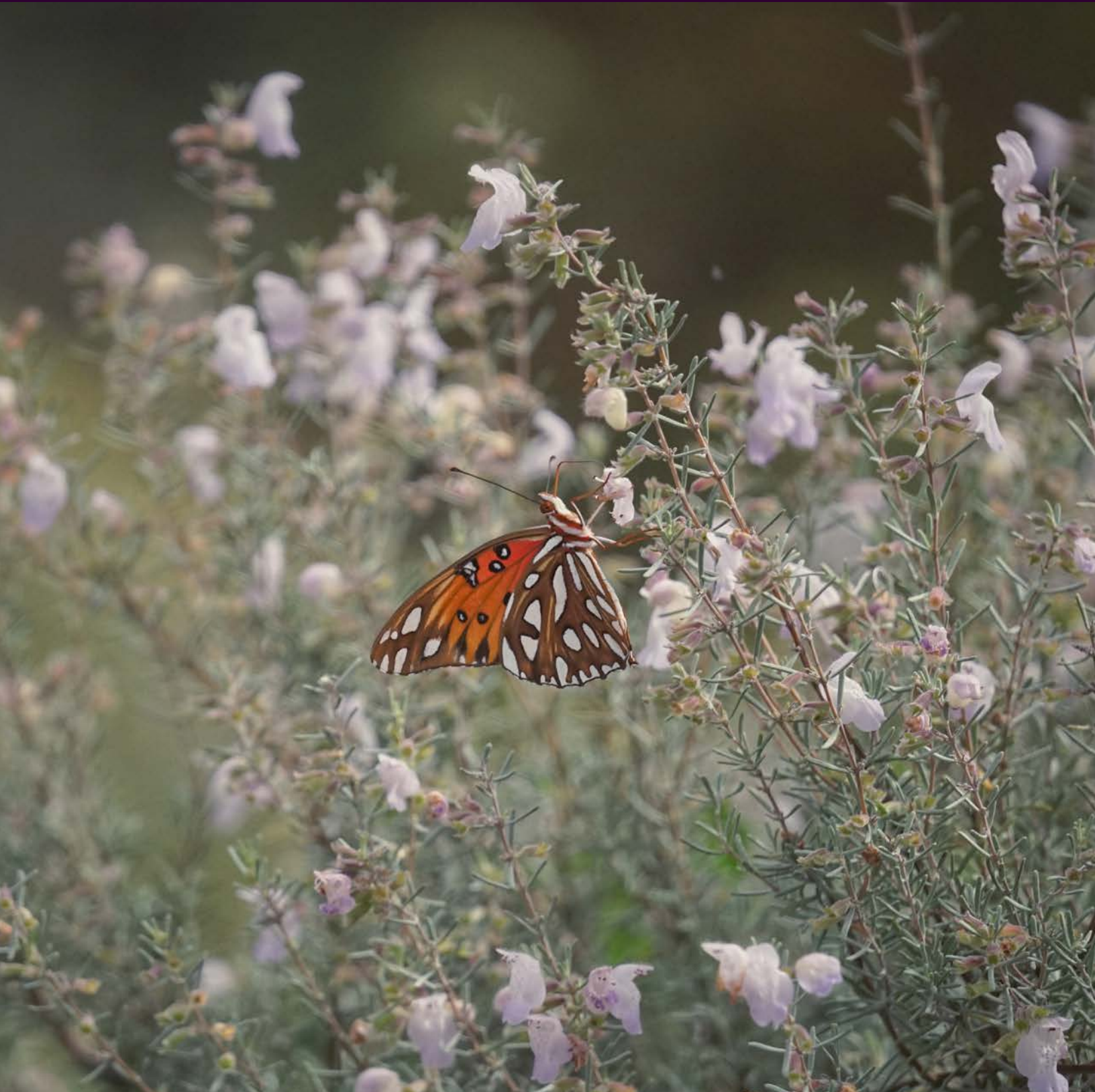


2022–23 ANNUAL REPORT



FLORIDA
Wildflower
FOUNDATION



CHAIR'S MESSAGE



Wildflowers keep growing, spreading, popping up in science, art, education and recreation. Maybe Lady Bird Johnson saw it coming and understood why, when she proclaimed, "Where flowers bloom, so does hope." Please, MORE!

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 help anyone with an interest in Florida native wildflowers.

Each year, the Foundation recognizes one individual who consistently demonstrates a remarkable commitment to advancing its mission. This year, we bestowed our highest honor, the T. Elizabeth Pate Coreopsis Award, to Jeff Norcini, PhD. Even before the first wildflower plate was on the road, Dr Norcini, my friend Jeff, served as a trusted science advisor to the Foundation leaders. His contributions have been instrumental in our success — we could not have made it here without him. Congratulations, and thank you, Jeff.



FWF board and staff at Bok Tower, August 2023

Among the many who contribute to the Foundation's success, two others stand out. Carolyn Schaag and Anne MacKay have been leaders on our board since the very beginning. In recognition of their unwavering dedication, the board appointed them as the Foundation's first honorary directors. At nearly every meeting, Carolyn and Anne consistently inspire, encourage and generously impart their expertise, experience and wisdom, embodying the spirit of our organization's mission.

This past year will be remembered for its milestones. Now benefiting from four talented employees and five contractors, our outreach efforts extended to more than a million wildflower enthusiasts. From the Panhandle to South Florida, demonstration gardens became showcases for the beauty and ecological importance of native wildflowers. Through research projects funded and facilitated by FWF, we are advancing knowledge and understanding of native landscape management on roadsides, utility rights of way, public lands and private yards. Our collaboration with the Florida Native Plant Society established a student internship for their TorreyKeepers program. And the State Wildflower license plate is now displayed on more than 30,000 vehicles — enough to rank it at #21 among 150+ specialty plates available in Florida.

Look forward, far ahead towards 2050. Can you still see the Florida Wildflower Foundation? I can! Focused on the Foundation's future strength and resiliency throughout the next decades, a new generation of wildflower enthusiasts and experts, leaders, staff, contractors, volunteers, members and friends are eagerly and competently accepting responsibility for stewardship of our Foundation.

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

Jeff
Jeff Caster, Board Chair

EDUCATION



12,603 people reached through webinars, presentations, field trips and events

30,446 views of our YouTube channel content

50,226 handouts, brochures and *20 Easy-to-Grow Wildflowers* magazines distributed

1,066,354+ enthusiasts reached through our social media channels

All of our handouts and brochures were made available in Spanish.

PLANTING & CONSERVATION



In 2022, the Florida Wildflower Foundation pursued a Bee City USA designation for the City of Gainesville, successfully securing it in November 2022. Bee City USA affiliates commit to conserve native pollinators by way of a resolution adopted by the local city council. As the program's nonprofit partner, the Florida Wildflower Foundation is collaborating with city staff and community members to establish pollinator-friendly native plant habitats throughout the City.



1,851 students benefited from **30** Seedlings for Schools garden grants

5 Viva Florida Landscape Demonstration Garden grants awarded

202,272+ people experienced native wildflowers through Viva Florida gardens

The following planting projects were also supported by the Foundation:

- Native Plant Demonstration Garden, Longwood
- People and Plants Ethnobotanical Garden at Ellis Acres (in progress), Paisley



RESEARCH



The Foundation's research program supported the following initiatives:

- Completion of *Urban Biodiversity Corridors: Enhancing Wildlife Habitat & Creating Biodiversity Corridors in Urban Florida*, a study designed to help develop strategies and resources for enhancing urban biodiversity corridors in Florida.
- Completion of 3-season roadside surveys in Leon and Suwannee counties.
- Continuation of *Landscape Maintenance for Urban Greenspace*, a study designed to improve the synergy between traditional landscape management and wildlife landscaping needs in urban greenspaces.
- Continuation of 4-year study to assess the potential of native wildflower species as alternatives to Bahiagrass in roadside and utility easement areas.
- Continuation of species review for use in urban pollinator habitat establishment.
- First annual Groundcover Restoration & Enhancement Workshop with UF IFAS.
- Student internship with the Florida Native Plant Society's TorreyKeepers program.



The following organizations and entities benefited from the Florida Wildflower Foundation's Education, Planting or Research programs during the 2022–23 fiscal year.

Acreage Library
Alachua Audubon Society
Alachua County Master Gardeners
All Native Garden Center
Amelia's Native Wildflowers
American Homesteading
Foundation
Apalachicola National Estuarine
Research Reserve
Audubon of Florida
Beaches Branch Library,
Neptune Beach
Bee Happy Native Nursery
Bloom and Grow Garden Society
Boyd Hill Nature Preserve
Boynton Beach Garden Club
Broward County Schools
Camellia Garden Club of Eustis
Change of Greenery
City of Boynton Beach
City of Casselberry
City of Treasure Island
Clay County Master Gardeners
Colonialtown North Neighborhood,
Orlando
Conserve Nassau
Daughters of the American
Revolution, Bartow Chapter
Daughters of the American
Revolution, Seminole Chapter
Del Tura Garden Club
Deland Library
First United Methodist Church
of Winter Park
Floral City Garden Club
Florida Federation of Garden Clubs
Florida Friendly Plant Club,
Kings Point
Florida Native Plant Society (FNPS)
Beautyberry Chapter
FNPS Citrus Chapter
FNPS Conradina Chapter
FNPS Cuplet Fern Chapter
FNPS Ixia Chapter
FNPS Longleaf Pine Chapter
FNPS Naples Native Plants Chapter
FNPS Mangrove Chapter
FNPS Nature Coast Chapter
FNPS Passionflower Chapter
FNPS PawPaw Chapter
FNPS Paynes Prairie Chapter
FNPS Pine Lily Chapter
FNPS Pinellas Chapter
FNPS Sarracenia Chapter
FNPS Sea Rocket Chapter
FNPS Suncoast Chapter
FNPS Tarflower Chapter
Florida Native Plants Nursery

Florida United Methodist Church
Creation Care Task Team
Folly Farm
Four Seasons Resort Orlando
Franklin County Master Gardeners
Garden Club of Green Cove Springs
Garden Club of Jacksonville
Garden Club of Orange Park
Garden Club of Palm Coast
Green Isle Gardens
Grow Hub
Heartland Beekeepers Association
Heathcote Botanical Gardens
Hendry Glades Audubon Society
Hernando Audubon Society
Hernando County Master
Gardener Nursery
Hillsborough County Master
Gardeners
Indian River Colony Club
Garden Club
Kennedy Space Center
Visitor Complex
Laura Riding Jackson Foundation
League of Women Voters,
Pensacola Bay Area
Leon County Master Gardeners
Little Red Wagon Native Nursery
Lowry Park Zoo
Loxahatchee River Center
Lukas Nursery
Monticello Garden Club,
Magnolia Circle
Melbourne Garden Club
Mexico City Beach Garden Club
Mounts Botanical Garden
Native Butterfly Flowers
Native Plant Consulting
Nehrling Gardens
North American Butterfly
Association, Broward Chapter
Orange Brook Elementary School
Orange County Master Gardeners
Orlando Science Center
Ormond Beach Women's Club
Palm Beach County Library
Palm Beach County Master
Gardeners
Pelican Island Audubon Society
Pinellas County Master Gardeners
Pompano Proud Inc
Rickards High School
Safety Harbor Garden Club
Sanderlin School
Sarasota Butterfly Garden Group
Save Our Seabirds
Seaside Herb Society
Seminole Audubon Society

Seminole County Master Gardeners
Seminole County Public Library
Silver Springs State Park
Solivita Retirement Community
Space Coast Audubon Society
Tampa Bay Butterfly Foundation
The Garden Club of the Tri-
Counties
The Nectary, LLC
University of Florida Institute of
Food and Agricultural Sciences
University of South Florida
Osher Lifelong Learning
Venice Area Audubon Society
VISTA Gardens
Walton County Master Gardeners
Wilcox Nursery
Winston Park Community Garden
Winston Park HOA
Winter Park Garden Club
WT Bland Public Library

**Seedlings for Schools
Grant Awards**

Ashton Elementary
Bailey Elementary
Chiles Elementary
Collins Elementary
Cranberry Elementary
DeLand High School
Fairway Elementary
Fernandina Beach Middle School
Forest Ridge Elementary
Gulf Breeze Montessori
Horizon High School
Idyllwilde Elementary
Indiantown Middle School
Lakeside Elementary
Mangrove School of Sarasota
Marjory Stoneman Douglas High
School
Miami Country Day School
Monarch Learning Academy
NewGate School
Anchored Academy
Osceola Middle School
Osceola Schools Environmental
Study Center
Pine View School
Round Lake Charter School
Seaside Charter North
SeaWind Elementary
St Petersburg High School
St. Peter Catholic School
Stone Lakes Elementary
Sun Grove Montessori School

FINANCIALS & GOVERNANCE

TEAM WILDFLOWER

BOARD MEMBERS

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

STAFF

Stacey Matrazzo,
 executive director
 Emily Bell, communications
 coordinator
 Rose Kinane, program and
 administrative coordinator
 Jenny Ryan, operations and
 development coordinator

CONTRACTORS

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

Florida Wildflower Foundation
 P O Box 941691, Maitland, FL 32794
 info@FlaWildflowers.org
 407-622-1606

REVENUE

	<u>2022-2023</u>	<u>2021-2022</u>
Donations	\$555,750	\$446,541
Investment earnings	\$42,998	\$(112,275)
Gifts In-kind	\$3,919	\$11,230
Memberships	\$17,088	\$13,984
Admissions	\$6,898	\$4,346
Grants	\$25,100	\$38,100
Other	\$149	\$225
TOTAL Revenue	\$651,902	\$402,151

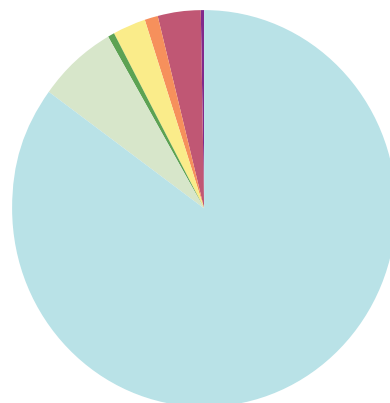
EXPENSES

	<u>2022-2023</u>	<u>2021-2022</u>
Education	\$211,946	\$155,382
Planting	\$80,094	\$56,394
Research	\$23,889	\$44,221
Management/Gen	\$33,760	\$38,276
Fundraising	\$94,645	\$100,071
TOTAL Expense	\$444,344	\$394,344

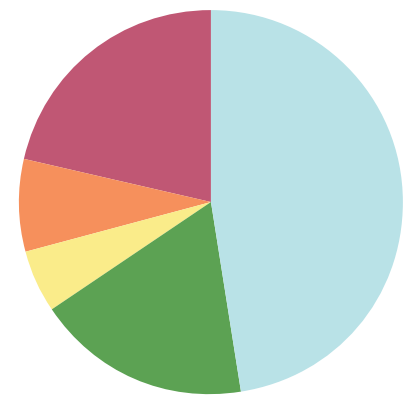
Net assets, beginning \$1,144,984

Net assets, end* \$1,352,542

*Includes \$300,000 quasi-endowment



REVENUE



EXPENSES

