



# 2024 Annual Report



"One never notices  
what has been done;  
one can only see what  
remains to be done."

- Dr. Marie Curie



# MESSAGE FROM DIRECTOR AYMEE LAURAIN



Far too often, negativity overshadows the accomplishments in life. I would like to take a moment to reflect on some of Florida's environmental successes in the past year. In 2024, thanks to mass efforts, citizens halted proposed

developments in nine state parks, ensuring the preservation of habitats and public lands. Conservation ballot measures in Clay, Lake, Martin, and Osceola counties passed, directing millions of dollars towards land acquisition and habitat restoration. The state dedicated \$8 million to coral reef restoration and protection efforts. The Florida Fish and Wildlife Conservation Commission (FWC) conducted 995 life-saving rescues during emergency situations. Funding was secured for wildlife crossings to reduce vehicle collisions with endangered Florida panthers. FWC reported a record number of sea turtle nests on Florida beaches, particularly for the endangered Kemp's ridley sea turtle. Several

habitat restoration projects were completed, including mangrove and coral reef restoration. The commission enhanced manatee protection programs, including stricter regulations on boat speeds in manatee habitats and increased public awareness campaigns.

As we enter a new year, let's celebrate these remarkable achievements and continue to build on this momentum. While we recognize the challenges and fears faced by many in our community, it's crucial to also focus on the positive strides we're making in protecting our environment. By working together and supporting each other with compassion and empathy, we can create a future where both our natural world and all its people thrive.



## SLOW MAMA

Slow Mama is a remarkable gopher tortoise who serves as an ambassador for Imagine Our Florida. Despite facing significant challenges, she embodies resilience and the importance of conservation efforts. Slow Mama's journey is one of survival and adaptation. She was hit by a car, resulting in spinal damage that left her unable to dig burrows. Due to her injuries, she cannot be released back into the wild. However, Slow Mama has found a purpose as an ambassador, educating the public about her species and the importance of protecting their habitats.

Gopher tortoises (*Gopherus polyphemus*) are native to the

southeastern United States and are known for their burrowing habits. These burrows provide shelter not only for the tortoises but also for over 350 other species, making gopher tortoises a keystone species.

One of the key lessons we can learn from gopher tortoises is the importance of resilience and adaptation. Despite facing numerous challenges, gopher tortoises continue to play a vital role in their ecosystems, supporting their community, enhancing diversity, improving ecosystem health, and maintaining an interconnectedness to nature. 2024 was a busy year for Slow Mama and we hope the new year she can share these lessons with many more.

**Top right:** slow mama visits a group of students who learn about gopher tortoises. **Lower right:** Slow mama encounters another female gopher tortoise at the Oakland Preserve Festival.



## EVENTS

Thundering  
Spirit Family  
Powwow

Wekiva  
Springs Egg  
Hunt

Plantation  
Earth Day

Apopka Star  
Child

Oakland  
Preserve  
Festival

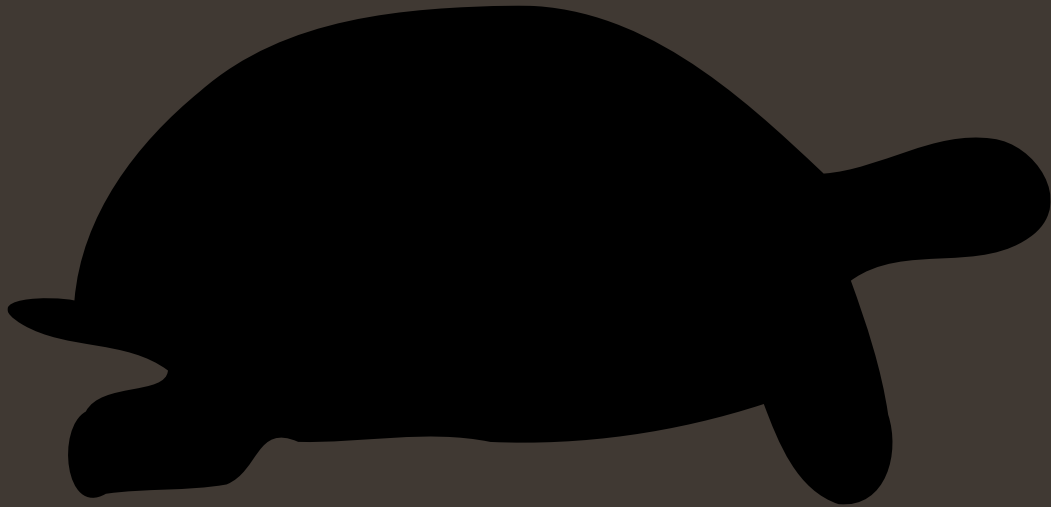
Get Out the  
Vote Miami

Wekiva 50th  
Anniversary

Stone Magnet  
Middle School  
Steam Night

---

## LIBRARY DISPLAYS



### Apopka

- Coyote
- Bear
- Tortoise

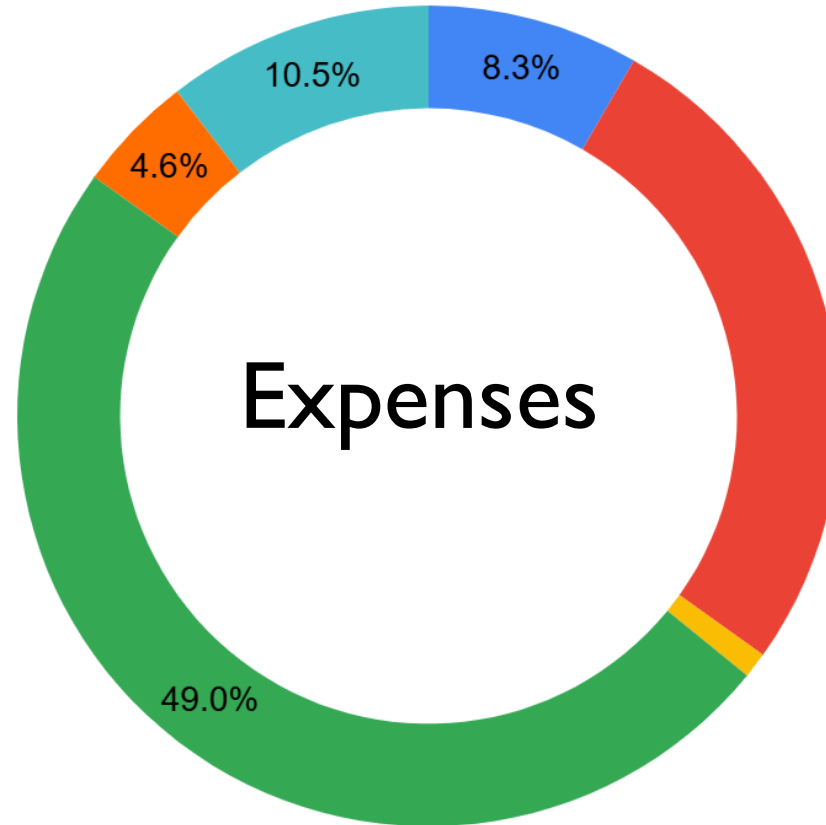
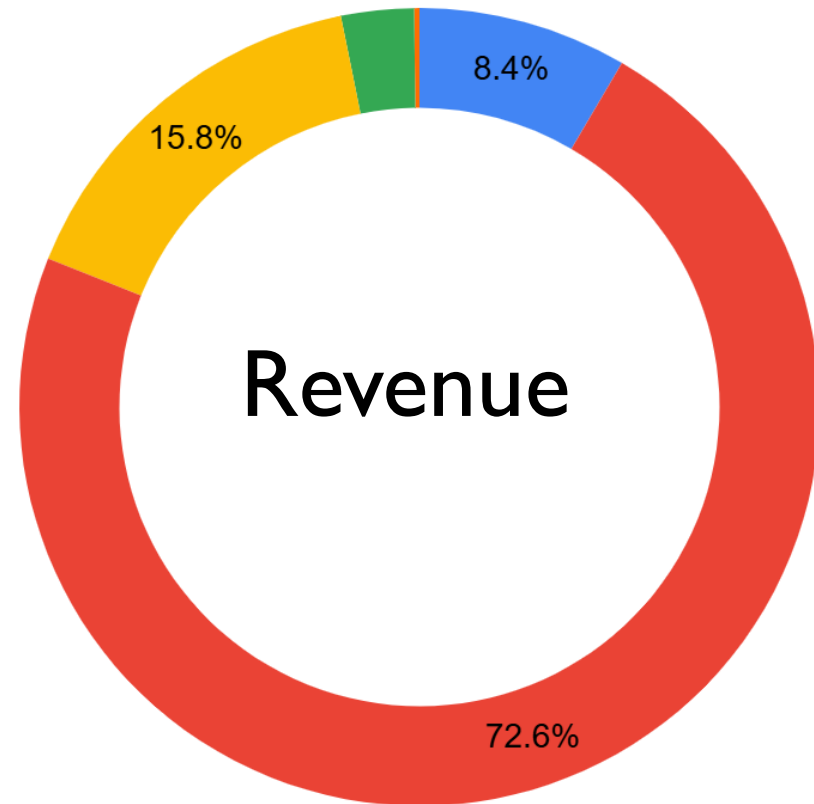


Social Media

8,569

FOLLOWERS BY THE NUMBERS

# FINANCIALS

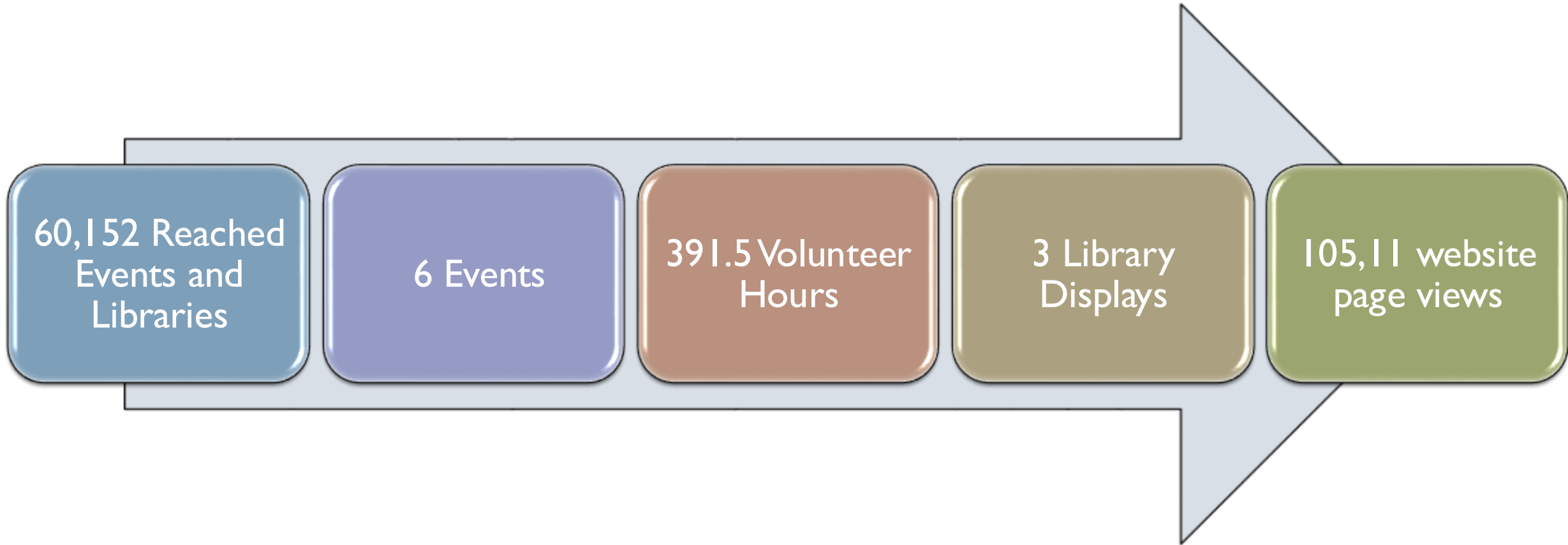


Revenue	2024
Public support	\$147.60
Sales	\$1,270.27
Investments	\$276.01
Fundraiser	\$200.00
Shipping	\$24.00
Early sales tax	\$1.76
<b>Total</b>	<b>\$1,719.72</b>

Expenses	2024
Merchandise	\$25.96
D/O Insurance	\$803.96
Bank fees	\$30.83
Education programs	\$1,483.28
Operations	\$139.95
Travel and meeting	\$317.30
<b>Total</b>	<b>\$3,071.12</b>



# IMPACT STATEMENT



60,152 Reached  
Events and  
Libraries

6 Events

391.5 Volunteer  
Hours

3 Library  
Displays

105,11 website  
page views

## BE A KEYSTONE!

- Donate directly at [ImagineOurFlorida.org](https://www.ImagineOurFlorida.org)
- Shop our online store
- Become a sponsor
- Host a Fundraiser
- Volunteer





Bobby Putnam

Nancy Kon

Aymee Laurain

Andy Waldo

Dan Kon

Ileana  
Rodriguez-Ramirez



## BOARD OF DIRECTORS 2024

