

Memorandum of Understanding
between the Florida Wildflower Foundation and the University of Florida

This Memorandum of Understanding (MOU) is entered into by and between the Florida Wildflower Foundation (the Foundation) and the University of Florida Board of Trustees (the University) to establish the framework for collaboration in creating and advancing the Florida Native Seed Partnership (the Partnership).

1. Purpose

The purpose of this MOU is to outline the roles and responsibilities of each party in jointly supporting the development of the Florida Native Seed Partnership. The Partnership seeks to expand the availability and use of Florida's native wildflower and grass seed through coordinated research, production, distribution and outreach.

2. Partnership Structure

- The Partnership will be established and coordinated by the Foundation, with the University serving as a primary academic and research partner.
- The Partnership will be modeled on similar initiatives nationwide, where nonprofit leadership is combined with strong academic collaboration.
- A Steering Committee or leadership group, jointly developed by the Foundation and University, will provide guidance on strategy, priorities, and research direction.

3. Roles and Responsibilities

The Florida Wildflower Foundation will:

- Lead overall establishment and coordination of the Partnership.
- Manage communications, outreach and coordination activities that support the Partnership.
- Hire and supervise a Partnership Coordinator, with accountability to the Foundation and guidance from the Steering Committee.
- Ensure the Partnership is represented consistently in public-facing materials.

The University of Florida will:

- Serve as the lead academic partner, conducting and coordinating research that advances seed production, certification and restoration practices.
- Provide oversight of postdoctoral researchers and other academic staff engaged in Partnership-related work, in consultation with the Foundation.
- Collaborate with the Foundation in setting research priorities through the Steering Committee.
- Ensure public-facing materials (presentations, proposals, press releases, websites, etc.) accurately reflect the joint nature of the Partnership.

4. Joint Commitments

- Both parties will work collaboratively to establish and maintain the Partnership's governance structure, research agenda and funding opportunities.

- Both parties agree to consult one another on communications and decisions related to the Partnership prior to dissemination or public release.
- Both parties recognize the importance of aligning messages, roles and responsibilities to prevent misrepresentation of the Partnership's leadership or scope.

5. Financial Contributions

This MOU does not obligate either party to a specific financial contribution. Funding responsibilities for joint initiatives will be determined through separate agreements or addenda to this MOU, as opportunities arise.

6. Term and Amendment

This MOU will remain in effect for a period of five years from the date of signing, unless modified or terminated earlier by mutual written consent.

This MOU may be amended at any time by mutual written agreement of both parties.

7. Non-Binding Agreement

This MOU reflects the mutual understanding and intent of the parties and does not create any legally binding obligations.

I have read the above Agreement and understand each section and paragraph.

IN WITNESS THEREOF the parties hereto have caused this Agreement to be executed by their duly authorized undersigned representatives:

For University:

Elizabeth Keeter

Name



Signature

Digitally signed by Elizabeth Keeter
Date: 2025.09.24 17:25:30 -04'00'

Associate Director, Sponsored Programs

Title

September 24, 2025

Date

For Foundation:

Stacey Matrazzo

Name



Signature

Executive Director

Title

September 18, 2025

Date