



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.
- **Stood up to an irresponsible developer:** You rallied over 6,400 community members to take action

“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

and demanded stronger protections for riverside trees.

- **Empowered a local movement:** You equipped hundreds of cleanup volunteers and removed 7,750 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.

In the past year alone, the Potomac River — the source of drinking water for you

and nearly 6 million people — has been abused by chemical spills, sewage overflows, and contaminated coal ash water.

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!

KEEPING YOUR WATER CLEAN AND SAFE IS OUR TOP PRIORITY

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 improve water quality through conservation and advocacy, and empower a local movement of over 21,000 landowners, activists, volunteers, and partners who 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

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

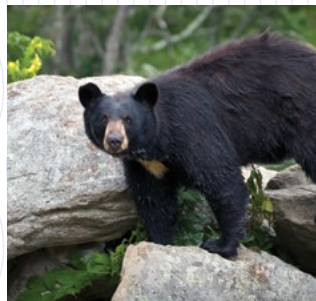
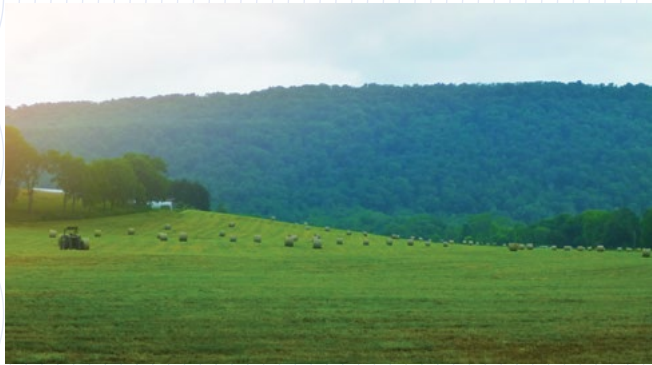


Unrestricted
land with unlimited
potential. Ready
for all imaginations.

Real estate listing for
White Horse Mountain

SAVING WHITE HORSE MOUNTAIN

YOU PROTECTED 1,700 ACRES OF UPSTREAM FOREST FROM DESTRUCTION



250 INDIVIDUALS RAISED OVER
\$37,000



Watch an interview with Janet Woodson and learn what's next for White Horse Mountain at potomac.org/whitehorse.

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.



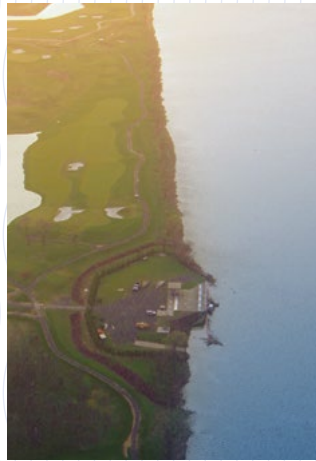
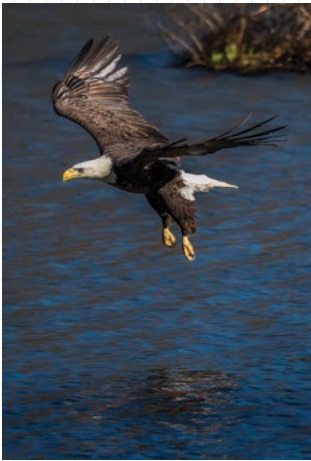
We’re working to return White Horse to its rightful owners: the public! We’re raising the final funds to close out our loan and transfer the mountain to the state of West Virginia to become a new public conservation area.

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



It is outrageous
that this was ever
allowed to happen!

Jennifer • Brookville, MD



TAKING ON A RECKLESS DEVELOPER

YOU FOUGHT TO FIX A DISGRACE ON OUR NATION'S RIVER

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.

"I fish from Algonkian to Riverbend routinely. This eyesore has done nothing good for this stretch of water."
Charlie • Vienna, VA



"That shoreline used to be part of what makes the Potomac an exceptionally beautiful river. Now it's an ugly, barren wasteland."
Roger • Bethesda, MD



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

The photo of the bald eagle is courtesy of Richard Orr.
The photo of the bulldozers is courtesy of Brad Metzger.

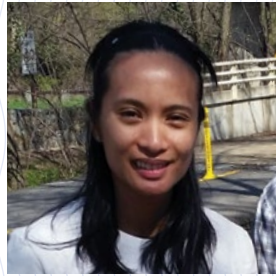


You give volunteers
the supplies they
need to clean
local shorelines.



“If we’re drinking the Potomac, if 80 percent of our water comes from here, we should be doing something about maintaining the cleanliness of the river. I think everyone that lives here should.”

MERYL
Earth Day Cleanup



“We want this experience to be around for the next generation and the generation after that. All the kids here are having fun. That’s what we want for the future.”

JENNIFER
Potomac Watershed Day Cleanup

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



2015 AUDITED FINANCIAL STATEMENTS

Statement of Activities for the Fiscal Year Ending September 30, 2015

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Philip Tabas
The Nature Conservancy

* Executive Committee member

POTOMAC CONSERVANCY STAFF

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Director of Community
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Communications Manager

Melissa Diemand
Senior Director of
Communications

Lindsay Hollingsworth
Development Associate

Tracy Lind
Land Protection Director

Rebecca Luib
Director of Development
Operations

Mary Vasse
Director of Development

Caitlin Wall
MD/DC Policy Director

Emily Warner
Senior Director of Land
Conservation

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

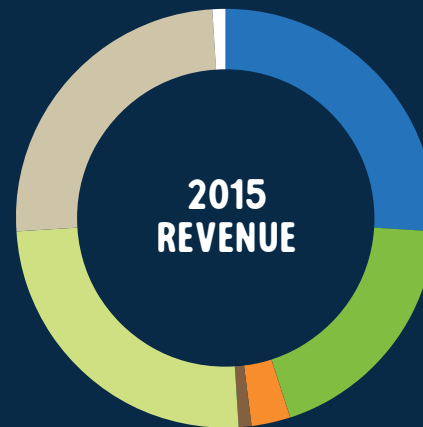
Front cover image taken at a Potomac Conservancy paddle event near Key Bridge in Washington, DC

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	\$ 1,358,798
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



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



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

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

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