



# FLORASCOPE

Occasional News from the Flora of Virginia Project

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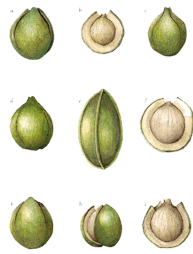
## Thank you

**Flora Board Members** – [Andrea Weeks \(George Mason University\)](#) and [Joey Thompson \(Natural Heritage\)](#) worked diligently this summer to launch the Natural Communities key in the App. We could not have completed the work without the guidance of the [Virginia Natural Heritage Program](#), our longtime partner and collaborator.

The feedback thus far has been incredibly positive. [You can buy the App here](#) or update your App to get the new key by accessing the App Store or Google Play, searching for Flora of Virginia and tapping Install/Update.



Rainbrush  
Castilleja coccinea



Fruits of *Neur. Hudsonia*  
a- *C. angustata*, b- *C. conchitosepimentaria*, c- *C. conchitosa*, d- *C. phloea*,  
e- *C. blanchetii*, f- *C. crata*, g- *C. ovalis*, h- *C. pallida*, i- *C. tomentosa*

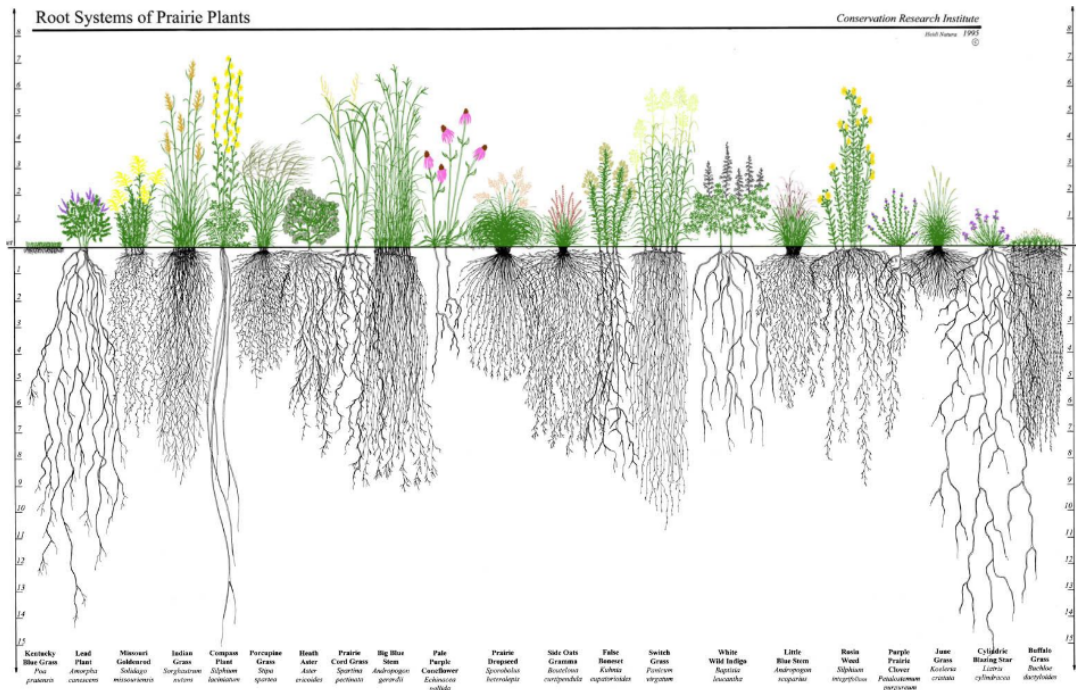


Spring Beauty  
Claytonia virginica

**Faithful Donors** – who generously support our work every year. You should already have received the first of three beautiful postcards featuring the work of *Flora of Virginia* illustrator Lara Call Gastinger.

**New Users** – Please consider including the Flora of Virginia Project in your year-end philanthropic plans. If you haven't donated in the past, now's a good time to start!

DONATE



**Building strong roots**

Like the root systems of native plants, there's a lot of unseen work being done that allows the App to blossom. Our 2024 projects will lay the groundwork for more user-friendly, information-rich resources:

### **1. Database Move**

Our data is our root structure, and it will benefit greatly by moving to a relational database platform. This will allow us to automate the App to more efficiently fix superficial errors, add images, add new content (like wetland codes) and manage the review of more substantive taxonomic adjustments. Users can then count on the App to present up-to-the-minute thinking and information on Virginia flora and natural communities. We anticipate that the project management and database design will be a significant but necessary investment. Consider this when you make your donation!

### **2. Educational Content**

The [Flora of Virginia Educational Videos](#) offer an amazing amount of information on using the *Flora of Virginia* and the Flora App in addition to basic botany, taxonomy and related scientific content. We have plans to make this content more accessible, through training opportunities, tips and tricks videos and more. The best way to spread the seeds of conservation and protection is through education.

### **3. What's Next for the Flora**

2024 is the 10th anniversary of the last edition of the *Flora of Virginia* and we're running low on copies. A new edition will incorporate 10 years of updates, requiring substantial time and capital. We will also need to evaluate printing options that may allow us to update content more regularly and better control inventory.

### **4. Day-to-day Operations**

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. Strong operations are the soil in which we grow, making it possible to Keep the Science Current.

### **5. Fundraising Efficiency**

Each year we send fundraising solicitations to our donors. While these campaigns are the foundation of our operations budget (aka Keeping the Lights On), we limit our appeals to twice a year and we try to make the mailings interesting and beautiful. Our next Florascope will solicit

your input on how we can make our campaigns more efficient, more effective, and more environmentally friendly.

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## GivingTuesday



We are launching a GivingTuesday campaign later this month featuring native plants you may walk by (or over) every day that are working hard to provide valuable ecosystem services. Purple Lovegrass and Pawpaw are both critical natives that thrive in natural communities across the Commonwealth. Consider adding both to your landscape and donating to the Flora.



Our goal is to increase our traditional fall fund drive donations by at least 50%. In the coming weeks you will see our GivingTuesday campaign on [Facebook](#), [Instagram](#), [LinkedIn](#) and [the Flora of Virginia website](#). Please share it across your social networks.

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## E-Flora

We recently extended our social media reach by adding a company page on LinkedIn, which gives us a chance to share our work with environmental and conservation professionals across Virginia. If you're on LinkedIn, please search "Flora of Virginia" and [follow us](#). While you're at it, use the same search to follow us on [Facebook](#) and [Instagram](#).

In addition, we added a [Contribute New Records](#) page to the Flora website to provide guidance on how to submit plants not recorded in the Flora App for verification.

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## Your support

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.

DONATE

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**Flora of Virginia Project, Inc.**

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