



# FLORASCOPE

Occasional News from the Flora of Virginia Project

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## The Joys of Fundraising

DONATE

As a small organization, we've had the opportunity to get to know our donors and are continually awed by their generosity and their passion for the plants and plant communities in Virginia.

Here's what Ann Regn, long-time supporter of the Flora Project, has to say about donating to the Flora:



### Why Fundraise?

The Flora of Virginia Project relies on a volunteer board supported by a small but dedicated team of professionals who provide direction, structure, and expertise. We are entirely dependent on fundraising to support our work, so solicit donations large and small from public and private sources to fund important projects such as the Natural

Communities key launched this fall, and indeed the creation of the App itself.

We must also solicit donations for our basic operations. Operating expenses may not have the glitz and glamor of the Natural Communities key, but it is nonetheless vital as it is the structure which makes all the other projects possible.

To understand our modest operation budget, please visit [our Annual Financials page on our website](#).

## How We Fundraise

Some organizations always seem to be fundraising; every week there's another appeal in your mailbox. We take a lighter approach; twice a year we mount a print mail campaign. It is important to us that these mailers are more than a request for your donation. For example, our most recent appeal featured reproductions of artwork by Flora illustrator Lara Gastinger.



Finally, while maintaining our commitment to providing a little more than expected, we are also always looking for ways to be more efficient and economical in our fundraising. We are hearing from more and more of you that you prefer not to receive paper mailings and we respect that. As an environmental organization, we are mindful of the waste involved in mass paper mailings and are working on ways to provide the same content and quality electronically. With this in mind, we ask that you please complete a very brief survey:

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## GivingTuesday

Our [GivingTuesday](#) campaign was a success -- 21 donors gave more than \$2,000 during a typically quiet time of year. Our posts also increased our Facebook reach dramatically, boosted Instagram profile visits, and provided content that helped us establish a new LinkedIn page.

Pawpaw, *Asimina triloba*, was our most popular post, generating a lot of conversation about how the plants produce fruit and best times to forage. They should make us all appreciate our pollinators!

Like all of the plants we highlighted in the campaign, much of our work in 2024 will be behind the scenes, laying the groundwork for more user-friendly, information-rich resources. Strong operations are the soil in which we grow, making it possible to Keep the Science Current.



PAWPAW  
*Asimina triloba*

This spindly understory tree that is partial to mesic communities produces the largest edible fruit native to North America. Small animals like raccoons and opossums, birds and people love the custardy tropical flavor.

Pawpaw requires cross-pollination and 5-8 years of maturation to fruit. While you're waiting, donate to The Flora.

*The Flora of Virginia Project's 2024 agenda is laying the groundwork for more user-friendly, information-rich resources. Donate now at [floraofvirginia.org/giving-tuesday](https://floraofvirginia.org/giving-tuesday)*



## Support The Flora of Virginia Project

Lynn and Irvine Wilson are long-time supporters of the Flora of Virginia Project. Avid environmentalists, they feel strongly about the importance of supporting organizations that advance understanding of these important issues.

*In a world of easy answers, it's a joy to turn to the substance and science of the acclaimed Flora of Virginia. Irvine and I are proud users and supporters.*

**Won't you join Lynn, Irv, Ann, and others, in supporting the ongoing efforts of the Flora of Virginia Project?**

DONATE

The Flora of Virginia is evergreen, requiring ongoing attention to keep data up-to-date and to add new features and functionality. We rely on the generosity of our users and supporters to get our work done. Your tax deductible donation supports all of the work necessary to Keep the Science Current.

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