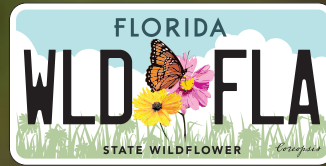




FLORIDA
Wildflower
FOUNDATION



2024–25 Annual Report

**Growing Habitat.
Growing Knowledge.
Growing Stewardship.**

- Growing What Matters: A Message from our Executive Director 3
- Growing Habitat 4
- Growing Knowledge..... 7
- Growing Stewardship.....10
- Growing Capacity14
- Growing Together: Governance and Financials16



A Message from our Executive Director

Florida is growing. New neighborhoods, businesses and roads are reshaping our state every day. Growth brings many benefits, but it also underscores the importance of intentionally conserving the native plants and natural landscapes that define Florida's unique character.

That responsibility is at the heart of the Florida Wildflower Foundation's work.

Over the past year, we invested in initiatives that will strengthen Florida's landscapes for years to come. We helped communities establish native wildflower habitats, provided thousands of students with opportunities to learn through school gardens, expanded trusted educational resources, and strengthened our efforts to conserve Florida's roadside wildflowers. We also took important steps toward establishing the Florida Native Seed Partnership, a collaborative effort to build the infrastructure needed to ensure a reliable supply of genetically appropriate native seed for restoration, conservation and landscaping projects across the state.

Meaningful conservation doesn't happen overnight. It is built one planting, one partnership and one generation at a time. Every grant awarded, every volunteer who lends their time and talents, and every supporter who believes in our mission contributes to healthier ecosystems and a more resilient Florida.

I'm proud of what we've accomplished together and even more excited about the opportunities ahead. While there is still much to do, the momentum we've built – and the community that makes this work possible – gives me great confidence in what we can achieve together.

Thank you for helping ensure that as Florida grows, its native wildflowers continue to thrive for generations to come.



Stacey Matrazzo



To learn more about our mission and values, visit FlaWildflowers.org/what-we-do.

Growing Habitat

Every healthy ecosystem begins with habitat. This year, we invested in projects that transformed schools, libraries, parks and communities into places where Florida's native plants — and the wildlife that depend on them — can thrive. This year,

- over 579,000 people statewide visited demonstration gardens supported by the Florida Wildflower Foundation.
- 32,365 square feet of habitat were created or enhanced through our planting grants.
- 40 Seedlings for Schools wildflower gardens were established.
- 14 new Viva Florida Landscape Demonstration Garden grants were awarded.
- 6 Seeds of Knowledge Library Demonstration Garden grants were awarded.
- 5 Bee City Gainesville gardens were installed.



More Than a Garden

A demonstration garden has one important job: to show people what's possible.

Along a busy sidewalk leading to Orlando Park in Indialantic, a Viva Florida Landscape Demonstration Garden is doing exactly that. What appears to be a colorful planting of Florida native wildflowers is also a working bioswale, designed to capture and filter stormwater before it reaches the Indian River Lagoon. In a coastal community bordered by the Atlantic Ocean and one of North America's most biodiverse estuaries, every opportunity to improve water quality matters.

Created by the Space Coast Chapter of the Surfrider Foundation, the project demonstrates that native landscapes are more than beautiful — they're practical. Deep-rooted native plants help slow runoff, support pollinators and create resilient landscapes that work with nature instead of against it.

Perhaps the project's greatest success, however, is what happened next.

As residents watched the bioswale flourish, many began incorporating native plants into their own landscapes. The project also helped build support for additional bioswales, multiplying the impact of the Foundation's original investment.

This is exactly what the Viva Florida Landscape Demonstration Garden program is designed to accomplish. By showing native plants solving real-world challenges, demonstration gardens inspire communities expand habitat, protect natural resources and rethink what Florida landscapes can be.



Community in Bloom

Not every impact can be measured in square feet planted.

At Secret Lake Park in Casselberry, a Viva Florida Landscape Demonstration Garden has become a place where neighbors connect with nature and with one another. Homeschool families regularly use the garden as part of their outdoor learning, daily walkers stop to admire the blooms and chat with those who care for the space, and visitors have shared how much they appreciate seeing Florida's native plants showcased in one of the city's most-loved parks.

These everyday interactions reflect another important purpose of the Viva Florida program. By bringing native landscapes into the places where people already gather, demonstration gardens invite curiosity, encourage conversation and help people experience the beauty and value of Florida's native plants firsthand.

Sometimes, the most meaningful outcome isn't just the habitat that's created — it's the community that grows around it.



Growing Knowledge

Lasting conservation begins with understanding. By connecting people with reliable, science-based information and meaningful experiences in nature, we help Floridians of all ages discover the value of native plants and the role they play in sustaining healthy ecosystems.

- 52,061 publications distributed
- 7,086 students reached through Seedlings for Schools
- 1,420 people reached through live presentations
- 196 people attended 14 field trips
- 11 educational webinars hosted, with 25,213 views on our YouTube channel



Botany in Context series

Our Botany in Context series brought science education directly to the public through six free webinars led by Dr. Jim Folsom. Designed as an accessible introduction to botany, the series explored foundational biological concepts through the lens of Florida's native plants, helping participants better understand the ecology and natural processes that shape our state's landscapes. The series concluded with a field trip led by Dr. Folsom, where attendees experienced Florida's wildflowers in their native habitats and saw classroom concepts come to life in the field.



Seeds of Knowledge: Growing Curiosity

Libraries have long been places where curiosity begins. Through the expanded Seeds of Knowledge pilot, they're also becoming places where curiosity blooms.

This year, six public libraries established or expanded native demonstration gardens, transforming familiar community spaces into learning landscapes where visitors can experience Florida's native plants firsthand. Together, the libraries created more than 4,500 square feet of native habitat and distributed more than 600 packets of native wildflower seed through their seed libraries.

From homeschool lessons and pollinator counts to monthly garden talks and quiet moments of discovery, these gardens are showing that learning doesn't end at the library door. It continues outdoors, where native plants inspire questions, spark conversations and foster a deeper appreciation for Florida's natural heritage.



Seedlings for Schools: Growing More Than Gardens

Every *Seedlings for Schools* garden begins with native plants, but its true purpose is education. Through grants that help schools establish Florida native wildflower gardens, paired with free curriculum and educational resources, students gain hands-on opportunities to explore science, ecology and the importance of protecting Florida's natural heritage. Each garden becomes an outdoor classroom where learning grows alongside the plants.

At East Pasco Education Academy, the garden became something more.

Serving at-risk teens in a temporary placement program, the school helps students build self-regulation and coping skills alongside core academics. Students in the emotionally and behaviorally disabled program took pride in planting the native wildflower garden, watching it flourish, and learning how Florida's native plants support healthy ecosystems while invasive species can disrupt them.

Teacher Marisa Crane said the experience exceeded expectations, with the garden becoming "a great tool for de-escalation and self-care." Her experience reflects the many ways these gardens can support student growth — not only academically, but emotionally and personally.

This year, *Seedlings for Schools* reached 7,086 students across Florida, with more than half qualifying for free or reduced-price lunch. By creating opportunities for children to learn through nature, especially in underserved communities, the program is growing more than gardens. It's helping cultivate the next generation of Floridians who understand, appreciate and will care for Florida's native plants and natural landscapes.

Check out our [Seedlings for Schools Annual Report](#) to learn more about what we accomplished.



Growing Stewardship

Conservation succeeds when people become active caretakers of the places they love. Whether monitoring roadside wildflowers, creating pollinator-friendly communities, mentoring future conservation professionals or collaborating on statewide initiatives, we're helping grow a culture of stewardship that extends far beyond any single project or program. This year, we

- expanded the Wildflower Watchers volunteer network, strengthening partnerships that help monitor and protect Florida's roadside wildflowers.
- renewed our partnership with the Florida Native Plant Society to support internships that cultivate the next generation of native plant professionals.
- continued building Bee City Gainesville through native plantings, education and community engagement.
- shared our mission at festivals, conferences and partner events across the state, connecting thousands of Floridians with native plants.
- strengthened partnerships with organizations, local governments and volunteers working to conserve Florida's native landscapes.



Stewardship Takes Root

Through Bee City Gainesville, the Florida Wildflower Foundation works alongside the City of Gainesville, community organizations, volunteers and residents to create habitat for pollinators while inspiring people to become active stewards of their local environment.

This year, native plantings expanded at community sites across Gainesville, while workshops, festivals and volunteer events gave residents opportunities to learn about pollinators, experience Florida's native plants and contribute to habitat creation. Together, these efforts demonstrate how local action can strengthen biodiversity while fostering a lasting culture of environmental stewardship.

By helping people create habitat where they live, work and gather, Bee City Gainesville is growing more than gardens — it is growing a community committed to protecting pollinators and Florida's native landscapes.



Watching Over Florida's Wildflowers

Every spring and fall, Florida's roadsides become ribbons of color. Protecting those displays takes more than appreciation — it takes people willing to observe, document and advocate for them.

Through the Wildflower Watchers program, volunteers monitor native wildflower populations along Florida's roadsides, collecting valuable observations that inform conservation efforts and strengthen partnerships with local governments and transportation agencies. Their work helps identify important wildflower corridors, supports roadside management decisions, and deepens our understanding of the habitats that make Florida's scenic roads unique.

This year, Wildflower Watchers continued to expand through new partnerships and increased volunteer engagement, demonstrating that stewardship begins with paying attention. By turning observation into action, volunteers are helping ensure Florida's roadside wildflowers continue to bloom for generations to come.



Growing the Future: Building Florida's Native Seed Infrastructure

Healthy ecosystems begin with healthy seed supplies, yet many of Florida's native plant species remain difficult to source at the scale needed for restoration and conservation.

This year marked the early stages of the Florida Native Seed Partnership, a collaborative effort to strengthen the availability of genetically appropriate native seed across the state. By bringing together researchers, growers, land managers and conservation organizations, the initiative is building the infrastructure needed to support restoration, conservation and resilient landscapes for years to come — ensuring the right seed is available when and where it's needed most.

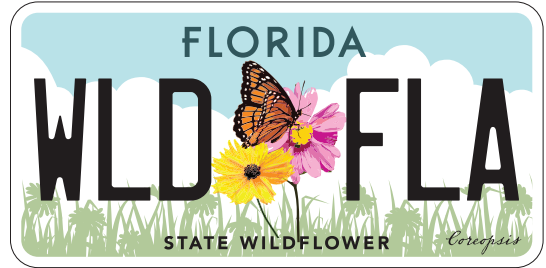


Stewardship Through Science

One challenge in creating wildflower habitats is the hidden supply of weed seeds already present in the soil. With support from the Florida Wildflower Foundation, researchers at the University of Florida tested different site preparation methods to reduce weeds before planting. Results showed that some approaches improved weed control, but no single method eliminated weeds completely. The findings will help inform future approaches for establishing and maintaining wildflower habitats across Florida.



Twenty-five years ago, the State Wildflower license plate began with a simple but powerful idea: that thousands of Floridians could collectively invest in the future of our state's native wildflowers. Today, that vision continues to bloom. Revenue from the State Wildflower license plate has funded decades of education, research, habitat restoration and community grants, creating a lasting investment in Florida's natural heritage. With every plate sold and renewed, Floridians continue to help conserve the landscapes that make our state unique.



Program Funding Needs Strong Foundations

This year's financial results reflect continued growth in both revenue and programs. But they tell only part of the story.

Much of the Foundation's funding — particularly revenue from the State Wildflower license plate — is legally or contractually restricted to specific programs. Those dollars cannot be used to support many of the day-to-day functions that make those programs possible, including staffing, financial management, technology, communications, fundraising and other essential organizational operations.



While program funding has expanded our reach, it does not fully cover the operational infrastructure required to sustain and grow this work. Unrestricted funding is essential to support core staffing, financial systems, communications, and organizational capacity — ensuring program dollars are fully deployed and managed effectively.

As our programs continue to grow, so does the infrastructure required to manage them responsibly and effectively. Unrestricted support provides the flexibility to invest in that capacity, ensuring every program is well managed, every grant is administered effectively and every conservation dollar achieves the greatest possible impact.

Strong programs require a strong organization behind them. By investing in the Foundation's capacity, donors help ensure we can continue expanding our reach while delivering the accountability, expertise and stewardship that Florida's native wildflowers deserve.

The following organizations and entities benefited from the Florida Wildflower Foundation's Education, Planting or Research programs during the 2024–25 fiscal year.

Alachua Conservation Trust
 Bay County Public Library
 Bonnet Springs Park
 Brooker Creek Preserve
 Bubbe's Garden
 City of Casselberry
 City of Jacksonville
 City of Longwood
 City of Orlando, Office of Sustainability
 City of Sanibel
 City of Tavares Public Library
 Clermont Garden Club
 Conserve Nassau
 Deland Garden Club
 Ding Darling Wildlife Refuge
 Dunedin Fine Art Center
 East Lake Community Library
 Everglades Foundation
 Evergreen Cemetery
 Fairchild Tropical Botanic Garden
 Florida Invasive Species Council
 Florida Museum of Natural History, McGuire Center for Lepidoptery
 Florida Native Plant Society (FNPS)
 FNPS Conradina Chapter
 FNPS Eugenia Chapter
 FNPS Serenoa Chapter
 Florida State University
 Environmental Service Program
 Fort White Branch Library
 freeFall Theatre
 Gainesville Garden Club
 Garden Club of Orange Park
 Green Mountain Scenic Byway
 Hernando County Library
 Institute for Regional Conservation
 Keep Nassau Beautiful
 Lake Placid Garden Club's Youth Group
 Lake County Parks and Water Resources
 Lee County Master Gardeners
 Levy Park Neighborhood Association
 Love the Everglades
 Loxahatchee River Center
 Mead Botanical Garden
 Miami Beach Botanical Garden
 New Port Richey Public Library

Ocala Library
 Ocean Ridge Garden Center
 Orange City Village Improvement Association
 Orange County Master Gardeners
 Palm Beach Central High School
 Palm Coast Garden Club
 Peaceful Paths
 Pelican Island Audubon
 Pensacola Federation of Garden Clubs
 Philanthropic Educational Organization
 Polasek Museum
 Rainbow Lakes Estates
 Riverwoods Community
 Rollins College Freshwater Alliance
 Royal Harbor
 Sanford Public Library
 Surfrider Foundation, Space Coast Chapter
 Suwannee Riverkeeper
 Synchrony
 Tallahassee Garden Club, Babies Breath Circle
 Tuscawilla Sunshine Garden Club
 University of Florida Institute of Food and Agricultural Sciences (UF/IFAS)
 UF/IFAS Leon County
 UF/IFAS Marion County
 UF/IFAS Palm Beach County
 UF/IFAS Santa Rosa County
 UF/IFAS Sarasota County
 UF/IFAS School of Forest, Fisheries and Geomatics Sciences
 UF/IFAS Walton County
 Universalist Unitarian Fellowship of Gainesville
 University of South Florida Botanical Gardens
 Village on the Green
 Villages Butterfly Garden Club
 VOLO Foundation
 W T Bland Library
 Winston Park Community Garden & Seed Library
 Winter Park Library

Seedlings for Schools Grant Recipients

Avalon Elementary
 Bailey Elementary
 Bonnevill Elementary
 Cocoplum Nature School
 Cordova Park Elementary
 Deerfield Beach Middle School
 Dorothy C York Innovation Academy
 Dundee Elementary Academy
 East Pasco Education Academy
 Gateway Environmental K-8 Learning Center
 Griffin Elementary
 Harmony High School
 Heritage Elementary
 J.D. Parker Elemaentary
 Lake Magdalene Christian School
 Lake Orienta Elementary
 Lake Shore Middle School
 Naples High School
 Okeechobee Healthy Start
 Palm Bay Magnet High School
 Palm Beach Central High School
 Philip O'Brien Elementary
 Rain Lily Montessori School
 Roberts Elementary School
 Rock Springs Elementary
 Roots Nature and Leadership Academy
 Sand Lake Elementary
 Sheridan Hills Elementary
 Southside Elementary
 Sparr Elementary
 Springwood Elementary
 St. Elizabeth Seton Catholic School
 St. Paul Catholic School
 Storybrooke Academy
 Suwannee Pineview Elementary
 The Goddard School of Baymeadows
 Timber Lakes Elementary School
 Trinity Tots Preschool
 Twin Rivers Montessori Academy
 Web of Wisdom

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 Jennifer Tyson, social media

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Beginning with this report, financial highlights reflect our IRS Form 990 rather than our independent audit, giving a more consistent picture of operating activity. As a result, prior-year figures may differ slightly.

REVENUE

	2024-2025	2023-2024
Tag revenue	\$595,474	\$526,577
Donations	\$61,910	\$53,513
Investment earnings	\$35,197	\$30,286
Gifts In-kind	\$3,024	\$2,097
Memberships	\$21,691	\$12,301
Admissions	\$1,842	\$1,416
Other	\$9,236	\$418
TOTAL Revenue	\$728,373	\$626,608

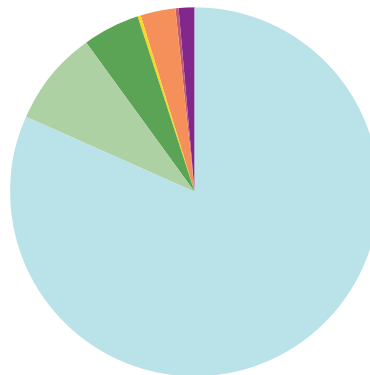
EXPENSES

	2024-2025	2023-2024
Education	\$265,533	\$226,157
Planting	\$151,008	\$102,744
Research	\$109,744	\$27,995
Tag Management	\$31,662	\$50,767
Fundraising and Operations	\$121,302	\$103,523
TOTAL Expense	\$679,249	\$511,186

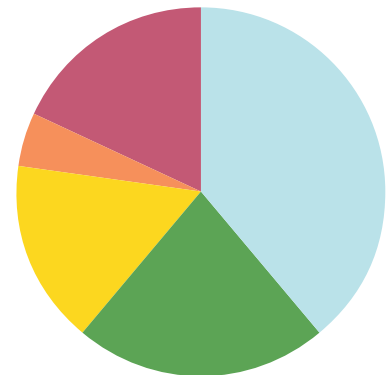
Net assets, beginning \$1,571,533
Net assets, end† \$1,677,904

†Includes board-designated reserve of \$300,000

REVENUE



EXPENSES



DONATE

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