



January 13, 2019

**FRIENDS OF LONG KEY
PRESIDENT'S LETTER FOR CALENDAR YEAR 2018**

To all Friends of Long Key,

I am pleased to provide the 2018 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.

In 2018, FOLK furthered their 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.

FOLK volunteers remained very active in our community in 2018, participating in a wide variety of events and helping to promote FOLK's mission.

On the fundraising front, we continued and improved our concessions strategy to help supplement our fundraising efforts by selling limited concessions during major park events. In April, new donation box was installed by FOLK at the entrance to the Exhibit Hall which has already accumulated several hundreds of dollars in donations to FOLK. In early May, we held the Second Annual Long Key Photo Contest, bringing enthusiastic photographers of all ages to the Long Key Natural Area to once again show off their skills in capturing the absolutely stunning natural beauty of

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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. To top it off, the “Best in Show” winner was a teen! Despite a lack of luck with the weather (once again), the Teddy Bear Picnic also held in May was a lot of fun for the kids and raised approximately \$125 in funds for FOLK. The annual Moth Week Plant Sale in July was a great success this year, raising over \$1,500. FOLK also helped Kelli Whitney, our Park Naturalist, fund the substantial cost of outside speakers for the event including Charlie Covell, a well-known moth and butterfly expert.

Our financial position remains strong. We began the year with more than \$13,800 in the bank, brought in and spent ~\$3,100 and ended the year with roughly the same balance we started with. We continued to work with Kelli and “convinced” her to use some FOLK funds to purchase a number of items on the Park’s wish list designed to further enrich the visitor experience.

2019 presents us with another set of opportunities to do even more for Long Key. Our plans for the year include holding our 3rd Annual Long Key Photo Contest in the spring, keeping the Teddy Bear Picnic in May, building on our past successes during Moth Week, and ensuring we deliver on a number of items on the park’s “wish list”. We will also be discussing and deciding whether or not to hold and host a FOLK Kapok Tree Gala in late 2020 as our major fundraiser (as we did last in late 2015). 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 2018.

Sincerely,

John Haeflinger
President, Friends of Long Key, Inc.

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