

## INSIDE THIS ISSUE:

- **Spotlight on Advocacy**
- **Program Highlights**
- **2011 Financials**

# The Voice of the River

## Annual Report 2011

### From the Board Chair and the President

Dear Friend:

One of the greatest advantages of working for Potomac Conservancy is collaborating with communities to improve the quality of the rivers and lands in our region. We believe that excellent water quality is a hallmark of a high quality of life.

We face some stiff headwinds, including the continued population growth and land consumption in the region as well as the loss of well-managed family farms. Potomac Conservancy's fifth annual State of the Nation's River report summarized the river's health, levying a barely passing "D" grade. These challenges to water quality were reinforced by the recent designation of the Potomac as a Most Endangered River.

Like the old saying "it takes a village," the Conservancy never works alone. We collaborate with different organizations in various aspects of conservation. For example, we work with Monocacy & Catocin Alliance to help restore brook trout habitat in Frederick County. Our decades-long partnership with the Cacapon and Lost River Land Trust has been a boon to landowners in West Virginia's Eastern Panhandle.

On the conservation front, we continue to make progress protecting land and stream miles in the Shenandoah Valley. And we helped secure over \$10 million in state funds for Virginia farmers to put conservation practices on their property that will reduce and filter pollution.

We're also expanding our policy work to address the only growing source of pollution in the rivers and the Chesapeake Bay—polluted run-off. We'll continue to work on initiatives that reduce the amount of hardened surfaces in the Washington, DC metro area, supporting efforts like sustainable green streets in Arlington. We're also working to increase forest cover in the region, which will help absorb and filter polluted rainwater when and where it falls. And we're fighting for sufficient financial investments in these programs.

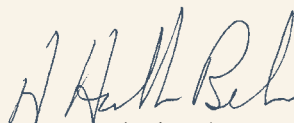
Our volunteers are amazing! Twice monthly, Canal Stewards crews clean trash and remove invasive species along C&O Canal towpath near our River Center at Lock 8 and Fletcher's Cove in Washington, DC. In addition, the Conservancy organizes several sites for spring cleanups.

We're hard at work throughout the region, whether improving public access to the tidal Potomac in Southern Maryland or protecting land in the headwaters of the South Branch. And your support is part of the story as well, as we increased our membership to 3,000 strong and increased revenue by 12% this past year. Thank you so much for your financial support and for volunteering your time. We will continue to need your help if we are to achieve our goal of a healthy, clean Potomac River!

Sincerely,



Bill Eichbaum



Hedrick Belin



### 2011 Accomplishments

#### Land Protection

- Total miles riparian buffer protected: 5
- Permanently protected land: 573 acres

#### Policy

- \$10 million for conservation on farms
- Assessed codes & ordinances in 41 Virginia counties

#### Beautification

- Trash removed: ~8,700 lb
- Native hardwood seed collected: 14,560 lb

#### Outreach & Engagement

- Volunteer hours: ~11,000
- Number of volunteers: ~5,100



## Partners and Supporters

Potomac Conservancy offers special thanks to donors listed here, and our appreciation to each and every individual and organization that supported us with financial contributions, volunteer time, and in-kind donations in 2011.

### THE POTOMAC SOCIETY

#### Donors of easements

Clint & Christina Hogbin  
Kenneth & Glenda Ingham  
Helen Myers & daughters Billie Myers, Sally Myers & Marynell Eyles  
The Shanty, Inc., Shirley Parsons & daughters Nancy Ailes & Jane Ailes  
Jay & Joy Smith

### WATERSHED SOCIETY

#### Donors of \$10,000 or more

Anonymous  
Kenneth De Laski & Sarah Goracke  
Laura Healy Hoffman  
Elizabeth Laitman Hughes  
Marc & Jeanie Kahn  
Eric & Sharapat Kessler  
Helen Morrison  
Richard Pelham  
Rafe & Lenore Pomerance  
Dick & Nancy Raines  
Harry & Linda Rauner  
Cary Ridder & David Alberswerth  
William & Donna Roberts  
Sunny Scully & Bill Alsup  
David Smith, Jr. & Ilene Weinreich  
Chuck & Beverly Veatch

### PIEDMONT SOCIETY

#### Donors of \$5,000 to \$9,999

Julie Chapman & David Cushing

Sally Davidson  
Albert & Claire Dvoskin  
Charles & Lisa Fleischman  
Mark & Caroline Haynes  
Robert Hurley & Heather Wicke  
Stephanie & Robert Meeks  
Walter & Pat Moore  
Lex & Chrissie Sant  
Aaron Stopak  
Alison Taylor  
Mary Weinmann

### TIDEWATER SOCIETY

#### Donors of \$1,000 to \$4,999

S. Decker Anstrom & Sherron Hiemstra  
Glenn & Jennifer Archer  
Paul & Catherine Armington  
Marilyn Ayres  
Carolyn Bausch  
Dorrance & Susan Belin  
Hedrick Belin & Mary Bissell  
Mark & Shelley Betts  
Blake Biles & Laura Sessums  
Peter Bross  
Magalen Bryant  
Bill & Heidi Bumpers  
Frank & Marcia Carlucci  
Mark Cohen  
Jerome Cramer  
Woody Cunningham & Jessie Harris  
Holley Darden & Mark Szymczak  
Daniel & Karen DuVal  
William Eichbaum

John & Arlene Gavitt  
Burr Gray  
Mark & Anne Hansen  
Jay Hebert & Camille Comeau  
Lowell Hott & Dottie Eddis  
Carolyn & Bill Ingersoll  
Paul Hagen & Christine Jahnke  
Tom & Kathy Kiernan  
Ken Kirk  
Burks Lapham  
Michael Lefever & Michele Pecora  
David & Tamera Luzzatto  
Nellie McCabe  
Allan & Darina McKelvie  
Tracy & Mary Mehan  
John Mentis  
Georgia Nassikas  
Susan Woodward Notkins  
Bob & Trish Pinkard  
Marie Ridder  
Judy & Jack Riggs  
Glenn Ruskin  
Deborah Schumann  
Peter Segall & Deborah Bumbaugh  
Simon & Nancy Sidamon-Eristoff  
Howard & Page Smith  
T. Eugene & Joan Smith  
Bert & Amy Swain  
Ira & Marcia Wagner  
Lawrence & Kim Weinberg  
Craig Williams  
Bruce Wilson & Lisa Westfall

Bill Wasserman & Karen Sherman  
Ken & Dottie Woodcock  
Alan & Irene Wurtzel

### FOUNDATIONS

#### Donors of \$25,000 or more

Anonymous  
Chesapeake Bay Trust  
The Keith Campbell Foundation for the Environment  
The Morris & Gwendolyn Cafritz Foundation  
The Palmer Foundation  
Jean T. & Heyward G. Pelham Foundation  
MARPAT Foundation, Inc.  
Prince Charitable Trusts  
Wallace Genetic Foundation

### FOUNDATIONS

#### Donors of \$5,000 to \$24,999

Alice Shaver Foundation  
Agua Fund  
Aushman Family Foundation/Trust  
The Community Foundation for National Capital Region  
Bancroft Foundation  
Healy Foundation  
Sheldon & Audrey Katz Foundation, Inc.  
Richard E. & Nancy P. Marriott Foundation  
Mars Foundation

Harold M. & Adeline S. Morrison Family Foundation  
The Curtis & Edith Munson Foundation  
National Wildlife Federation  
George L. Shields Foundation  
George Wasserman Family Foundation

### CORPORATE PARTNERS

The AES Corporation  
Angler Environmental  
Danaher Corporation  
Dominion  
Fairfax Water  
General Dynamics  
Kimpton Hotels, Mid-Atlantic & Southeast  
Northrop Grumman  
Pepco  
REI  
Starbucks Foundation  
Unilever U.S. Foundation  
Venable Foundation

### GOVERNMENT

Maryland Dept. of Natural Resources  
National Fish & Wildlife Foundation  
United States Dept. of Agriculture  
Western Maryland RC&D Council

Photo: Anne Sundermann

## Spotlight on Advocacy



Conservancy President Hedrick Belin accepts a national Kodak American Greenways Award from Kodak, the National Geographic Society, and the Conservation Fund in recognition of our work protecting the Potomac River corridor.

Whether we are fighting to garner more funding for conservation in the statehouse or for better codes and ordinances in county council chambers, Potomac Conservancy is working diligently in communities throughout the region to promote positive outcomes for the Potomac. For example, the Conservancy believes that healthy streamside forests protect our waterways from runoff from the land. To reach our goal of more forest cover, we work with local governments to take action, for example, to increase their tree canopy at county facilities.

Most of the pollution in the Potomac region sweeps off the land, and it is often difficult to pinpoint the source. Working together as communities and neighborhoods, we can promote and encourage counties to adopt low impact development principles that will decrease pollution from stormwater runoff.

It is in our best interest to work together to support advancements in water quality improvements, pushing legislatively for policy changes and funding decisions, and working with other allies to make the Potomac region a healthier place to live.

## 2011 Successes

### Protecting Potomac Lands

Last year was one of change and diversification for the Conservancy's Land Protection program. We acquired five new easements (the most since 2007) and secured several exciting grants.

The easements were certainly diverse, ranging from 260 forested acres on the South Branch of the Potomac River in Hampshire County, West Virginia, to a 19-acre cattle pasture (soon to be a reconstructed wetland!) near the North Fork of the Shenandoah River in Rockingham County, Virginia.

Land Protection Director Emily Warner secured \$247,000 in late summer from a federal and Virginia state agency to fund a Shenandoah County conservation easement (expected to close winter 2012–2013) and, in December, acquired \$150,000 through the Potomac Highlands Implementation Grant. The latter grant allows the Conservancy to pay transaction costs on behalf of landowners to lower the cost of

easement donation—an exciting new concept that looks to be encouraging easement donations.

### Breaking Down Barriers for Brook Trout

With help from the Potomac Conservancy, two imperiled populations of brook trout are now free to swim, unimpeded, through their native stream habitat. In June 2011, the Conservancy completed the removal of two fish passage barriers on Bear Branch in the Sugarloaf Mountain area of Southeastern Frederick County, Maryland. Bear Branch is the only remaining brook trout stream in the Lower Monocacy watershed, which lies at the heart of a large forested conservation hub that protects and cools the stream.

Despite surrounding high quality habitat, brook trout populations remained threatened by two migration barriers that restricted their use of the stream. Both barriers were created by a rustic gravel road that crosses the creek

in two locations. At one crossing, the stream flowed under the road, spilling out the other side from an undersized culvert suspended nearly a foot above the stream surface. This 'perched' culvert prevented trout passing through the culvert from getting back upstream. At the second crossing, the creek flowed over the road, often diverting water down the road and away from the stream channel while also exposing trout to the threat of vehicle traffic. During dry spells when water levels were low, the road also acted as a complete barrier to fish passage. The Conservancy removed both barriers and replaced them with structures that allow the stream to flow naturally underneath the road, create new brook trout habitat and still maintain normal vehicular use of the road. This project opened nearly one mile of new stream habitat to trout. Fish can now migrate to cooler waters upstream in the summer and take full advantage of food and spawning resources.

### Connecting Communities

Connecting people to the Potomac River is a crucial part of the Conservancy's mission and helps build a community of river supporters across the watershed. In 2011, the Conservancy successfully engaged more than 7,300 area residents through its outreach programs, including the River Center at Lock 8, Canal Stewards, and Growing Native.

At the River Center at Lock 8, the Conservancy hosted 34 events in 2011, including nature walks, cleanups, art shows, and live music. These events engaged nearly 800 participants, in addition to the approximately 2,000 visitors who stopped by to view River Center exhibits on weekends.



The Canal Stewards partnership continued its success in engaging volunteers and keeping the Potomac clean, as volunteers picked up an estimated 8,700 pounds of trash. In the fall of 2011, our Canal Stewards project was extended to a new location, Fletcher's Cove in northwest Washington, DC.

In addition to the River Center and Canal Stewards programs, this year's Growing Native season drew 4,500 volunteers, including schoolchildren of all ages,

Scout troops, corporate groups, and environmental organizations. These volunteers combined to collect an impressive total of 14,500 pounds of native hardwood seeds at 91 different collection sites.



# 2011 Financial Statements

Audited Statement of Activities for the Fiscal Year Ending December 31, 2011

## REVENUE

Individuals.....	\$518,915
Foundations.....	434,931
Corporations.....	59,242
Stewardship.....	26,900
Government.....	208,866
Investment Income (Loss).....	5,280
In-kind Contributions.....	222,720
<b>Total Revenue.....</b>	<b>\$1,516,854</b>

## EXPENSES

### Conservation & Outreach Programs

Land Protection.....	\$333,816
Public Policy.....	209,607
Outreach.....	563,034
<b>Total Programs.....</b>	<b>1,106,457</b>

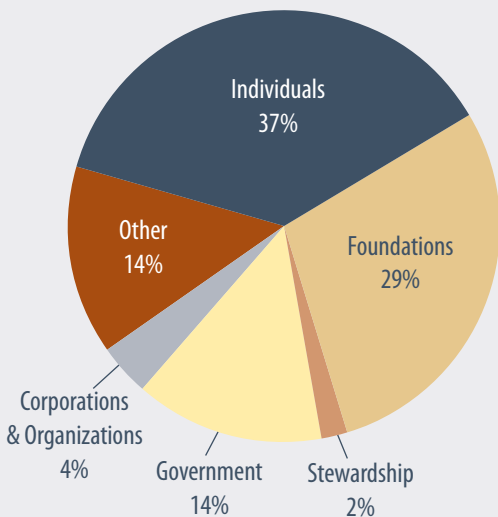
### Support Services

General & Administrative.....	163,704
Fundraising.....	207,558
<b>Total Support Services.....</b>	<b>371,262</b>

**Total Expenses.....1,477,719**

**Excess (Deficiency) of Revenue over Expenses..... \$39,135**

## 2011 REVENUE



## 2011 EXPENSES

