



Planting pride in our communities!

America[®]
in Bloom

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2020 Annual Report



AmericaInBloom.org



Vision: America in Bloom envisions communities across the country as welcoming and vibrant places to live, work, and play - benefitting from colorful plants and trees; enjoying clean environments; celebrating heritage; and planting pride through volunteerism.

Mission: America in Bloom promotes nationwide beautification through education and community involvement by encouraging the use of flowers, plants, trees, and other environmental and lifestyle enhancements.

[Meet Our Board of Directors](#)



See our 2020 work in action!

Helping Communities Flourish

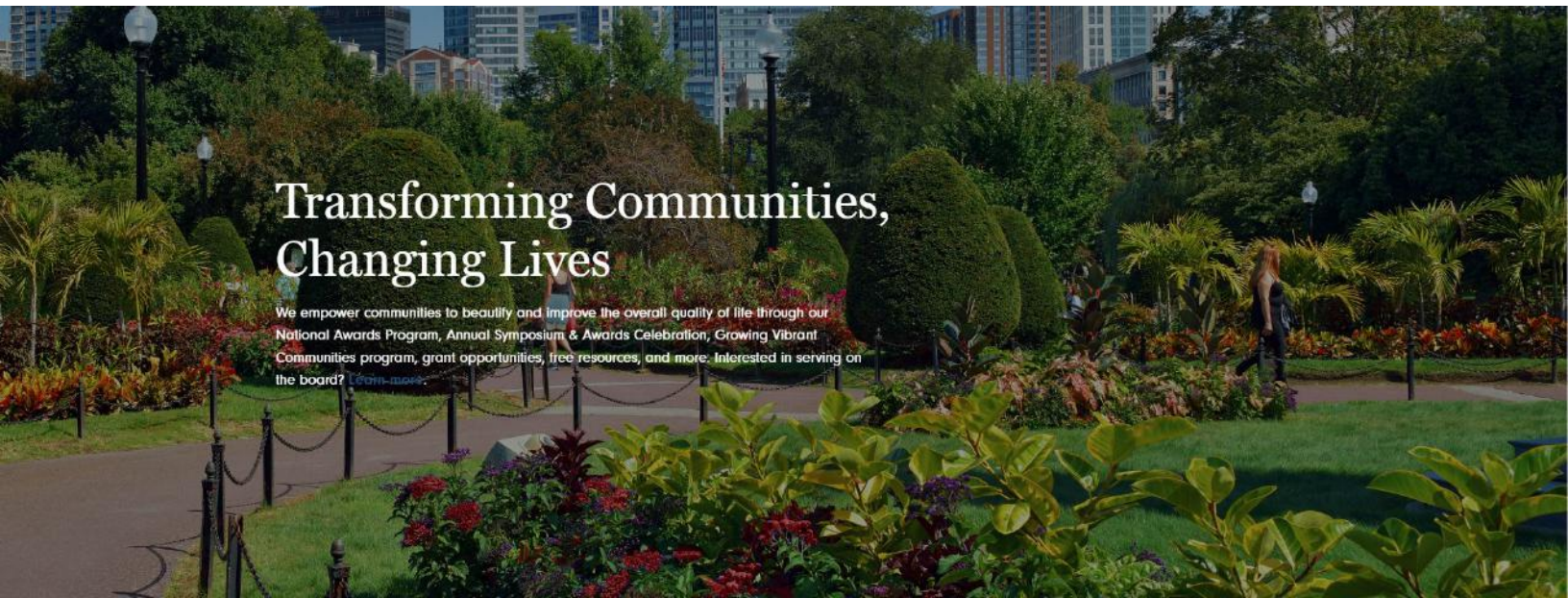
Communities are more welcoming and vibrant with colorful plants and trees in clean environments. We also believe in celebrating heritage and planting pride through volunteerism.

[ABOUT US](#)



Make Your Community Shine

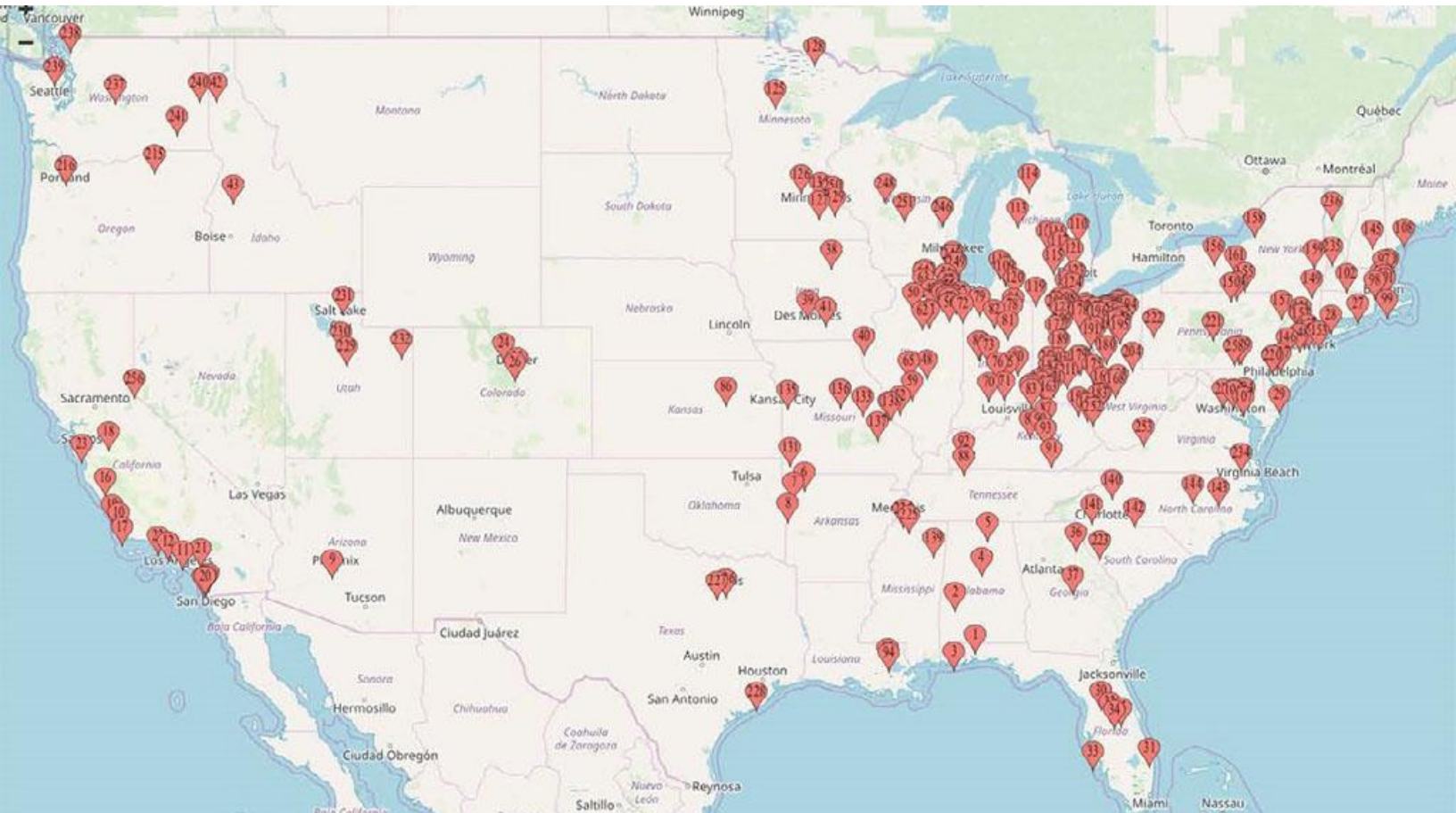
America in Bloom offers numerous programs and educational resources to help beautify and improve your community.



Transforming Communities, Changing Lives

We empower communities to beautify and improve the overall quality of life through our National Awards Program, Annual Symposium & Awards Celebration, Growing Vibrant Communities program, grant opportunities, free resources, and more. Interested in serving on the board? [Learn more.](#)

National Awards Program



280 communities in 40 states

Communities evaluated in 7 criteria:

- Community Vitality
- Flowers
- Landscaped Areas
- Urban Forestry
- Environmental Efforts
- Celebrating Heritage
- Overall Impression

Meet the Dedicated Team of Judges

2020 Virtual Symposium Education + Celebration



- 300 people
- Educational sessions
- Idea sharing
- Networking
- Award presentations
- Sponsor showcase



EcoCONNECTIONS

From the Ground Up

America in Bloom partners with CN Railway on a [grants program](#) that encourages communities along the CN corridor to take environmental action by improving their communities through healthy urban forests, landscaping, groundcover improvement, and flower displays.

More than 60 communities along the CN corridor have received grant funding since the program's inception in 2014.

In 2020 we awarded 10 communities \$25,000 each for their projects. Each project requires a matching contribution.





Growing Vibrant Communities™

Through volunteer leadership and community engagement, communities will work toward enhancement goals across seven criteria of self-assessment: community vitality, flowers, landscaped areas, urban forestry, environmental efforts, celebrating heritage, and overall impression.

GrowingVibrantCommunities.com

SMALL STEPS, BIG IMPACT.



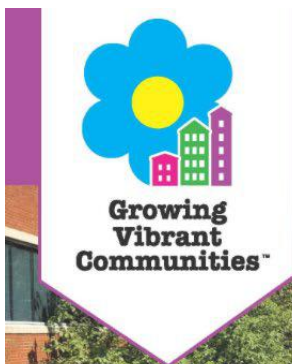
GrowingVibrantCommunities.com

Make your community more inviting.

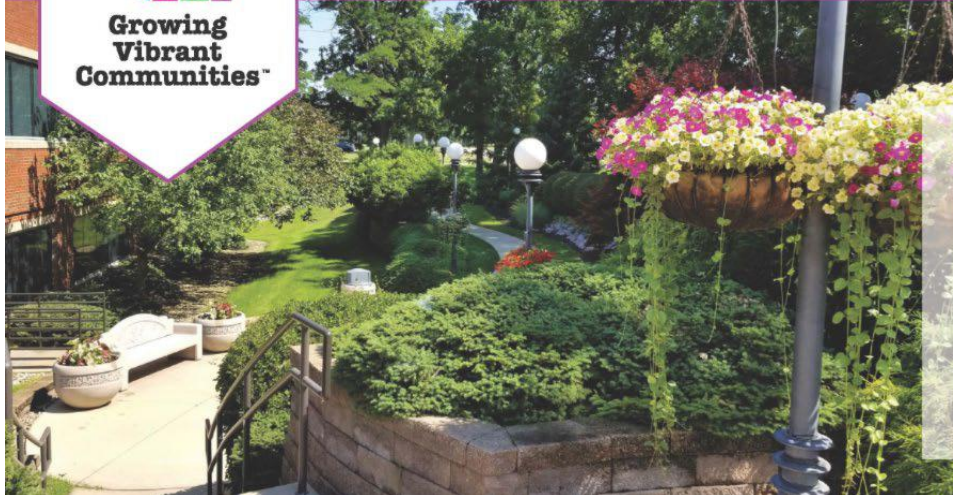
WANT TO BEAUTIFY YOUR COMMUNITY?



Get started on your path toward beautification.



BIG Impact on a Small Budget



Looking for ways to enhance your community?

We're here for you. Our **advisors** will help make you proud to call your community home.

Watch How We Are Transforming Communities

Click each image to watch the video.



Auction Fundraisers

Traditionally, America in Bloom holds two auctions each year. Due to COVID-19, the silent auction was cancelled. The online auction was held in the fall and featured 20 exciting destinations for travel, plants, and other horticultural products, one-of-a-kind experiences, and more. Nearly \$10,000 was raised in the online auction, and we are thankful for those who donated items that allowed AIB to extend its fundraising reach.



Thank You to Our Sponsors

Our gratitude and heartfelt thanks to our national sponsors, symposium sponsors, and media partners who invest in our mission. Our progress and success are a direct result of your generous support.

Platinum Elite Sponsors

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Platinum Sponsors

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- [Neal Mast & Sons Greenhouses](#)
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- [Crescent Garden](#)
- [Crown Bees](#)
- [J Frank Schmidt Family Charitable Foundation](#)
- [ZRB Creative Marketing Support](#)

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Bronze Sponsors

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- [EarthPlanter](#)
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- [Sakata Ornamentals](#)
- [Wallitsch Garden Center](#)
- [Walnut Springs Nursery](#) & [Sporticulture](#)

Ally Sponsors

- [A.M.A. Horticulture Inc](#)
- [Agrinomix](#)
- [Smithers-Oasis](#)
- [Vis Seed Company](#)

Thank You to Our Donors

Tony Abruscato

Bobby & Sue Barnitz

Sherran Blair

Bob's Market

Linda Hart

Laura Kunkle

John Manchester

Marvin Miller

Ron Pierre

Katy Moss Warner

Rick Webb

Thank You to Our Raffle Ticket Supporters

Tony Abruscato

Douglas Airhart

Lisa Ambrosio

Anna Ball

Bobby Barnitz

Todd Billings

Fred Blackmore

Cees Boonman

Albert Bordine

Andy Brown

Ron Brum

Lisa Campbell

Holly Cassity

Steven Castorani

Nancy Chennault

William Christakes

Debbie Conterato

Chris Corwin

Linda Cromer

Allan Davidson

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Bert Lemkes

Anne Leventry

Scott Longfellow

Robert Luczai

Edith Makra

John Manchester

Alene Mangino

Gary Mangum

Terri McEnaney

Marvin Miller

Rebecca Miller

Rodd Moesel

Terril Nell

Delilah Onofrey

Jan Patranella

Leslie Pittenger

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Mitchell Rand

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Barbara Vincentsen

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Richard Webb

Wanda Weder

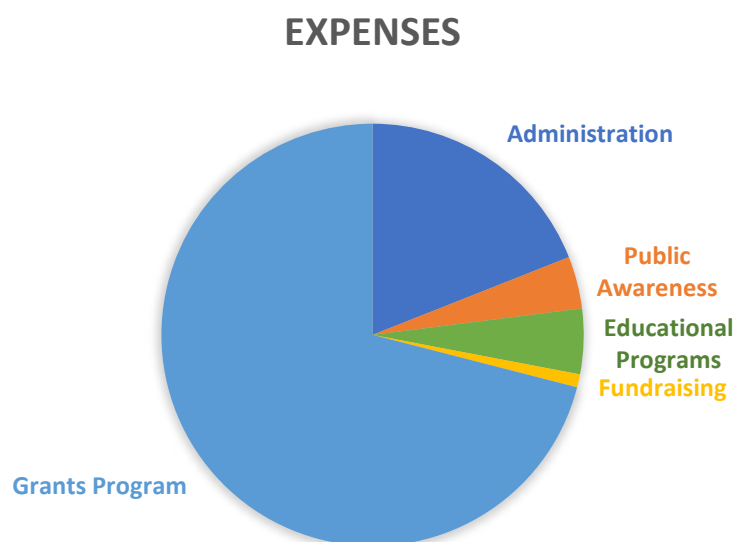
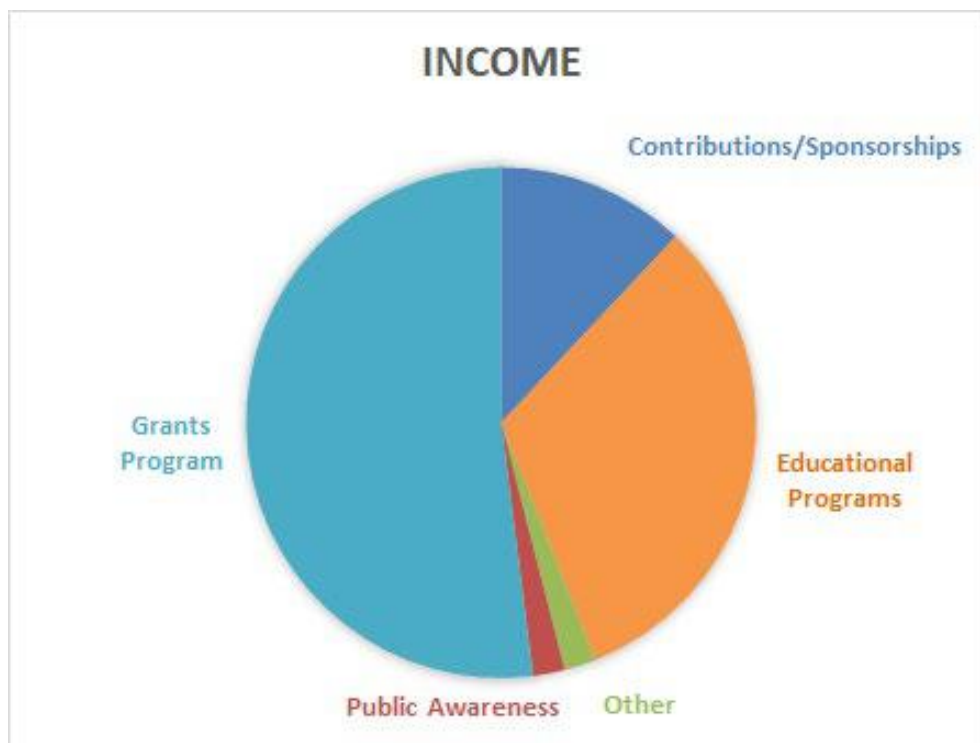
Kirk Weiss

Teresa Woodard

Craig Yoshida

2020 Financial Overview

In 2020 we had revenue of \$454,454 This does **not** include the thousands of hours donated by our judges, volunteers, and other in-kind donations. In 2020 we had expenses of \$380,681. Due to COVID-19 we were unable to offer in-person two of our signature programs, the National Awards Program and the Symposium & Awards. Both programs were done virtually, which minimized expenses but limited revenue opportunities.



Learn More About America in Bloom

AmericaInBloom.org

