



Celebrating over 35 years of Lakes Education
Lakes Education / Action Drive

LE/AD is an organization dedicated to preserving the quality and beauty of our lakes.

LE/AD Annual Report of Activities
FY 2019-2020

The Lakes Education/Action Drive (LE/AD) is a non-profit organization dedicated to providing public education to the community on lake preservation and protection. In 1985 the City of Lakeland provided funding for the creation of LE/AD. Through the years, LE/AD has grown and evolved into an organization that provides public education countywide. The need for community education and activism in the management of our water resources is as important today as it was in 1985. This year LE/AD celebrates its 35th Anniversary. LE/AD Partnership with municipalities continues. The contributions to LE/AD from the cities and County have allowed for LE/AD projects to count as credit towards NPDES requirements for their respective areas. This report is a summary of these accomplishments.

Current Executive Director:

Danny Kushmer

Officers on the Board of Directors 2019-2020:

President: Laurie Smith

Vice President: Mary Thornhill

Treasurer: Tom Jennings

Secretary: Jacqueline Hollister

The LE/AD Board of Directors consists of eleven volunteer members including a representative from each of the municipalities at LE/AD partnership levels. The board meets every other month. Our budget year is October 1 through September 30 Below is a list of projects and events that LE/AD has accomplished during the first quarter FY 2019-2020.

FIRST QUARTER (Oct. 1 through Dec. 31, 2019) PROJECT ACCOMPLISHMENTS:

- **Lakes LE/ADer Website and Social Media:** LE/AD continues to build upon past success with our website and social media presence.
- **Membership:** LE/AD continues to solicit new individual and family members. LE/AD has also increased its outreach in soliciting additional corporate partners.
- **Cardboard Boat Challenge:** LE/AD coordinated the Cardboard Boat Challenge and Lakes Festival on October 5, 2019 at Lake Hollingsworth was the 16th annual Lakeland Cardboard Boat Challenge with the City of Lakeland. LE/AD coordinated the event with amazing teamwork from City of Lakeland. Well over 40 teams participated in the event, and an estimated 2,000 people in attendance. Amazing community event again and lots good interaction with the exhibitors.

LE/AD

P.O. Box 7607 ~ Lakeland, FL 33807-7607 ~ (863) 221-LEAD (5323) ~ www.lakeseducation.org
lakeseducation@hotmail.com

SECOND QUARTER (Jan. 1 through March 31, 2020) PROJECT ACCOMPLISHMENTS:

- **Lakes LE/ADer Website and Social Media:** LE/AD continues to build upon past success with our website and social media presence.
- **Podcast:** At the vote of the board of directors, LE/AD created our first ever podcast. This communication tool has replaced the printed and mailed newsletter and will be produced every two months.
- **Membership:** LE/AD continues to increase awareness and add new individual, family, and corporate members.
- **Membership:** Partners Polk County and City of Lakeland have been sent the quarterly invoice and annual reports. In addition, LE/AD provided City of Winter Haven with necessary NPDES numbers and are working to complete requested information for Polk County and Lakeland.
- **Suspension of Outreach:** As with many organizations and businesses, LE/AD suspended in-person outreach due to COVID-19 at the request and direction of the President.

THIRD QUARTER (April 1 through June 30, 2020) PROJECT ACCOMPLISHMENTS:

- **Lakes LE/ADer Website and Social Media:** LE/AD continues to build upon past success with our website and social media presence.
- **Membership:** LE/AD continues to increase awareness and add new individual, family, and corporate members.
- **Podcast:** LE/AD continued its by-monthly podcast reaching Polk County Residents with the message of water quality.
- **Lakes Appreciation Month:** LE/AD coordinated with the City of Lakeland Lakes & Stormwater Division, Haines City, Polk County, and the City of Winter Haven Natural Resources Division to organize a presentation for Lakes Appreciation for the month of July. These proclamation presentations reach approximately 4,500 people through the onsite board/commission meetings and the televised airings of these meetings.

FOURTH QUARTER (July 1 through Sept. 30, 2020) PROJECT ACCOMPLISHMENTS:

- **Lakes LE/ADer Website and Social Media:** LE/AD continues to build upon past success with our website and social media presence.
- **Membership:** LE/AD continues to increase awareness and add new individual, family, and corporate members.
- **Podcast:** LE/AD continued its by-monthly podcast reaching Polk County Residents with the message of water quality.

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