

**CFFK**

COMMUNITY FOUNDATION  
OF THE FLORIDA KEYS

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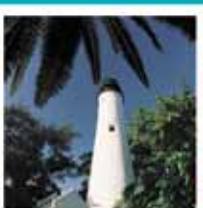


# *The State of Philanthropy in the Florida Keys*

**A Community Profile  
and View of Philanthropy  
in Monroe County, Florida**

a report by

**The Community Foundation of the Florida Keys  
April 2012**



## Forward

The Community Foundation of the Florida Keys (CFFK) is pleased to present this community profile on the state of philanthropy in the Florida Keys. A resource for philanthropy and an advocate for the nonprofit sector in the Florida Keys since 1996, CFFK serves an important role of information and referral for the community. This is an increasing role for community foundations across the country.

New studies reveal that donors want more information to help make decisions on giving, and need more data on the impact of philanthropy within communities. Lots of anecdotal information exists to that effort, but this report hopes to quantify that information and provide guidelines for economic impact, quality of life impact, and the effectiveness of key sectors in delivering needed services for the community.

We hope this report provides critical benchmarks to continue the important dialogue of helping sustain and build philanthropy in the Florida Keys.



**Dianna Sutton**  
President & CEO



**Doug Mayberry**  
Chairman  
of the Board

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## Introduction

*The State of Philanthropy in the Florida Keys* provides an overview of grant making and philanthropic giving in the state of Florida and the United States and, when data was available, offers comparisons to Monroe County. It also is intended to show critical demographic and profile information and trends that will provide key benchmarks for grant makers and important factors on giving to nonprofit organizations in the future.

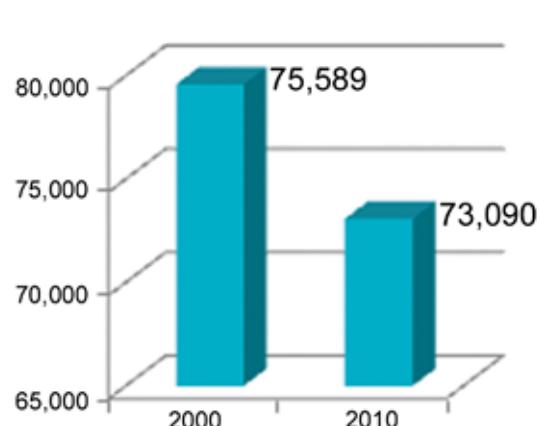
The purpose of this report is to help donors, policy makers, and others invested in the community ask the difficult questions about how individuals and society set priorities for allocating resources. Equally important is to help practitioners benchmark their organization's fundraising results and plans. Collecting this data helps all of us see trends, identify factors that impact giving, and develop strategies that can improve results within organizations. Throughout the process of assembling this report, information was selected based on the most current, available data. It is not all-inclusive.

The nonprofit organizations of Monroe County are working together with the philanthropic sector to meet the community's growing needs. This report is intended to provide highlights of Monroe County's philanthropy, as well as provide benchmarks from the state and nation, to help inform the work of grant makers and nonprofits, to increase awareness, understanding, and support for the county's philanthropic sector, and to further the goal of encouraging more philanthropy to build a stronger and more vibrant Monroe County.

## Who We Are in Monroe County

Monroe County is the southernmost county in Florida and the continental United States. Encompassing 983 square land miles, the county is comprised of the Florida Keys and portions of Everglades National Park and Big Cypress National Preserve. Monroe County is most known for the Florida Keys, a series of islands connected by U.S. Highway 1, which ends in Key West, 150 miles southwest of Miami. In total area, Monroe County is 3,737 square miles (including water). The county seat is located in Key West, with county government offices in Marathon and Key Largo.

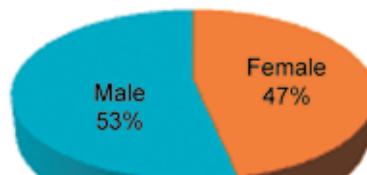
8.2% decline since 2000



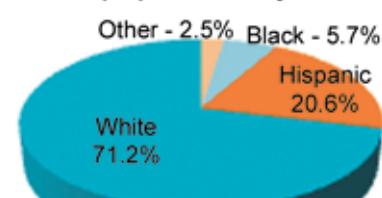
Source: US Census Bureau, 2010 Census Report, [www.census.gov](http://www.census.gov)

### POPULATION

2010 population by sex



2010 population by race



Source: US Census Bureau, 2010 Census Report, [www.census.gov](http://www.census.gov)

**Persons under 18 (2010): 15.1%**

**Persons 65 and over (2010): 17.1 %**

**Language other than English spoken at home (2010): 22.4%**

**Veterans (2005-2009): 12%**

**Homeownership Rate: 66.6%**

Source: US Census Bureau, 2010 Census Report, [www.census.gov](http://www.census.gov)

### EMPLOYMENT

**34,737** total number of employees (2010)

average weekly wage (2010) **\$713**

**\$36,086** per capita income in past 12 months (2010)

median household income (2010) **\$49,740**

**12.6%** persons below poverty level (2010)

Source: US Census Bureau, 2010 Census Report, [www.census.gov](http://www.census.gov)

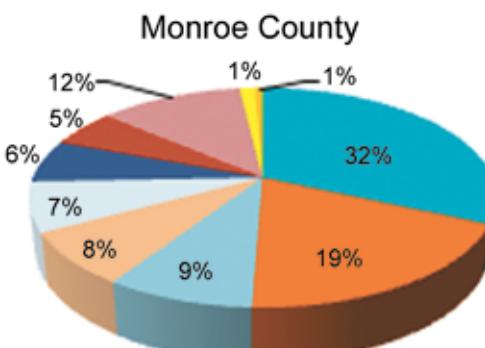
Source: US Bureau of Labor Statistics, [www.bls.gov](http://www.bls.gov)

### unemployment rates

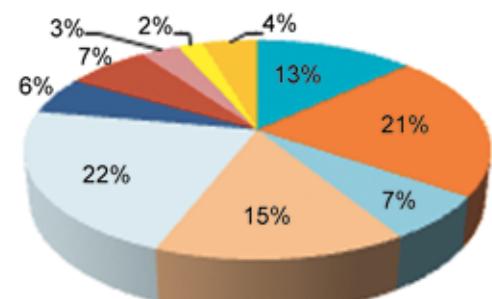


Source: US Bureau of Labor Statistics, [www.bls.gov](http://www.bls.gov)

### employment by industry



### Florida



Source: Enterprise Florida, [eFlorida.com](http://eFlorida.com)

### types of employees

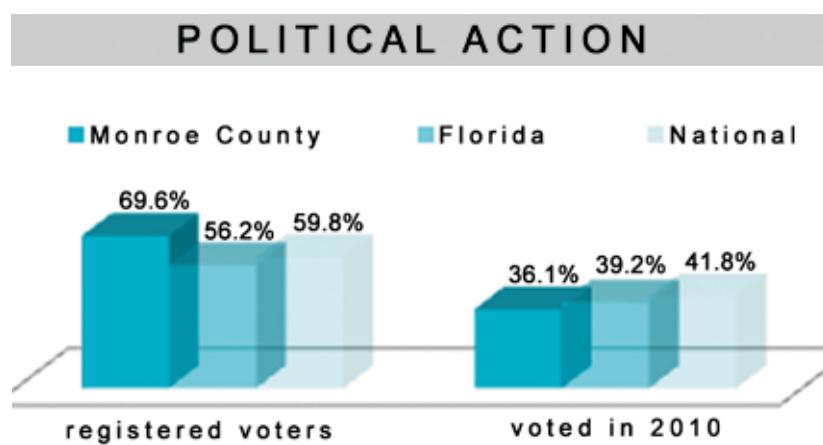


\* non-profits account for 9% of all private company wages and salaries

Source: city-data.com, information compiled from public records, surveys, and forums by Advameg, Inc.

## Civic Life

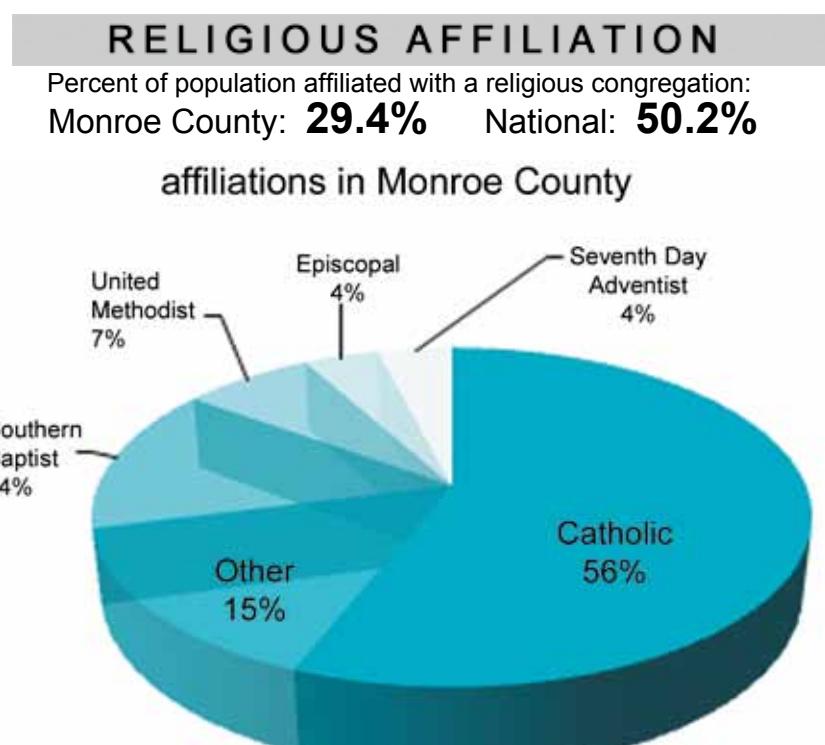
Civic life in a community, state, or nation is comprised of the common activities of participation by its residents and the common activities that help build those communities. Types of civic engagement include volunteer service, political action, social connectedness, participation in groups, and connectivity to current events. One measure of a community's health is determined by the active civic engagement of its residents.



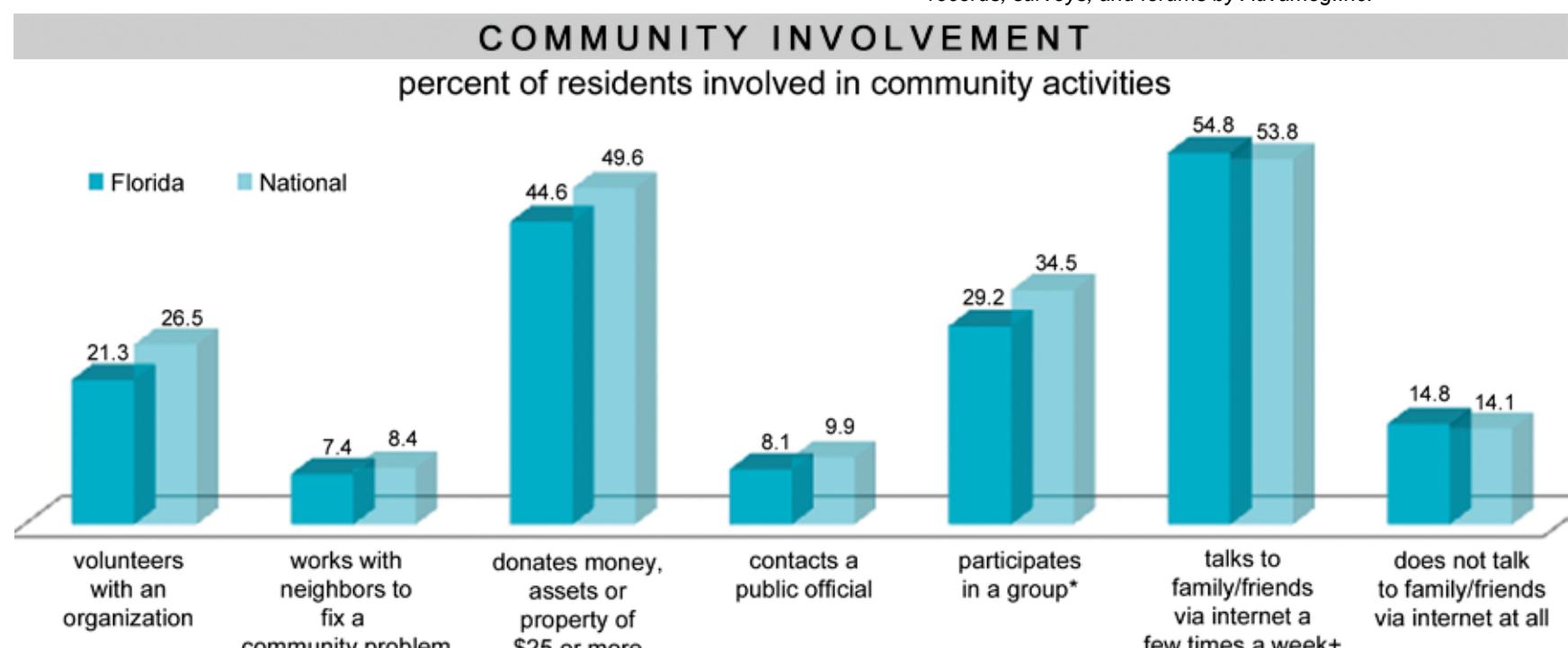
Number of registered voters in Monroe County (Jan 2012): **50,887**

Source: *Civic Life in America: Key Findings on the Civic Health of the Nation, 2008-2010 data*, Corporation for National and Community Service, <http://civic.serve.gov>

Source: Monroe County, FL Supervisor of Elections, <http://keys-elections.org>



Source: *city-data.com*, information compiled from public records, surveys, and forums by Advameg, Inc.



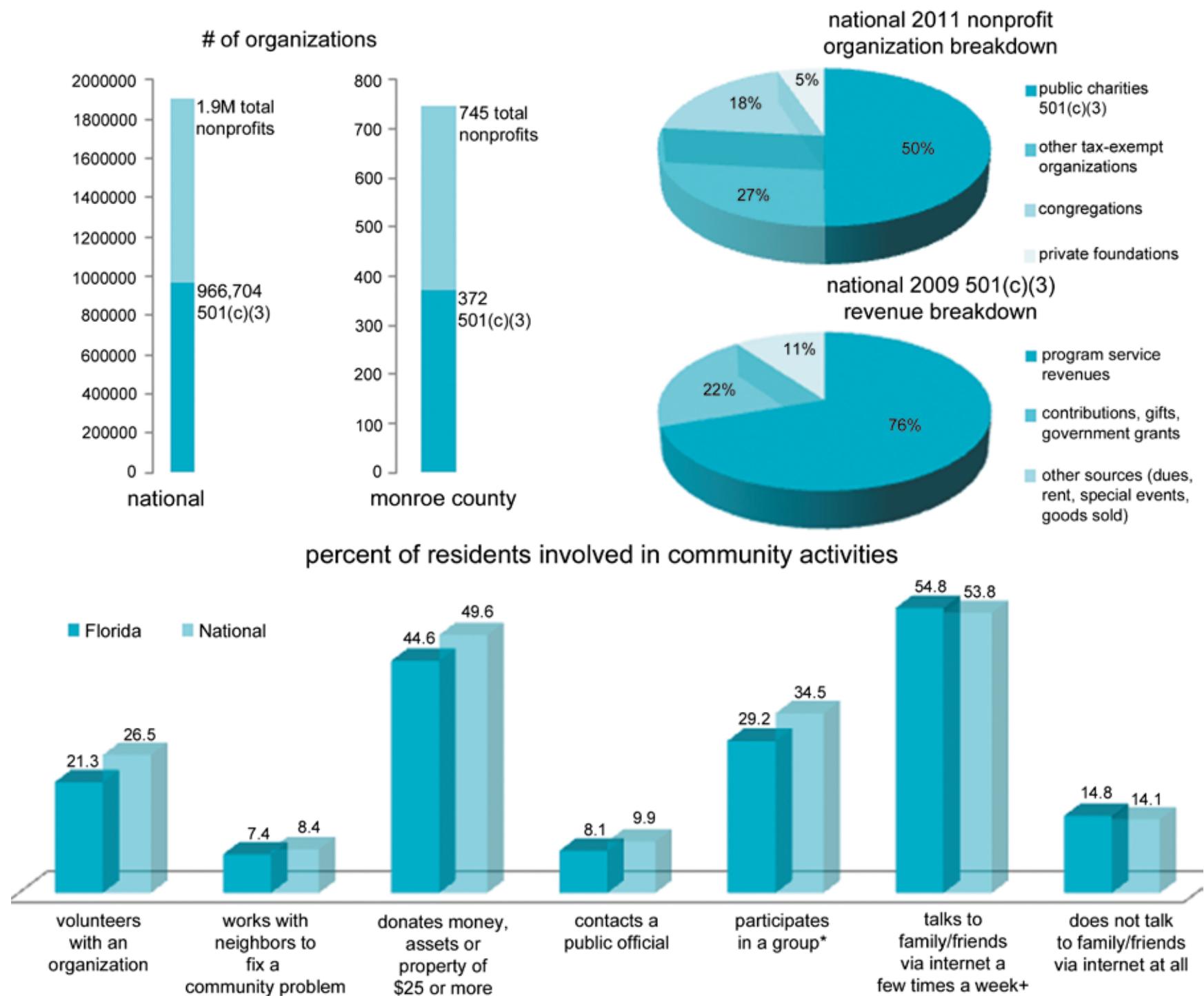
\*Group is defined as memberships in religious institutions; social, service, school, sports or recreational groups; neighborhood or community associations; or clubs.

Source: *Civic Life in America: Key Findings on the Civic Health of the Nation, 2008-2010 data*, Corporation for National and Community Service, <http://civic.serve.gov>

## Nonprofit Community

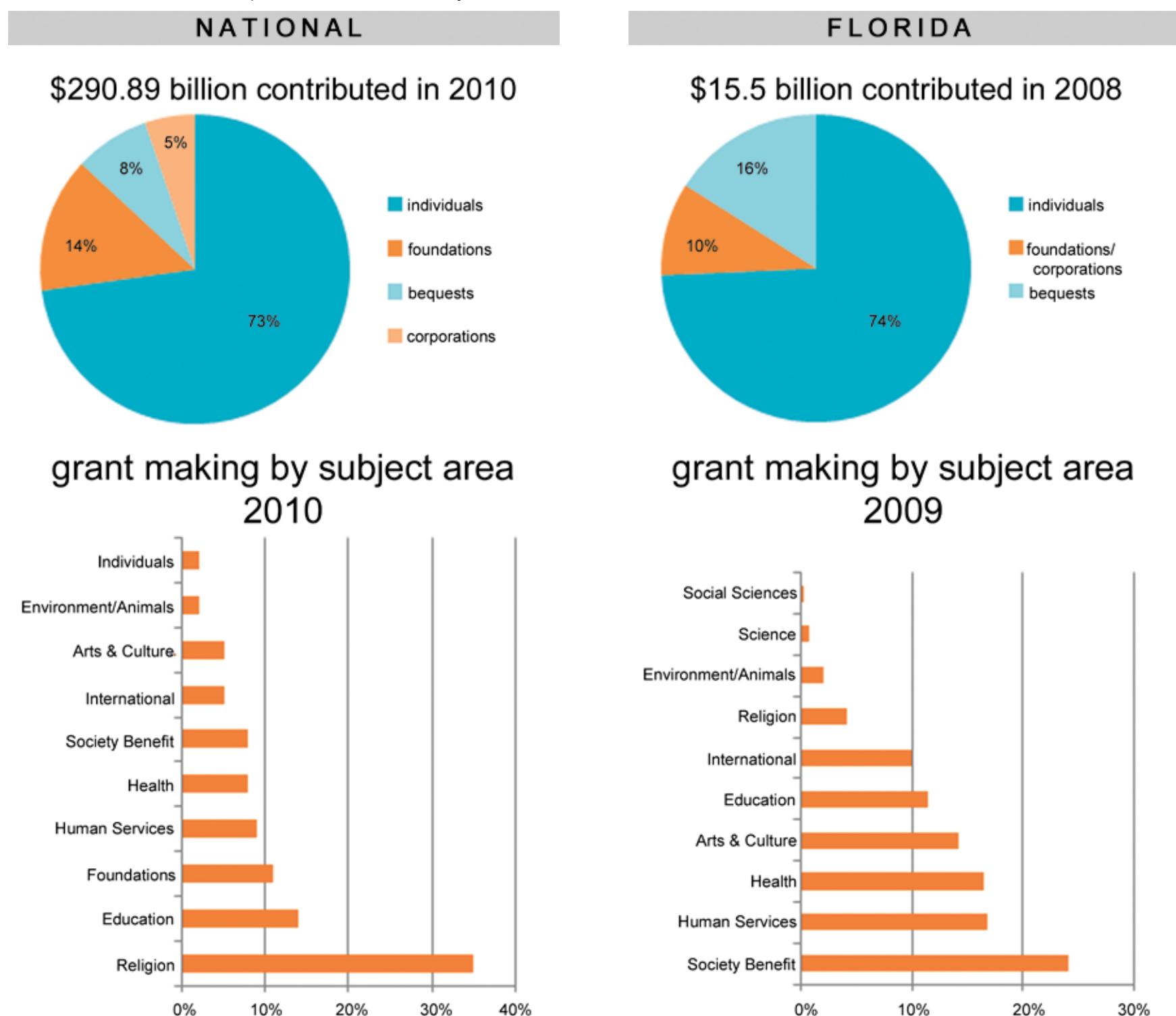
According to the National Center for Charitable Statistics (NCCS) and Tax Exempt World, in late 2011 there were 1.9 million nonprofit organizations in the United States. Tax Exempt World reports that these 1.9 million nonprofit organizations have income over \$3.3 trillion and assets of over \$5.3 million, and comprise 5.4 percent of the nation's Gross Domestic Product.

According to the National Center for Charitable Statistics, more than half of all nonprofit organizations are 501(c)(3) public charities. Public charities include most organizations active in the arts, education, environment, health care, and human services. They are what most people mean when they use the term nonprofit organization. Along with public charities, the nonprofit sector is made up of service clubs, sports leagues, fraternal organizations, and associations.



## Giving

Charitable giving is a central part of American life. Even in tough economic times, Americans continue to give. According to the Giving USA Foundation, Americans contributed about 2 percent of their disposable personal income in 2010 to philanthropic causes. Donors may have slightly decreased contributions or given to fewer organizations, but they collectively contributed more than \$290 billion to charity. That philanthropic support is critical to the services of nonprofit organizations and has a measurable impact on the community it serves.



Source: *Giving USA 2011 Report (The Annual Report on Philanthropy for the Year 2010)*, Researched and written by the Center on Philanthropy at Indiana University for the Giving USA Foundation, [www.givingusareports.org](http://www.givingusareports.org)

Source: *Giving in Florida, The State of Philanthropy in the Sunshine State, 2011 Edition*, by the Florida Philanthropic Network, [www.fpnetwork.org](http://www.fpnetwork.org)

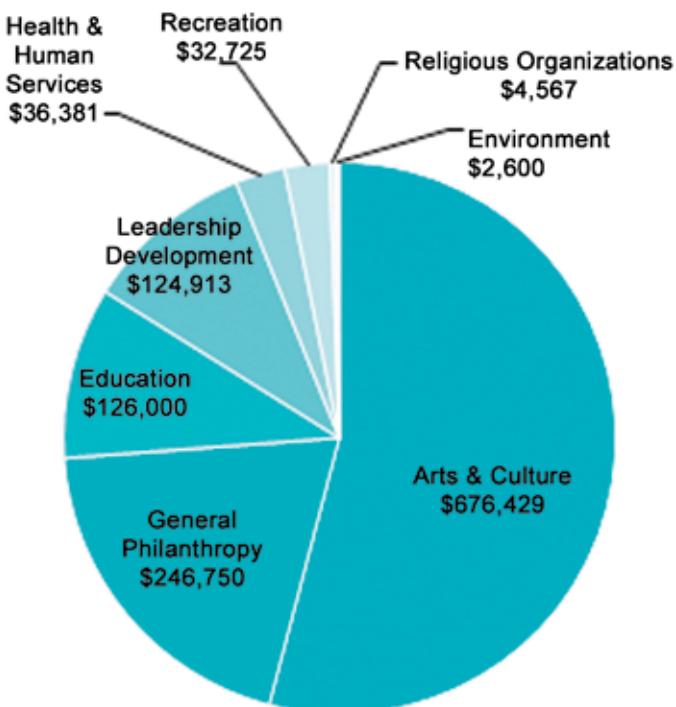
## Giving

Monroe County is ranked 14th of 57 counties in the state in total grant making (not all 67 counties report grant making activities). The dollars given represent 1.1 percent of the total given in the state of Florida. According to the Florida Philanthropic Network, the total dollars awarded by 41 Monroe County private foundations in 2009 was \$15,434,941.

### KEY MONROE COUNTY FUNDING SOURCES

#### Community Foundation of the Florida Keys (CFFK)

141 grants, scholarships, and awards totaling \$1,296,364 (7-1-2010 to 6-30-2011).



Source: Community Foundation of the Florida Keys, [www.cffk.org](http://www.cffk.org)

#### Florida Division of Cultural Affairs

5 grants for specific cultural projects and general program support totaling \$53,093 (2011-2012).

Source: Florida Division of Cultural Affairs, [www.florida-arts.org](http://www.florida-arts.org)

#### Human Services Advisory Board (HSAB)

In 2011, \$1,768,200 was distributed to 25 nonprofit human services organizations to support medical and core social services.

Source: Human Services Advisory Board, [www.monroecounty-fl.gov](http://www.monroecounty-fl.gov)

#### Monroe County Sheriff's Office

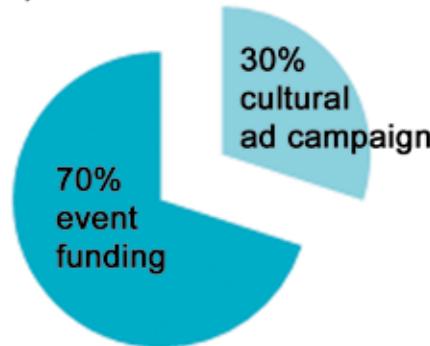
In 2011, 35 organizations received \$189,974 for programs related to crime prevention, drug abuse prevention, and the mental and physical health care of minors through its Sheriff's Asset Forfeiture Fund.

Source: Monroe County Sheriff's Office, [www.keyssso.net](http://www.keyssso.net)

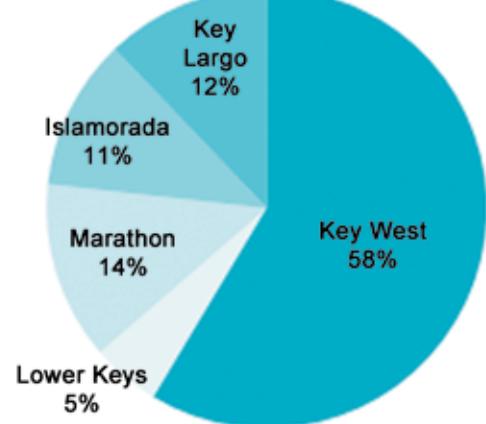
#### Tourism Development Council (TDC)

Assists in the development of the tourism economy via distribution of the lodging sales tax. The funding has a significant impact on the cultural community in Monroe County as a number of nonprofits receive funding through the cultural umbrella of the TDC.

\$695,800 allocated for cultural umbrella funding



event funding breakdown



Source: Tourist Development Council of Monroe County, 2010 Annual Report, [www.monroecounty-fl.gov](http://www.monroecounty-fl.gov)

Source: Florida Keys Council on the Arts, [www.keysarts.com](http://www.keysarts.com)

#### United Way of the Florida Keys

In 2010, distributed \$132,000 to 15 nonprofits in Monroe County providing human services, including services for children in the areas of education and recreation, services for victims of domestic violence, and food programs among others.

Source: United Way of the Florida Keys, 2010 Form 990, [www.keysunitedway.org](http://www.keysunitedway.org)

## Giving Trends

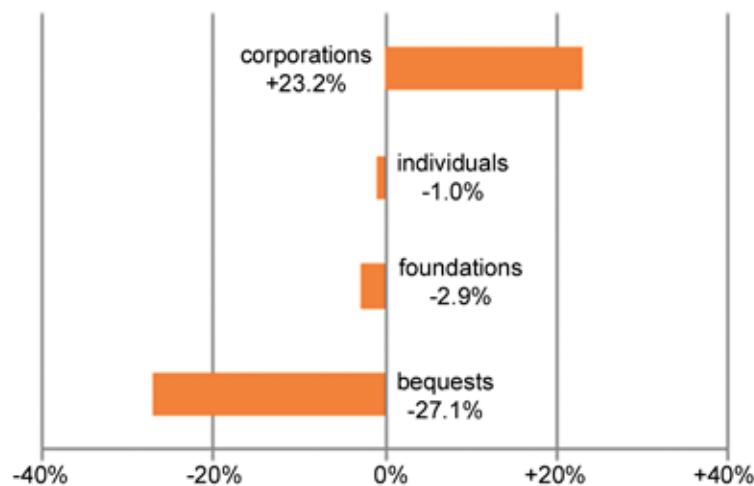
### NATIONAL

According to Giving USA, total charitable giving has increased nationally in every year since tracking began in 1954 with the exception of three: 1987, 2008, and 2009. The change in giving from 2009 to 2010 suggests a promising future given that the recent recessionary period was the worst since the Great Depression, but the slow economic growth is impacting the rate of growth in charitable giving to pre-recessionary levels.

**change in giving  
2009 to 2010 +2.1%**

**-3.0% change in giving  
2008 to 2010**

### change by source 2008-2010

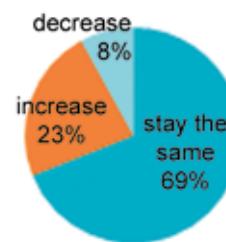


Source: *Giving USA 2011 Report (The Annual Report on Philanthropy for the Year 2010)*, Researched and written by the Center on Philanthropy at Indiana University for the Giving USA Foundation, [www.givingusareports.org](http://www.givingusareports.org)

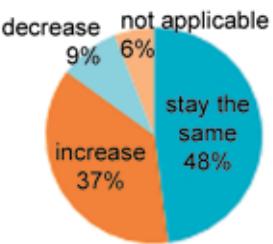
### FLORIDA

According to the Florida Philanthropic Network 2012 Grantmaking Outlook Report, 38 percent of Florida grant makers expected their grant dollars to increase in 2011, with one-third expecting their grant dollars to grow by 9 percent or less. Nearly one-half of the state's foundation and corporate funders – 49 percent – expected their grant making to stay the same from 2010 levels.

anticipated grant making changes, 2012 vs. 2011



anticipated changes in grant maker assets, 2012 vs. 2011



grant makers' planned changes in funding, 2012 vs. 2011

	Increase	Decrease	No Change
Funding public policy or advocacy work	29%	0%	71%
Capacity building/strategic planning grants	16%	3%	81%
Program support	16%	3%	81%
General/operating support	15%	8%	77%
Multi-year grants	5%	13%	82%
Support for capital campaigns	0%	19%	71%

Source: *Florida Philanthropic Network, 2012 Grantmaking Outlook Report*, [www.fpnetwork.org](http://www.fpnetwork.org)

### FUNDER CONCERNS

**#1** Increased demand for nonprofit services\*

**#2** Reduced government funding to nonprofits

**#3** Decreases in private funding to nonprofits due to the economy

\*60% surveyed were “very concerned” about this issue

Source: *Florida Philanthropic Network, 2012 Grantmaking Outlook Report*, [www.fpnetwork.org](http://www.fpnetwork.org)

## Key Sectors in Monroe County

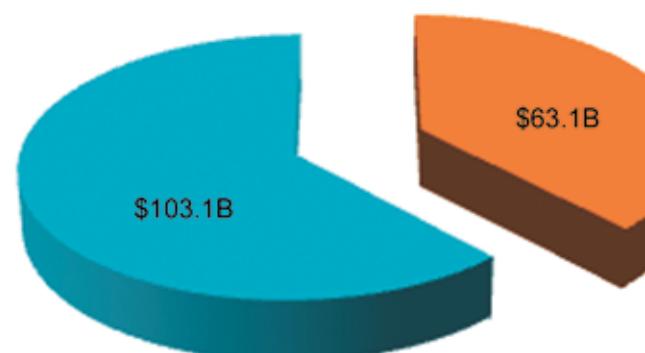
### ARTS & CULTURE

Monroe County's arts and cultural scene celebrates a wide variety of art forms, including galleries and museums, theatres, music and dance organizations, literary groups, festivals, historic and nature sites, and film societies. In fact, there are more than 145 nonprofit arts and cultural organizations in the Keys. An abundance of galleries exist here, including nearly 50 that are open year-round. There are also hundreds of full-time artists working in all art forms, from writers and musicians to actors and visual artists.

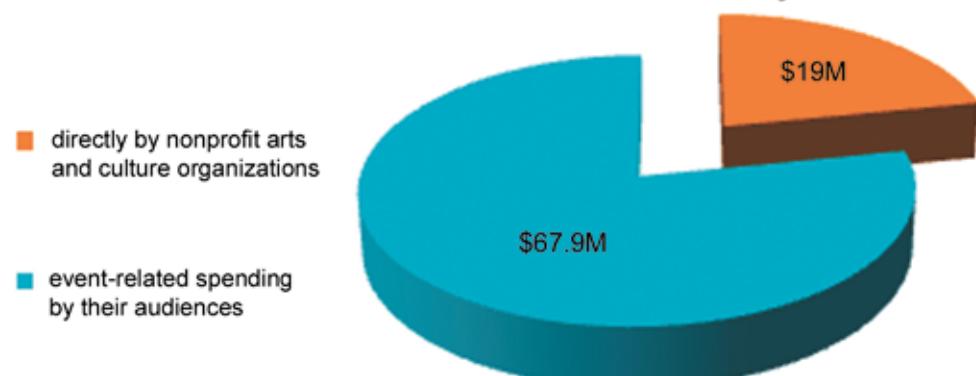
In addition to the beaches and recreational activities, arts and culture is a major factor in attracting visitors to the Keys. There were more than 3.7 million visitors in 2010 spending an average of \$397 per day. Among their key activities: dining out (97 percent), sightseeing and visiting attractions (92 percent), and attending museums and historic areas (71 percent).

#### economic activity generated by arts & culture nonprofits

##### National



##### Monroe County



Source: Americans for the Arts, *Arts & Economic Prosperity III*, 2007, [www.artsusa.org](http://www.artsusa.org)

#### QUICK FACTS...

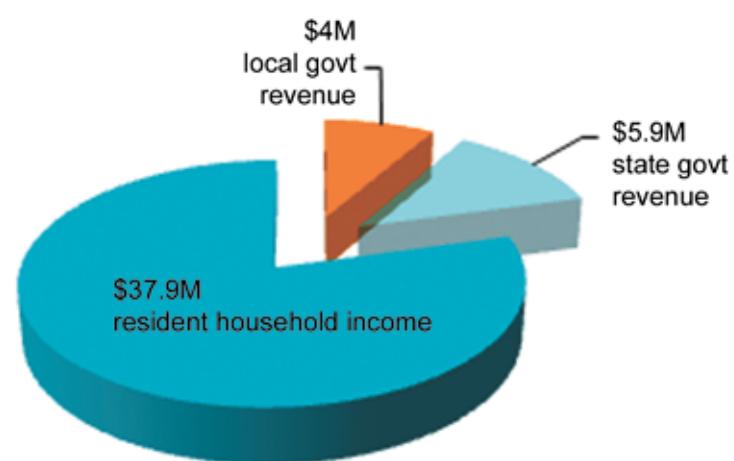
- There are 14 operating historical and cultural museums in Monroe County, according to the Florida Association of Museums.
- In 2007, 1,764 full-time equivalent jobs were supported by nonprofit arts and culture organizations.
- There are 50 historical sites and properties in Monroe County listed on the National Register of Historic Places (the nation's official list of cultural resources worthy of preservation). There are 9 designated historic districts listed.

Source: Florida Association of Museums, [www.flamuseums.org](http://www.flamuseums.org)

Source: Americans for the Arts, *Arts & Economic Prosperity III*, [www.artsusa.org](http://www.artsusa.org)

Source: National Register of Historic Places, [www.nationalregisterofhistoricplaces.com](http://www.nationalregisterofhistoricplaces.com)

#### economic impact of the nonprofit arts industry (organization & audience expenditures)



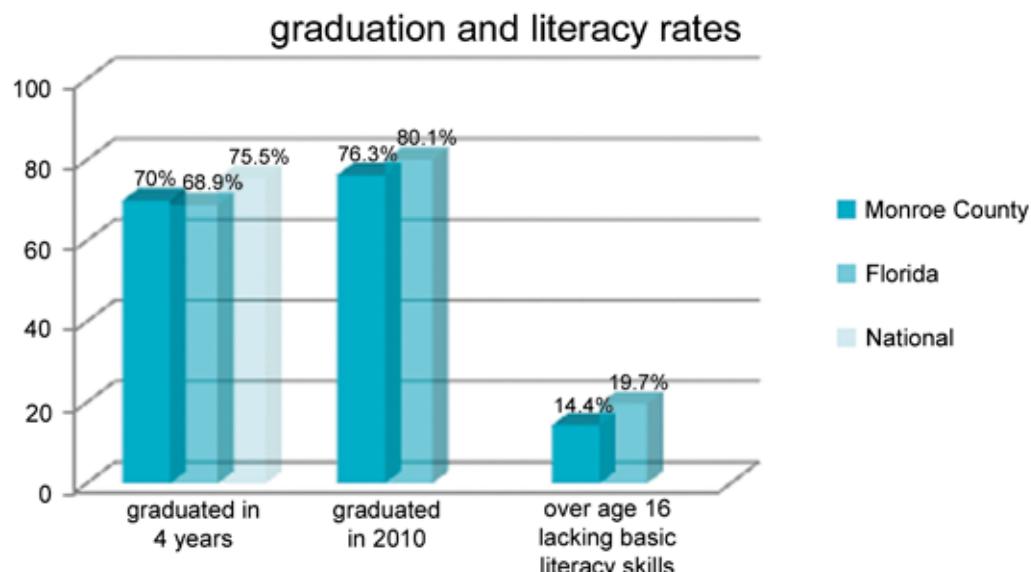
Source: Americans for the Arts, *Arts & Economic Prosperity III*, 2007, [www.artsusa.org](http://www.artsusa.org)

## Key Sectors in Monroe County

### EDUCATION

There are 19 elementary, middle, and high schools in Monroe County, including district charter schools. School enrollment as of January, 2012 was 8,417. School enrollment has fluctuated less than 1 percent in the last 5 years.

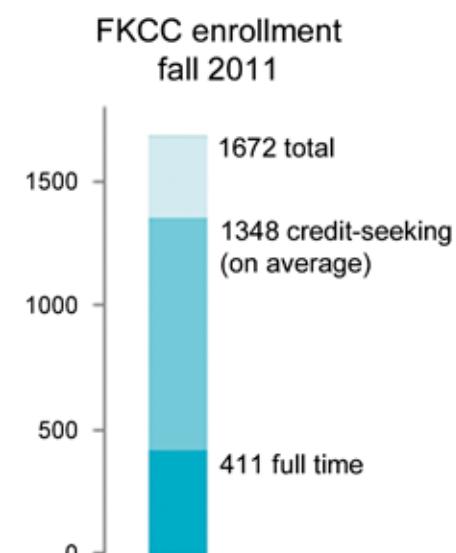
Monroe County students scored higher on their SATs in reading and writing than the national average, and higher in reading, writing, and math than the state average. Monroe County is also home to Florida Keys Community College, offering Associate Degrees and Professional Certification Programs.



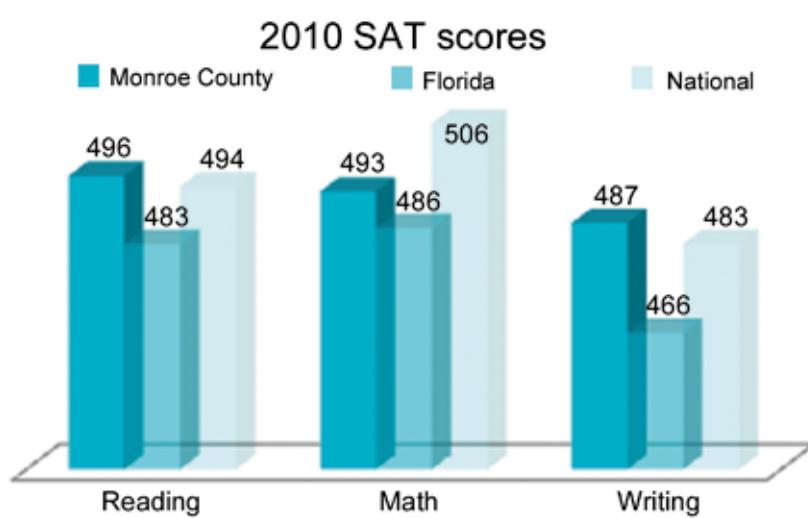
Source: National Center for Education Statistics, Trends in High School Dropout and Completion Rates: 1972-2009, [www.nces.ed.gov](http://www.nces.ed.gov)

Source: County Health Rankings, [www.countyhealthrankings.org](http://www.countyhealthrankings.org)

Source: Florida Department of Education, [www.fl doe.org](http://www.fl doe.org)



Source: Florida Keys Community College, [www.fkcc.edu](http://www.fkcc.edu)



Source: Monroe County School District, [www.keysschools.com](http://www.keysschools.com)

Percent of population age 25+ that:

is a high school graduate: **89.7%**

holds a bachelor's degree or better: **28.6%**

Source: US Census Bureau, 2010 Census Report

### QUICK FACTS...

- Monroe County is an "A" rated school district, scoring higher than the minimum needed to receive an "A" due to student outcomes in reading, math, and science.
- Monroe County School District is ranked 8th in the state due to its scores.
- Key West High School's class of 2009 received \$3,123,405 in college scholarships, the highest amount of the high schools in the county.
- 199 degrees or certificates were completed by students at Florida Keys Community College in 2011.
- Of all Monroe County students (K-12), nearly 46 percent are eligible for free or reduced lunches.

Source: Florida Department of Education, [www.fl doe.org](http://www.fl doe.org)

Source: Monroe County School District, [www.keysschools.com](http://www.keysschools.com)

Source: Key West Citizen, [www.keysnews.com](http://www.keysnews.com)

## Key Sectors in Monroe County

### ENVIRONMENT

Monroe County is comprised of more than 1,700 islands known as the Florida Keys. Key Largo and Big Pine Key are geographically the largest islands. Of the 2,990 km of total shoreline in the Keys, less than 2 percent is considered to be sandy beaches.

The federal National Oceanic and Atmospheric Administration (NOAA), the State of Florida, and the Florida Keys National Marine Sanctuary protect 2,900 square nautical miles surrounding the Keys. The sanctuary monitors water quality, the coral reef, and sea grass. Among the Sanctuary's specific threats are direct human impacts, such as ship groundings, pollution, and overfishing.

Florida's Department of Environmental Protection (DEP) protects, conserves, and manages Florida's natural resources and enforces the state's environmental laws.

**0**

Annual number of unhealthy air quality days in Monroe County due to ozone or fine particulate matter

**2**

Monroe County ranking for physical environment (out of 67 counties in the state)

**7**

Monroe County ranking for impaired water bodies (out of 67 counties in the state)

Source: *County Health Rankings*, a project of the University of Wisconsin Population Health Institute (supported by the Robert Wood Johnson Foundation), [www.countyhealthrankings.org](http://www.countyhealthrankings.org)

Source: *Scorecard*, the Pollution Information Site, sponsored by GoodGuide, [www.scorecard.goodguide.com](http://www.scorecard.goodguide.com)

#### QUICK FACTS...

- The marine environment supports more than 6,000 species of plants, fishes, and invertebrates.
- The Florida Keys contains the largest sea grass communities in the northern hemisphere and the nation's only coral reef tract that lies adjacent to the continent.
- An estimated 400 underwater historical sites lie within the National Marine Sanctuary's waters, 14 of which are listed on the National Register of Historic Places.

Source: Florida Department of Environmental Protection, [www.dep.state.fl.us](http://www.dep.state.fl.us)



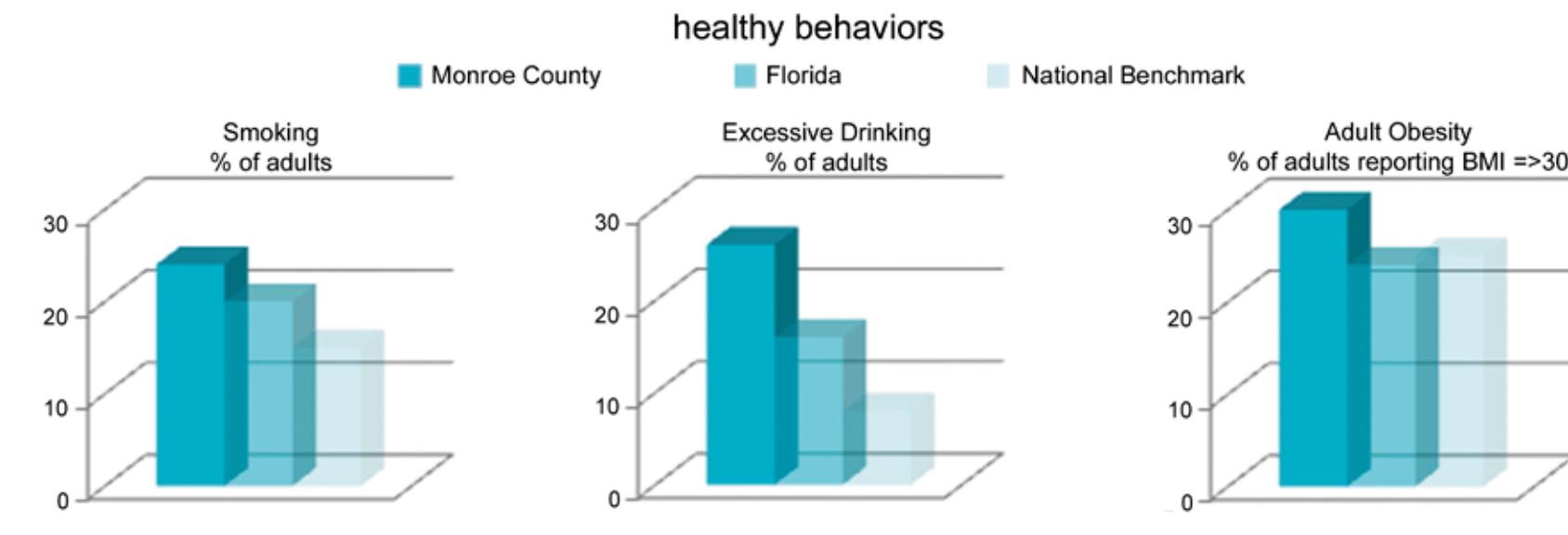
©iStockphoto.com/gioadventures

## Key Sectors in Monroe County

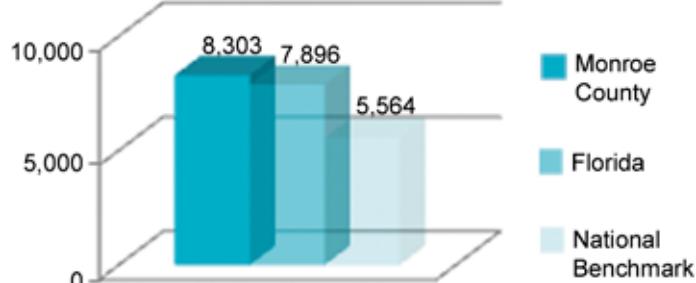
### HEALTH & HUMAN SERVICES

Florida's Department of Health (DOH), along with the Monroe County Health Department, works to protect and promote the health of residents and visitors through organized state and community efforts, including cooperative agreements and programs with social service agencies and nonprofit organizations.

America's health rankings (according to County Health Rankings), are based on the health outcomes, health factors, and health programs and policies of a community or county. Health outcomes include mortality (length of life) and morbidity (quality of life) statistics. Health factors include healthy behaviors (tobacco use, diet and exercise, alcohol use, and unsafe sex), clinical care (access to and quality of care), and social and economic factors (education, employment, and income). Finally, rankings look at the physical quality of a community, including its environmental quality and built environment.



premature death - years of potential life lost before age 75  
(per 100,000 population)



Source: County Health Rankings, a project of the University of Wisconsin Population Health Institute (supported by the Robert Wood Johnson Foundation), [www.countyhealthrankings.org](http://www.countyhealthrankings.org)

### Leading Causes of Death in Monroe County (2010):

1. Cancer
2. Heart Disease
3. Unintentional Injury (accident)
4. Stroke
5. Chronic Liver Disease/Cirrhosis

Source: Florida Department of Health, [www.doh.state.fl.us](http://www.doh.state.fl.us)

#### QUICK FACTS...

- 32 percent of adults under age 65 do not have health insurance. This is twice the national average.
- 29 percent of youths under age 18 do not have health insurance. This is 3.5 times the national avg.
- Monroe County ranks 15th in the state (of 67 counties) in health outcomes and 15th in the state in healthy behaviors.
- Monroe County ranks 39th in the state in clinical care – including uninsured adults and preventable hospital stays.

Source: County Health Rankings, [www.countyhealthrankings.org](http://www.countyhealthrankings.org)

Source: US Census Bureau, 2010 Census Report

## Key Sectors in Monroe County

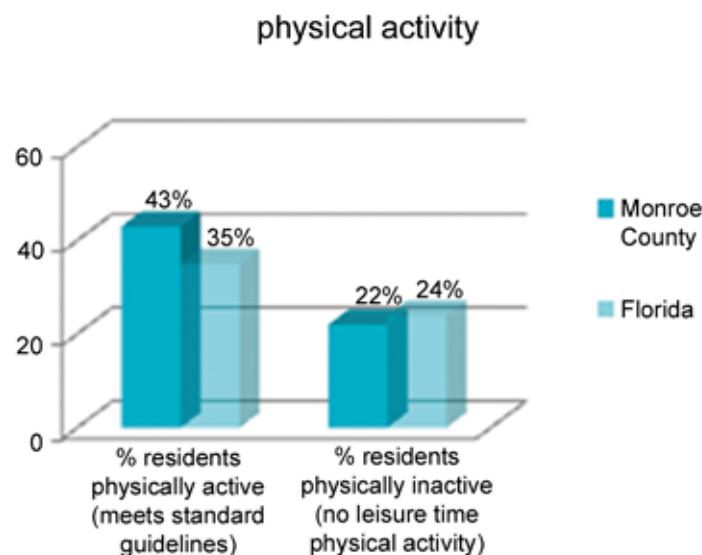
### RECREATION

Monroe County's abundant recreational activities include hiking and biking, swimming, a variety of water sports, state parks and trails, fishing, diving, and numerous other activities. There are 22 recreational facilities in the county per 100,000 people (the state rate averages 9 per 100,000 people).

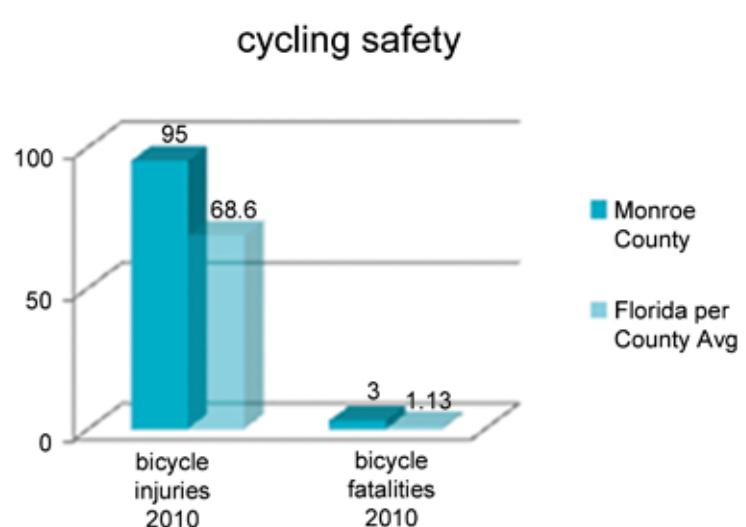
According to the International Game Fish Association, more saltwater world records have been established in the Florida Keys than any other angling destination in the world. The only living coral barrier reef in the continental United States runs the length of the Keys about 5 miles offshore.

Shipwrecks (such as the Vandenberg and Atocha) and natural coral formations in both shallow and deep reefs provide activities for snorkelers and experienced divers.

*Source: Monroe County Tourist Development Council, [www.flakeys.com](http://www.flakeys.com)*



*Source: County Health Rankings, [www.countyhealthrankings.com](http://www.countyhealthrankings.com)*



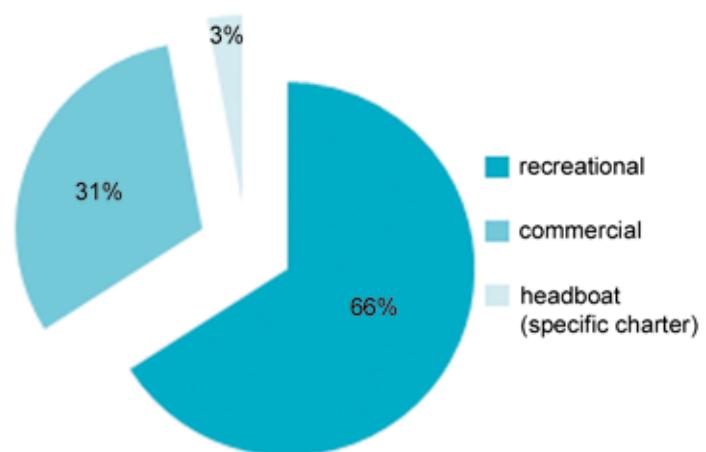
*Source: Florida Department of Highway Safety and Motor Vehicles, [www.flhsmv.gov](http://www.flhsmv.gov)*

### QUICK FACTS...

- There are 10 state parks in Monroe County.
- The Florida Keys Overseas Heritage Trail features more than 70 miles of existing trail paved in segments.
- The Florida Keys is home to the only living coral barrier reef in the continental United States.
- The Florida Keys Shipwreck Heritage Trail is a water-based line of notable wreck sites.
- John Pennekamp Coral Reef State Park was established as America's first underwater marine preserve.

*Source: Florida Department of Environmental Protection, [www.dep.state.fl.us](http://www.dep.state.fl.us)  
Source: Monroe County Tourist Development Council, [www.flakeys.com](http://www.flakeys.com)*

### types of fishing in southeast Florida 11-year DEP study



*Source: Florida Department of Environmental Protection, [www.dep.state.fl.us](http://www.dep.state.fl.us)*

## Key Takeaways

# 1

### Monroe County's philanthropic community is thriving.

In the Keys, the 372 charitable organizations (also called 501(c)(3) public charities) report revenues over \$181 million, which represents about half the total number of nonprofit organizations and generates about half the revenue of the entire nonprofit sector. Adversely, on a national level, charitable organizations make up about half the total number of all nonprofit organizations, but generate less than half of the nonprofit revenue.

# 2

### The nonprofit sector is an economic driver in Monroe County.

Nine percent of all wages and salaries in Monroe County are paid by nonprofit organizations.

Studies show that arts and cultural nonprofits supported 1,784 full-time equivalent jobs and generated \$86.9 million in economic activity in Monroe County in 2007.

# 3

### More data regarding community involvement in Monroe County is needed.

One measure of a community's health is determined by the civic engagement of its residents in activities such as volunteerism, political action, and participation in groups. Knowledge of the civic health of our community is essential to connecting citizens with common challenges and empowering them to work together.

# 4

### Recreation and the environment are important aspects of our quality of life.

The Florida Keys is home to the only living coral barrier reef in the continental United States. There are 22 recreational facilities in the county per 100,000 people, compared to the state rate of 9 facilities per 100,000 people. And the Recreation and Hospitality industry is our largest employer.

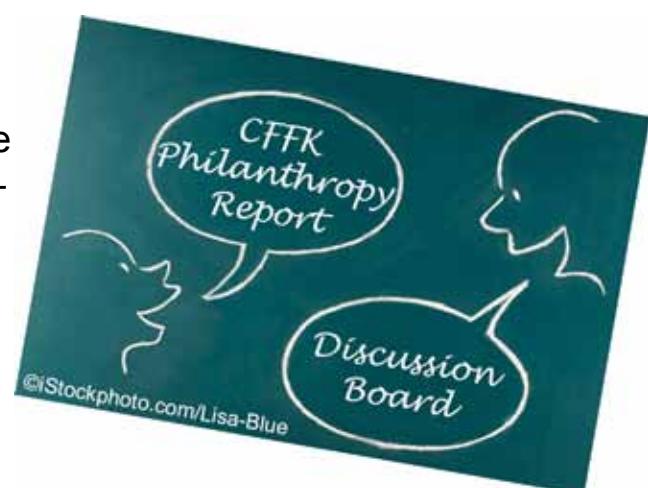
# 5

### The future of philanthropy in the Keys must include plans for strategic partnerships.

Funders are concerned about reduced funding for nonprofits and increased demand for their services. Nonprofits will need to work together with both business and government sectors, plus engage private donors, in order to tackle community issues.

We invite you to discuss the topics contained in this report, share additional sources of data, and summarize your key takeaways on our Philanthropy Report Discussion Board.

Just visit the following URL and register to participate:  
<http://boards2go.com/boards/board.cgi?user=cffk>



## Resources

Throughout the process of assembling this report, information was selected based on the most current, available data. It is not all-inclusive. The information was selected to help begin the dialogue for additional information, research, and resources.

Please contact the Community Foundation of the Florida Keys ([cffk@cffk.org](mailto:cffk@cffk.org)) if you have access to additional information (specific studies or research) or knowledge of other resources (web sites and public information) with information that would be beneficial for future updates to this report and the continuing research work of the Foundation.

Working together, we hope we can offer the most significant, up-to-date data to help provide necessary tools and support for Monroe County's many important nonprofit organizations.

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- [www.givingusareports.org](http://www.givingusareports.org) -- Giving USA Foundation / Center on Philanthropy at Indiana University
- [www.imaginemiami.org](http://www.imaginemiami.org) -- Human Services Coalition of Miami-Dade County
- [www.keysarts.com](http://www.keysarts.com) -- Florida Keys Council on the Arts
- [www.keysschools.com](http://www.keysschools.com) -- Monroe County School District
- [www.keyssso.net](http://www.keyssso.net) -- Monroe County Sheriff's Office
- [www.keysunitedway.org](http://www.keysunitedway.org) -- United Way of the Florida Keys
- [www.keywestchamber.org](http://www.keywestchamber.org) -- Key West Chamber of Commerce
- [www.monroecounty-fl.gov](http://www.monroecounty-fl.gov) -- Monroe County government, including information on the Board of County Commissioners (BOCC), Human Services Advisory Board (HSAB), and Tourist Development Council (TDC)
- [www.nationalregisterofhistoricplaces.com](http://www.nationalregisterofhistoricplaces.com) -- National Register of Historic Places
- [www.scorecard.goodguide.com](http://www.scorecard.goodguide.com) -- Scorecard, the Pollution Information Site, sponsored by GoodGuide
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**CFFK**

COMMUNITY FOUNDATION  
OF THE FLORIDA KEYS

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*Making Key West and the Florida Keys  
a better place to live now and in the  
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and matching these acts of caring to  
the community needs.*

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