



KEEP AMERICA BEAUTIFUL AFFILIATE

## ANNUAL REPORT FY18

Our mission is to inspire, educate, and engage the Lee County community in improving, beautifying, and protecting our environment

## MESSAGE FROM THE EXECUTIVE DIRECTOR



On behalf of myself and the Board of Directors, thank you for making 2018 yet another remarkable year. Our volunteers and supporters gave their time, expertise, and financial resources to help us achieve our many accomplishments. We have many ways for you to get involved - this annual report outlines some of our core programs and services. From tree plantings and invasive removal projects to recycling initiatives and litter removal efforts, we continue to grow our programs and expand our reach into the community. This year, I have seen more and more of our youth take a leadership role, and I am excited to see these students become environmental stewards.

If you share our commitment to community service, environmental stewardship and giving, please visit our website at [klcb.org](http://klcb.org) or give us a call to learn how you can get involved and help make a difference. Join us in our mission by volunteering, making a donation, or sponsoring an event. Together we can continue a legacy to Keep Lee County Beautiful for future generations to come.

*Irish Sanchez*

## MESSAGE FROM THE CHAIRMAN

We are very proud of our volunteers and staff for the great work accomplished in 2018. KLCB continued to exceed previous years performance as we celebrated our 29th year serving our community.



Highlights of those accomplishments for 2018, include:

- More than 4,400 Lee County residents volunteered 11,783 hours during 112 KLCB events
- 20 tons of litter and waste was removed
- 107 acres of public land were cleaned
- 101 miles of rivers, lakes and coastal shore were cleaned
- 10,180+ plants, gardens and trees were planted
- Continuing to build alliances with non-profits and local government as part of our growth plan

As we enter our 30th year as a non-profit serving Lee County we reflect back to our early days and recognize we are a very different organization today. We are engaged in many more projects than before and continue to evolve to currently serve the needs of our community.

On behalf of the Board of Directors and Trish Fancher, our Executive Director, I want to thank our volunteers, businesses, local governments and elected officials for their collaborative support of KLCB. Each constituency provides unique contributions. When it all comes together, as we saw in 2018, it brings us closer to realizing our vision to 'make Lee County a pristine place to live, work and play.'

My best,

A handwritten signature in blue ink, appearing to be 'R. ...' with a stylized flourish at the end.



## ABOUT KEEP LEE COUNTY BEAUTIFUL

Keep Lee County Beautiful, Inc. provides environmental education and service learning opportunities for volunteers to give back to their community through cleanups, habitat restoration, and beautification projects. We believe that change and improvement begins with personal responsibility, and we strive to reinforce good habits while increasing civic pride. As a 501(c)(3) nonprofit organization, and the local Keep America Beautiful affiliate, 100% of donations remain in the Lee County area to benefit our community.

Keep Lee County Beautiful provides a unique experience for individuals to make a local impact. We offer a variety of service opportunities to work with groups of all ages. We combine education with service projects to create a cohesive community effort for change.

Education is the starting point for encouraging a behavioral shift toward community preservation and improvement. Keep Lee County Beautiful engages the community to become lifelong stewards of our environment through volunteer opportunities. We inspire individuals to begin with personal responsibility.

Please call (239) 334-3488 or visit our website, [KLCB.org](http://KLCB.org) for more information.





## OUR FOCUS AREAS

### RECYCLING/WASTE REDUCTION EDUCATION

- Monthly Newsletter
- Leave the Scene Clean
- Social media campaigns
- Community presentations

### LITTER REDUCTION

- Beach cleanups
- Neighborhood cleanups
- Great American Cleanup
- International Coastal Cleanup

### BEAUTIFICATION

- Tree plantings
- Trail maintenance
- Restoration plantings
- Invasive Exotic Removal

## We engage the community to become stewards of the environment



“We, at Coca-Cola Beverages Florida, value our long term partnership with KLCB. We are proud to engage with our local community partner, supporting clean-up activities and litter prevention. We appreciate all KLCB does to improve and protect our environment. We, at Coke Florida, believe in a ‘World Without Waste’ and want to engage our communities to always recycle and ‘give it back’ to create a better world for generations to enjoy.” - Rodney Ford, Territory General Manager, Coca-Cola Beverages Florida, Fort Myers, FL



Cape Coral High School  
Beautification Project



“When we saw what was going on with our gulf waters this past summer we as a group decided to take action however we could. We signed up for the annual Coastal Clean Up and were hooked! Being a part of the thousands of volunteers that marched up and down the shore that day solidified our decision and we requested to join the Adopt-a-Shore program the next day. The beach clean up has now become an integral part of our monthly meeting as we dedicate one day per month to clean Bonita Beach!” - Matt Myers, Coldwell Bankers Real Estate, Bonita Springs, FL

## We believe volunteering makes a difference



“The beaches we have here in Southwest Florida are some of the finest in the nation, and it’s important to ensure everyone has a gorgeous beach to visit and return to year after year. I’m proud of the associates at Hyatt Regency Coconut Point Resort and Spa, who care very much for our community, and make special efforts to keep our beaches clean,”  
- Brian Kramer, General Manager, Hyatt Regency Coconut Point Resort & Spa, Bonita Springs, FL



Dan & Gail



“Our county is home to some of the most unique, awe-inspiring habitats and wildlife in the world. Exploring this area with our students brings us so much joy, and we want to leave it pristine for future generations. Keep Lee County Beautiful offers so many opportunities to do that through their events and initiatives, and we love the fact that partnering with them connects us with like-minded individuals and expands our impact beyond what we could accomplish alone.”  
- Leah Biery, Director of Communications, Sanibel Sea School, Sanibel, FL

## FY18 Environmental Impact



**112** Cleanup/Beautification/Recycling/Projects/Events

**16** Education Presentations & Outreach Events

**4,421** Volunteers

**40,089** lbs. Waste Removed

**10,184** Plants, Gardens, and Trees Planted

**66** Miles of Streets/Highways/Roads Cleaned

**107** Acres of Public Land Cleaned

**101** Miles of Coast/Rivers/Lakes/Shores Cleaned

**5** Illegal Dump Sites Cleaned

**1** Underwater Dive Cleanup

**6** Acres of Wetlands Cleaned



# International Coastal Cleanup

Unlike a typical litter removal event, volunteers have the opportunity to engage in vital research activities by taking on the role of scientific data collector for a day. With a specific focus on water-based natural resources, volunteers collect litter and record the data to identify the number and type of littered items, the overall tonnage of debris removed from each site, and the amount of recyclable materials diverted from our Waste-to-Energy facility.

Keep Lee County Beautiful compiles data and shares it on a national level with Keep America Beautiful and the Ocean Conservancy, as well as with Lee County officials to help provide local and global perspectives on the specific amounts and types of litter removed from our environment. This information is used to determine future requirements for cleanup initiatives, assess projects that are needed in the area, and develop environmental awareness within the local communities who share these waterways.

**1,546** Volunteers

**3,358** lbs. of Litter and Debris Removed and Diverted From Our Waterways



# Great American Cleanup

The Great American Cleanup is a call to action to foster unity and strengthen community bonds through beautification and improvement efforts across Lee County. Site captains, area managers, volunteers, and local sponsors joined together on April, 21, 2018 to make an environmental impact by hosting community improvement projects in their own neighborhoods or near thier businesses.

Through the work of Lee County's volunteers, we help build and sustain communities that are environmentally healthy, socially connected, and economically sound. This translates to communities that are appealing for businesses to locate in, bring jobs and provide economic opportunities for Lee County residents.

**37** Locations  
**798** Volunteers  
**23,985 lbs.** Litter and Debris Removed  
**70** Trees Planted  
**1** Historic Building Repainted



## Monofilament Madness

The KLCB Marine Cleanup is an annual event during which volunteers go out in boats, kayaks, canoes, jet skis and anything else that floats, to remove monofilament fishing line and other harmful debris from the mangrove areas of Lee County. The boaters begin working at safe light (dawn) and continue until around noon at which time they are treated to a Volunteer Appreciation Lunch.

Because of the focus on fishing line, the project committee has affectionately dubbed the cleanup “Monofilament Madness”. It is hoped that through educational awareness, the people who are causing the problem will be reached and their behavior modified so that, among other reasons, wildlife will be spared agonizing deaths from entanglement in monofilament fishing line.

**3 Locations**

**63 Volunteers**

**777 lbs. of Litter and Debris Removed**



## “GO GREEN” Golf Fundraiser

Keep Lee County Beautiful celebrated the 29th Anniversary of the “GO GREEN” Golf Fundraiser, chaired by Scott Zedeker, WINK News Meteorologist.

The “GO GREEN” Golf Fundraiser is our premier fundraising event. This fun, annual event features an incredible silent auction, delicious food and beverages, on course games, and more than a hundred raffle prizes. Event tickets are \$125 per person and sponsorship levels range from \$150 to \$5,000. All proceeds from this event benefit Keep Lee County Beautiful and remain right here in Lee County.

“The KLCB “Go Green” Golf Fundraiser continues to be a success and a key to meeting the financial needs of our organization. I am pleased to report that with the help of our continuous supporting business partners and a wonderful group of volunteers, we had another banner year! The success of this outing allows KLCB to provide continuous environmental education and community awareness to protect our environment. I want to pass along a sincere thank you to those that contributed to our success”. - Keith Banasiak, KLCB Chairman Emeritus



# Youth Advisory Council

Keep Lee County Beautiful's Youth Advisory Council provides a unique opportunity for high school students from diverse backgrounds to participate in a service-learning and leadership development program. Keep Lee County Beautiful selects students countywide to contribute to and inform Keep Lee County Beautiful on programs, while acting as ambassadors and leaders for youth service in their communities.

## Lee County Schools Represented

- Canterbury School
- Cape Coral High School
- Estero High School
- Evangelical Christian School
- Florida Virtual School
- Fort Myers High School
- Mariner High School
- North Fort Myers High School
- South Fort Myers High School



Keep Lee County Beautiful extends our sincere gratitude to our financial supporters

## Financial supporters FY18 (Jan. 2018 - Dec. 2018)

### **BENEFACTOR**

Advanced Disposal  
Callaghan Tire  
Cascade Cart Solutions  
Covanta  
EZ-Pack  
Florida Department of Transportation  
Galloway Family Dealerships  
Keep America Beautiful/Lowe's  
Ron Kitlas  
LCEC  
Lee County Solid Waste  
Manheim Fort Myers  
Miromar Outlets  
Nextran  
Petersen Industries  
Rotary Foundation  
Kathy Sturgis  
Surfing's Evolution & Preservation  
Foundation

### Toter

Town of Fort Myers Beach  
TPI Hospitality  
TruStar Energy  
Waste Pro  
Wastequip

### **CHAMPION**

Advanced Employee Solutions  
Allan Development  
Becker Lawyers  
John Boyd  
Coca-Cola  
Environmental Solution Group  
Family Thirft Center  
Florida Rail  
Dylan Geraci  
Cynthia Hassall  
David Hoel  
Impact Innovates

Imperial Supplies  
Iron Container  
Jan-Pro Cleaning  
Paula Kiker  
Dawn Kurtz  
Lilly Pullitzer  
Gary McLouth  
McNeilus  
Mobile Container Services  
Tara Molloy  
Jim Morganstern  
Nopetro  
Olympic Containers  
Preferred Materials  
Southwest Disposal  
Suncoast Beverages  
Carolann Swanson  
Norman Turiano  
Mark Vincent

## Financial supporters FY18 (Jan. 2018 - Dec. 2018)

### IN-KIND

Advanced Disposal  
Boston Red Sox  
Clorox  
Coca Cola  
Duck Donuts  
Florida Everblades  
Hub Industrial Supply  
Impact Innovates  
Jennifer Bates Photography  
JJ Taylor  
Juniper Landscaping  
Mission BBQ  
Seaworld  
Tween Waters Inn  
Waste Pro  
Whole Foods

American Solution for Business  
Aquatica  
Bridgestone Americas  
Busch Gardens  
Captain Jack's Boat Tours  
Drury Hotel  
Fiddlesticks Country Club  
Fort Myers Beach Community Foundation  
Gulf Coast Kayaks  
Hilton Garden Inn  
Kensington Golf & Country Club  
Lee County Parks & Rec.  
Lee County School District  
Lighthouse Resort  
Manatee Guides  
Morris-Depew

## 2019 BOARD OF DIRECTORS

**Tom Mueller**, Chairman  
Covanta

**Norman Turiano**, Vice Chairman  
Turiano Strategic  
Consulting

**Ron Kitlas**, Treasurer  
Famular LLC

**Amy Turner**, Secretary  
4-H Trail Blazers

**Keith Banasiak**,  
Chairman Emeritus  
Waste Pro

**Katie Berkey**  
Becker Lawyers

**Beverly Black**  
Black Business Solutions

**Bill Compitello**

**Linda Eroh**,  
Fort Myers Beach  
Community Foundation

**Jay Fandel**  
Boston Red Sox

**Debi Greenfield**  
Greenfield Marketing

**Chip McElroy**  
Hodges University

**Jim Morganstern**  
Anchorlight Realty

**Katie Moses**  
Lovers Key State Park

**J.B. Schuetz**  
City of Fort Myers

**Molly Schweers**  
Lee County Solid Waste

**Jim Suter**  
Advanced Disposal

## BOARD OF ADVISORS

**Christine Busch-Whitehead**  
Sunshine Recycling  
Services

**Terry Cain**  
Lee County Parks & Rec.

**Rich Carr**  
City of Cape Coral

**Ron Clayton**  
Advanced Disposal

**Michael Ekblad**  
Morris-Depew

**Robert Gizzi**,  
Lee County  
Sheriff's Office

**Mindy La Croix**  
Vidussi, Goldsmith,  
Hull & Co.

**Mark McCreary**  
Lee County School District

**David Scott**

**Emory Smith**  
Lee County  
Solid Waste

**Staff:** **Trish Fancher**, Executive Director   **Mike Thomas**, Program Coordinator   **Tisha Bayne**, Administrative Assistant

**Keep Lee County Beautiful, Inc. is a 501(c)(3) nonprofit organization**

1560 Matthew Drive, Unit C \* Fort Myers, FL 33907 \* [Klcb.org](http://Klcb.org) \* 239.334.3488 \* [Info@klcb.org](mailto:Info@klcb.org)



@KLCBInc