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Beacon Impatiens' New Charities

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The Beacon Impatiens line of disease-resistant *I. walleriana* from PanAmerican Seed not only shines a bright light in shady spots, but it also shines a light of awareness on charity organizations each year. This year the company is highlighting two organizations, one in the U.S. and one in the UK, by donating a portion of the sales proceeds, as well as by participating in hands-on fundraising and building awareness through social media and other customer and media relations.

The U.S. organization is esp Inc., formerly Extra Special People Inc., (espyouandme.org) a nonprofit in Georgia that creates transformative experiences for people with disabilities and their families. According to a media release, donations to esp fund scholarships, programs, activities and even employment opportunities through Java Joy, empowering individuals with Autism, Down Syndrome, Cerebral Palsy, etc., with a meaningful chance to thrive.

The UK organization is Greenfingers Charity (greenfingerscharity.org.uk), which is dedicated to supporting life-limited children and their families who spend time in hospices around the U.K. by creating magical gardens and outdoor spaces for them to enjoy precious time outside. The release noted Greenfingers is driven by the belief that time spent outdoors, away from the bedside, can offer those under considerable stress a vital opportunity to embrace the benefits of being in the fresh air and engaging with the natural environment.

"PanAmerican Seed is proud to work with and support these two charities through our Beacon Impatiens outreach in 2025. They both represent the power of overcoming life's obstacles through a collaborative

community effort," said Sarah Makiejus, Global Marketing Manager for PanAmerican Seed. "The charities' approaches to enjoying life through nature and enriching experiences are concepts we can absolutely get behind; plants are more than pretty and they're so essential to our well-being." **GP**