

Flowers for Heroes

Welcome to the Flowers for Heroes program. Thank you for taking the time to learn more about the challenging projects that we are about to undertake.

It is important that the brave men and women who died defending our freedom are never forgotten and the memories of their courageousness live on. Equally important are the families they left behind, often struggling to make ends meet because of the sacrifices their loved ones made for our country.

Flowers for Heroes was created in an effort to honor those who died protecting our freedom as Americans and support their families as they struggle with their loss. We recognize that Gold Star families need our support and, and have developed a rewarding way to raise funds to provide that assistance.

Our mission is to place over 90,000 red, white, and blue bouquets on the headstones at National Cemeteries, such as Arlington National Cemetery, Antietam National Cemetery, Gettysburg National Cemetery, and Normandy American National Cemetery. These efforts are made possible through donations and the support of our fellow Americans. The money generated will be provided to organizations affiliated with Gold Star Families across our nation.

A top-notch team of individuals have collaborated to make this program a reality. Please join us in remembering, honoring, and taking care of the families they have left behind.

Founder and Chief Executive Officer



Russ Phillip Jr.





Entertainment Sponsorship Request

Flowers for Heroes would like to utilize the collective power of the entertainment industry to raise awareness of America's fallen heroes and the families they left behind. Our nation owes it to the **Gold Star** families. The patriotism and dedication of their loved ones has left them with a void in their lives that cannot be filled.

In an effort to raise awareness and gain support for our mission, Flowers for Heroes utilizes various events with local communities. Becoming involved with these events is a great way to show your appreciation to the men and women who sacrificed their lives to defend the freedoms of this great nation.

What you can do:

- Provide Letter of endorsement.
- Provide quotation to be used in press releases.
- Donate item to be auctioned online to raise funding.
- Right to display logo or likeness on Flowers for Heroes website.
- Provide special mentions during radio, TV or press appearances.
- Be available for special appearances on behalf of Flowers for Heroes.
- Be available for press and support of National Guardsmen and volunteers on installation dates.



Background

Flowers for Heroes, NFP (FFH) is a non-profit organization created to harness the power of beautiful and unique floral bouquets to honor our bravest citizens. These men and women have made the ultimate sacrifice by giving their lives protecting our American freedoms. Our efforts are to raise awareness and funds for the families of fallen military men and women and make a positive impact in communities throughout the nation. We are fortunate to have wide-spread support from floral and entertainment industry members to advance our charitable causes.

Objectives

Raise in excess of \$3 Million annually through fundraising efforts.

Leverage a network of fresh flower growers and distributors to deliver flowers to armed forces grave sites around the world.

Establish a national network of caring individuals that will take responsibility for promoting FFH flower sales to their friends and families.

Mission

The mission of FFH is to honor our fallen military men and women while also providing substantial support for the families that are left behind.

“... at the time appointed, gather around their sacred remains and garland the passionless mounds above them with the choicest flowers of spring-time; let us raise above them the dear old flag they saved from his honor; let us in this solemn presence renew our pledges to aid and assist those whom they have left among us a sacred charge upon a nation's gratitude, the soldier's and sailor's widow and orphan. “

-Army General John Logan 1868



Background (continued)

Management

FFH's Management Team, founded by lifelong floral industry member Russ Phillip, has extensive creative and business experience in the floral market. The extended management team also includes experts in search engine optimization, graphic design, E-commerce, web programming, writing, marketing and sales.

The Elected Directors include: Nick Economos (State Street Financial Group); Kevin Schulhof, CPA (Hewlett-Packard); and Myra Peterson-Love (YBF Network). The company's legal interests and trademark interests are represented by Synergy Law Group and Brannon & Associates PC, respectively.

Corporate Information

Flowers for Heroes, NFP was incorporated in the State of Illinois March 10, 2009. *FFH's* principal executive offices are located at 205 East Butterfield Road, Suite 423, Elmhurst, IL 60126 and the company's telephone number is 630-737-0855.



What is Gold Star?

A gold star mom, dad, spouse, fiancé, grandparent, sibling, cousin, uncle, aunt, nephew, niece or close friend has lost a loved one while serving for our everyday liberties... liberties that so many people take for granted.

Those lost during war are not faceless people or statistics. They are someone's loved family member.

It is the goal of Flowers for Heroes, to provide support for the spouses and children of those who lost their lives while serving in the Armed Forces of the United States.

Background

The origin of the Gold Star insignia goes back to 1917, when U.S. Army Captain Robert L. Queisser created a banner to honor his two sons who were serving in World War I⁽¹⁾. A service banner is decorated with a star for each family member in the military; a Blue Star represents living service members, and those who lost their lives were honored with a Gold Star.

The idea of the Gold Star was that the honor and glory accorded the person for his supreme sacrifice in offering for his country, the last full measure of devotion and pride of the family in this sacrifice, rather than the sense of personal loss which would be represented by the mourning symbols⁽²⁾. It is through this symbol that the stories of those brave heroes live on and will never be forgotten.

Why Gold Star Needs Our Support

While we honor those men and women who have died serving our country, our support often falls short when it comes to the families of those brave soldiers. These are the men, women, and children whose lives have been turned upside down by their loved ones' sacrifice. Most people can't comprehend their daily struggle.

By showing our support to Gold Star families, our American soldiers can rest assured that their families will be supported if the worst should happen.

Although the honor of a Gold Star cannot make up for losing a loved one in war, it can help show a family that the nation cares about their loss. Through all the pain and suffering, the families of our fallen heroes remain dedicated to the patriotism their loved ones fought for. After all, it is their support that allows us to remain the greatest fighting force in the world.

References

1. *U.S. Naval Academy* (November 20, 1994). The Service Flag of the United States at USFlag.org.
2. *American Gold Star Mothers*. (2009). <http://www.goldstarmoms.com/WhoWeAre/History/History.htm>