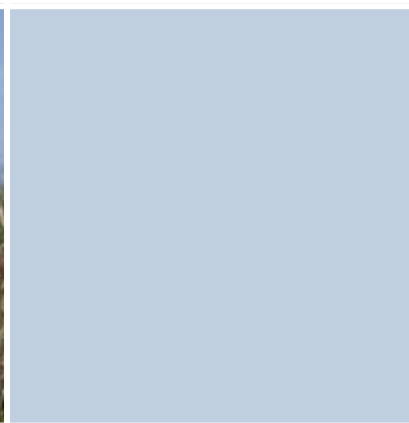


The Friends of
ROOKERY BAY

Year in Review 2009-2010

Connecting people with Southwest Florida's dynamic estuarine environment through education, engagement and stewardship by supporting the Rookery Bay National Estuarine Research Reserve.



The Batfish Bash was a Smash!



We are proud of all the work done at Rookery Bay, and we wanted to let key supporters know more about it and get involved. So, we invited them to a fun, casual evening at the Environmental Learning Center and called it the Batfish Bash for the Bay.

The event went swimmingly! We greeted everyone with the Batfish Brew, provided an exciting array of eco-adventures in our silent auction, watched sunset on the pedestrian bridge over Henderson Creek, enjoyed food stations brimming with Old Florida fare, and even danced the Batfish Boogie, written just for us by Bill Beach.

In all, we welcomed 160 guests and raised more than \$30,000.

Batfish Bash Sponsors

Fifth Third Bank

Morgan Keegan - Chesney Spahr

Sullivan Group

David M. Jones and Associates

Life in Naples

Naples Florida Weekly

Artistic Science

**Save the date
for the next Batfish Bash:
March 12, 2011.**

Friends of Rookery Bay

For the first time in our 23-year history, Friends of Rookery Bay hired a staff (two independent contractors) to help us build awareness about the Rookery Bay Reserve, raise the profile of the Friends of Rookery Bay, guide our Board, and increase financial support. And, we're happy to announce that all of these goals were achieved.

- Visitation to the Rookery Bay Environmental Learning Center and participation in its education programs increased 33%
- Membership in Friends of Rookery Bay doubled
- Sales in our Palmetto Patch Nature Store gift shop tripled
- Individual giving and business donations increased dramatically.
- Corporate sponsorships increased significantly.
- Participation on our Board of Directors increased by three members (plus two more joined us in FY11).
- Media attention dramatically expanded, providing print, online and broadcast coverage for all major special events, education programs, donations and other activities.

How we make our money

Although the Friends of Rookery Bay promotes the Rookery Bay Environmental Learning Center, we do not receive any income from admissions. We receive a portion of income from guided kayak trips, outreach programs, and facility rentals as well as education programs provided by the Coastal Training Program (for land-use planners, landscapers and others who learn how to be good stewards of our local environment).

Membership dues, donations and store sales also provide us with income.

We solicit cash and in-kind sponsorships to underwrite special events expenses, and we hold various fundraisers throughout the year to provide unrestricted funds.

We also pursue grants, both on behalf of the Friends of Rookery Bay and for the Rookery Bay Reserve's needs.

How we utilize our money

We invest our money in helping the Rookery Bay Reserve achieve its goals related to land management, restoration research and education. We provide financial support for youth science education programs such as Girls in Science Day and Dive Into Oceans Day, nature art exhibitions, the public lecture series, volunteer expenses, special event expenses, staff training and lawn care.

From an outreach standpoint, we host the rookerybay.org website, support coastal cleanups and the Team Ocean initiative where staff interact with boaters in the Reserve, purchase advertising to promote special events and the Environmental Learning Center, and pay for a consultant to conduct media relations efforts, develop sponsorship opportunities, write grants and enhance our overall fundraising and promotional efforts.



Kathy Leavesley from Fifth Third Bank, Karen Conley from Charity for Change, and Friends of Rookery Bay President Bruce Robertson.

Rookery Bay National Estuarine Research Reserve Highlights of the Year

The mission of the Reserve is to provide a basis for informed coastal decisions through land management, research, restoration and education. The Reserve works in partnership with local communities to promote coastal stewardship. Protecting the nests of least terns and sea turtles on barrier islands, tagging and tracking area sharks, monitoring other local and endangered species, welcoming all fourth grade Collier County students for hands-on science education, conducting prescribed fires, interacting with boaters on the water, and conducting water quality testing are just some of the staff's ongoing activities.

New Interactive Exhibits Open: The Rookery Bay Environmental Learning Center opened three new exhibits this year, including an interactive research boat for children, a new live plankton exhibit in the research wing, and a Gulf of Mexico exhibit featuring interactive videos and a large map of the Gulf.



Learning Center hosts three major events for the local community: The Center hosted three significant events for local residents and students: National Estuary Day, in September, provided a great opportunity for over 900 local residents to see the new exhibits and experience free guided boat trips on the Bay; the Southwest Florida Nature Festival featured invited speakers, guided field trips and films; and the seventh annual Dive Into Oceans event provided an important opportunity for over 450 local middle school students, and over 600 local residents, to learn more about the ocean environment through SCUBA experiences in a specially-designed pool along with films, interactive exhibits and lab tours.



Rookery Bay opens new pedestrian bridge: Connecting visitors from the second floor of the Learning Center to a series of trails and boardwalks, the new bridge was officially opened by Florida Governor Charlie Crist in January, along with state and local officials and over 400 members of the public. The bridge, funded through a partnership with NOAA and the State of Florida, crosses Henderson Creek and provides access to key habitats found in the Reserve, including mangroves, pine forests and oak hammocks.



Restoring mangroves: Rookery Bay staff completed a mangrove restoration project in March, at a site located at the northwest corner of Isles of Capri Boulevard and Collier Boulevard. Funded by a grant from NOAA, the project successfully restored tidal flushing, and 30 local volunteers worked with staff to plant 1,000 mangrove seedlings.

New partnership with Edison State College: Rookery Bay staff and faculty of Edison College worked to establish a collaborative agreement that enables NOAA grant funds to employ contractual staff to conduct research, education and stewardship projects. The new partnership is also bringing faculty and students from the College to the Reserve to study coastal environments.

Friends of Rookery Bay

Sponsors & Donors

We received support from many new friends during our fiscal year from July 1, 2009 through June 30, 2010. We are glad to work with so many organizations that value the importance of our local environment and the need to educate people, especially children, about science and conservation issues.

Batfish Bash Sponsors

Fifth Third Bank
Morgan Keegan - Chesney Spahr Sullivan Group
David M. Jones and Associates
Life in Naples
Naples Florida Weekly
Artistic Science

Gov. Crist's Visit / Pedestrian Bridge Opening

TIB Bank
Walmart

Dive Into Oceans Day

Collier County Public Schools
Dive Equipment Manufacturers Association
Florida Department of Environmental Protection
Florida Sea Grant
Oceans for Youth Foundation

Spiral Wishing Well

Fifth Third Bank

Chamber Business After 5

Naples Flatbread & Wine Bar
Southern Wine & Spirits

Art Gallery Renovation Project

United Arts Council

Business Donations

Charity for Change
Fifth Third Bank
Siverspot Cinema
Walmart



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Pat and Jack Toole
Emily Watt
Paul Westberry*

Pamela Williams
Joanne and Karl Wyss

** Fully 100% of the Friends of Rookery Bay
2009 - 2010 Board of Directors provided a
donation to support the organization.*

Advertising Support

Life in Naples
Naples Florida Weekly

Grants

Community Foundation of Collier County

In-Kind Support

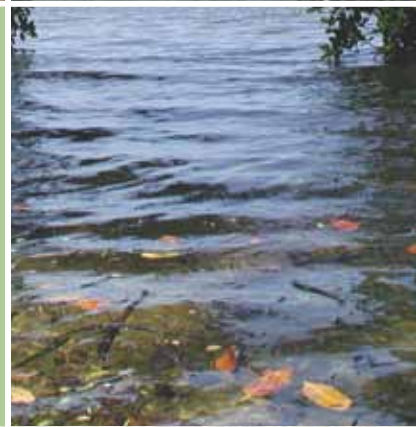
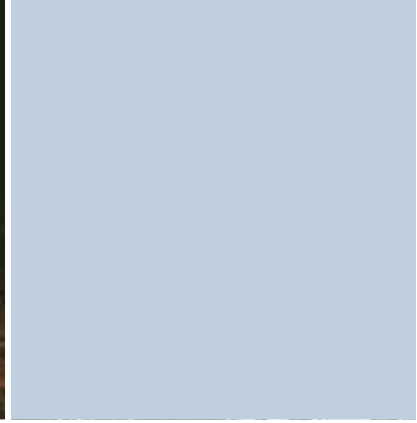
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Vivi Ristorante
Paul Westberry
Whole Foods Market

*Every effort was made to include all supporters.
If you note an omission, please contact
friends@rookerybay.org or (239)417-6310.*



Members

We are proud to announce that membership in the Friends of Rookery Bay doubled during the fiscal year (July 1, 2009 through June 30, 2010). We invite you to join us! Purchase or renew your membership at rookerybay.org.

Members at the Spoonbill level and higher are recognized in our Year in Review publication. This list represents those level members in good standing as of June 30, 2010. Thank you for your support!

Geoffrey Bell

Martha and John Brinkoetter

Anthony Catalano

Edwin Colodny

Robert E. Davy Jr.

Jim Glasson

Albert Knox

Sandra Krug

Luke Larson

Coyeen and Robert Layton

Carolyn and George McLaughlin

Joyce and William O'Meara

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Anne E. Schneider

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Sharda and Stephen Spahr

Susan and Chuck Stauffer

Pat and Jack Toole

Joyce Fletcher and Tom Watts

Myra and Van Zandt Williams

George Wilson



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(President)
Retired

Christian Spilker
(Vice President)
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(Secretary)
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Sharda J. Spahr

Michael Tighe
Marco Island Marriott Beach Resort

Paul Westberry

Kristen Zimmerman*
Edison State College

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Elinor Krier
EK Consulting, Inc.

Director of Marketing and
Development
Robin DeMattia
Robin DeMattia Consulting, Inc.

Rookery Bay Reserve Environmental
Administrator
Gary Lytton

* *Joined in July 2010, after fiscal year-end*



Save the Dates

We invite you to join us for these and other exciting programs!

Please check rookerybay.org for details and subscribe to our free monthly newsletter for the most updated information.

- 11/7/10 - Party of All Parties
- 11/15/10 - America Recycles Day
- 12/11/10 - Barnes & Noble Bookfair
- 1/14-16/11 - SW Florida Nature Festival
 - 3/12/11 - Batfish Bash
 - 4/22/11 - Earth Day
 - 4/30/11 - Dive Into Oceans Day
- 5/14/11 - International Migratory Bird Day
- 5/20/11 - Endangered Species Day
 - 6/8/11 - World Oceans Day
- 9/24/11 - National Estuaries Day



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www.rookerybay.org



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