



Virginia Native Plant Society

Conserving Wild Flowers and Wild Places

October 2025

Dear Friends of Native Plants,

As we welcome autumn's benevolence and bounty into our lives, we feel gratitude for the gifts we received throughout the year and desire to share our resources with people and organizations that do good for our local community, for the nation, and for the world. We hope you consider supporting the Flora of Virginia Project.



The Virginia Native Plant Society's (VNPS) support of the Flora of Virginia since its founding in 2001 has been crucial. You – our members – saw it through years of work needed to publish the Flora of Virginia in 2012, then the assembly of all that content to develop and launch the Flora App in 2017.

This year, the Flora of Virginia is truly grateful to be the beneficiary of VNPS's 2025 Fundraising campaign that will drive the next step in its evolution – migrating to a custom database and completing a major data update to insure the Flora's sustainability. Please help us raise \$50,000 for this project.

By donating to this campaign, you can become a significant agent of positive change. The spreadsheet that is the backbone of the Flora App contains all the data from the book and more. It is MASSIVE: more than 630,000 data components. Updates are currently implemented manually, historically by one person. The new database will improve:

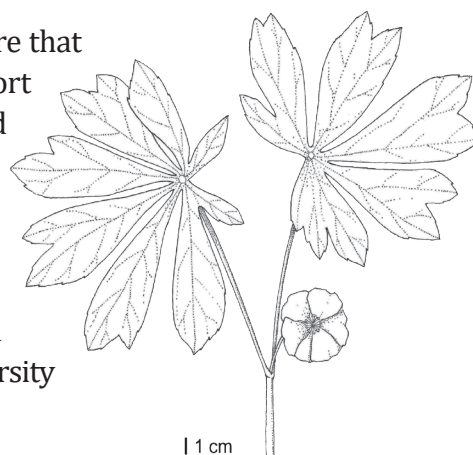
- **Security:** The database will live behind a firewall controlled by access permissions and workflows, protecting the data from viruses, software obsolescence, and human error.
- **Accuracy:** Edits will be made through a custom user interface and require review by a Flora of Virginia author for approval.
- **Timeliness:** Data will be edited, imported, and added in real-time, then updated to the App on a regular schedule.

Once the data transitions into its new home, Flora of Virginia authors – Gary Fleming, Chris Ludwig, Johnny Townsend, and Alan Weakley – will drive a major update, the first in nearly three years. It will be the last such effort since data sharing and scheduled reviews will happen automatically with the new platform.

These projects mean users will always have the most current, accurate data available on their devices in the most remote places. And, the Flora of Virginia will be able to more easily add data like wetlands codes, additional images, and ethnobotany information.

To make all this happen, we hope you support this project as generously as you can. You can send your check along with the form on the back of this letter or visit vnps.org/donate to contribute to the success of this project.

Your gift will make a measurable difference and will ensure that the Flora of Virginia Project resources continue to support conservation and preservation of Virginia's diverse and fascinating flora and rich biodiversity into the foreseeable future. Especially now, when native habitats are being threatened and species – both flora and fauna – are losing ground and disappearing under our watch, we need your commitment. Working together with the Flora of Virginia Project, we can make a stand in defense of nature and biodiversity as we inspire others to join us.



Mayapple
Podophyllum peltatum
 2025 Wildflower of the Year
 Drawn by Lara Call Gastinger

Jenny Norwood, Executive Director of the Flora of Virginia Project, summarized it like this: "VNPS support of this critical step in our evolution ensures the Flora of Virginia can continue to provide the most timely, accurate data on native plants to all working to protect Virginia's amazing native landscapes."

As we wind down the year and direct our thoughts to the end-of-year holidays and celebrations, we hope you join us this year in support of the Flora of Virginia Project and its critical work.

Deeply Grateful for Your Ongoing Support,

Nancy Vehrs

Nancy Vehrs, President

Emilia Godwin

Emilia Godwin, Fundraising Chair



VNPS ANNUAL FUND APPEAL 2025

Please give generously to support the **Flora of Virginia Project Fund**.

Enclosed is my tax-deductible gift of: ☐ \$1,000 ☐ \$500 ☐ \$100 ☐ \$75 ☐ \$50 ☐ Other \$_____

To contribute online, visit vnps.org/donate

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Phone _____ E-mail _____

Want to pay by credit card? (Discover, MasterCard, Visa, or American Express)

Card number _____ Expiration date _____ Security code _____

Print name _____ Signature _____



Make checks payable to VNPS and mail to: **Flora of Virginia Project Fund**, 400 Blandy Farm Lane #2, Boyce, VA 22620. Thank you! VNPS is a 501(c)(3) nonprofit organization. Contributions are tax-deductible to the extent allowable by law.

400 Blandy Farm Lane, #2, Boyce, Virginia 22620, 540-837-1600, www.vnps.org