

# 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 every rose sold (includes fresh cuts, bouquets, and arrangements) in July and 5% of KDIOF class registration fees for the month to Operation Homefront & military families.***

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 5-state service area: Minnesota, Wisconsin, Iowa, 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. They need us! 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! Offer special buys on roses, limited edition "Roses for Soldiers" bouquets and arrangements, set up a sidewalk booth to catch passers-by on nice days, work with your local VFW, ROTC, or American Legion and sell roses through them as well, get involved in your local 4th of July celebrations and events, run ads in your community newspaper to get the word out, hang posters in your shop, encourage your staff to talk about Roses for Soldiers with walk-in customers, advertise it on your website and social media accounts, get creative and host your own special event, etc. 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, which adds up to a total donation of more than \$4,000! 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 [koehlerdramm.com/roses-for-soldiers](http://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 organizers Jessica Leopold at 612-362-3151 or Emily Gorg 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.

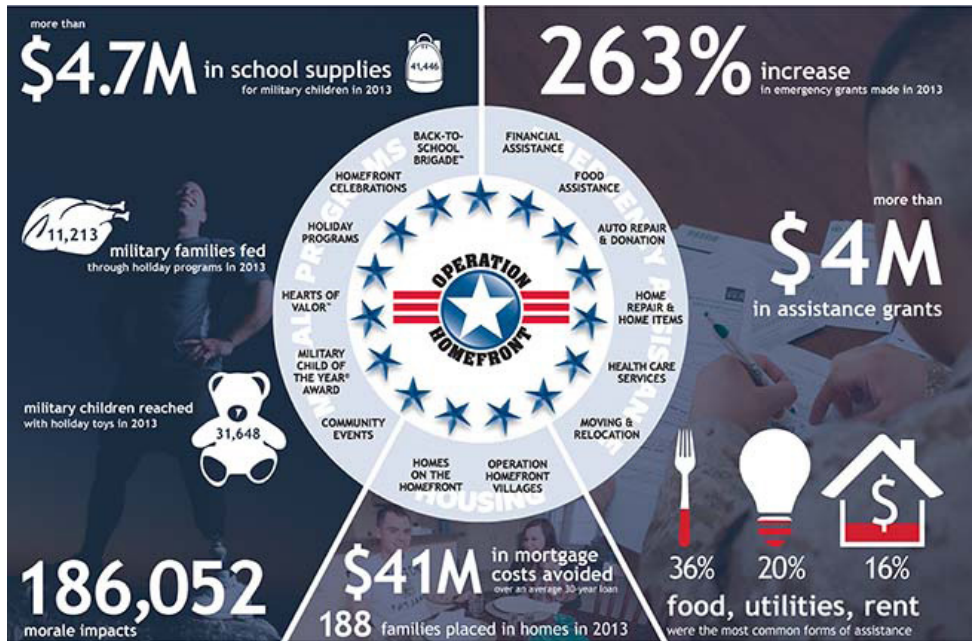
## KEY SERVICES:

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

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](http://operationhomefront.org) for more information, to donate directly, or to see what specific needs currently need to be met.



**2017 DONATION GOAL:**  
**\$6,000**

# 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.

A trustworthy charity.

**92%**

The percentage of OH expenditures that directly support programs for military families.

Everything  
helps.

**2¢**

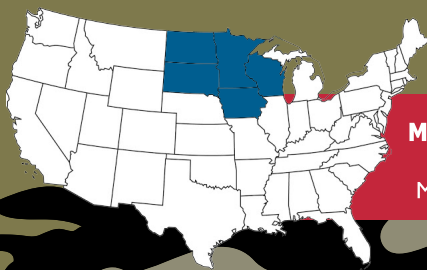
The amount donated for every rose sold during the month of July.

\$

Setting the bar.

**\$6,000**

The donation goal for the Roses for Soldiers program for July 2017.



## **MAKE A DIFFERENCE IN YOUR OWN BACKYARD!**

All funds raised will directly benefit military families in Minnesota, Iowa, Wisconsin, North Dakota, and South Dakota.

**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**



## 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](http://OperationHomefront.org)  
(800) 722-6098

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

# BOUQUET & ARRANGEMENT SPECIALS



## RED ROSE BOUQUET

12 stems with filler & greens  
in a special edition camo sleeve  
\$8.79 10/bucket BROBO12R  
UPC: 016783-103142

## COLOR ROSE BOUQUET

12 stems with filler & greens  
in a special edition camo sleeve  
\$8.79 10/bucket BROBO12C  
UPC: 016783-103159

## LOLLIPOP ROSE BOUQUET

12 stems with filler & greens  
in a special edition camo sleeve  
\$8.79 10/bucket BROBO12C  
UPC: 016783-103159

**50/50 RED/COLOR MIX BOUQUETS • \$8.79 • x10 • BROBO12**



## ROSE ARRANGEMENTS

One dozen premium roses with gypsophila and salal.  
\$18.99 4/case AR12  
Packed 2 Red and 2 Color per case  
UPC: 016783-155233

*Fresh  
Cut Rose  
Specials*

### FREEDOM

50cm • 250 @ \$.64  
60cm • 100 @ \$.89

### ASSORTED COLOR

50cm • 250 @ \$.64  
60cm • 100 @ \$.89

Valid July 1-31, 2017  
While Supplies Last

# PLANTS SPECIALS

Valid July 1-31, 2017  
While Supplies Last

## 4" miniature *Porch and Patio Roses*



**LIMITED AVAILABILITY.  
ORDER EARLY!**

Regular Price: \$5.99

**SPECIAL PRICE: \$5.29  
FOR JULY ONLY!**

Call to order: 612-331-4141 // 877-KOEHLER • ext. 136 Claudia or ext. 146 Kiesa  
*Color is grower's choice.*

# INSTITUTE OF FLORISTRY

**Sign up for any class in July and KDIOF will donate 5%  
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 the month of July.*

KDIOF is an accredited and licensed learning institution located in Minneapolis, MN where the art and science of floral design is taught by a team of passionate and dedicated industry professionals. Led by Ardith Beveridge, AIFD, AAF, PFCI, CAFA, MSF, the institute has been a cornerstone in education for over 26 years, and has welcomed over 2,500 students through its doors, many of whom have become successful business owners and designers.

With learning opportunities for designers at all levels, including career path CPFID certification and a Diploma of Floral Arts & Sciences, KDIOF is one of the top education facilities in the nation for the floral industry. Take the next step in your career with KDIOF! **Sign up for a class online at [kdfloralinstitute.com](http://kdfloralinstitute.com) today!**



**Koehler & Dramm**  
institute of floristry

2407 East Hennepin Avenue  
Minneapolis, MN 55413  
612-362-3133  
[kdfloralinstitute.com](http://kdfloralinstitute.com)

# FRESH CUT ROSE OFFERINGS



Black Magic



Night Fever



Hearts



Takani



Royal Majesty



Red Paris



Tinto



Freedom  
(50 and 60 cm)



Orange France



Dark Milva



Leonidas



Coffee Break



Santana



Circus



High & Orange Magic



Star 2000



Iguana



Impulse



Tabasco



High & Blooming



Imagination



Wild Spirit



Amsterdam



Voodoo



Versilia



Exotica



Konfetti



Orange Unique



High & Magic



Free Spirit

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



Cherry Brandy



Gypsy Curiosa



Florida



Karibu



Boheme



High & Yellow



Aubade



Chilis



High & Sunshine



Cumbia



Azafran



Kerio



Deja Vu



Tara



Sonrisa



Mohana



Gold Strike



Bikini



Latina



Hummer



High & Yellow Magic



Gelosia



Skyline



Limbo



Green Beauty



Green Tea



Super Green



White Chocolate



Blizzard



Mount Everest

**Assortments and additional varieties are available in mixed boxes.  
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**612-331-4141 // 877-KOEHLER**

# FRESH CUT ROSE OFFERINGS



Creme de la Creme



Snowy Jewel



Proud



First Lady



Polar Star



Anastasia



Escimo



Akito



Tibet



Avalanche



Vendela



Quicksand



Secret Garden



Amnesia



Sahara



Amelia



Bridal Akito



Faith



Panama



Girlfriend



Katherina



Senorita



Alba



Cosmo



Sweet Akito



Rosita Vendela



High & Divine



Esperance



Titanic



Engagement

**Assortments and additional varieties are available in mixed boxes.  
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**612-331-4141 // 877-KOEHLER**

# FRESH CUT ROSE OFFERINGS



Cabaret



Charming Unique



Duett



Dark Engagement



Queen Mary



Malibu



Ravel



Topaz



High & Mora



Hot Lady



Cherry Love



Hot Princess



Malena



Roseberry



Cotton Candy



Cherry O



Sweet Unique



Ballet



Soulmate



Carousel



Prime Time



Sweetberry



Sweetness



Cezanne



Moody Blues



Opus



Cool Water



Purple Haze



Ocean Song

Assortments and additional varieties are available in mixed boxes.  
Please contact your sales representative for details and pricing information.

612-331-4141 // 877-KOEHLER

# HARD GOODS FEATURED ITEMS



Undercover 03 Pink 25yd  
H162255PNK \$10.79/roll



Undercover 03 Green 25yd  
H162255GRN \$10.79/roll



Undercover 09 Pink 25yd  
H162254PNK \$16.79/roll



Undercover 09 Green 25yd  
H162254GRN \$16.79/roll



Battle Cross Pick  
H11744C \$7.99 each



Treed Green 1.5" 10yd  
HS00106090100586 \$4.49/roll



Canvas Camouflage 1.5x10yd  
HQ51370908 \$6.99/roll



Camouflage 40 10yd  
H347401 \$6.45/roll



Soldier and Cross Statue  
H11369 \$24.99 each