

Annual Report



2025



KEEP AMERICA BEAUTIFUL AFFILIATE

Mission Statement & Values



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



Since its founding in 1989, Keep Lee County Beautiful has served as Lee County's largest volunteer-based environmental organization, promoting litter prevention, recycling, beautification projects, community cleanups, educational programs and public-private partnerships to help maintain the natural beauty and environmental health of Southwest Florida.



A message from our Executive Director

This year has shown the powerful impact our community can make when we work together to protect and enhance the natural beauty of Lee County. From New Year's Day through the end of the year, our volunteers, partners, and supporters helped us deliver meaningful progress across cleanup, beautification, and education initiatives.

Across all programs and events, our community removed a remarkable 28,254 pounds of trash and debris from beaches, waterways, parks, neighborhoods, and public spaces throughout Lee County. This total reflects the dedication of thousands of volunteers who participated in major initiatives such as the Great American Cleanup, the International Coastal Cleanup, and our "Monofilament Madness" Marine Cleanup, along with dozens of additional cleanups led by our adoption groups and community volunteers.

Beautification efforts expanded significantly this year as well. Volunteers and partners helped plant 300 new trees across Sands Park and Del Prado Linear Park, and an additional 1,225 mangroves were planted to strengthen and restore the coastal habitats of Cape Coral. These projects support cleaner air, improved storm resilience, enhanced wildlife habitat, and long-term environmental sustainability for our community.

Education remained a cornerstone of our mission. Through community events, workshops, and school programs, we reached 26,236 individuals with information on recycling, waste reduction, and environmental stewardship. These educational efforts ensure that the impact of our work extends far beyond any single event, fostering a culture of environmental responsibility year-round.

The achievements of this year reflect a strong and growing commitment to keeping Lee County clean, beautiful, and environmentally resilient. I am deeply grateful to every volunteer, partner, and supporter. Your dedication drives our mission forward and inspires a cleaner, greener future for all.

-Trish Fancher

Keep Lee County Beautiful Staff



Trish Fancher
Executive Director



Jenn Downes
Education Specialist



Sarah Fancher
Program Coordinator



Chris Romanchak
Litter Prevention &
Education Coordinator



Tisha Bayne
Communications & Special
Events Manager

Meet the Board

Executive Committee

Todd Hoagland, Chair-City of Cape Coral | Bill Jones, Vice Chair-Waste Pro | Ron Kitlas, Treasurer-Famular, LLC | Kathy Stefanski, Secretary-Gulfshore Business Bank

Board Members

Larry Berg, WM | Katie Berkey, Becker | Chrissy Busch, Coastal Waste & Recycling | Mark Campbell, City of Fort Myers | Rodney Ford, Coca Cola Beverages Florida | Jason Freeman, Town of Fort Myers Beach | Victor Gonzalez, Minnesota Twins | Jennifer Huber, Florida Power & Light | David Halter, Service Works | Kathy Kallas, Lee County Solid Waste | Tim Klutsarits, Gulf Coast News | Jacki Liszak, FMB Chamber | Tom Mueller, Reworld | Shawn Smith, Boston Red Sox |

Advisors

Jeff Baker | Ron Clayton | Linda Eroh | David Scott

Emeritus

Keith Banasiak, Waste Pro | Connie Busch, Waste Pro

Impact & Highlights

Our impact in Florida is a direct result of our volunteers passion and dedication, which are the driving forces behind our shared success.



2,534 volunteers



6,014 volunteer hours



184 cleanup events



28,254 pounds



300 trees/1,225 mangroves



220 miles roadside/31 acres cleaned



74 miles shoreline cleaned



1 underwater cleanup



26,236 educated



\$209,227 value of labor to Lee County*

*\$34.79 AVERAGE HOURLY VALUE OF VOLUNTEER SERVICES
ACCORDING TO THE NATIONAL INDEPENDENT SECTOR
MULTIPLIED BY TOTAL VOLUNTEER HOURS

Our Programs

Adopt-A-Shore/Spot/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.



Our Programs

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.



Sponsorships & Grants

This year, Keep Lee County Beautiful achieved an impact-adjusted return on investment of **83.5%** reflecting the powerful value created through volunteer service, in-kind support, and community partnerships. Our work-including the planting of **1,525 native trees**-generated more than **\$249,000** in measurable environmental and community benefits beyond our financial performance.

Grants received

\$15,000+

FDOT

\$5,000+

Enterprise Holdings Foundation

Sponsorships

Over \$10,000

Waste Pro

Over \$5,000

Cape Coral Rotary Foundation

Florida Power & Light

Fort Myers Beach Community Foundation

Nexttran

Ron Jon Surf Shop

Surfing's Evolution & Preservation Foundation

TCK

Tunaskin Aquatic Apparel

Under \$5,000

Beach Talk Radio

Callaghan Tire

Castellanos & Tramonte Architects

Christopher Alan Homes

Coca-Cola Beverages of Florida

EZ Pack

Herc Rentals

Island Fit

Keep America Beautiful

Under \$5,000 cont.

LMCU

NeoGenomics Laboratories

Petersen Industries

Publix

Reworld

Suncoast Beverages

SWFAEP

UES

Wastequip/Toter

WM

Thank you to our valued partners



Keep Lee County Beautiful, Inc. is a 501(c)(3) nonprofit organization
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Klcb.org | @KLCBInc | keepleecountybeautifulfl

Thank you to our annual sponsors



Surfing's Evolution & Preservation Foundation

