



Lakes Education Action Drive

A Community Partner in Water Quality Education since 1985

LE/AD Annual Report of Activities FY 2020-2021

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 36th 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.

Officers on the Board of Directors 2020-2021:

President: Laurie Smith
Vice President: Mary Thornhill
Treasurer: Tom Jennings
Secretary: Jacqueline Hollister

Executive Director
Danny Kushmer

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 2020-2021.



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FIRST QUARTER (Oct. 1 through Dec. 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.

Membership: LE/AD continues to solicit new individual and family members. LE/AD has also increased its outreach in soliciting additional corporate partners.

Podcast: LE/AD continued its by-monthly podcast reaching Polk County Residents with an introduction to one of their board members and the influence from the organization of Green Horizons.

All Ghouls Fang-Tastic Lakes Clean-Up: Due to the continuation effect of the Pandemic, LE/AD's board of directors created the All-Ghouls Fang-Tastic Lakes Clean-Up in lieu of the cancelled Cardboard Boat Challenge. Participants included teams of families, organizations and businesses choosing a lake to clean up in and around a lake in Polk County. Each team submitted their activity along with photos and in return received a gift card from our local grocery store chains.

Clean a Lake, Get a Turkey: With the success of the All-Ghouls Fang-Tastic Lakes Clean-Up, LE/AD chose to continue the lake clean up through November with the incentive of additional gift cards for the purchase of a Thanksgiving Turkey. Advertising for both events included social media and our local newspaper, the Lakeland Ledger.

SECOND QUARTER (Jan. 1 through March 31, 2021) 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: LE/AD continued its podcast reaching Polk County Residents by focusing on the up-coming Florida Legislative Session and potential legislation affecting water quality and natural resources.

Membership: LE/AD continues to increase awareness and add new individual, family, and corporate members.

Membership: Partners Polk County, City of Lakeland, and the City of Winter Haven have been sent the quarterly invoice and annual reports.

THIRD QUARTER (April 1 through June 30, 2021) 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 a message about World Water Day with special guests.



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FOURTH QUARTER (July 1 through Sept. 30, 2021) 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.

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 4,500 people through the onsite board/commission meetings and the televised airings of these meetings.

ReBrand: At the direction of the Board of Directors, LE/AD began a campaign to re-brand our logo and website. To-Date, the Logo has been created and the website is a work-in-progress.

