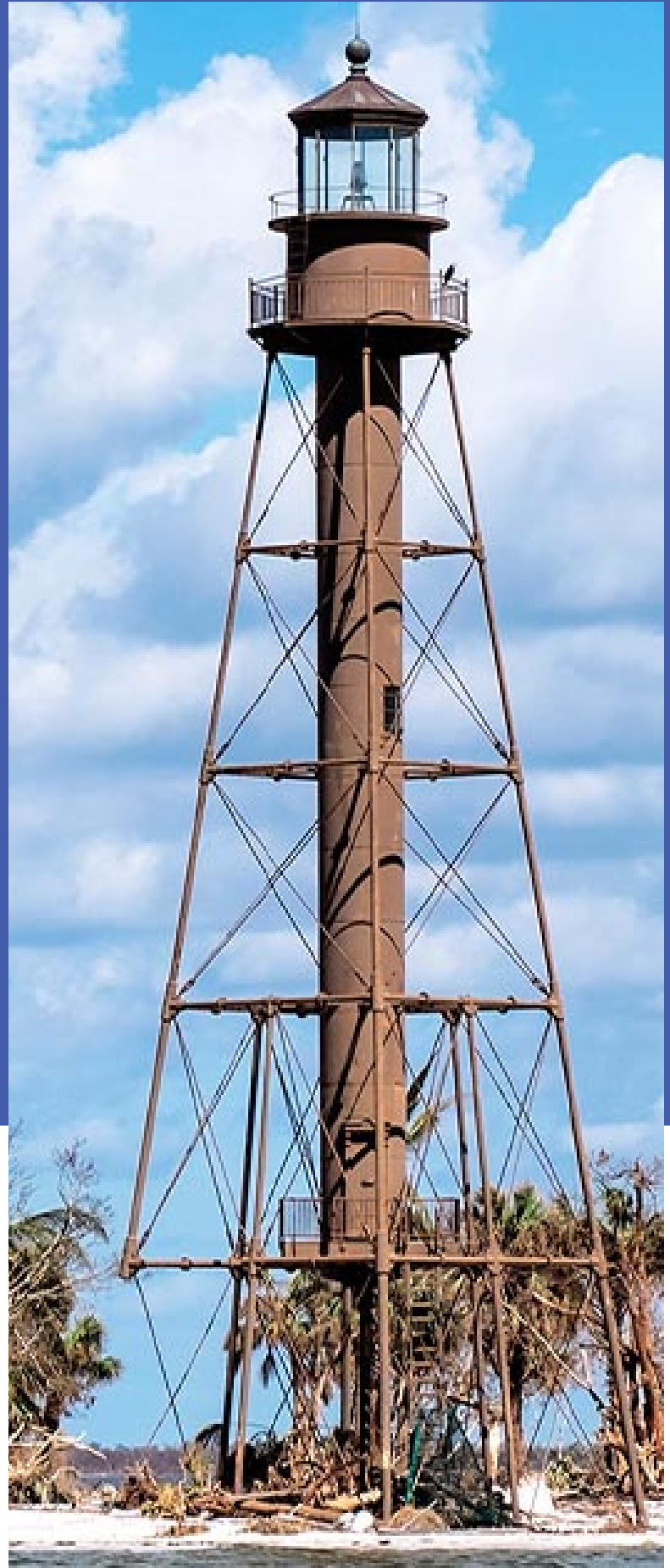


2022 IMPACT REPORT



KEEP AMERICA BEAUTIFUL AFFILIATE

DIRECTOR'S STATEMENT

I have so many emotions as I reflect on the year 2022. The year began with great accomplishments preserving and protecting the environment through our education, awareness, and beautification projects.

On September 28, 2022, our community changed forever. Hurricane Ian devastated our beaches, barrier islands, and so many communities. I personally struggled because I spent two decades cleaning our community that was now a mess and planted over a hundred thousand trees that are now gone or dead.

Through it all, I am so proud to be a part of Lee County and all our volunteers who have stepped up like never before. Keep Lee County Beautiful has been serving southwest Florida for over 30 years and we will be here for 30+ more as we work together through the recovery and build back stronger.

#SWFLStrong

Trish Fancher

EXECUTIVE DIRECTOR



IMPACTS & HIGHLIGHTS

From January 1, 2022 - December 31, 2022

KLCB conducted **1** beautification project,
and participated in **9** outreach events
educating **1,302** individuals.

We engaged **4,084** volunteers and
our organization coordinated **233** community cleanup projects.

As a result **78,951** pounds of litter were removed.

We also planted **800** new sea oats.

When \$29.95* is multiplied by **12,482** volunteer hours,
we see that we saved taxpayers **\$373,461** (of labor) in community
improvement services.

*AVERAGE HOURLY VALUE OF VOLUNTEER SERVICES ACCORDING TO THE NATIONAL INDEPENDENT SECTOR

OUR PROGRAMS



ADOPT-A-SHORE/CAPE CORAL ADOPT-A-ROAD

This free program provides the opportunity for individuals, groups and corporations to give back to their communities. Participants can adopt a stretch of Lee County shoreline or an area and receive the training and materials necessary to host their own cleanups. Also, in partnership with the City of Cape Coral, one can adopt an area within the city limits. Adoptions greatly enhance the appearance of our communities and reduce litter and debris to help protect our environment.



ANNUAL CLEANUPS

KLCB organizes hundreds of volunteer-based cleanups at parks, public areas, and waterways. We conduct four annual countywide cleanup events. The Great American Cleanup (Spring), 5th of July Cleanup, International Coastal Cleanup (Fall – 3rd Saturday in September), and our "Monofilament Madness" (Marine Cleanup) focused on removing harmful fishing line and debris from our waterways.



COMMUNITY IMPROVEMENT

KLCB engages residents to be a part of our community improvement initiatives to create positive change and impact within our local communities. We work with community leaders and interested parties to organize projects throughout Lee County. These projects can include cleanups, Florida native species plantings and gardens, tree plantings, invasive species removals, and mulching.

OUR PARTNERS



ANNUAL SPONSORS

Waste Pro | WM | Surfing Evolution & Preservation Foundation | Coca-Cola Beverages Florida | Boston Red Sox Foundation | Suncoast Beverages | Covanta | Passarella & Associates | Home Hunters USA | Ocean Conservancy | Family Thrift | Coastal Waste & Recycling | Kayak Excursions | Tunaskin | Ron Jon Surf Shop | T3 Communications

The mission of Keep Lee County Beautiful is to inspire, educate, and engage the Lee County community in improving, beautifying, and protecting our environment.

BOARD OF DIRECTORS

Executive Committee

Molly Schweers, Chair Lee County Solid Waste | **Todd Hoagland, Vice Chair** City of Cape Coral | **Ron Kitlas, Treasurer** Famular, LLC | **Melissa Kruse, Secretary** Passarella & Associates | **Tom Mueller, Immediate Past Chair** Covanta | **Keith Banasiak, Chair Emeritus** Waste Pro

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Advisors

Jeff Baker | Connie Busch | Ron Clayton | Linda Eroh | Bill Jones | Sergeant Michael Truscott

Staff

Trish Fancher, Executive Director | **Sarah Fancher, Program Coordinator** | **Tisha Bayne, Communications & Special Events Manager**

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