

# ONE RIVER



WHAT WE PROTECT, WHY WE ACT, AND OUR IMPACT | 2018-2019 ANNUAL REPORT



Photo taken under NMFS Permit No. 19403, courtesy of the Potomac-Chesapeake Dolphin Project.

**T**he Potomac River has made a dramatic comeback since President Lyndon Johnson declared it a national disgrace fifty years ago.

Back then, parents told children not to touch the toxic, tainted river. Algae blooms created expansive dead zones. Native fish populations had dropped precipitously.

Today, bald eagles abound. Other once-threatened species like osprey, beavers, and American shad have rebounded.

This past spring, the region embraced one of the most charismatic local species – Atlantic bottlenose dolphins – by selecting “Mac” and “Chessie” (short for Potomac and Chesapeake) in our **Name Potomac Dolphins** contest. Each summer, Mac, Chessie, and their friends return to the nurturing waters of the lower Potomac to raise their young.

The steadily improving water quality that sustains wildlife is important to

our health, too. Over 5 million people depend on the Potomac for their drinking water.

With your support and our strategic, science-based approach, Potomac Conservancy and our partners have accelerated the pace of our river’s recovery.

This past year our advocates campaigned for clean water initiatives at the federal, state, and local levels. Volunteers removed more than 23,166 pounds of trash. And private landowners protected high-priority lands and streams with conservation easements.

Still, we have more work to do. Rapid deforestation and threats to federal water protections could derail progress.

New challenges are emerging. 2018 marked the rainiest year on record for the DC region. This summer, continued flooding and ever-higher tides damaged homes and roads.

These increasingly intense storms carry a toxic stew of fertilizers, street oils, and plastic into local streams, rivers, and our drinking water source. This runoff is now the fastest growing source of pollution in the Potomac.

We are tackling these challenges with innovative, nature-based solutions and our community of clean water supporters that has quickly swelled to over 31,000.

With your continued involvement, we will achieve our shared goal of a swimmable and fishable Potomac River.

Thank you for being a part of this local movement to save our river. With your help, we will make the Potomac a healthy and thriving river once again.



*Hedrick Belin*  
Hedrick Belin  
**PRESIDENT**



## EMPOWERING A LOCAL MOVEMENT FOR CLEAN WATER

Founded in 1993, Potomac Conservancy is the region’s leading clean water advocate. As a member-supported nonprofit, we work to improve water quality through conservation and advocacy, and to empower a local movement of over 31,000 landowners, activists, volunteers, and partners to lead the charge for clean streams and river friendly lands.

[www.potomac.org](http://www.potomac.org)

# PROTECTING CLEAN WATER



## LAND CONSERVATION IN ACTION

**79**

land-protecting conservation easements

**15,217**

protected acres

**103**

protected riparian miles

**64**

protected stream miles

“Our parents loved this land. They didn’t want to see the farm broken up into smaller ‘farmettes.’ Zoning wasn’t going to be quite enough to keep this land safe, so we went forward with an [easement]. It [ensures that the land] will be around forever, even if we’re not going to be around forever.”

SALLY MYERS | LANDOWNER & EASEMENT DONOR

Like the Myers family in 2011, the Hovermale family decided this past year to preserve their 270-acre Bear Garden farm through a Potomac Conservancy conservation easement. With rolling fields, picturesque rock cliffs, and sprawling forests, Bear Garden Run is a native brook trout stream that meanders to Sleepy Creek, a tributary of the Potomac River. Protecting Bear Garden Run, and others like it, ensures clean water for all of us downstream.

The Potomac River’s 15,000 square mile watershed starts with small creeks and streams in the Allegheny highlands. The health of our Potomac depends in many ways on the treatment of land. In these upstream areas, Potomac Conservancy works one-on-one with private landowners, like the Hovermale family, to permanently safeguard forested, agricultural, and streamside lands.

In the last year, Potomac Conservancy permanently protected another 274 acres and nearly two miles of stream. Working with neighbors and relationships built over decades, we provide landowners with access to the means to conserve their properties, and millions of people receive the benefits as a cleaner Potomac River sustains communities downstream for generations to come.

“Trees and streams can’t speak for themselves – we have to do it. Our voices are making a difference because we act together. Potomac Conservancy partners locally and supports positive, proactive solutions, which get us clean water results. It’s a powerful feeling and an effort I’m proud to be a part of.”

HARRY GEORGE | FARM OWNER, ADVOCATE

Over the last year, Potomac Conservancy called on our 6,300 clean water advocates, like Harry, to push our elected policymakers at the county, state and federal levels to protect land, forests, and streams. Local and state elected governments play an essential role in protecting drinking water and keeping chemicals, excess nutrients, and trash out of the Potomac.

We scored several victories, including successfully saving the science-backed \$73 million federal Chesapeake Bay Program, which is one of the foundations of our river’s progress. It wasn’t the first time this critical program was nearly shuttered, and it likely won’t be the last.

The Maryland General Assembly passed a statewide ban on expanded polystyrene food service products (foam cups, plates and clamshell packaging). Keeping these chemical-laden products out of our environment will help safeguard our waters from toxic pollution. We also worked to protect Maryland’s forests, which buffer and protect our watershed from pollution.

In Virginia, Potomac Conservancy joined other conservation partners to fight for clean water resources for local farmers who will now get more help to reduce pollution from fertilizers and livestock.



# FIIGHTING FOR THE POTOMAC

## VIRGINIA WATER POLLUTION PROTECTION

**\$10M**

for stormwater local assistance funding

**\$90M**

for agricultural best management practices

**\$74M**

for the water quality improvement fund



“ My favorite place is Theodore Roosevelt Island where I walk and bike year-round. The shoreline around the Island is coated with plastic trash. During the summer, I kayak and paddle board to pick up trash around the Island.”

CHRIS DARLINGTON | MEMBER & VOLUNTEER

Chris Darlington grew up walking on the Potomac’s banks, hiking along its trails, boating with family, and even swimming in the river.

He is among Potomac Conservancy’s over 31,000 friends and supporters. They have different reasons for loving the Potomac, but they all share one goal – ensuring a fishable, swimmable Potomac River.

Each of us can help the Potomac on our own, but when we take collective action, we are building a movement for clean water. Communities coming together to get their hands dirty and feet wet for clean water is what Potomac Conservancy is all about.

Protecting our local rivers and streams isn’t just good for public health. It’s good for wildlife, too. The 6 million people living in the watershed share the Potomac with otters, eagles, ospreys, foxes, and dolphins.

This year more than 1,400 volunteers got their hands dirty to prevent 23,166 pounds of trash – mostly plastic – from entering our hometown river. They collected over 300 pounds of native tree seeds and planted over 500 trees. We also encouraged new communities to get their feet wet by paddling the Potomac with us at Alternative Happy Hour Paddles and become involved in advocacy, volunteering, and giving.

<b>44,140</b> total volunteers (and counting!)	<b>1,845</b> paddle program participants	<b>279,752</b> total pounds of plastic & trash removed from the river	<b>7,950</b> native trees planted
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“ As residents who live along the Potomac, we understand how important it is to take care of the environment and its wildlife. We want to be a part of an effective solution to the exponentially increasing problem of pollution washing upon our shores and floating in our rivers. By being a part of Potomac Conservancy’s clean water initiatives, we are benefiting the land and the water that benefits us all.”

ERICA AND MAX SCHERZER  
POTOMAC CONSERVANCY SUPPORTERS  
AND CHAMPIONS (2018 – 2019)

”

# THANK YOU

## FOR PROTECTING THE POTOMAC!

Potomac Conservancy depends on your generous support to carry out our local clean water initiatives. We thank all our donors, and in our annual report we give special recognition to those who contributed \$1,000 or more from July 1, 2018 through July 31, 2019.\*

### POTOMAC LEADERSHIP COUNCIL

\$10,000+

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### INSTITUTIONAL FUNDERS

\$10,000+

Agua Fund  
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### VOLUNTEER LEADERS

Brian Cipperly  
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# BECOME A LEADERSHIP GIVER



Find fun and philanthropy with a leadership-level donation of \$1,000 or more in any giving format. Leadership givers make a high-impact investment in clean water and enjoy exclusive invitations to special events, outdoor experiences, and learning opportunities throughout the year. Please consider joining us with your leadership-level support.

**POTOMAC PROTECTOR SOCIETY**  
\$1,000 - \$4,999

**POTOMAC GUARDIANS**  
\$5,000 - \$9,999

**POTOMAC LEADERSHIP COUNCIL**  
\$10,000 AND MORE

\* Potomac Conservancy is grateful to all those who contribute. We have made every attempt to ensure these listings are accurate. Please let us know if you feel there have been omissions or errors.





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## WAYS TO GIVE

Make a contribution in a way that best meets your philanthropic goals. Visit [potomac.org/donate](http://potomac.org/donate) or call **301-608-1188 ext 207** to speak with a member of our team.

### Mail Your Gift or Donate Online

Mail your contribution using the envelope in this report, or contribute today by visiting [potomac.org/donate](http://potomac.org/donate).

### Monthly Sustainer Giving

Increase your impact with a monthly gift and provide year-round support for local water initiatives. You can start, change, or stop your donation at any time.

### Make a Legacy Gift

Include Potomac Conservancy in your will, living trust, or retirement account. Your values will continue, benefiting the Potomac River, our community's children, and future generations. You can modify your plans at any time.

### Give In Honor or In Tribute

Celebrate a milestone, mark a birthday or anniversary, or honor a loved one with a tribute gift.

### Gifts of Stock

Donating stock, mutual funds, bonds, or retirement distributions is a tax-wise way to make a lasting gift to our region's lands and waters. Call for details.

### Workplace Giving

Contact your employer to start workplace giving, benefit from a match program, or participate in the Combined Federal Campaign (CFC number 44786).

### Donor Advised Funds

Use your donor advised fund to simplify your charitable giving by using a wide range of assets, while benefiting the Potomac River and our local environment.

### IRA Gifts

For those over 70 ½, you may direct a gift from your IRA's required minimum distribution as a tax-wise way to contribute.

Potomac Conservancy is a registered 501(c)(3) nonprofit organization and all contributions are tax deductible. Our Federal Tax Identification Number is 52-1842501.

*The beautiful photos on the cover and pages 3, 5, and 6 are courtesy of © William MacFarland, MacFarlandPhoto.net*

## YOUR CLEAN WATER TEAM

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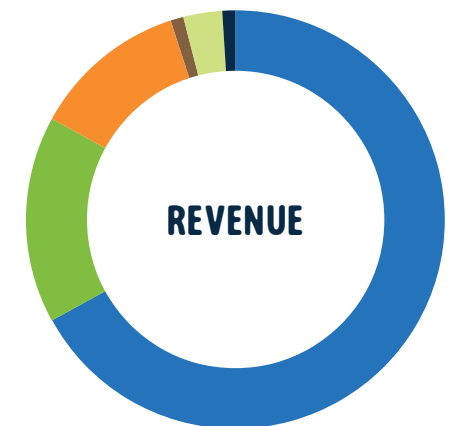
Kyaira Ware  
COMMUNITY CONSERVATION MANAGER

Emily Warner  
SR. DIRECTOR OF LAND CONSERVATION

## 2018-2019 FINANCIAL STATEMENTS

### STATEMENT OF ACTIVITIES FOR AUGUST 1, 2018 THROUGH JULY 31, 2019.

REVENUE	
● Individuals	\$ 917,427
● Foundations	\$ 224,878
● Corporations	\$ 165,986
● Stewardship	\$ 6,600
● Government	\$ 41,627
● Investment Income (Loss)	\$ 10,777
<b>Total Revenue</b>	<b>\$ 1,367,296</b>



EXPENSES	
<b>CONSERVATION &amp; OUTREACH PROGRAMS</b>	
● Land Protection	\$ 232,829
● Public Policy	\$ 176,304
● Community Conservation	\$ 404,303
● Communications	\$ 173,162
<b>Total Programs</b>	<b>\$ 986,598</b>



SUPPORT SERVICES	
● General & Administrative	\$ 77,711
● Fundraising	\$ 255,564
<b>Total Support Services</b>	<b>\$ 333,275</b>
<b>Total Expenses</b>	<b>\$ 1,319,873</b>
<b>Excess (Deficiency) of Revenue over Expenses</b>	<b>\$ 47,423</b>

View Potomac Conservancy's latest audited financial statements at [www.potomac.org/financials](http://www.potomac.org/financials).

# VOLUNTEER

..... *AND HELP* .....

# PROTECT THE POTOMAC!

.....



**Get your hands dirty for  
clean water with Team Potomac!**

Join us at our next cleanup and remove litter from along the Potomac River. It's a great way to get outdoors, have fun with friends, and make a difference in clean water. Volunteers of all ages are welcome at our events throughout the year.

Sign up, and we'll let you know about upcoming volunteer opportunities and local clean water news!

[potomac.org/river-update](http://potomac.org/river-update)



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