



Your Donation Can Leverage \$50 Million for Conservation

With its scenic lakes, forests, and springs, our natural beauty plays a very important role in preserving our quality of life in Lake County. However, with land prices rising dramatically and the amount of natural lands dwindling, we must act now to preserve our last remaining natural areas and wildlife habitat for our children and grandchildren before they are lost to development. This November, voters in Lake County will have the opportunity to vote on a \$50 million bond referendum to provide county funding to protect our land and water for future generations. **Donations to Lake Forever are critical to support our campaign to reach Lake County voters and help this \$50 million bond referendum win at the ballot box.**



The Urgency to Protect Our Land and Water:

We must protect Lake County's water, wildlife, and way of life.

- Nothing is more important than having clean water to drink. By supporting this proposal, we can purchase land to protect Lake County's drinking water sources.
- **Since 2010, Lake County's population has increased by 28%.** 87,000 new residents now call Lake County home. This new growth and development have boosted our economy, but it has also come at a cost: water quality, natural areas, and wildlife habitat lost to development.



The County Funding Opportunity:

- On November 5, voters in Lake County will have the opportunity to vote For Bonds to authorize \$50 million in bonds to protect land and water resources.
- The county conservation program would be subject to full public disclosure of all project spending, with an annual audit, ensuring an open and accountable process that will benefit the entire county.
- County dollars can leverage additional matching funds from other sources, such as state Florida Forever funds.
- **The county can raise \$50 million with residents paying just \$21/year -- \$1.75/month -- for the average homeowner, an amount our polling has shown Lake County voters overwhelming support.**



The Campaign and Your Opportunity to Make a Difference:

- Lake Forever is a group of local citizens organized to support this ballot measure to raise funds to protect land and water resources.
- The campaign has developed messaging and a strategy based on extensive research public opinion research in Lake County and experience from similar efforts throughout the state and nation.
- Most of our campaign budget is devoted to ensuring direct contact with targeted voters, primarily through digital advertising, to win voter approval on Nov. 5.
- To deliver our vote For Bonds message to Lake County voters, **the campaign needs to raise \$50,000 by September 30.**
- If successful, **every dollar contributed will result in an additional \$1,000 in public funding for conservation in Lake County and potentially even more with state and federal matching funds for conservation.**

With your support, we can help protect Lake County now, before it's too late!