



LEADING
THE LOCAL FIGHT
FOR CLEAN WATER



2016 ANNUAL REPORT



STANDING STRONG FOR A SAFE, HEALTHY POTOMAC

All around us are signs that our hard work is paying off. Local water quality is improving, shad and other native animals are returning, and more people are getting outside to enjoy the river. After decades of decline, the Potomac River is on its way to recovery.

We haven't arrived here by chance. Our hometown river is beginning to thrive once more because leaders like you have taken a stand for clean streams in our communities.

You can be proud of the difference you're making for your family, for your neighbors, and for everyone in our region who depends on a clean, safe river.

The wildest urban river in the country, the Potomac is our region's most precious resource. It's a weekend playground for nature lovers and outdoor athletes. It's a home for countless birds, fish, and critters. It's the source of tap water you and five million local residents drink.

It's a river worth protecting.

In times when federal threats loom large, our local mission and local work have never been more important.

Now more than ever, we must stay the course, dig in, and continue fighting for clean water.

The challenges we face call for local leaders and local solutions. Too many

of our streams lack basic protections against polluted runoff. Our towns continue to build without enough care for clean water. And too few local residents have access to our special outdoor places.

By taking action with Potomac Conservancy, you're standing in solidarity with a growing movement of over 21,000 local clean water advocates. Together, we're:

- **Empowering** farmers to protect their streams and reduce upstream pollution
- **Pushing** local counties to enact strong clean water laws and invest in a sustainable future
- **Equipping** volunteers with the tools they need to leave our river better than they found it

We are energized and ready to redouble our efforts. But, we can't do it alone.

In an era in which divisiveness has become commonplace, we're uniting landowners in rural towns, community groups in Washington, DC, and other local organizations that share our collective vision for a healthy and restored Potomac.

It's these partnerships and your generous support that give us hope and propel us forward. And it's your passion for a swimmable, fishable Potomac River that will get us there.

Please read about how your support is making a difference in the stories that follow. They highlight local programs and strategic partnerships that your support made possible.

Together we will carry on the fight for clean water. Here's to pollution-free streams, protected forests, and thriving communities in the year ahead!

“Potomac Conservancy educates and empowers communities to take action in preserving their waterways and the neighboring natural resources that both people and wildlife depend on, which is why we love supporting and working with them.”

ALI DYSARD

Environmental Coordinator & Partnership Manager at MOM's Organic Market

EMPOWERING A LOCAL MOVEMENT FOR CLEAN WATER

Founded in 1993, Potomac Conservancy is the region's leading clean water advocate, fighting to keep pollution out of the Potomac and local streams. As a member-supported nonprofit, we work to improve water quality through conservation and advocacy, and empower a local movement of over 21,000 landowners, activists, volunteers, and partners to lead the charge for clean streams and river friendly lands.

www.potomac.org



Hedrick Belin

Hedrick Belin
PRESIDENT



Stephanie K. Meeks

Stephanie K. Meeks
BOARD CHAIR

GET VOCAL ACT LOCAL

CLEAN WATER HIGHLIGHTS FROM 2016



MARYLAND

- Advocated for local clean water laws and river friendly growth in **Rockville**
- Educated hundreds of local residents at the River Center at Lock 8 in **Cabin John**
- Planted trees along vulnerable streams and creeks on farms near **Frederick**



WASHINGTON, DC

- Introduced novice paddlers to the Potomac at **Key Bridge Boathouse**
- Removed harmful trash and debris from shorelines at **Fletcher's Cove**
- Spoke up for a clean, safe Potomac River at community events across the city



VIRGINIA

- Removed invasive plants from shoreline trees at Jones Point Park in **Alexandria***
- Collected acorns and other native tree seeds in **Arlington** and **Woodbridge***
- Planted native trees and grasses at Algonkian Regional Park in **Sterling***

** Indicates a new location in 2016*





POTOMAC CONSERVATION | 2016 ANNUAL REPORT | PHOTO: FREDERICK COUNTY, MD

LOCAL IMPACT

CONSERVED
14,900 ACRES

PROTECTED
107 STREAM MILES

PARTNERED WITH
79 LANDOWNERS

7,450
TREES PLANTED
ALONG VULNERABLE
STREAMS IN FREDERICK
COUNTY, MARYLAND.





RESTORING UPSTREAM FORESTS

YOU'RE SAVING RURAL WATERS, ONE FARM AT A TIME

On a cool November morning, a group of 40 local volunteers gathered on an upstream farm, ready to get their hands dirty. But not to plant seeds for the soybean crop. Instead, they came with a mission for clean water.

Located just 11 miles north of the City of Frederick, Margaret Trimmer's farmland has been in her family for 100 years. Previously used to raise Aberdeen Angus cattle, the farm now harvests soybeans and corn.

The land is a family treasure, but it's not without its challenges.

Left without trees to slow runoff, filter water, and control erosion, the farm's vulnerable streambanks sent harmful levels of sediment and pollution downstream to the Monocacy River and onwards through Montgomery County to the Potomac River.

Determined to combat this pollution, Mr. and Mrs. Trimmer invited Stream-Link Education and Potomac Conservancy to lead an ambitious volunteer tree-planting project along the farm's two streams.

Now more than 1,050 new trees adorn the Trimmers' farmland!

As the trees mature, they will provide increasingly strong, natural protections against polluted runoff and harmful erosion for decades to come.

Restoring the Trimmers' streams and protecting our headwaters are important ways we keep pollution out of drinking water sources and deliver clean water to the Potomac River.

Too many of our region's streams lack tree cover and other natural protections. In fact, Frederick County's streams are some of the worst polluted in all of Maryland.

But thanks to your support, we're helping to change that.

Our **Land Protection** program's on-the-ground work saves healthy streamside forests, one of the top prescriptions for restoring clean water to the Potomac. We work one-on-one with private landowners to protect their forested lands and help many other landowners plant trees, erect fencing to keep cattle out of streams, and employ other river friendly practices on working lands.

The Trimmers' tree plantings were funded by members like you, the George L. Shields Family Foundation, the Chesapeake Bay Trust, and the Chesapeake and Atlantic Coastal Bays Trust Fund.

“We want to keep our streams clean and thus, improve the quality of our rivers and the Chesapeake Bay.”

MRS. MARGARET P. TRIMMER



Team Potomac is actively working with rural landowners to protect over 300 acres of forested land in Virginia and is raising the final funds to open a new public conservation area in West Virginia.

Learn more about conserving streamside forests at www.potomac.org/lands.



LOCAL IMPACT

ACTIVATED
13,621 RESIDENTS

FUNDS FOR
VIRGINIA FARMS
\$157 MILLION

JOINED
FORCES WITH
5 LOCAL COALITIONS

60%

OF NEW RESTORATION
PROJECTS IN MONTGOMERY
COUNTY WILL USE NATURE-
BASED SOLUTIONS.



(UN)PAVING THE WAY FOR CLEAN STREAMS

YOU'RE CURBING POLLUTION WITH LOCAL SOLUTIONS

Have you noticed? River friendly landscaping is sprouting up across Montgomery County, Maryland.

From rain gardens to permeable pavement to roadside trees, "green streets" are doing more than boosting curb appeal. They're a key tool in making our local streams healthy.

Rooftops, streets, and parking lots have weakened the capacity of our lands to absorb rainwater. In turn, local streams are overwhelmed by polluted runoff, stormwater that washes over hardened surfaces and carries toxins and sediment into nearby waterways.

Taking a cue from Mother Nature, strategically placed trees and plants in our communities help to absorb rainwater and reduce runoff pollution.

Montgomery County is leading the region and the nation by embracing these and other innovative approaches to cleaning urban waters. And you can take the credit!

The success of the Green Streets program is rooted in common sense policies that you helped to pass.

Thanks to your support for our **Clean Water Advocacy** program, Potomac Conservancy and our allies helped Montgomery County enact a strong, five-year pollution reduction plan that makes the Green Streets program and local stream restoration projects possible.

But the fight doesn't end there. Through our leadership on the Choose Clean Water Coalition, we advocate at the state level in Maryland for pollution benchmarks, dedicated local revenue streams, community-based decision-making, and strict accountability. And at the local level, we work with county leaders to enact river friendly land use policies and promote nature-based solutions in our communities.

Together, we're holding local leaders accountable for their commitments to restoring clean waters to our communities.



“We’re giving citizens a voice in how they want their counties to grow, so that clean streams and safe drinking water are priorities for the future.”

BRENT BOLIN
Partner with
Clean Water Action

**A LOOK
AROUND
THE BEND**

As the lead partner of the Stormwater Partners Network, we're working closely with Montgomery County leaders this summer to renew and strengthen pollution reduction programs and promote river friendly growth.

Keep tabs on local river news at www.potomac.org/blog.



“It’s just not right that we can’t swim in our local streams and rivers. I’m signing this petition because our leaders need to do a better job.”

REGINA, VOLUNTEER & ADVOCATE



LOCAL IMPACT

LAUNCHED
BOATS WITH
560 PADDLERS

EMPOWERED
41,571 VOLUNTEERS

PARTNERED WITH
8 NEW GROUPS

247,338

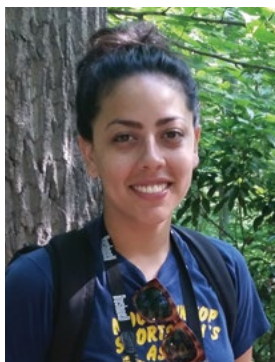
POUNDS OF TRASH

REMOVED FROM
SHORELINES ALONG
THE POTOMAC.



“What’s exciting is being part of a team that’s making things like this possible.”

NYDIA GUTIÉRREZ
DC Ambassador,
Latino Outdoors



FORGING POWERFUL COMMUNITY PARTNERSHIPS

YOU'RE UNITING A LOCAL MOVEMENT FOR A CLEAN POTOMAC

Our **Community Conservation** program hosts special experiences that get new friends outdoors and involved in the fight for clean water. Each year, hundreds of volunteers get their hands dirty in local stewardship activities, and hundreds more get their feet wet at introductory paddles.

Thanks to you, 2016 was our best year yet! There was a way for everyone to get involved — from shoreline cleanups to native tree plantings and acorn collections to beginner paddles.

And we're thrilled to have teamed up with several new partners and businesses, forging powerful alliances that benefit local streams, habitat, and communities.

Here are two of the many leaders who stepped up and took action for a clean, safe Potomac:



“A healthy watershed means a healthy people and a healthy planet.”

CHRIS MILLER
MOM's Employee & Volunteer



**LATINO
OUTDOORS™**

The fun-loving crew from Latino Outdoors jumped in time and again to lend a helping hand and introduce new friends to experiences on the river. Latino Outdoors co-hosted a shoreline cleanup and an introductory paddle in Washington, DC, and brought volunteers out for the annual Potomac River Cleanup Day.



The good folks at MOM's Organic Market are committed to improving the health of our local waters. MOM's partnered with Potomac Conservancy on our four biggest volunteer events in 2016. As if that wasn't enough, their employees personally removed 600 pounds of trash along the shores of the Potomac.

**A LOOK
AROUND
THE BEND**

If you love the outdoors and want to make a difference, join us at an upcoming volunteer event along the Potomac. Come get your hands dirty for clean water at riverside locations in Maryland, Virginia, and Washington, DC.

Join us out on the river! Find local events at www.potomac.org/events.

THANK YOU

FOR PROTECTING THE POTOMAC!

Potomac Conservancy depends on your generous support to carry out our local clean water initiatives. We give special recognition to the listed donors who contributed an annual gift of \$1,000 or more during our fiscal year 2016.

Names in bold indicate five+ years of consecutive giving.

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Michele Coppola
Jarrod Grebing
Larry Heflin
Rebecca Long
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Caroline Smith
Susanna Bains
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Andrew Fishburn
Doug Halverson
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Megan Lopez
Tim Shank
Randa Steblez



Fletcher's Cove, Washington, DC



Photo courtesy of Jesus Moreno, USFWS

2016 AUDITED FINANCIAL STATEMENTS

Statement of Activities for the Fiscal Year Ending September 30, 2016

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Melissa Diemand
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Mary Vasse
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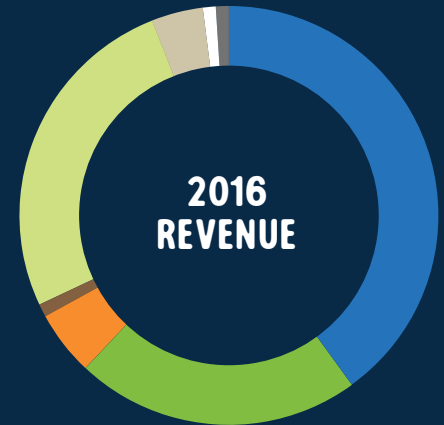
Caitlin Wall
MD/DC Policy Director

Emily Warner
Senior Director of Land Conservation

2016 REVENUE

● Individuals	\$ 539,636
● Foundations	\$ 305,947
● Corporations	\$ 71,325
● Stewardship	\$ 7,712
● Government	\$ 356,449
● Other (White Horse)	\$ 56,875
● Investment Income (Loss)	\$ 12,868
● In-kind Contributions	\$ 7,016

Total Revenue \$ 1,357,828



2016 EXPENSES

CONSERVATION & OUTREACH PROGRAMS

● Land Protection	\$ 628,763
● Public Policy	\$ 174,282
● Community Conservation	\$ 266,265
● Communications	\$ 176,853

Total Programs \$ 1,246,163

SUPPORT SERVICES

● General & Administrative	\$ 96,496
● Fundraising	\$ 275,613

Total Support Services \$ 372,109

Total Expenses \$ 1,618,272

Excess (Deficiency) of Revenue over Expenses \$ (260,444)



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

LEAD THE WAY

FOR A SWIMMABLE, FISHABLE POTOMAC RIVER

STAY INFORMED!

Keep tabs on the Potomac and get the latest clean water news.
potomac.org/river-update



VOLUNTEER!

Get your hands dirty and join a local river cleanup.
potomac.org/events



DONATE!

Support local initiatives that keep pollution out of our rivers.
potomac.org/donate



Together, we can ensure the Potomac River is home to clean water, healthy lands, and vibrant communities!

potomac.org

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