




2021 Annual Report



AmericainBloom.org

A city street scene with buildings, trees, and a flower planter in the foreground. The text is overlaid on the image.

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
and Staff



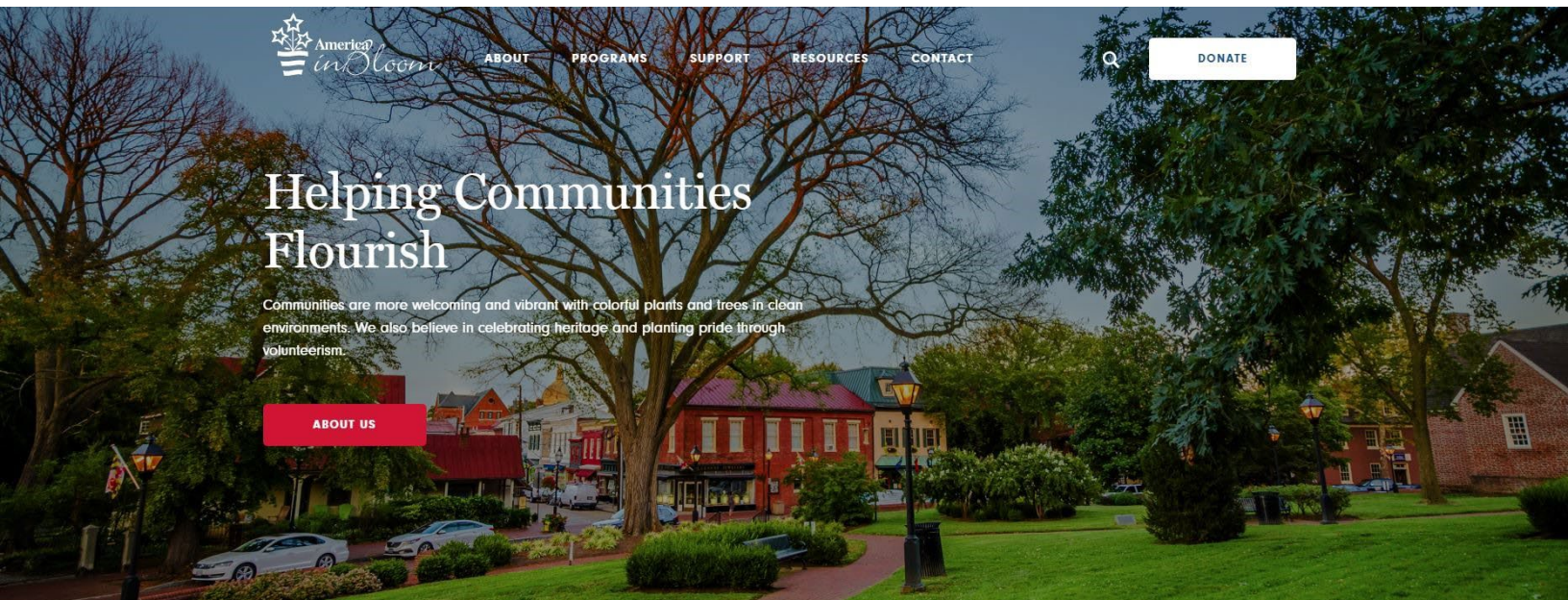
Transforming Communities, Changing Lives

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.](#)



Make Your Community Shine

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



- [ABOUT](#)
- [PROGRAMS](#)
- [SUPPORT](#)
- [RESOURCES](#)
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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](#)



See our 2021
work in action!

Watch How We Are Transforming Communities

Click each image to watch the video.



2021 Virtual Symposium Education + Celebration



- Educational sessions
- Idea sharing
- Networking
- Award announcements
- Sponsor demos



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

In 2021 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.

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 24 exciting destinations for travel, plants, and other horticultural products, one-of-a-kind experiences, and more. More than \$7,400 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.

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Platinum Sponsors

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

Thank You to Our Donors

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Thank You to Our Raffle Ticket Supporters

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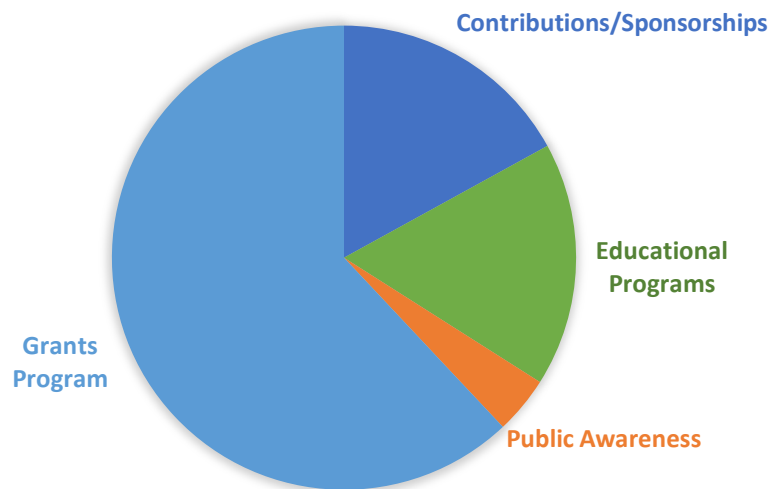
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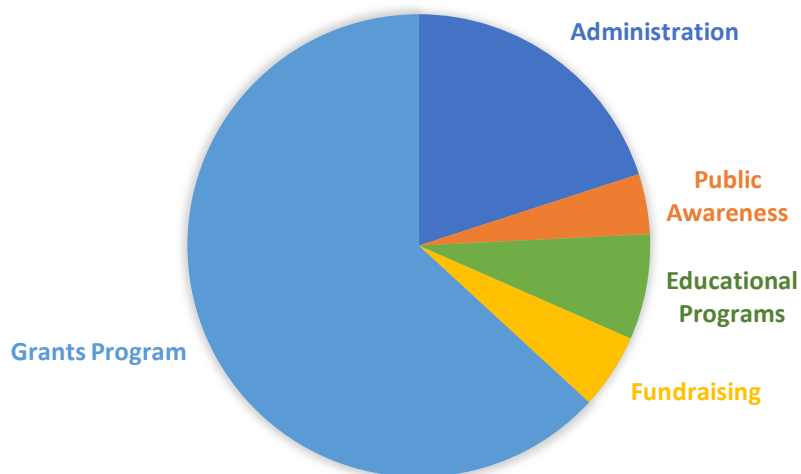
2021 Financial Overview

In 2021 we had revenue of \$462,521. This does **not** include the thousands of hours donated by our Advisors, volunteers, and other in-kind donations. In 2021 we had expenses of \$418,367. 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.

INCOME



EXPENSES



Learn More About
America in Bloom

AmericanInBloom.org



AmericaTM
IN BLOOM

GROWING VIBRANT COMMUNITIES

