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The American Floral Endowment's 2024 Fundraising Campaign

May 22, 2024

In an effort to continue to increase support for important research, education and other floriculture programs to advance in the industry, the [American Floral Endowment](#) has launched its annual fundraising campaign running May 15 - June 28 with a goal of \$100,000 in industry support.

The Endowment's annual summer campaign theme touts the overall tagline of R.I.S.E., representing AFE's core programs: Research, Internships, Scholarships and Education for the floral industry. These resources are vital to the ongoing growth of floral; the Endowment is welcoming the industry to R.I.S.E. up to help fund ongoing success and support for all segments, ages and levels. You can check out the campaign launch video featuring industry supporters and AFE's Chairman, Ken Young of Phoenix Flower Shops, by clicking [here](#). Make a donation today!

Donations to AFE help increase funding for:

- Research to produce healthier, longer-lasting flowers and plants.
- Internships to recruit tomorrow's leaders and provide hands-on training for young professionals.
- Scholarships to foster education and empower the next generation to choose careers in this industry.
- Education to provide ongoing learning opportunities and knowledge to all industry members at all levels.

The 2024 Fundraising Campaign features many sponsorship opportunities. Sponsorship benefits include promotional opportunities, featured job postings on AFE's career center and recognition across AFE's communications.

The deadline to sign-up for the campaign and get involved in R.I.S.E. to Support is Friday, June 28, so don't delay in making donation! Look ahead to a bright future, as AFE shares innovative research on new advances, scholarships and internships for the next generation of leaders, grants to enable the continued education of all industry members and more.

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