A Note from the Executive Director

Dear Lee County Community,

The year 2020 changed our interactions with one another on all levels. We have left the days where we greet our partners, colleagues, and friends with a handshake and have replaced our greetings with an elbow bump or a wave of the hand. Masked smiles are replaced with kind words and helpful gestures. Our team has taken our mission and the health and safety of our participants to heart and developed innovative community building initiatives. While our ability to carry out our mission has forever changed, we have worked to recreate ways of engaging our community as it continues to evolve. Like so many, we have adapted to all that 2020 has thrown our way. Our accomplishments reflect a different story than what we’re accustomed to, we’re proud to have found new ways of connecting with our volunteer community. Safely we have been able to gather in smaller groups and have empowered our many volunteers to lead. We believe that through the hard work and dedication of our entire team—board, staff, sponsors, and volunteers, we will come out on the other side of this pandemic better prepared for a future we never saw or imagined. We cherish the dedication our volunteers have shown as stewards of our environment and are in awe of the strength and perseverance our community has shown during this time. Thank you all for helping to preserve this special place we call home. Together we will keep Lee County beautiful!

With gratitude,

Irish Sanchez
KLCB's 2020 Total Impact

From January 1, 2020 through December 31, 2020

- KLCB conducted 3 beautification projects, and participated in 6 outreach events
- Educating 2,048 individuals.
- We engaged 1,803 volunteers and
- Our organization coordinated 218 community cleanup projects.
- As a result 10,219 pounds of litter were removed
- as were 670 pounds of invasive plants.
- We also planted 160 new trees and shrubs.
- When $25.43* is multiplied by 5,209 volunteer hours,
- we see that we saved $132,465 (of labor) in community improvement services.

*Average hourly value of volunteer services according to KAB

Our Focus Areas

- Litter Prevention
- Waste Reduction
- Conservation
- Beautification & Community Greening
Our Mission

To inspire, educate, and engage the Lee County community in improving, beautifying, and protecting our environment.

Keep Lee County Beautiful Board of Directors

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Molly Schweers, Lee County Solid Waste

Vice Chair
Todd Hoagland, City of Cape Coral

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Ron Kitlas, Famular, LLC

Secretary
Melissa Kruse, Passarella & Associates

Immediate Past Chair
Tom Mueller, Covanta

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Amy Turner, Leapin' Lawns

Advisors
Jeff Baker
Noelle Cassagrande, Wear the Fund
Ron Clayton, Advanced Disposal
Michael Ekblad, Morris-Depew
Mindy La Croix
David Scott

Keep Lee County Beautiful Staff

Executive Director
Trish Fancher

Program Coordinator
Mike Thomas

Office Coordinator
Tisha Bayne

Education Coordinator
Sajel Dodia

Volunteers
Make It HAPPEN!

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Adopt-A-Shore Program

This program is a great opportunity for individuals, groups and corporations to give back to their communities in a highly visible way. Through this free program, participants will adopt a stretch of Lee County shoreline and receive the training and materials necessary to host their own cleanups. Adoptions greatly enhance the appearance of our communities and go a long way in reducing litter and debris from entering our waterways and polluting the natural habitats of our native wildlife.
International Coastal Cleanup

The International Coastal Cleanup (ICC) is a global effort by the Ocean Conservancy to engage people in protecting and conserving the natural environment. KLCB partners with the Ocean Conservancy each year to host the ICC in Lee County. We adapted this year's ICC so that small, safe groups, could participate in protecting our valuable habitats by removing, counting, and assessing debris from coastal areas.
Community Projects

Engagement with the community is a staple at Keep Lee County Beautiful. Our community projects (cleanups, invasive removals, and education events) activate groups of all sizes and from all parts of the county.
Sponsors

**Over $50,000**
Lee County Government

**$10,000 - $20,000**
FDOT
Volunteer Generation Fund

**$5,000-$9,999**
Waste Pro

**$1,000 - $4,999**
Advanced Disposal
Adventures in Paradise (In kind)
City of Fort Myers
Covanta
Cox Automotive
Galloway Family Dealerships
Kayak Excursions (In kind)
LCEC
Miromar Outlets
Surfing's Evolution & Preservation Foundation
Town of Fort Myers Beach
Wear the Fund

**$500 - $999**
Abby Services (In kind)
Bass Pro Shops
Coca Cola
Family Thrift Center
First Service Residential
Fox 4 News
Lowes (In kind)
Publix