



STATE WILDFLOWER LICENSE PLATE FUNDS EXPENDITURE POLICY

Adopted Nov. 15, 2018

The Florida Wildflower Foundation (FWF) is the recipient of funds from the State Wildflower license plate, via Florida statute 320.08058, which dictates, "The proceeds must be used to establish native Florida wildflower research programs, wildflower educational programs, and wildflower grant programs to municipal, county and community-based groups in this state."

FWF sets forth the following policy concerning expenditures of State Wildflower license plate funds in its three program areas: Research, Education and Planting & Conservation.

Research

Funds will be used to study the challenges to and benefits of Florida native wildflowers, and will include:

- Endowments and scholarships supporting students.
- Research grants to colleges and universities.
- Research projects of the Florida Wildflower Foundation.

Education

Funds will be used to increase the public's knowledge of Florida native wildflowers and the wildlife depending on them through programs and projects such as:

- The development of printed and electronic educational materials.
- Events (sponsored, hosted or attended).
- The development of content for social media and websites.
- General awareness campaigns.
- Outreach to policymakers.

Planting & Conservation

Funds will be used to:

- Provide grants for wildflower plantings and management to municipal, county and community-based groups, including, but not limited to, schools, parks, botanical gardens, nature parks and other public places.
- Assist community groups in projects that protect and preserve wildflowers.