



**Florida Disabled
Outdoors Association
Annual Report
2020**

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Coach Cassidy
Fitness Bubble



fdoa.org/bubble

Florida Disabled Outdoors Association (FDOA)

Mission

To enrich lives through accessible inclusive recreation for all

FDOA goal is to advocate, educate, motivate and provide support for physical activity to achieve benefits in the following areas:

- Developmental
- Healing
- Physical and Mental Wellness
- Vocational and Economic
- Societal



To Our Members

Dear members and partners,



What a year 2020 has been! Sadly, we lost some beautiful friends this year including an advisory board member and friend, Pernille Egedal Norgaard.

While it has been challenging, we have tried to focus on the positive. We converted our SportsAbility 2020 program to virtual in record time. Typically, we have about 1,200 people over the three days; This year, we had over 13,000! We started weekly virtual fitness classes. They have been so well received, that we decided we will continue beyond the pandemic. We have made new friends and created new partnerships and found new ways to reach people that we may not have discovered without the pandemic.

Thank you to all our partners and members for promoting Active Leisure for Life!

Best Regards,

A handwritten signature in blue ink that reads "L. Gussak".

Laurie LoRe-Gussak, MBA, IOM, CAE
Executive Director

Programs



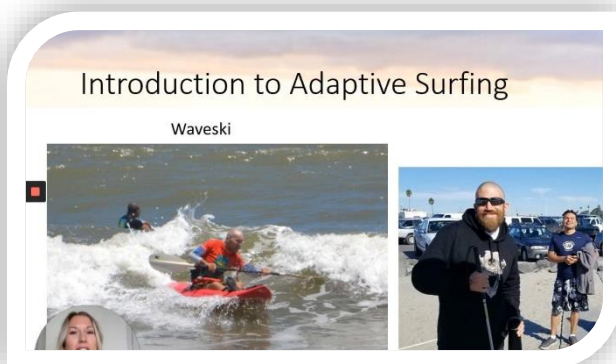
SportsAbility enhances the lives of people with disabilities by promoting active living and providing first-hand access to resources and activities designed to encourage participation regardless of age or ability level. People learn about everything from sit water-skiing to rock wall climbing, tennis, SCUBA and much more!



Participants of all abilities learn about the value of recreation and active leisure for everyone – especially people with disabilities. People discover the latest in equipment, trends, and resources. SportsAbility provides an opportunity for people to network with people with disabilities, resource providers, and community organizations. This year the program was converted to virtual in

reaction to the pandemic. The program was offered via Facebook which not only enabled more people to participate, it also helped more people find out about all of our programs. As always, there was NO CHARGE to participants.

Over 13,000 people attended SportsAbility this April 2020! This was an increase of over 1,100% over the previous year.



Attendees were able to participate in live workout sessions from their homes. They were able to learn about numerous adaptive inclusive recreation options. Resource providers were able to share information on the latest in recreation assistive technology, recreation programs and services for people of all abilities. The program led to increased virtual content and participation throughout the year.



Miracle Sports in partnership with the City of Tallahassee provides Access to Athletics for people of all abilities. Games are adapted so that anyone can participate and be successful. Prior to 2020, the majority of our seasons were played on the Miracle Field, in Messer Park. However, due to the pandemic, we transitioned Miracle Sports to virtual programming, allowing participants to stay active right in their own home. Our Miracle Sports virtual programs exceeded 17,000 in attendance reaching people throughout Florida and beyond. With many of these resources being available on-demand, the impact continues to grow. Some of the virtual additions to Miracle Sports in 2020 included:



- Live, small group virtual coaching sessions using Zoom (34 sessions were held from September to December)
- Live streaming fitness sessions on Fridays (31 sessions were held from April to December with over 12,000 participants)
- Pre-recorded activity videos (held from September throughout the year and reaching over 4,600 people)

Rec Connect

Community-based Therapeutic Recreation Program
for people with brain & spinal cord injuries

This program, funded by the Florida Department of Health Brain and Spinal Cord Injury Program, provides an education and resource referral to assist people with brain and spinal cord injuries in pursuing recreation and leisure and related assistive services and technologies.

- FDOA provided information on the needs and benefits of physical activity and resources and recreation activities for over 1,000 individuals with a brain injury and over 500 individuals with a spinal cord injury.
- Educational programs were provided to healthcare professional at locations throughout Florida.
- Over 63 outreach events/programs were provided to over 20,000 attendees.



ALLOUT

Adventure Program

ALLOUT is an outdoor adventure program for people with disabilities. This program includes the mobility impaired hunting program and a variety of other outdoor adventure trips.

The Bird Dog Boat Adventure program provided accessible boating and fishing opportunities in the first quarter of the year prior to the onset of the pandemic.



When in-person activities were paused, numerous fishing, hunting, water sport and outdoor education and trainings were held via social media and virtual platforms. People were able to learn and experience the outdoors from their homes. We found that we were reaching people that we had never reached in the past. People of all abilities were encouraged to get outdoors and experience active living safely.



Social Media & Technology

We faced many challenges in 2020 with the pandemic but these same challenges helped us to enhance our social media following and add new technologies that broaden our scope allowing us to reach more people of all abilities. Some of those enhancements include:

- Publishing more content on our social media, including live streaming
- creating and publishing more videos of activities and educational content
- adding a blog to our website as another resource for distributing information
- developing a virtual reality recreation park on AltSpace allowing people to interact virtually through their avatar
- purchasing a virtual event management platform to use for SportsAbility and other events
- acquiring access to an online directory management platform to better manage our iFind recreation database



Resource Referral Network

Florida Disabled Outdoors Association maintains a Resource Referral Network of accessible inclusive programs and services, products, destinations and events. The database is accessible electronically at fdoa.org/resources. It is searchable by county or type of resource.

The database is a virtual liaison between providers and participants helping people of all abilities find the providers that meet their area of interest. The database currently has approximately 1,500 resources across Florida and beyond.

The screenshot shows the website's search interface. At the top, there is a navigation bar with the FDOA logo and four small images of people participating in outdoor activities. Below this is a green banner with the text "Florida Disabled Outdoors Association" and "Welcome to the FDOA Recreation Resource Database." The main search area is titled "Select criteria for recreation resources" and features three dropdown menus: "Type:" (set to "All"), "County:" (set to "All"), and "Activities:" (set to "All"). A "Get Resources" button is positioned below the "County:" dropdown. To the right of the "Activities:" dropdown is a long, scrollable list of activity categories, including Archery, Baseball, Basketball, and many others. Below the search area, there is a disclaimer: "The Florida Disabled Outdoor Association's listing of recreation services, program, service, product, event or destination. This database is not a guarantee of any resource, the user agrees not to hold the FDOA liable for problems." To the left of this disclaimer is the logo for the "Brain & Spinal Cord Injury Program" and the text "Funded in part by:". To the right of the disclaimer is a partial sentence: "endorsement of any purposes only. By using this".

Return on Investment

We leverage revenues to fulfill our mission. With an annual budget just over \$200,000 from grants, state contracts, business sponsorships and donations; we are able to accomplish significant outcomes.

- We fostered a healthier, happier, more productive and inclusive society that produced cost savings for everyone.
- We deliver meaningful education and advocacy to the community.
- We strengthen the community through partnerships and collaborations.
- We supplement our funding sources with donated goods and services and utilizing the power of volunteers and student involvement.



Board of Directors / Advisory Board

Board of Directors

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Gordon Palmer, President

Kristy Carter, Vice President

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Pernille Norgaard

Tom Weldon

Sheila Williams



Partners

Florida Disabled Outdoors Association gratefully thanks these partners and all of our other important contributors.





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