greenPROFIT

Front Lines

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Beacon “Shines the Light”

Jennifer Polanz





Every year the folks at PanAmerican Seed support worthy causes through a program connected with Beacon Impatiens called “Beacon Shines the Light,” and in 2025 they were able to donate thousands to two charities: esp Inc. in the U.S. and Greenfingers Charity in the United Kingdom. Since the program launched in 2019, PanAmerican Seed has been able to donate to more than 10 charities across a range of needs and countries.

Greenfingers Charity creates beautiful hospice gardens for children and their families, while esp Inc. provides empowering activities and meaningful opportunities for people with disabilities, as well as for their caregivers. PanAmerican Seed also donated Beacon Impatiens for the Greenfingers gardens. Meanwhile, a specially designed fundraising T-shirt raised even more for esp Inc., a charity recommended by industry icon Dr. Allan Armitage.

“It is always a joy to see the impact our Beacon Impatiens collaborations have on the annual charities,” said Sarah Makiejus, Global Marketing Manager for PanAmerican Seed in the announcement about the checks. “Whether it’s colorful flowers in the garden to lift spirits or the team effort it takes to build awareness and raise funds, the PanAmerican Seed family is ready for the challenge and they always deliver!”

Watch our e-newsletters, too, for the announcement of the 2026 charity partners, and visit beaconimpatiens.com for more. **GP**