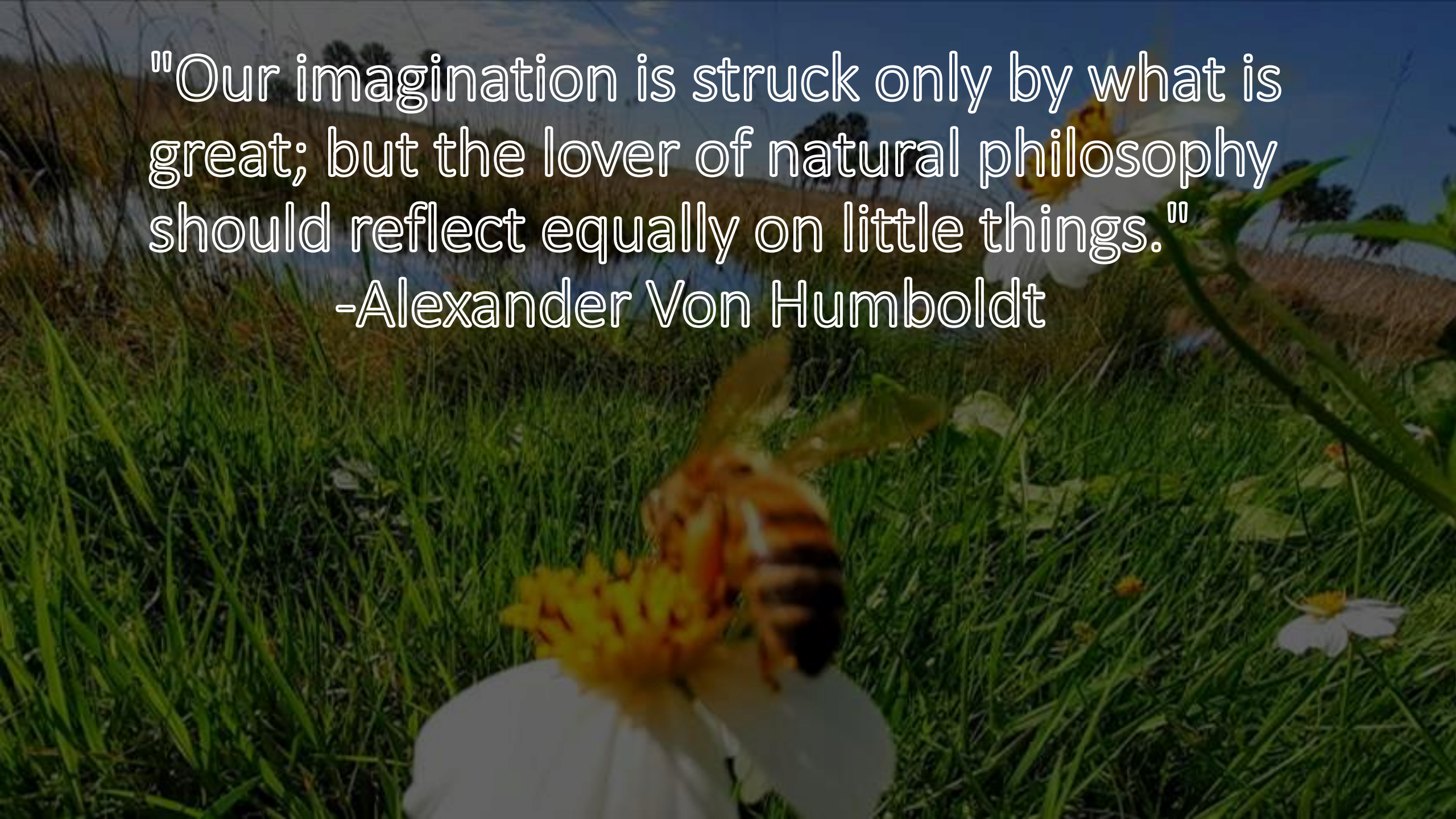




2022 Annual Report



A close-up photograph of a bee on a white flower with a yellow center, set against a background of tall green grass and a body of water under a blue sky. The image is semi-transparent to allow text to be overlaid.

"Our imagination is struck only by what is great; but the lover of natural philosophy should reflect equally on little things."

-Alexander Von Humboldt

Putting up my holiday decorations last year, I began thinking about the artificial tree I have had for years. Someone tossed it next to a dumpster shortly before the holidays. I was young and trying to save as much money as I could. So, I decided to take it home and see if it was worth keeping. I didn't see anything wrong with the tree. It was easy to put together, looked beautiful, and packed away nicely. It has been 17 years since I picked up that tree and it is still just as beautiful as it was when I found it.

I think a lot about sustainability and there has been a lot of talk about sustainable options for a holiday tree. What option is the most sustainable? That's a big question to unpack and the simple answer is, there is no single most sustainable option.

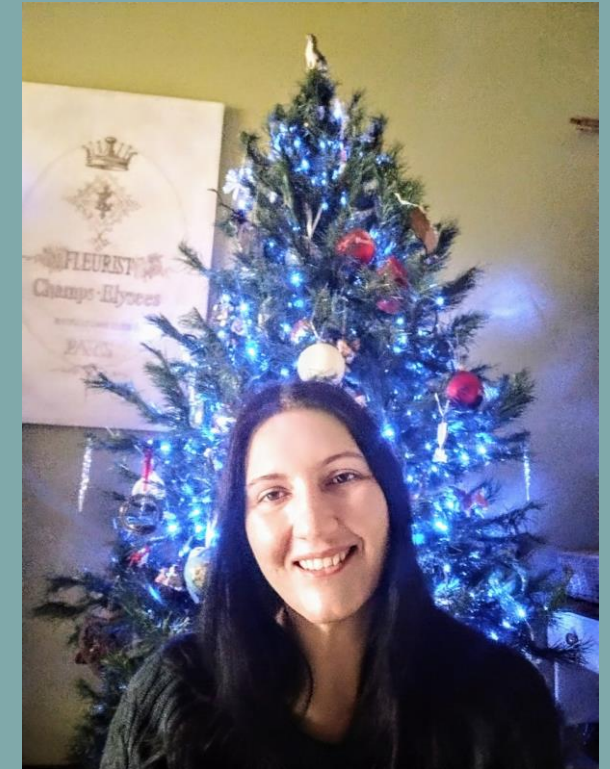
Real trees don't use plastic. They can be used as firewood or mulched, allowing the carbon to be sequestered into soil but they only last one season. Artificial trees can last a lifetime if properly cared for but usually

are made of plastic and metal that becomes difficult to recycle. Potted trees can be an option, allowing you to use them year after year or plant them in your yard. Some places also offer tree rentals. There is also the option of not having an indoor tree at all. Each of these plays a role in sustainability. We all have different lives, traditions, and capabilities. It's important to think about those parts of our lives and how we can adopt the most sustainable options for us.

This year, we will be developing our sustainability lesson plan to explore options for our future and the challenges that go along with those options. I hope you will join us on this adventure by adopting a few changes, big or small or even just making sustainability a topic for conversation in your life. Let's make it a great year by doing something good for our planet, communities, and ourselves.

-Aymee Laurain

MESSAGE FROM IOF DIRECTOR AYMEE LAURAIN



SUSTAINABILITY

This past year we developed a lesson plan that addressed the impact humans have had on our ecosystems over time. It's vital to understand our history and to learn from the mistakes of the past. In 2023, we are looking towards the future with a lesson on sustainability.

The world is constantly changing and we need to learn how to adapt in a positive way. Technology certainly has gained a lot of popularity over the years but it doesn't come without its own baggage. We plan to look at the pros and cons of modern technology and how to decide if it's right for our lifestyles and communities.

Beyond technology, we have other sustainability measures that can include our consumer choices.



Despite our well intentions and best efforts, some companies take advantage, creating a false sense of sustainability. We will discuss greenwashing and how to identify it.

Not everything new is better. Some old-fashioned measures are making a comeback and they may be more sustainable than modern methods. Actions such as composting, rain barrels, clothing repair, and shopping for local produce can help us learn to be more sustainable while also saving money.

Nobody is perfect but we can make small lifestyles changes throughout our lives that can lead to a greater impact. Change doesn't happen overnight but if we start today, we can look back and be proud of how far we have come. Think about a small change you can make today and who knows, in a year you might surprise yourself with how big of an impact you made.



EVENTS



Wekiva
Springs with
PSI

Everglades
with PSI

Melbourne

Viera
Playground

Thundering
Spirit Powow

Dora Pines

Tampa
Schools

Sunrise Earth
Day

Natures
Classroom

City of
Plantation
Earth Day

Casselberry
Earth Day

Flamingo
Gardens

Oakland
Nature
Preserve

LIBRARY DISPLAYS

Apopka Library

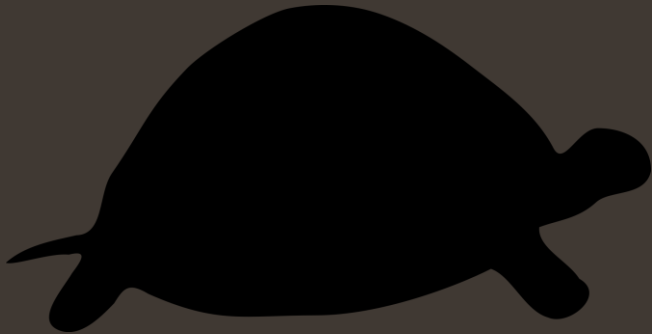
- Tortoise
- Bear

Chickasaw Library

- Panther
- Manatee
- Bear

Lake Placid

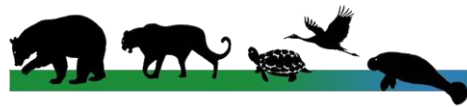
- Tortoise



Sebring

- Tortoise





IMAGINE
OUR
FLORIDA

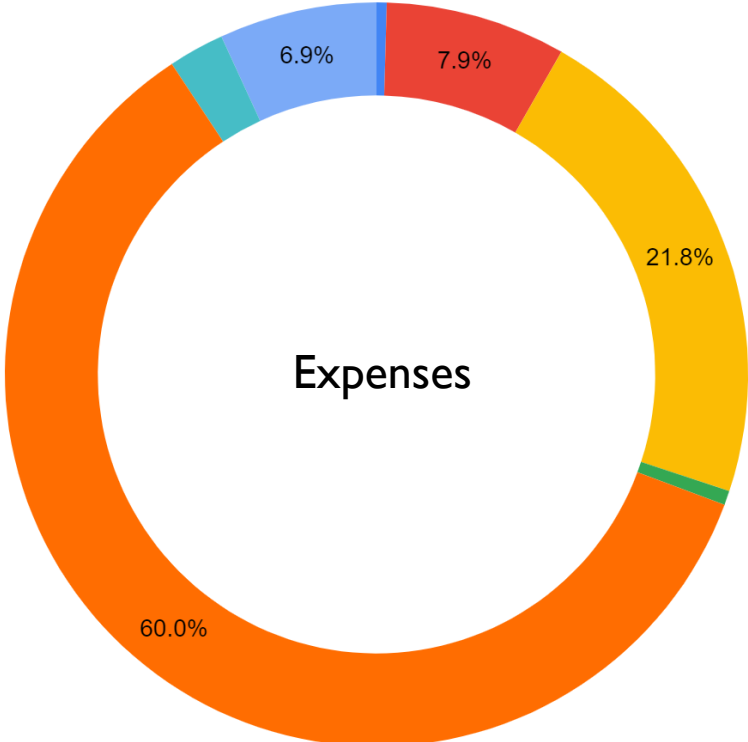
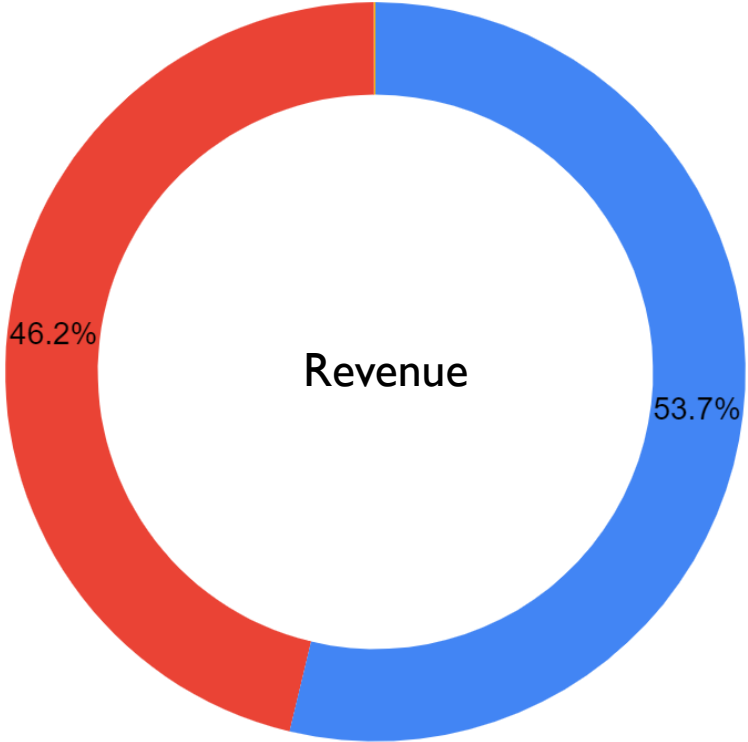
Newsletter
5750



Social Media
7,441

FOLLOWERS BY THE NUMBERS

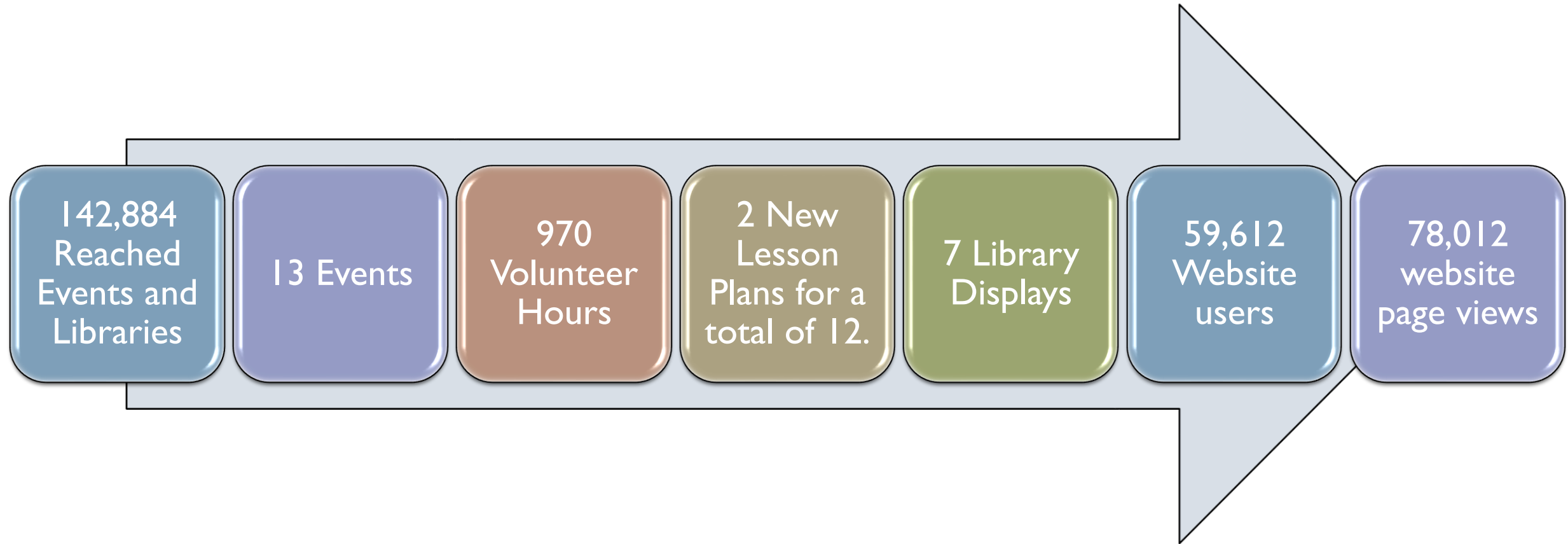
FINANCIALS



Revenue	2020
Public support	\$1,207.77
Sales	\$1,038.45
Credit	\$1.73

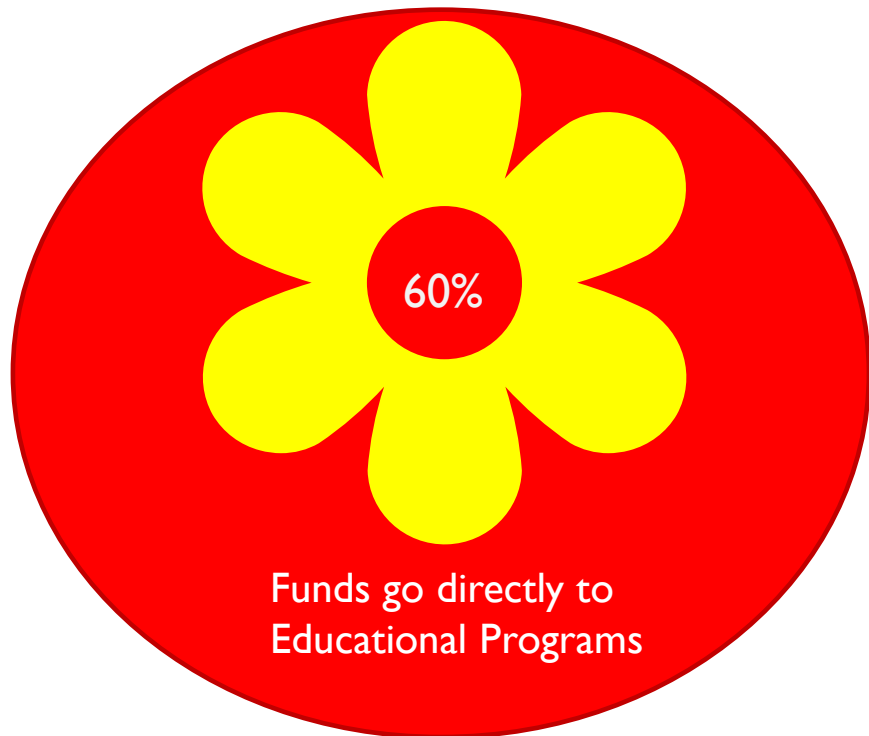
Expenses	2020
Shipping of sales	\$15.07
Merchandise	\$278.85
D/O Insurance	\$773.38
Bank fees	\$22.11
Education programs	\$2130.84
Operations	\$86.25
Travel and meeting	\$243.39

IMPACT STATEMENT



HOW YOU CAN HELP US Bloom

- Donate directly at ImagineOurFlorida.org
- Shop our online store
- Become a sponsor
- Host a Fundraiser



Nancy Kon



Aymee Laurain



Andy Waldo



Dan Kon



Ileana
Rodriquez-Ramirez



BOARD OF DIRECTORS 2022

