

ROSES *for* ★ ★ ★ ★ SOLDIERS



HELP US GIVE BACK TO THOSE WHO
HAVE SACRIFICED SO MUCH FOR US.

In proud partnership with



WHAT IS ROSES FOR SOLDIERS?

Roses for Soldiers is a program developed by Koehler & Dramm Wholesale Florist in partnership with Operation Homefront to give back to the members of our military and their families who have been affected by financial hardship associated with their service. (Read more about Operation Homefront on the next page.)

Thousands of men and women in the armed forces fight for our freedom every day. Many are wounded in battle and many give the ultimate sacrifice for our country. Oftentimes, there are financial hardships associated with the recovery and reacclimation of our veterans when they return home. Operation Homefront is dedicated to providing financial assistance to our soldiers to help alleviate this stress. We have partnered with Operation Homefront to donate a portion of our rose sales during the month of July to aid in this cause.

Koehler & Dramm will donate 2¢ for select roses sold (includes fresh cuts, bouquets, and arrangements) in July to Operation Homefront & military families. In an average year, this totals over \$4,000!

Each time you, the retail florist, buys roses from Koehler & Dramm, you are helping give back to the amazing men and women of our military! We are offering special buys on roses and rose products in all departments - Fresh Cut, Plants, Supplies, Bouquets, and Arrangements - all month long to maximize the opportunities for fundraising. The more roses we sell, the more we are able to give. All donated funds will be used to help military families who reside right in Koehler & Dramm's 6-state service area: Minnesota, Wisconsin, Iowa, Nebraska and the Dakotas!

We would also like to encourage you to get involved in your community as well! Whether you choose to donate to Operation Homefront, a different military charity, or a military family in need right in your own community, please take this opportunity to support our veterans. Keep reading for suggestions on things you can do right in your own shop.

HOW CAN YOU HELP?

Involvement

Join us and commit to giving a portion of your July rose sales to the troops! Whether you choose to give to Operation Homefront, another military charity organization, or a military family right in your own community, generating support for our veterans takes all of us working together to affect positive change.

Get your customers involved! The more involvement we can bolster from the community, the more we can give back to the soldiers and families in our area who have sacrificed so much for us!

In an average month, Koehler & Dramm sells over 200,000 stems of roses! If our retail customers (you!) pledged to donate 2¢ per stem with us, we could make an incredible difference in the lives of our service members. Great things can happen when we join together to support a cause!

Resources

In order to help you promote Roses for Soldiers in your business, we've done the work for you! We've developed a number of resources for you to utilize:

- Posters (8.5x11" or 11x17" sizes available!)
- Facebook cover & profile photos
- Instagram-formatted photos
- Point-of-Sale takeaways
- Operation Homefront stickers

You may use any of these on your website, social media networks, in your shop, or in any other manner to advertise Roses for Soldiers. We will provide these at your request, or you can visit our website at <https://koehlerdramm.com/roses-for-soldiers> to download and print them!

If you prefer, you may also create your own custom marketing materials to help promote Roses for Soldiers. (This is recommended if you plan to contribute to an organization other than Operation Homefront, as the materials we provide will be branded with the OH logo.)

Questions? Please contact your sales representative at 612-331-4141 or 877-KOEHLER, or you may reach out to organizer Renata Shuklaper at 612-362-3110.

ABOUT OPERATION HOMEFRONT

A national nonprofit, Operation Homefront leads more than 2,500 volunteers with nationwide presence who provide emergency and other financial assistance to the families of service members and wounded warriors. Operation Homefront has provided assistance to thousands of military families since its inception in 2002. Recognized for superior performance by leading independent charity watchdog groups, nationally, 92 percent of Operation Homefront's expenditures go directly to programs that provide support to our military families.

VISION:

Through generous, widespread public support and a collaborative team of exceptional staff and volunteers, we aspire to become the provider of choice for emergency financial and other assistance to the families of our service members and wounded warriors. Where there is a need we do not provide, we will partner with others for the benefit of our military families.

VALUES:

- **Honor Patriotism and Service to Country:** We believe those who wear our country's uniform do so with a sense of duty, knowing they support the causes of freedom. We serve by serving them and their families.
- **Do What's Right:** We are committed to the highest standards of ethical conduct in all that we do. We believe that honesty and integrity engender trust, which is the cornerstone of providing our services. We are careful stewards of the resources provided by our donors. We strive to be good citizens and we take responsibility for our actions.
- **Respect Others:** We recognize that our success as an enterprise depends on the talent, skills and expertise of our people and our ability to function as a tightly integrated team. We appreciate our diversity and believe that respect - for our colleagues, clients, partners, and all those with whom we interact - is an essential element of all positive and productive relationships.
- **Perform With Excellence:** We understand the importance of our mission and the trust our clients and donors place in us. With this in mind, we strive to excel in every aspect of our activities and approach every challenge with a determination to succeed.

KEY SERVICES:

Operation Homefront provides direct services to alleviate a military family's or individual's actual/complete emergency financial burden, as well as counseling and/or recovery support. Emergency financial assistance is in the form of checks paid directly to mortgage lenders, auto mechanics, contractors, hospitals, doctors, dentists and other providers. Other emergency funding assistance, which an applicant receives within 24 to 72 hours, includes the following:

- Financial assistance
- Emergency food
- Emergency home repairs
- Critical baby items: formula, food and diapers
- Home and appliance repair
- Furniture and household items
- Local moving assistance
- Community events
- Wounded Warrior Transitional Family Housing

2022 DONATION Goal:
\$5,000

The target population is American military personnel and/or their families who have unmet needs due to financial hardship, death, injury, or physical or mental detriment as a result of service since 9/11. These may include active duty, Reserve, National Guard and veteran service members. They are a diverse ethnic group (64 percent are minorities): approximately 20 percent are African-American; 5 percent Asian-American; 34 percent Hispanic/Latino; 5 percent Native American; and 36 percent Caucasian. Roughly 75 percent live at an income level 80 percent below the median income for the communities in which they reside.

Please visit operationhomefront.org for more information, to donate directly, or to see what specific needs currently need to be met.

Financial Assistance
\$30 million

to help 46,000 families pay bills,
buy groceries and more.

Transitional Homes
\$145,000

in housing costs saved for military
families.

Financial Savings
335 months

of residency to 186 family
members.

OPERATION HOMEFRONT

History

Founded in 2002, Operation Homefront, a national 501(c)(3) nonprofit, was formed to support the families of deployed service members. Headquartered in San Antonio, Texas, and in Arlington, Virginia, Operation Homefront, and thousands of volunteers, provides programs and services to military families across the nation, with 21 locations serving all 50 states.

Who We Serve

Operation Homefront serves the families of deployed and transitioning service members and post-9/11 wounded, ill, and injured service members and veterans. Our programs are primarily targeted to junior- and mid-grade enlisted (E1–E6) service members.

"Operation Homefront has been such a huge blessing to our family, during the holidays, and just every day of the year. They help financially and emotionally when we are far away from home, and may not have other help or support. The work they do is irreplaceable for the troops and their families."

– Military family at Colorado Holiday Meals For Military event

Operation Homefront works to serve our military families in their time of need because they have done so much to serve all of us in our nation's time of need.

Your donations will help provide a wide variety of programs and services to help families struggling with the challenges inherent to military life and support their transition to civilian life.

Programs & Services

Operation Homefront helps military families through difficult periods. Our programs are designed to ensure that short-term needs don't turn into chronic, long-term struggles. Our programs focus on:

- *Relief* through critical financial assistance* and transitional housing programs
- *Resiliency* through permanent housing and caregiver support programs
- *Recurring family support* through back-to-school, holiday meals and other programs throughout the year.

* Financial assistance is provided to military families in the form of grants, not loans, paid directly to the vendor.

HOW WE ARE MAKING A DIFFERENCE!

46,000 requests

from military families across the U.S. fulfilled.

\$90 million

in home equity through Permanent Homes for Veterans.

500,000

military family members served holiday meals.



Our Long-Term Impact

RELIEF

- Provided more than **\$20 million** in critical assistance, supporting more than **35,000** military family requests across the U.S.
 - **Mortgage, rent, utilities, and food** were the most common forms of assistance requested
- Provided nearly **500** families with more than **4,300** months of rent-free housing, saving them more than **\$4.7 million** in rent and utilities
 - **45** apartment units in three OH Villages located in San Diego, CA, San Antonio, TX and Gaithersburg, MD

RESILIENCY

- Placed nearly **600** families placed in mortgage-free homes
 - Provided these families with more than **\$48 million** in home equity
- Helped more than **3,200** caregivers through 60 Hearts of Valor support groups.
 - Hosted over **400** caregivers at educational and supportive peer retreats

RECURRING FAMILY SUPPORT

- Provided over **210,000** holiday toys to military children
- Supported nearly **70,000** military families through holiday meals, helping nearly **300,000** family members
- Delivered over **250,000** backpacks filled with school supplies to military children
- Honored more than **7,700** military spouses at Homefront Celebrations
- Celebrated nearly **15,000** new and expectant parents at Star-Spangled Baby Showers
- Recognized and honored nearly **8,000** people at events such as Month of the Military Child, Military Appreciation Days and Veterans Stand Down

Trusted and Respected



- **4-Star Rating** - 10 consecutive years!



- **"A" Rated Charity**



- **Platinum rating**



- Meets all **20 Accountability Standards**

Please designate Operation Homefront as one of your worthy charities.

Tax ID # 32-0033325 | CFC #12526

Questions? Contact Us.
OperationHomefront.org
(800) 722-6098

Operation Homefront relies on the generosity of individuals, corporations and foundations. We receive no federal funding.

Valid July 1-31, 2022
While Supplies Last

BOUQUET SPECIALS

DOZEN ROSE BOUQUETS COME IN A CLEAR SLEEVE!



RED ROSE BOUQUET

12 stems with filler
in a clear sleeve

\$14.59 10/bucket BROBO12R
UPC: 016783-103142



COLOR ROSE BOUQUET

12 stems with filler
in a clear sleeve

\$11.99 10/bucket BROBO12C
UPC: 016783-103159



LOLLIPOP ROSE BOUQUET

12 stems with filler
in a clear sleeve

\$13.89 10/bucket BROBO12L
UPC: 016783-110102

RED/COLOR MIX DOZEN BOUQUETS • \$11.79 • 10/bucket • BROBO12 • UPC: 016783-103128



SINGLE ROSE BOUQUET

1 stem with filler & greens
\$2.89 25/bucket BSIRO
UPC: 016783-103012



TRIPLE ROSE BOUQUET

3 stems with filler & greens
\$4.79 20/bucket BROBO3
UPC: 016783-103036



SIX ROSE BOUQUET

6 stems with filler & greens
\$6.99 15/bucket BROBO6
UPC: 016783-103067

ARRANGEMENT SPECIALS

Valid July 1-31,
2022
While Supplies
Last



DOZEN ROSE ARRANGEMENTS

One dozen premium roses with gypsophila and salal.

\$20.19 4/case AR12

Packed 2 Red and 2 Color per case



SINGLE ROSE BUDVASE

1 stem with filler & greens

\$6.39 6/case ARBV1

UPC: 016783-123041



TRIPLE ROSE BUDVASE

3 stems with filler & greens

\$9.99 6/case ARBV3

UPC: 016783-123065



SIX ROSE VASE

6 stems with filler & greens

\$16.99 4/case ARO6

UPC: 016783-127667

Valid July 1-31, 2022
While Supplies Last

FRESH CUT SPECIALS

Excludes
special
order roses



**FREEDOM ROSES
FROFR**

60cm
75 @ \$0.99 • 150 @ \$0.95

FROFR50

50cm
100 @ \$0.89 • 200 @ \$0.79

MIXED BOXES

100 Freedom
100 Assorted
60 cm • \$0.99

150 Freedom
150 Assorted
50cm • \$0.89



**ASSORTED ROSES
FROCO**

60cm
75 @ \$1.09 • 150 @ \$0.99

FROCO50

50cm
100 @ \$0.95 • 200 @ \$0.89



**LEATHERLEAF (Florida)
GLL10**

x10 @ \$36.99
x25 @ \$85.99
x50 @ \$161.99



**MISTY BLUE LIMONIUM
FLIMO**

3 bunches @ \$8.99



**SOLIDAGO
FSOLI**

3 bunches @ \$5.99



**MONTE CASINO
FMOCA**

3 bunches @ \$7.49

KDIOF

**Sign up for any class in July and KDIOF will
donate 3% of the class fee to Roses for Soldiers!**

*The class can be taken any time of the year, just sign up and pay for the
class in July. Call 612-362-3133 or email Cheryl kdiof@koehlerdramm.com
and provide her with the code **"SOLDIERS"** to sign up!*



Koehler & Dramm
institute of floristry

FRESH CUT ROSE OFFERINGS



Black Magic



Hearts



Red Paris



Freedom
(50 and 60 cm)



Leonidas



Coffee Break



Circus



High & Orange Magic



Imagination



Wild Spirit



Amsterdam



Exotica



Orange Unique



High & Magic



Free Spirit



Cherry Brandy



High & Yellow



High & Sunshine



Cumbia



Kerio



Deja Vu



Tara



Gold Strike



Bikini



Hummer



High & Yellow Magic



Skyline



Green Tea



Super Green



White Chocolate



Blizzard

Assortments and additional varieties are available in mixed boxes.

Please contact your sales representative for details and pricing information.

612-331-4141 // 877-KOEHLER

FRESH CUT ROSE OFFERINGS



Creme de la Creme



Proud



Polar Star



Escimo



Akito



Tibet



Vendela



Quicksand



Secret Garden



Amnesia



Sahara



Faith



Katherina



Senorita



Sweet Akito



Rosita Vendela



Esperance



Titanic



Engagement



Cabaret



Dark Engagement



Malibu



Topaz



Hot Lady



Roseberry



Cotton Candy



Cherry O



Sweet Unique



Soulmate



Carousel



Sweetness



Moody Blues



Cool Water



Purple Haze



Ocean Song

ROSES *for* ★ ★ ★ SOLDIERS

HELP US GIVE BACK TO THOSE WHO
HAVE SACRIFICED SO MUCH FOR US.

We've teamed up with Operation Homefront to help our military families! OH offers relief during difficult financial times by providing food assistance, medical care, transportation, moving assistance, home items, and rent-free transitional housing for wounded veterans. Your purchase of roses helps provide a variety of programs and services to help military families who are struggling with the challenges inherent to military life and their transition to civilian life.

It isn't
easy.

50%

The percentage of
veterans who say the
adjustment to civilian
life is very difficult.

Everything
helps.

2¢

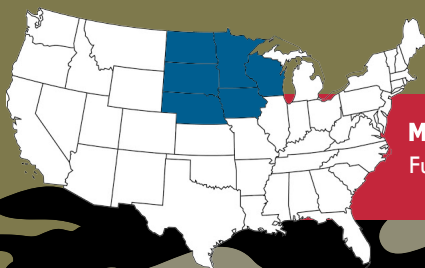
The amount
donated for every
rose sold during
the month of July.

\$

Setting the bar.

\$5,000

The donation goal
for the Roses for
Soldiers program
for July 2022



Together, Koehler & Damm and partnering florists have
donated over \$24,000 to Operation Homefront since 2015.

MAKE A DIFFERENCE IN YOUR OWN BACKYARD!

Funds raised will directly benefit families in K&D's service area:
Minnesota, Iowa, Wisconsin, Nebraska, and the Dakotas

**HOW CAN
YOU
HELP?**

Please consider buying roses with your purchase
today. For every rose sold, 2¢ will be donated to
Operation Homefront and the mission to help
military families.



+



+

**YOUR
LOCAL
FLORIST**



order online at
koehlerdamm.com



In proud partnership

