



January 12, 2020

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

To all Friends of Long Key,

I am pleased to provide the 2019 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 2019, 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 2019, 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. The donation box installed by FOLK in 2017 at the entrance to the Exhibit Hall continued to generate hundreds of dollars in donations to FOLK (over \$800 in fact).

In the spring, we held the Third 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

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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.

Despite a lack of luck with the weather (for the third year in a row), the Teddy Bear Picnic also held in May was a lot of fun for the kids and raised some funds for FOLK. The annual Moth Week Plant Sale in July was a great success this year, raising over \$850. FOLK also helped Kelli Whitney, our Park Naturalist, fund the substantial cost of outside speakers for the event.

In November, FOLK held an appreciation event for members and Long Key staff branded “Wine Down for the Holidays”. It was a great event and offered FOLK members and Long Key staff to enjoy some camaraderie and celebrate the year (and decade)!

In 2019, Broward County acquired the Aitken property (also known as Oak Ridge Farm) located within the southwest corner of the Long Key area. This acquisition has tremendous potential for the expansion of Long Key’s offerings to the public in terms of meeting and event space and educational opportunities. FOLK is evaluating opportunities to support the development of the property in line our Friends Group mission. We discussed the idea of holding and hosting a FOLK Kapok Tree Gala in late 2020 as a major fundraiser to support future plans for the property, but agreed that the timing was premature. We will revisit this idea over the next 1-2 years.

Our financial position remains strong. We began the year with more than \$13,700 in the bank, brought in ~\$2,600 and spent ~\$3,400, ending the year with ~\$12,900. 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, including animal displays and supplies and other educational materials designed to further enrich the visitor experience.



2020 presents us with another set of opportunities to do even more for Long Key. Our plans for the year include holding our 4<sup>th</sup> Annual Long Key Photo Contest, continuing the Teddy Bear Picnic event, building on our past successes during Moth Week, and delivering 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 2019.

Sincerely,

A handwritten signature in black ink, appearing to read "John Haeflinger", written over a simple line drawing of a signature.

John Haeflinger  
President, Friends of Long Key, Inc.

