STANDING UP FOR CLEAN WATER
2015 ANNUAL REPORT
THE POTOMAC IS OURS.
OURS TO ENJOY. OURS TO PROTECT.

You deserve a river that is safe to fish and swim in. A river that provides clean water to your family’s home. A river you can kayak on, splash in, and hike along without worry.

You deserve a healthy and restored Potomac River.

Through our Land Protection, Clean Water Advocacy, and Community Conservation programs, we’re protecting river friendly lands along the Potomac, holding elected leaders accountable, and empowering local residents to take a stand for clean water.

With your support, we have achieved some of the biggest clean water victories in Potomac Conservancy’s 23-year history!

- **Saved White Horse Mountain from destruction:** You laid the groundwork to permanently protect a 1,700-acre forest in the headwaters of West Virginia.
- **Empowered a local movement:** You equipped hundreds of cleanup volunteers and removed 7750 pounds of shoreline trash.
- **Stood up to an irresponsible developer:** You rallied over 6,400 community members to take action and demanded stronger protections for riverside trees.
- **Empowered a local movement:** You equipped hundreds of cleanup volunteers and removed 7750 pounds of shoreline trash.

And that’s just scratching the surface.

You are part of a powerful local movement of 21,000 champions who are fueling innovative conservation and advocacy efforts in your community.

Thanks to your efforts and our region’s commitment to clean streams, the Potomac is the healthiest it’s been in decades! Pollution levels are decreasing, fisheries are rebounding, and more people are getting outside to enjoy the river.

But our work is far from over.

Recent headlines leave little doubt that our leaders are failing to protect local waters.

Making matters worse, we’re seeing an unprecedented rise in polluted runoff in the Potomac and Chesapeake Bay. Driven by sprawl and deforestation, polluted runoff is degrading water quality, damaging fishing grounds, and exposing the public to dangerous bacteria and toxins.

The Potomac is a community treasure that shouldn’t be spoiled by a few special interests and irresponsible developers.

With you by our side, we aren’t going to rest until our children can swim in our streams, fishermen can eat their catch, and you can drink water out of your tap without a Brita filter.

Our team is excited to forge ahead in the year to come. We’ll be protecting upstream land, forming new partnerships, advancing clean water laws, and offering expanded opportunities for volunteers to restore shorelines in Maryland, Virginia, and Washington, DC.

Thank you for taking a stand for clean water, for your Potomac. Together, we’ll achieve a swimmable and fishable Potomac by 2025!

Potomac Conservancy is the right organization doing the right work with the right people at the right place and the right time to not only clean up the Potomac, but to spearhead the next generation of risks and cleanup approaches!

— GEORGE HAWKINS

General Manager of DC Water and Sewage Authority
21,000 STRONG
FIGHTING FOR CLEAN WATER

14,900+ ACRES
PERMANENTLY PROTECTED IN THE HEADWATERS THROUGH CONSERVATION

236,333 POUNDS
OF TRASH REMOVED FROM LOCAL SHORELINES ALONG THE POTOMAC

13,351 SIGNATURES
ON PetITIONS FOR STRONGER RIVER PROTECTION LAWS
Unrestricted land with unlimited potential. Ready for all imaginations.

Real estate listing for White Horse Mountain

Hampshire County, West Virginia
When an out-of-state developer bought White Horse Mountain, Janet and Frank Woodson were devastated.

“He felt that this was land that hadn’t been spoiled, and he wanted it to remain that way,” Janet said of her late husband Frank, a veterinarian and birder who spent countless hours exploring the mountain that overlooked their home in Hampshire County, West Virginia.

Developers saw White Horse for its real estate value, the perfect site for 70 new homes. Frank saw something else, something you can’t measure in dollars and cents.

Frank saw 1,700 acres of verdant forests home to bobcats, bluebirds, and other wildlife. He spotted paths for trails and future campgrounds for his grandchildren and neighbors. He looked out to the clear waters of the South Branch of the Potomac, the same waters that meander downstream to Great Falls and past the Lincoln Memorial, the same waters that pour out of your faucet.

Frank saw a cultural treasure in his community, one worth saving.

Inspired by Frank’s passion, Potomac Conservancy vowed to help him take on a big developer — and win.

Thanks to support from you, private foundations, and a community-driven crowdfunding campaign, Potomac Conservancy purchased White Horse Mountain, permanently protecting this untamed wilderness forever.

Saving White Horse is a historic conservation victory for the region, but our work isn’t done. Every day, 100 acres of forest in the Chesapeake Bay region are lost to development, stripping away lands that produce healthy, clean waters.

Through our Land Protection program, we work one-on-one with landowners like Frank and Janet to protect rural lands and healthy creeks. With your help, we have protected over 14,900 acres of land and 91 miles of tree-lined streams in the Potomac region.

Sadly, Frank passed away before he could see the mountain saved, but thanks to you, his legacy of preserving healthy lands and clean water will live on through White Horse Mountain.

We’re working to return White Horse to its rightful owners: the public!

We’re raising the final funds to close out our loan and transfer the mountain to the state of West Virginia to become a new public conservation area.

Help make White Horse a public playground at potomac.org/whitehorse.
It is outrageous that this was ever allowed to happen!

Jennifer • Brookville, MD
Home to calm waters, lively eagles, and riverside forests, Riley’s Lock is one of the C&O Canal’s most popular destinations and an idyllic spot for an outing on the Potomac River.

Remarkably, Trump National Golf Club spoiled this beautiful setting in one swift move.

Directly across the river from Riley’s, the club’s bulldozers razed 1.5 miles of shoreline trees. All to create “unobstructed” views for a few golfers.

Left completely bare, the club’s eroding shorelines are dumping runoff and sediment into our Nation’s River, polluting your source of drinking water, and harming nearby fishing grounds.

Despite our calls to replant the trees, the club refuses to do the right thing. During a visit to the Loudoun County course last summer, Mr. Trump bragged about owning the longest stretch of the Potomac without trees and likened his bulldozers to artists.

A bare, eroding shoreline is anything but beautiful. Potomac Conservancy denounced Trump National in The Washington Post and rallied community support to pressure the club into restoring river protections.

Over 6,400 local residents signed our petition calling on the club to donate 500 streamside trees to neighboring parks. The effort was covered by Politico, ABC 7, Grist, DCist, and Washingtonian.

Our petition inspired thousands to take action and raised public awareness about weaknesses in local clean water laws — because this fight is about more than one golf course.

If the club can get away with legally cutting down 465 trees along the Potomac, then other reckless developers can destroy river friendly forests too.

That’s why you and other river champions are critical in the fight for clean water.

You empower us to hold local lawmakers accountable for protecting our waterways.

Through our Clean Water Advocacy program, we bring together citizens, businesses, and decision makers to advance policies that strengthen and restore local water quality protections.

Together, we can make sure a tragedy like this never happens again.

Your passion inspires us to continue the fight! We are taking action to fix this travesty. Community volunteers are helping us replant trees along Loudoun County’s streams in a special project with NOVA Parks.

Keep tabs on local river news at potomac.org/river-update
You give volunteers the supplies they need to clean local shorelines.

Jones Point Park in Alexandria, Virginia
EMPOWERING A LOCAL MOVEMENT

YOU GIVE VOLUNTEERS AN EXPERIENCE THAT WILL LAST A LIFETIME

It’s a crisp morning in the spring. The sun is low, reflecting off the river, creating a bright glow along the shores of Teddy Roosevelt Island.

There’s a great blue heron wading in shallow waters, grazing eagerly for breakfast.

And then there’s Nathaniel. Work gloves on and trash bag in hand, he helps his dad pluck plastic water bottles and lost dog toys from the nearby riverbank. It’s his first time out along the Potomac.

“It’s pretty nice,” he says. “It kinda reminds me of the beach, it’s just that it’s smaller.”

Spending time along the river might be common for some of us, but for kids like Nathaniel, it’s anything but routine.

By supporting our Community Conservation program, you inspire the next generation of clean water leaders and provide unique ways for volunteers and recreationists to protect their local lands and waters.

After all, the path to a healthy and restored Potomac begins with connecting our communities to this treasured resource and giving local residents like Nathaniel the tools they need to make a difference.

Last year alone, Potomac Conservancy hosted over 530 volunteers and paddlers. Local champions got their hands dirty and removed 7,750 pounds of shoreline trash, collected 300 pounds of acorns for streamside tree plantings, and maintained safe water access trails along the Potomac.

Every volunteer and paddler walks away with a sense of pride for our hometown river — the river they’ve had a hand in protecting.

Thank you for building a powerful local movement for clean water!

The thing that’s surprised me is finding three fetching balls...
No one bothered to come out to get them, not even dogs.

– NATHANIEL

We’re expanding our horizons by hosting volunteers at riverside sites in Northern Virginia and forming new partnerships with Latino Outdoors, Outdoor Afro, and other local groups.

Join us out on the river! 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 2015.

2015 POTOMAC PROTECTOR SOCIETY
Anonymous
Daniel and Karin Akerson
Steve Alley
Sunny and Bill Alsup
S. Decker Anstrom and Sherron Hiemstra
Paul and Catherine Armington
Michael Armstrong
Ben Arthur
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Marilyn Ayres
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Charlie Bess
Blake Biles and Laura L. Sessums
Mary Bissell and Hedrick Belin
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USDA Forest Service, Chesapeake Bay Program
Venable Foundation
Virginia Department of Conservation
Virginia Environmental Endowment
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Wallace Genetic Foundation
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West Virginia Land Trust
Western Presbyterian Church

VOLUNTEER RIVER CENTER GUIDES
Adnan Alsaffar
Steve Boyce
Michele Coppola
Jarred Grebing
Larry Heflin
Rebecca Long
Mike Mancino
Caroline Smith
Randa Stieblez

Names in bold indicate five+ years of consecutive giving.

WE GIVE THANKS TO THE 70+
PRIVATE LANDOWNERS who have generously donated conservation easements or improved the health of their lands through a best management practice. We celebrate their tremendous contributions in saving clean waterways, rural communities, beautiful scenery, agricultural land, and wildlife habitat.
2015 AUDITED FINANCIAL STATEMENTS
Statement of Activities for the Fiscal Year Ending September 30, 2015

2015 REVENUE

- Individuals $ 595,156
- Foundations $ 408,885
- Corporations $ 70,220
- Stewardship $ 14,311
- Government $ 567,159
- Other Income – White Horse $ 552,491
- Investment Income (Loss) $ 1,751

Total Revenue $ 2,209,973

2015 EXPENSES

- CONSERVATION & OUTREACH PROGRAMS
  - Land Protection $ 815,623
  - Public Policy $ 272,000
  - Community Conservation $ 271,175
- Total Programs $ 1,358,898

- SUPPORT SERVICES
  - General & Administrative $ 136,549
  - Fundraising $ 300,255
- Total Support Services $ 436,804
- Total Expenses $ 1,795,602
- Excess (Deficiency) of Revenue over Expenses $ 414,371

2015 REVENUE

- Individuals 27%
- Foundations 19%
- Corporations 3%
- Stewardship < 1%
- Government 26%
- White Horse 25%
- Investment Income (Loss) < 1%

2015 EXPENSES

- Land Protection 45%
- Public Policy 15%
- Community Cons. 15%
- General & Administrative 8%
- Fundraising 17%

Potomac 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 image taken at a Potomac Conservancy paddle event near Key Bridge in Washington, DC.
RIGHT THE COURSE
FOR OUR POTOMAC

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

Join 21,000 of your neighbors who are fighting for:

- FEWER CHEMICALS IN OUR DRINKING WATER
- POLLUTION-FREE STREAMS AND RIVERS
- PROTECTED FORESTS AND ACCESSIBLE PARKS
- HEALTHY AND THRIVING WILDLIFE HABITAT

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

Donate today!
potomac.org/donate