



# Making Connections, Making a Difference

2013/2014 ANNUAL REPORT



## A MESSAGE FROM THE CHAIR AND THE EXECUTIVE DIRECTOR

### Twenty years ago, a group of concerned citizens took action to prevent degradation of the Potomac River. Their legacy lives strong in today's Potomac Conservancy.

We have built on the accomplishments of the past two decades to forge a new future for the Potomac region. The Conservancy supports an active and diverse community of individuals across the region who are speaking on behalf of the river, advocating for wise land use, encouraging the best practices to prevent pollution, particularly from stormwater runoff.

Increasing the level of civic engagement is an investment on behalf of our rivers and streams. Activism at a community level flows upward to create change at local regional and state levels. The Conservancy continues to serve as a conduit between concerned communities and decision makers, working to protect our working lands, preserve our natural spaces, and foster partnerships of individuals, businesses, government agencies, and other non-government organizations that share the common value of a healthy quality of life in the Potomac basin.

Today, we are at the forefront of the movement for Potomac watershed environmental protection. Our policy, advocacy, and land conservation efforts thrive because of the tremendous support from thousands of volunteers. They assist staff in almost every department and have expanded their responsibilities as the Conservancy has

developed and evolved its programs. During 2013, more than 5,000 volunteers participated in programs and activities making immeasurable contributions to the improvement of water quality for the Potomac and its tributaries. Potomac Conservancy gratefully acknowledges our volunteers and their commitment to clean water.

Potomac Conservancy is also sustained by a wide network of generous people who believe deeply in our ability to safeguard the lands and waters of the Potomac. We are profoundly grateful to the 3,000 people and the hundreds of institutional funding partners who help propel the Conservancy forward through their financial contributions. Your philanthropy helps us secure a healthier tomorrow for the Potomac and all who live within its watershed.

Potomac Conservancy acknowledges the support of all our partners making our region a better place to live. Thank you for your dedication and participation.



Bill Eichbaum  
Board Chair



Hedrick Belin  
President



## IMPROVING WATER QUALITY ACROSS THE REGION

In the coming years, Potomac Conservancy will:

Advocate in **Frederick County, Maryland**, for sustainable revenue sources to fund polluted runoff controls.

Partner with the Heavy Construction and Contractors Association to design and build a public service project in **Loudoun County, Virginia**.

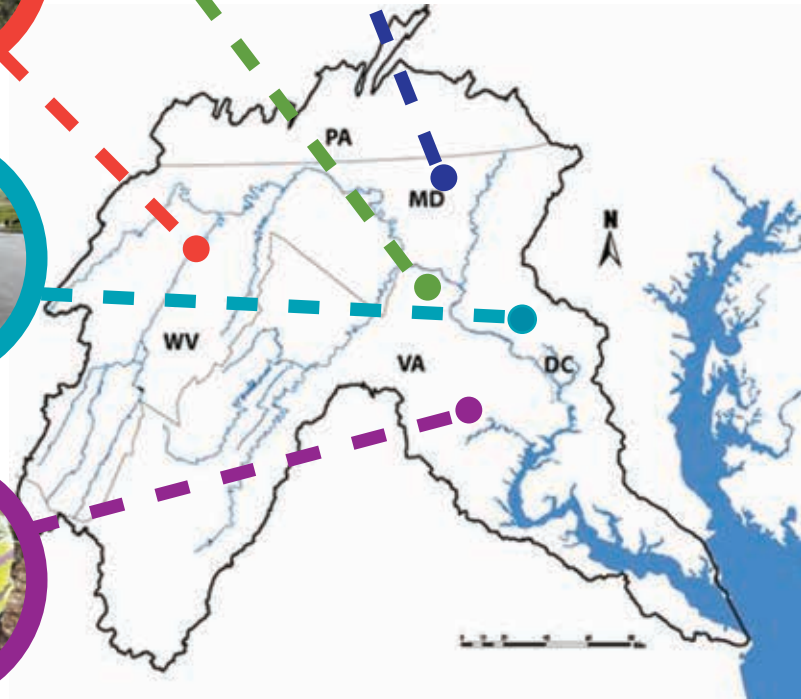
Pursue important land protection opportunities in **West Virginia** in headwaters of the South Branch.

Launch a comprehensive assessment of regulatory barriers to using river-friendly development practices for all **10 Maryland counties in the Potomac Watershed and the District of Columbia**.

Grow the movement for clean water by engaging at least 10,000 individuals **throughout the region** in active volunteer programming for trail and river clean-up projects, seed collections and tree plantings, and as ambassadors for river-friendly practices.



Potomac Conservancy safeguards the lands and waters of the Potomac River and its tributaries and connects people to this national treasure.



## UNITING WATER, LAND, AND PEOPLE

Along its journey, the Potomac travels through landscapes that are as varied as the communities it sustains. As the river moves from rushing mountain streams to the slack tidal waters near the Chesapeake Bay, it is contaminated with polluted runoff from impervious surfaces like roads and parking lots, as well as unprotected fields. We believe the foundation of healthy, sustainable, and connected communities starts with clean water.

### LEADING THE WAY

Potomac Conservancy is the region's leading clean water advocate. We drive the region's clean water movement by providing the tools that empower local landowners, activists, volunteers, partners, donors, and all river champions to lead the charge for clean drinking water, healthy lands, and safe access to the river.

### LAND PROTECTION

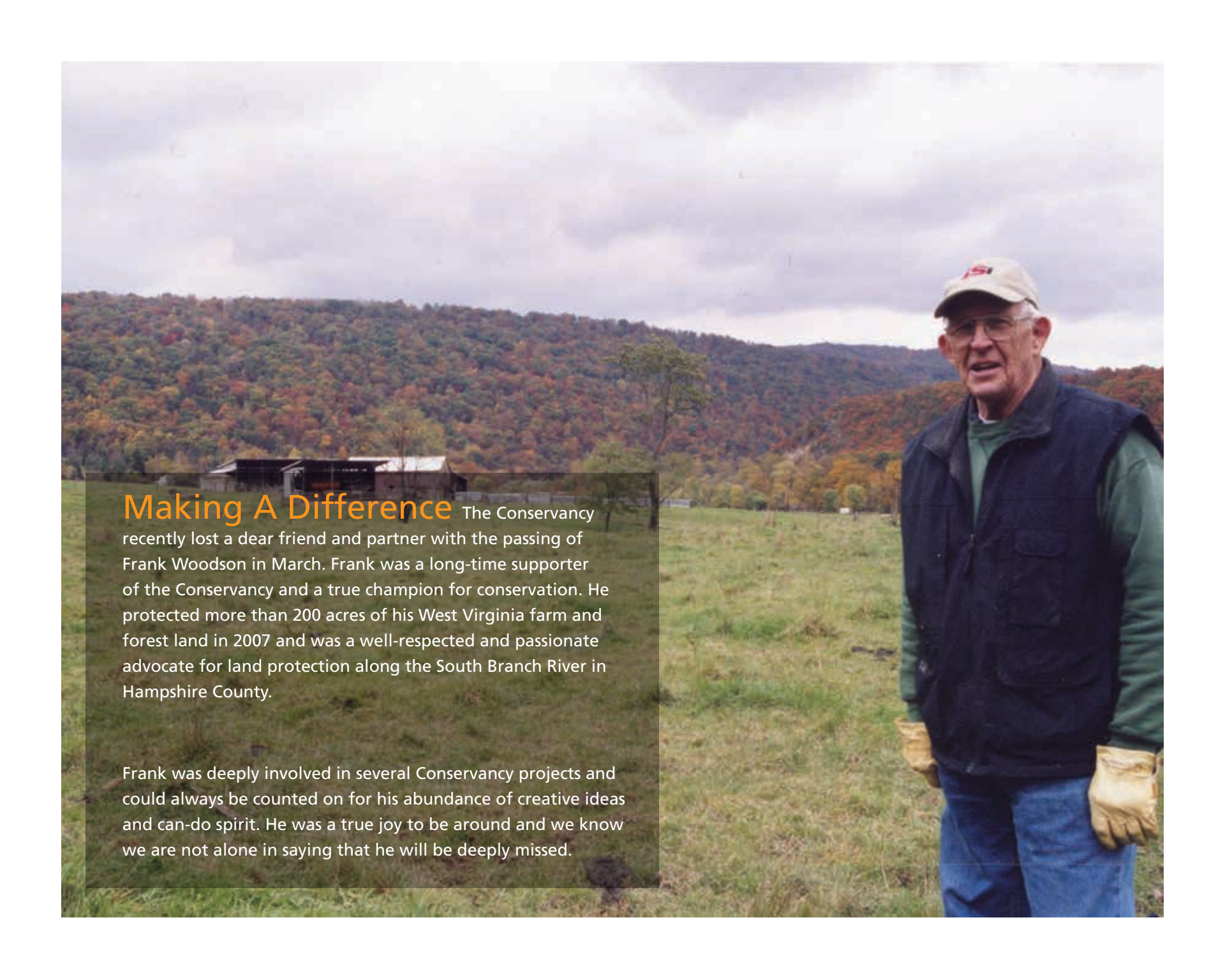
Through our land conservation program, Potomac Conservancy helps protect water quality from future threats by permanently protecting land in the headwaters regions. We work one-on-one with private landowners to protect forested and open space lands in the headwaters regions, and provide resources to ensure our working lands are both productive and river-friendly. To date, and with the partnership of 76 landowners, we have protected more than 13,100 acres and more than 93 riparian miles across Maryland, Virginia, West Virginia, and the District of Columbia.

### CLEAN WATER ADVOCACY

Potomac Conservancy, in partnership with diverse coalitions and our vibrant river constituencies, fights hard to restore water quality by advocating sound policy and promoting thoughtful land management. We work in targeted jurisdictions to successfully urge passage of river-friendly land use policies that encourage green infrastructure, smart growth planning, and best management practices (BMPs) that lead to broad and profound impacts on water quality.

### COMMUNITY CONSERVATION

Each year, Potomac Conservancy mobilizes thousands of volunteers, connecting them to their local lands and waters through hands-on restoration activities to raise awareness, inspire action, and empower friends and neighbors to make a difference in our communities. Volunteer efforts range from shoreline trash clean-ups to the removal of invasive plant species; and from staffing the Conservancy's River Center at Lock 8 on the C&O Canal to planting trees in the spring and fall. It is the Conservancy's volunteers who are at the forefront of a growing local movement for clean water, showing us how to have fun while making the Potomac cleaner and healthier.



**Making A Difference** The Conservancy recently lost a dear friend and partner with the passing of Frank Woodson in March. Frank was a long-time supporter of the Conservancy and a true champion for conservation. He protected more than 200 acres of his West Virginia farm and forest land in 2007 and was a well-respected and passionate advocate for land protection along the South Branch River in Hampshire County.

Frank was deeply involved in several Conservancy projects and could always be counted on for his abundance of creative ideas and can-do spirit. He was a true joy to be around and we know we are not alone in saying that he will be deeply missed.

AN ENGAGED COMMUNITY

POTOMAC CONSERVANCY 2013 HONOR ROLL OF DONORS

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\$100,000+

American Rivers  
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National Fish & Wildlife Foundation  
United States Environmental Protection Agency

\$50,000 and \$99,999

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Morris and Gwendolyn Cafritz  
Foundation  
Chesapeake Bay Funders Network  
FishAmerica Foundation

Names in **bold** indicate five or more years of consecutive giving.

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Prince Charitable Trusts  
USDA Forest Service, Chesapeake Bay Program  
Volgenau Foundation  
Wallace Genetic Foundation

\$10,000 and \$24,999

Agua Fund  
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MARPAT Foundation  
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\$5,000 and \$9,999

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\$2,500 and \$4,999

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## 2013 AUDITED FINANCIAL STATEMENTS

### Statement of Activities for the Fiscal Year Ending September 30, 2013.

#### REVENUE

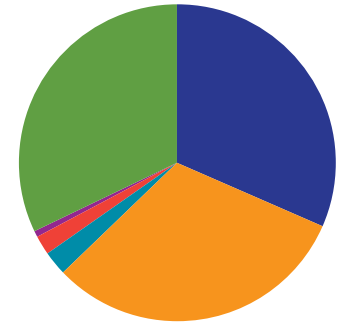
Individuals	\$515,230
Foundations	\$478,787
Corporations	\$46,397
Stewardship	\$50,738
Government	\$377,946
Investment Income (Loss)	\$8,560
<b>Total Revenue</b>	<b>\$1,477,658</b>

#### EXPENSES

Conservation & Outreach Programs	
Land Protection	\$381,483
Public Policy	\$404,308
Community Conservation	\$236,554
<b>Total Programs</b>	<b>\$1,022,345</b>
Support Services	
General & Administrative	\$166,629
Fundraising	\$160,847
<b>Total Support Services</b>	<b>\$327,476</b>
<b>Total Expenses</b>	<b>\$1,349,821</b>
<b>Excess (Deficiency) of Revenue over Expenses</b>	<b>\$127,837</b>

## 2013 REVENUE

Individuals – 35%  
Foundations – 32%  
Government – 26%  
Corporations – 3%  
Stewardship – 3%  
Other – 1%



## 2013 EXPENSES

Conservation &  
Outreach Programs – 76%  
General &  
Administrative – 12%  
Fundraising – 12%

