



January 14, 2018

**FRIENDS OF LONG KEY  
PRESIDENT'S LETTER FOR CALENDAR YEAR 2017**

To all Friends of Long Key,

I am pleased to provide the 2017 Annual Summary of the Friends of Long Key (FOLK). FOLK is comprised of a group of dedicated volunteers who selflessly devote their time, talent and energy to support the Long Key Nature Center and Natural Area.

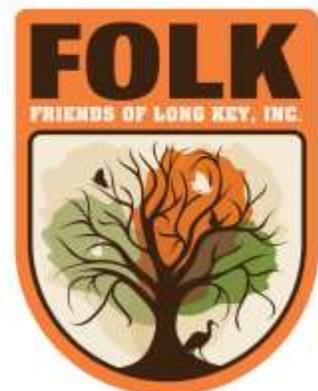
2017 was another solid year for FOLK. We continued to make progress on our mission to support the park by contributing significant volunteer hours, expanding the park's volunteer network, supporting a number of park enrichment events, hosting fundraising events, and purchasing several needed items for the park.

In April of this year, we held the First Annual Long Key Photo Contest, bringing enthusiastic photographers of all ages to the Long Key Natural Area to show off their skills in capturing the absolutely stunning natural beauty of Long Key. We had great participation, a wonderful reception and awards ceremony, and very good local coverage of the event, helping to get the word out about Long Key.

FOLK volunteers remained very active in our community in 2017, participating in a wide variety of events and helping to promote FOLK's mission.

On the fundraising front, in addition to the successful 1<sup>st</sup> Annual Long Key Photo Contest, we once again held a

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successful Moth Week Plant Sale in July and helped Kelli Whitney, our Park Naturalist, land a prominent keynote speaker, Dr. John Pickering from the University of Georgia for the Moth Week capstone event. We also launched a concessions strategy to help supplement our fundraising efforts by selling limited concessions during major park events. Unfortunately, Hurricane Irma put a damper on things and forced us to reschedule our annual Teddy Bear Picnic forward to May 2018.

In October, we dedicated a memorial sundial to our founding President, Kevin Wilke. The monument is located appropriately within the Island Garden area of the park and is a fitting and beautiful memorial for Kevin. Of course, it is also highly functional as it does its best to keep us on schedule!

Our financial position remains strong. We began the year with more than \$14,000 in the bank and ended the year with over \$12,700. We continued to work with Kelli and used some FOLK funds to purchase a number of items on the Park's "wishlist" designed to further enrich the visitor experience.

2018 presents us with a fresh opportunity to do even more for Long Key. Our plans for the year include holding our 2<sup>nd</sup> Annual Long Key Photo Contest in the spring, resetting the Teddy Bear Picnic to May instead of September, building on our past success during Moth Week, launching a FOLK newsletter, and ensuring we deliver on a number of items on the park's "wish list". A big "thank you" to our Board, our Members and the staff of Long Key and Broward County Parks for making the Friends of Long Key a success in 2017.

Sincerely,

John Haeflinger  
President, Friends of Long Key, Inc.

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