



- Advertisement -

**New Demaree Family Floriculture Advancement Fund
established**

March 31, 2025

The [American Floral Endowment](#) announced the establishment of the Demaree Family Floriculture Advancement Fund, designed to support special projects or programs that address critical and timely challenges facing the floral industry. This new annual grant program will provide funding to projects that are creating innovative resources, education and advancements.

This new fund builds on the legacy of the Del Demaree Family Fund, originally established in 2014 by Del Demaree, Jr., to support the Business Internship program. To better meet the immediate needs of the industry, the Demaree family has repurposed this funding to allow for greater flexibility and responsiveness. AFE continues to offer two paid internship programs, the Mosmiller and Vic and Margaret Ball intern scholar programs, to offer hands-on experience to students interested in pursuing a career in the floral industry.

The [Demaree Family Floriculture Advancement Fund](#) honors the life and accomplishments of Del Demaree, Jr., a longtime industry leader and former AFE chairman and trustee. Del, who served as a trustee for 10 years and as Chairman in 1992-1993, dedicated over 60 years to the floral industry before passing away on Jan. 2, 2023, at the age of 85. A respected business expert and devoted family man, his legacy continues to inspire the industry.

Del's daughter, Laura Shinall, Managing Partner at [FreshPath Marketing](#), continues the Demaree family's legacy of giving back to the industry with AFE. She served as Chairman of AFE from 2020-2022, and continues to be involved as a current AFE trustee and president of the [Floral Marketing Fund](#) (FMF) board of directors.

"The new fund is a proud evolution of our legacy, and offers exciting new opportunities for projects that are working hard to enhance the floral community," Shinall said. "It also gives us the flexibility to respond to real-time challenges our industry is facing, ensuring that we can drive progress for years to come."

Organizations with impactful projects, programs, or initiatives benefiting the floriculture industry within the United States are encouraged to apply for funding.

[Applications](#) will be due by June 1 each year, with a preference for special projects that are national in scope and provide timely, meaningful benefits for all industry segments. Please note this grant program does not fund conferences, events, general operating costs or recurring annual programs – these are eligible for funding through AFE's [Educational Grants](#) – but will support established programs that are addressing immediate needs and the advancement of floriculture through its programs.

[Print](#)