverside Montessori
Round Lake Elementary
Sabal Elementary
Sabal Palm Elementary
Seminole High School
Sheridan Hills Elementary
South Plantation High School
Southshore Montessori
The Foundation Academy
Tropical Elementary
UCP East Orange Elementary

REVENUE

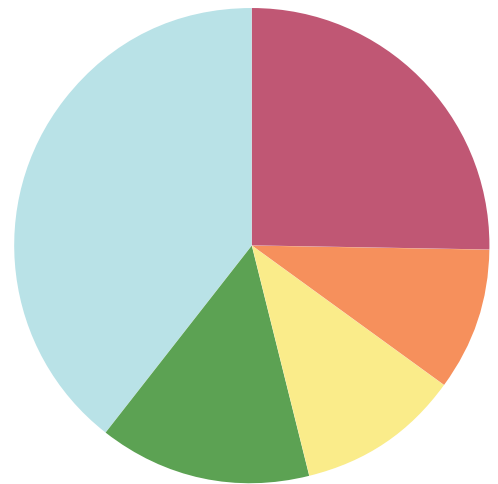
	<u>2021-2022</u>	<u>2020-2021</u>
Donations	\$446,541.00	\$639,366.00
Investment Earnings	\$(112,275.00)	\$65,391.00
Gifts In-kind	\$11,230.00	\$3,557.00
Memberships	\$13,984.00	\$10,290.00
Admissions	\$4,346.00	\$250.00
Grants	\$38,100.00	\$67,009.00
Other	\$225.00	\$9,262.00
TOTAL Revenue	\$402,151.00	\$795,125.00



EXPENSES

	<u>2021-2022</u>	<u>2020-2021</u>
Education	\$155,382.00	\$188,973.00
Planting	\$56,394.00	\$32,010.00
Research	\$44,221.00	\$42,372.00
Management/Gen	\$38,276.00	\$49,770.00
Fundraising	\$100,071.00	\$80,112.00
TOTAL Expense	\$394,344.00	\$393,237.00
Net assets, beginning	\$1,137,177.00	
Net assets, end*	\$1,144,984.00	

*Includes \$300,000 quasi-endowment



TEAM WILDFLOWER

Board members

Jeff Caster, chair
 Eric Darden, vice chair
 Terry Zinn, secretary
 Marissa Kaprow, treasurer
 Nancy Bisset
 Sara Burke
 Fatima Elkott
 Jeff Henry
 Melissa Hunt
 Anne MacKay
 David Price
 Mark Russell
 Carolyn Schaag
 Kody Smith

Staff

Stacey Matrazzo, executive director
 Emily Bell, communications coordinator
 Rose Kinane, program and administrative coordinator
 Chris Radentz, operations and development manager

Contractors

Bob Farley, education and planting
 Geena Hill, North Florida Wildflower Alliance liaison
 Claudia Larsen, planting and education
 Jeff Norcini, research, planting and education
 Liz Sparks, Panhandle Wildflower Alliance liaison
 Jennifer Tyson, social media