



EMPOWERING



A LOCAL MOVEMENT FOR CLEAN WATER



A MESSAGE FROM OUR LEADERSHIP

As river protectors, there's nothing we love more than to get out and meet folks who share our passion for the Potomac River. No matter who we talk to — hikers, anglers, farmers, birders, paddlers, or other river enthusiasts — one thing is clear: we all have a Potomac story, a unique and personal link to our local lands and waters. It's this shared connection that moves us to protect this treasured resource so that it, and the people and wildlife that call it home, can thrive.

The Potomac is the life force of our region. It sustains a diverse community of 6 million people who rely on it for drinking water, use it as a weekend playground, and relish in its diverse array of wild animals and landscapes. The vibrancy of our communities is directly tied to the health of the river and liveliness of our local lands and streams.

The Potomac River has come a long way since the federal Clean Water Act was first signed into law in 1972. Thanks to the actions of you, our partners, and local, state, and federal leadership, we're seeing welcome progress in the Potomac as the region works to restore the Chesapeake Bay. Top pollutants are in decline including the notorious trio: nutrients, phosphorus, and sediment.

Yet, despite important conservation achievements, pollution continues to plague the Potomac.

When rainwater falls on streets and other hardened surfaces it washes untreated toxins, chemicals, and litter into our neighborhood creeks and streams. Polluted runoff is the *only* growing source of pollution to the Potomac and Chesapeake Bay and remains the largest barrier to achieving a clean and restored Potomac.

After decades of progress, this emerging threat puts at risk all the gains we have made to keep our waters safe and clean.

As the philosopher Aristotle reminds us, "Borders don't protect rivers; people do."

You are part of a growing movement of over 17,000 members and online advocates that is fighting for clean water protections to keep pollution out of our local streams and rivers.

Every clean water initiative we pursue — from land protection, to clean water advocacy, to hands-on community conservation — everything involves people taking action to restore the Potomac.

With your contribution, you empower community members by:

- Giving family-run farms the resources they need to stand up to development pressure and protect their river friendly properties forever
- Activating a river constituency that holds our elected leaders accountable for protecting our local rivers and drinking water sources
- Inspiring volunteers to get their hands dirty for clean water and strengthen their connection to their hometown river
- Introducing a whole new generation to the Potomac and building a diverse movement of river advocates

Together, we're making a difference!

Fueled by your support in 2014, we expanded our local movement and delivered significant conservation wins, bringing us closer to our goal of achieving a swimmable and fishable Potomac by 2025.

With your help, we permanently protected 470 acres in new conservation easements, successfully defended policies that generate local revenue streams for community restoration projects, and removed over 10,000 pounds of trash along area shorelines.

Thank you for being part of the team that shares a collective vision for a healthy and restored Potomac, and for your continued trust in our organization as we look ahead to another exciting year of high-impact conservation in our communities.

We hope you take a look at the stories that follow to learn more about the ways you are fighting for the Potomac and building a local and vocal movement for clean water.

When we come together, we are an unstoppable force for positive change!

By standing up for clean water protections, you're telling our leaders and our community that our hometown river — the river that adds so much to our quality of life — is worth saving.



H. Hedrick Belin
PRESIDENT



William Eichbaum
BOARD CHAIR

A MISSION TO KEEP YOUR LOCAL WATERS CLEAN AND SAFE

Founded in 1993, Potomac Conservancy is the region's leading clean water advocate, fighting to ensure the Potomac River boasts clean drinking water, healthy lands, and vibrant communities. As a member-supported nonprofit, we work to improve water quality through conservation and advocacy, and empower over 17,000 landowners, volunteers, activists, members, and partners to lead the charge for clean streams and river friendly lands.

www.potomac.org

EVERY DROP COUNTS

MOVEMENT

MEASURING OUR CLEAN WATER SUCCESSES TO DATE

IMPACT

17,000

People who took an action for clean water with the Conservancy this year by volunteering, signing a petition, donating land, raising awareness, or making a contribution.

6,956

River constituents who signed petitions this year calling on their leaders to make clean water protections a priority.

41,000+

Volunteers who have restored river friendly lands by removing shoreline trash, planting trees, collecting native acorns, maintaining trails, and creating rain gardens.

1,000+

Landowners we have educated about Best Management Practices and available funding for river protection projects on their properties.

1993

Year a group of concerned paddlers founded Potomac Conservancy to fight deforestation and harmful land use practices along the Potomac Gorge.

72

Landowners who have donated conservation easements to the Conservancy, ensuring their private, river friendly lands remain verdant and vibrant forever.

2010

Year we became an accredited land trust through the Land Trust Alliance, a recognition of the integrity and credibility of our Land Protection program.

Acres we have permanently protected from development and deforestation.

13,100+

Miles of tree-lined streams under protection, ensuring this shoreline land continues to produce the cleanest waters in the region.

91+

Pounds of litter, trash, and debris removed from the shorelines of the Potomac River in Maryland, Virginia, and Washington, DC.

228,583

Pounds of native hardwood acorns collected and donated to state nurseries for shoreline tree plantings in the last five years.

40,436

Number of native trees put in the ground by students in Frederick County, Maryland.

5,023

Number of service hours local residents have dedicated to restoring the Potomac River and its surrounding lands.

170,494

Consecutive years we have successfully defended Maryland's local dedicated fee for clean water programs through our leadership in partner coalitions.

2

Dollars contributed by members and sponsors that have directly funded our clean water programs in the last five years.

\$5,387,898

CREATING A LASTING LEGACY

YOU HELP SMALL FAMILY FARMS STAND UP TO DEVELOPMENT PRESSURE AND PROTECT THEIR RIVER FRIENDLY LANDS FOREVER.



Larry and his brother own Island Ford Farm, home to 179-acres of forests, pastures, and croplands on the North Fork of the Shenandoah River. Over the years, they have watched bulldozers pave over nearby farms, turning once verdant lands into shopping plazas, parking lots, and subdivisions.

Larry was determined to prevent his family's land from suffering the same fate. He and his brother were raised on the farm by their mother, who in turn was raised there by her mother. All generations have greatly valued their rural way of life and vowed never to sell the land for development.

Through our **Land Protection** program, we helped Larry make good on that promise.

Potomac Conservancy worked with Larry and government agencies over the course of several years to place a conservation easement on Island Ford Farm. The conservation of his farm was part of a larger initiative to close on six easements, protecting a total of 1,128 acres of land in the headwaters region!

As an accredited land trust, Potomac Conservancy works one-on-one with Larry and other private landowners to protect streamside forests and provide resources to ensure working lands are productive and river friendly. We visit each of our 72 easement properties annually to ensure water quality protections remain in place.

Saving healthy lands, like Larry's riverside farm, is critical in the fight for a clean Potomac. The waters of the Shenandoah River that flow through Island Ford Farm make their way into the Potomac and eventually flow out of your faucet.

Thank you for giving Larry and others the resources they need to protect healthy forests, wildlife habitat, and clean water!

To learn more about our land protection work, visit potomac.org/lands



13,100
ACRES PERMANENTLY PROTECTED



“If I am lucky enough to get a weekend pass out of the pearly gates 100 years from now or later, I will come back to visit Island Ford Farm, and I want it to look *exactly like I left it*, only better.”

LARRY VANCE



2014 CLEAN WATER PETITIONS

Taking a local approach, we target communities where polluted runoff is wreaking havoc and advocate for protections that will have significant impact on local water quality.

A: MARYLAND, STATEWIDE

Tell Governor Hogan & the General Assembly:
Defend Maryland's Right to Clean Water!

1,607 SIGNERS

C: LOUDOUN COUNTY, VA

Speak Out to Reduce Pollution
in Loudoun's Waterways!

1,380 SIGNERS

B: FREDERICK COUNTY, MD

Speak Up for a Healthy Drinking Water
Supply in Frederick County, Maryland!

1,561 SIGNERS

D: WASHINGTON, DC

Clean Water Plans Must Be a
Priority for the Nation's Capital!

2,408 SIGNERS



“ There are not enough measures being taken around the world to reduce pollution. We need more movements like this! ”

CHELSEA · MCLEAN, VA

FIGHTING FOR CLEAN WATER IN YOUR COMMUNITY

**YOU INSPIRE A GROWING RIVER
CONSTITUENCY TO SPEAK UP FOR CLEAN
STREAMS AND SAFE DRINKING WATER.**



As a supporter of Potomac Conservancy's **Clean Water Advocacy** program, you are part of a 17,000-person strong movement that is fighting to keep pollution out of our neighborhood streams and drinking water sources.

Together we advocate for local land use policies that use proven solutions to eliminate polluted runoff at its source – in our communities!

In 2014, thousands of individuals across the region signed petitions or picked up the phone and urged local elected leaders to maintain and strengthen clean water protections.

Our voices are being heard!



Through our participation in the Clean Water, Healthy Families coalition, we helped to successfully protect Maryland's local dedicated fee program from opposition in the state legislature.



Officials in Montgomery County, Maryland, used our local policy recommendations when considering zoning code revisions that impact stream and river health.



Clean water came to the forefront in Frederick County, Maryland, as government officials withdrew their efforts to fight against Chesapeake Bay cleanup requirements.

With your help, we're making clean water a top priority in our communities.

Potomac Conservancy employed the power of our river constituency in testimonies, meetings with elected officials, and op-eds. We published the 2014 River Friendly Growth report and a Maryland and DC Local Assessment, two important tools that provide smart planning solutions for economic growth and the protection of our natural resources. We also joined forces with the Maryland League of Conservation Voters and Trout Unlimited to launch Clean Water Frederick, a coalition committed to restoring upstream water quality in Frederick County, Maryland.

Thank you for uniting our community around a common cause for clean local water!

Lend your voice to clean water! Visit potomac.org/take-action

EMPOWERING PEOPLE TO MAKE A DIFFERENCE

YOU OFFER VOLUNTEERS A UNIQUE OPPORTUNITY TO GIVE BACK TO THEIR LOCAL COMMUNITY AND DEEPEN THEIR CONNECTION TO THEIR HOMETOWN RIVER.



Offered year round, our **Community Conservation** activities enhance natural river protections, inspire community action, and empower our friends and neighbors to make a difference in our communities.

Last year, Potomac Conservancy hosted over 870 volunteers at local restoration events. In service of clean water, volunteers removed shoreline debris and litter, planted native rain gardens, restored local tree canopy, and maintained river-access trails.

The impact of volunteer projects goes beyond the conservation benefits in our communities.

You're giving local residents a meaningful outdoor experience – one that will be ingrained in their memories for years to come.

Catching a flickering glimpse of a great heron soaring overhead or hearing the thunderous roar of a spring current can forever change the way a volunteer identifies with the river. So too can the act of prying free a lodged tire from a muddy stream bank, just feet away from a sunbathing turtle.

Profound experiences in nature foster a lifelong commitment to protecting our local streams, lands, and wildlife.

Thank you for supporting local restoration efforts and building a strong community that cares about the Potomac and our natural resources!

Read more volunteer stories on our River News blog at potomac.org/blog

MEET A VOLUNTEER:



Unless someone like you cares a whole awful lot, nothing is going to get better. It's not.

THE LORAX

Inspired by Dr. Seuss' "The Lorax," Abby had one wish for her upcoming birthday: to do her part to help the Potomac, "so the water doesn't get nasty and the fish don't get sick."

Making good on her promise, Abby invited friends to celebrate her seventh birthday at one of Potomac Conservancy's monthly river cleanups. Dedicated friends and parents helped Abby scour for trash and small debris along the Potomac River in the C&O Canal National Historical Park.

By morning's end, the group and other fellow volunteers removed over 1,050 pounds of trash. The little loraxes celebrated their morning of hard work with birthday cupcakes. What a great way to kick off 7!



You supplied saplings to K–12 students who planted native trees at their schools in Frederick County, Maryland.



You provided instruction and tools to an interfaith group who expanded a pollinator meadow at Wolf Trap National Park in Vienna, Virginia.



You purchased flowers and shrubs for volunteers from MIRA who created a rain garden at Glen Echo Park in Cabin John, Maryland.



You put gloves and trash bags in the hands of volunteers who removed 10,155 pounds of litter along shorelines in Maryland, Virginia, and Washington, DC.



INSPIRING THE NEXT GENERATION OF RIVER ADVOCATES



YOU ARE SHAPING TOMORROW'S CLEAN WATER LEADERS

Many of the young adults who packed the Key Bridge Boathouse to paddle had never given the Potomac much thought.

They didn't know their drinking water came from the river. They didn't realize the damage sprawl is causing to water and wildlife. They didn't know about the huge threat posed by polluted runoff.

You're helping to change that.

With your support, we are exploring new and fun ways to introduce people to their hometown river.

Last summer, we partnered with the National Parks Conservation Association and offered young professionals an "alternative happy hour" paddle on the Potomac. It was a huge success! The paddle drew 200 young professionals to the banks of the Potomac, and the Washington Post featured the event on the front page of the Metro section.

Paddlers not only walked away with a memorable experience and a personal connection to the river, but they also left armed with new knowledge about the important role the Potomac plays in our lives and in our communities.

Come have fun with us on the river!
Find upcoming events at potomac.org/events



200
PADDLERS
ON THE
POTOMAC



85%
PETITIONED
FOR
CLEAN WATER

Top and left photos credited to Annie Riker.

A LOOK AROUND THE BEND:

MOVING MOUNTAINS FOR CLEAN WATER

POTOMAC CONSERVANCY PURCHASED WHITE HORSE MOUNTAIN THIS SPRING, HALTING DEVELOPMENT PLANS ON A 1,700-ACRE FOREST IN WEST VIRGINIA.

With the deed in hand, we have permanently protected one of the largest remaining tracts of undeveloped forest in our region!

Saving White Horse is a huge conservation win for clean water, healthy habitats, and rural heritage. The mountain's forests provide pure waters to the South Branch of the Potomac River, the same waters you view downstream at Great Falls, the Lincoln Memorial, and Mt. Vernon. And the same waters we tap for drinking water!



250 INDIVIDUALS RAISED OVER
\$37,000

We could not have saved White Horse without public support. Over 250 individuals took action to save White Horse and raised over \$37,000 in a special crowdsourcing campaign. Support from the community and institutional sponsors covered the closing costs – permanently protecting this untamed wilderness forever.

Now, we need your help to give the mountain back to its rightful owners: the public!

White Horse Mountain will become a new public conservation area where adults and children alike can explore, play, camp, hike, and experience nature. Before it can open, we need to raise an additional \$300,000 to repay the \$3.2 million loan in-full and transfer its management to the West Virginia Department of Natural Resources.

Help us make White Horse a public playground at potomac.org/whitehorse

“ We need to have this water healthy so that *we the people* and animals can enjoy the environment that surrounds us. ”

MARY • WASHINGTON, DC



RIGHT THE COURSE FOR OUR POTOMAC

There is tremendous hope for clean water, but we need your continued support to achieve a safe and healthy Potomac River.

Lead the fight for a restored Potomac by investing in local clean water initiatives that keep pollution out of our streams and rivers.



**SAVING
HEALTHY LANDS**



**CLEAN WATER
ADVOCACY**



**COMMUNITY
CONSERVATION**

**TOGETHER WE CAN ENSURE THE POTOMAC RIVER BOASTS CLEAN
WATER, HEALTHY LANDS, AND VIBRANT COMMUNITIES!**

Donate at potomac.org/donate

Sign up for e-news at potomac.org/riverupdate

Volunteer at 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 2014.

INDIVIDUALS

Anonymous

Sunny and Bill Alsop

S. Decker Anstrom and Sherron Hiemstra

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Rebecca Wodder and James Van Erden

Judy Whalley and Henry Otto

Edward Wright

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Adnan Alsaffar

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Doug Halverson

Larry Heflin

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Jenny Krivanek

Audrey Monish

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The Sears Family

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Greg Singleton

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Beverly Sullivan

Russell Thomas

Albert Twanmo

Names in bold indicate five+ years of consecutive giving.

** Asterisk indicates a planned gift.*



Thank you to the 72 landowners who have generously donated conservation easements and permanently protected over 13,000 acres of river friendly lands. We are grateful for your contributions to saving our beautiful scenery, rural communities, clean waterways, agricultural land, and wildlife habitat.

Thank you to our most recent easement landowners, Diane Kearns and John Venskoske Sr., for protecting their agricultural and forested lands in Frederick County, Virginia.



2014 AUDITED FINANCIAL STATEMENTS

Statement of Activities for the Fiscal Year Ending September 30, 2014

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Melissa Diemand
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Tracy Lind
Stewardship and Outreach Specialist

Rebecca Luib
Manager of Institutional Giving

Jed Rau
Land Protection Specialist

Aimee Weldon
Senior Director of Land Conservation

Jonathan Wood
Senior Director of External Affairs

Potomac Conservancy depends on the generous financial support of its members to fund our Land Protection, Clean Water Advocacy, and Community Conservation programs. The Conservancy is a registered 501(c)(3) nonprofit organization and all contributions are tax deductible. Our Federal Tax Identification Number is 52-1842501.

Front Cover Photo Credit: © NPCA/Herb Perrone

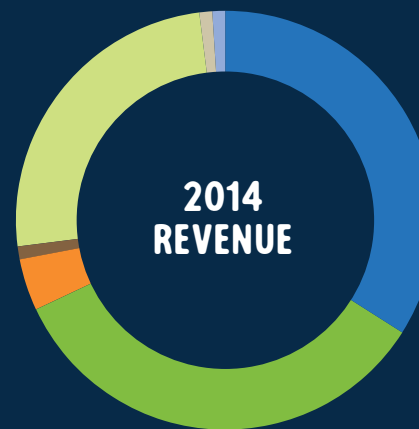
2014 REVENUE

Individuals	\$ 559,021
Foundations	\$ 559,696
Corporations	\$ 65,449
Stewardship	\$ 20,146
Government	\$ 414,033
Investment Income (Loss)	\$ 12,345
In-kind Contributions	\$ 18,460
Total Revenue	\$ 1,649,150

2014 EXPENSES

CONSERVATION & OUTREACH PROGRAMS	
Land Protection	\$ 522,687
Public Policy	\$ 421,915
Public Support	\$ 258,099
Total Programs	\$ 1,202,701
SUPPORT SERVICES	
General & Administrative	\$ 107,410
Fundraising	\$ 215,497
Total Support Services	\$ 322,907
Total Expenses	\$ 1,525,608

Excess (Deficiency) of Revenue over Expenses **\$ 123,542**



● Individuals 34% ● Government 25%
 ● Foundations 34% ● Investment Income (Loss) 1%
 ● Corporations 4% ● In-Kind Contributions 1%
 ● Stewardship 1%



● Land protection 34% ● General & Administrative 7%
 ● Public Policy 28% ● Fundraising 14%
 ● Public Support 17%



WHY DO YOU CARE ABOUT CLEAN WATER?

“

“My son should be able to play in our local creeks without fearing sickness!”

BRENT • MOUNT RAINIER, MD

“I care about the health of the Potomac River, not only because it is the source of my drinking water, but because it is part of what makes the DC area beautiful.”

ERIC • WASHINGTON, DC

“It is vital to a healthy community and local economy!”

ALICIA • UNION BRIDGE, MD

”

Take a stand for clean water!
potomac.org/take-action

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