

CREATING IMPACT THROUGH A PANDEMIC

Dear Friend of LMC,

During this global pandemic our hope is that you are keeping safe and well. This year, our world as we knew it was drastically changed. Loggerhead Marinelife Center, like many businesses, has been deeply challenged in ways we never anticipated. Our team of staff, volunteers and generous supporters like you have helped transform us to stay afloat.

On March 16, 2020, our Center temporarily closed to the public for two months, however, our Center's lifesaving mission required LMC to continue to operate 24/7. In order to survive and pursue our mission, we had to rapidly evolve.

Our successes and progress were only made possible through your kind support; you helped us persevere and innovate through uncertain times. Thus, it's our honor to present to you LMC's **2019 Annual Impact Report** and a summary of our recent 2020 accomplishments that you helped us achieve.



Sea Turtle Nesting Behavior

Because of the pandemic, our researchers had the unique opportunity to observe sea turtle nesting behavior on beaches with limited human interference due to mandated beach closures. The data collected during this time will help inform programs and policies designed to enhance sea turtle conservation across the globe.



Sea Turtle Hospital Continued Care

Our hospital staff and volunteers continued to ensure our 22 sea turtle patients received 24/7 premium care. Through our social media platforms, international students and supporters were able to view releases and patient updates virtually. Notably, our team shared a special moment with 50,000 international viewers on the 50th anniversary of Earth Day, when we released three sea turtles back into the wild.



Virtual Education

Our team migrated (almost overnight) our traditional education portfolio to virtual experiences, launching our Virtual Coastal Classroom (VCC). This provided over 314,000 global learners with virtual, STEM-focused education and daily interactive live programs. As a result of this innovative thinking, we were able to form a Virtual STEM Collaborative - aligning our partners, community leaders, teachers, and parents in South Florida in an effort to provide unrestricted education to all.



Conservation-in-Action

Leveraging our temporary closure, our conservation team deployed weekly underwater cleanups at the Juno Beach Pier collecting more than 60 pounds of debris total. For the first time in the Pier's history, we were able to clean every pillar of the pier offering a safer underwater environment for nesting and hatchling sea turtles.



Together At Home

Our marketing and development teams focused on implementing new methods of public engagement and increased digital communications to deliver pertinent updates in an effort to keep our beloved supporters connected to our conservation efforts and introduce new guests to our mission. Because of this, we were able to expand our reach and network to forge new international relationships.



Reinventing Retail

In order to keep our free-admission (donation-based) Center afloat, our team reinvented our retail offerings with expanded pick-up options and online store items. Our Center's retail department blossomed with Choice Matters - a sustainable commerce program designed to highlight items made in the USA, of reduced waste, and responsibly sourced items.



A Matching Gift

In June, we were humbled to receive and announce a dollar for dollar matching gift of up to \$2,000,000 for our capital expansion. This gift will position us in striking distance of our Campaign's total goal of \$20,000,000 allowing us to transform our impact for decades to come.

Nonetheless, 2020 has proven challenging, but the foundation that you helped us set in 2019 continues to propel us forward. From the bottom of our hearts, we thank our front line heroes for keeping our world moving and we thank our supporters, our staff, and our volunteers for helping ensure our important mission is being supported during these most uncertain of times. All of us are doing our best to adapt to our new normal, however, **like a sea turtle, we must keep swimming, and with your help, we will.**

On behalf of the entire team at LMC, we say thank you - for all that you do to keep us moving forward.

Lynne L. Wells
Board Chairman

Jack E. Lighton
President & CEO