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# The Voice of the River

## Annual Report 2012

### From the Board Chair and the President

For twenty years, Potomac Conservancy has fought to protect the health of the Potomac River and its surrounding lands. In 1993, concerned about assaults to the scenic integrity of the Potomac Gorge, a group of kayakers founded an organization that continues to serve as the Voice of the Nation's River, sounding the alarm to emerging threats to the Potomac. These courageous individuals formed a land trust that sought to protect the forested shoreline through conservation easements.

Today, the Conservancy continues to build on this tradition of taking a stand on the important issues affecting the lands and waters of the region. But we understand the threats facing the Potomac and its surrounding lands are much more complex than the conversion of land—the rapid increase in urban polluted runoff, the loss of forested lands to development, and toxics producing intersex fish in the river.

Responding to these challenges, we have expanded the original geographic reach to include all the lands that drain into the Potomac and its tributaries. The Conservancy has also directed our conservation and advocacy efforts to a few priority areas to have the greatest impact. And we sharpened our focus to improve the water quality of the Potomac through critical land use decisions at the local level.

Potomac Conservancy knows what must be done to protect our neighborhood streams and creeks. Simply stated, we need to reduce the amount of pollution and the volume of water that flows across the land when it rains. To bring about these changes, we must modify land use policies at the local level and increase funding for water quality programs.

Conservancy staff and volunteers are out in local communities every day advocating for river-friendly land use decisions. To achieve our aims, we must expand our community, increasing the number of people who consider themselves advocates for the Potomac.

We need a supportive community to win policy battles and to increase funding for clean water initiatives. Nothing convinces local officials to move on issues of importance more than an active group of constituents demanding clean water protections.

With the refinements and revisions to our strategies and tactics over the past two decades, one thing has never changed or waived—our strong commitment to protecting the Potomac River and its surrounding lands from pollution and other threats.

Over the next 20 year we will continue to speak up for land use decisions that protect our Potomac. We're glad you will join us on this important journey for this critical cause.

Sincerely,



Bill Eichbaum



Hedrick Belin



### 2012 Accomplishments

#### Policy

- Conservation funding: \$10 million in Virginia
- County codes: 41 Virginia localities assessed

#### Land Protection

- Permanently protected land: 266.8 acres
- Conservation easements: 2 new easements
- Miles riparian buffer protected: 4.8
- Acres wetland protected: 23.8

#### Beautification

- Trash removed: ~7,400 lb
- Native hardwood seed collected: ~11,000 lb

#### Outreach & Engagement

- Volunteer hours: ~4,600
- Number of volunteers: ~2,400



## Partners and Supporters

Potomac Conservancy offers special thanks to donors listed here, and our appreciation to each and every individual and organization that supported us with financial contributions, volunteer time, and in-kind donations in 2012. Note: Non-easement donations are for 9 months, ending September 30, 2012.

### THE POTOMAC SOCIETY

*These donors have contributed lands vital to the rivers and streams of the Potomac Watershed by donating conservation easements in 2012.*

Spencer & Shirley Dean  
Dr. Audrea Wynn

### WATERSHED SOCIETY

*Donations over \$10,000*

Anonymous  
Clover Hill Civic Association  
Healy Foundation  
Sheldon & Audrey Katz Foundation  
Morrison Family Foundation  
Nashville Bank & Trust  
Jean T. & Heyward G. Pelham Foundation  
Lenore and Rafe M. Pomerance, Jr.  
Bill & Donna Roberts  
Chuck & Beverly Veatch

### PIEDMONT SOCIETY

*Donations between \$5,000 and \$9,999*

Alice Shaver Foundation  
Catherine & Paul Armington  
Julie Chapman & David Cushing

Sally Davidson  
Charles & Lisa Fleischman  
Stephanie & Robert Meeks  
Dick & Nancy Raines  
Harry & Linda Rauner  
Cary Ridder & David Alberswerth  
Alison Taylor  
Mary Weinmann  
Judy Whalley & Henry Otto

### TIDEWATER SOCIETY

*Donations between \$1,000 and \$4,999*

Dorrance & Susan Belin  
Hedrick Belin & Mary Bissell  
Bill & Heidi Bumpers  
Peter Bross  
Heleny Cook & Dick Hall  
John Curley  
William Eichbaum  
Gregory Ferenbach & Victoria Ruttenberg  
Paul Hagen & Christine Jahnke  
Mark & Caroline Haynes  
Robert Hurley & Heather Wicke  
Ken Ingham  
Tom Kiernan  
Anne & Curt Large

Allan McKelvie  
Tracy & Mary Mehan  
A.L. Myers  
Abner & Susan Notkins  
Marie Ridder  
J. Peter Segall & Deborah Bumbaugh  
Nancy & Simon Sidamon-Eristoff, Esq.  
Bert & Amy Swain  
William Wasserman & Karen Sherman  
Lawrence & Kim Weinberg

### CORPORATE PARTNERS

AES  
BOWA Builders, Inc.  
Business Bank  
Capital One  
Chesapeake Surgical, Ltd.  
General Dynamics  
Northrup Grumman  
Pepco  
REI  
Starbucks Foundation

### FOUNDATIONS

Anonymous  
American Rivers  
Agua Fund

Blue Moon Fund, Inc.  
The Morris & Gwendolyn Cafritz Foundation  
The Keith Campbell Foundation for the Environment  
Chesapeake Bay Funders Network  
Chesapeake Conservancy  
The Community Foundation for Northern Virginia  
The Curtis and Edith Munson Foundation  
Defenders of Wildlife  
Mars Foundation  
The Henry Foundation  
MARPAT Foundation, Inc.  
Norcross Wildlife Foundation, Inc.  
Prince Charitable Trusts  
George L. Shields Foundation  
The Volgenau Foundation  
Wallace Genetic Foundation

### GOVERNMENT PARTNERS

Fairfax Water  
National Fish & Wildlife Foundation  
National Park Service  
USDA Forest Service, Chesapeake Bay Program

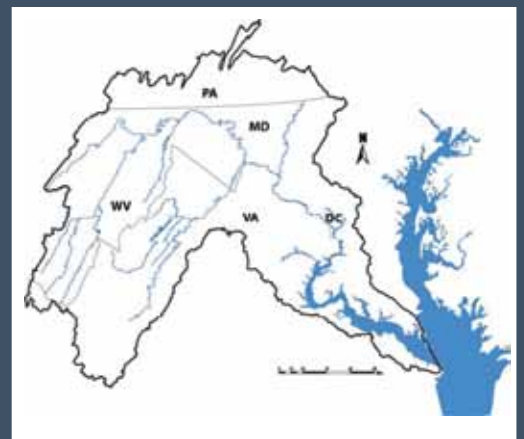
Photo: Anne Sundermann

## Spotlight on Policy

Potomac Conservancy works with local governments in the Potomac region to strengthen and enact policies and regulations that significantly and efficiently reduce polluted runoff in urban areas. Urban runoff is the fastest growing detriment to the health of the Potomac and waterways throughout the region. It is crucial that governments at federal, state, and local levels continue to work together to enhance funding for vital water clean-up efforts.

Fortunately for those of us who call the Potomac region home, our river and the streams that feed it fall under the historic and comprehensive Chesapeake Bay clean-up plans. These plans ensure that jurisdictions in the Potomac watershed (that is, Maryland, Virginia, West Virginia, Pennsylvania, and the District of Columbia) meet established pollution limits by 2025. Improvements to our region's water quality have been hard won, and finishing the job is no easy task.

We must continue to work toward and fight for fishable, swimmable, and drinkable waters. We are all accountable. Potomac Conservancy is working with partners and elected officials to ensure that the needs of the Potomac River and communities that rely upon it are met through public policy. We cannot do it without your support! Be a voice for the Potomac River and clean water in your backyard streams. Vote, act, speak up, advocate for clean water!



## 2012 Successes

### Protecting Forest, Field and Wetlands in Virginia

In June of our shortened 2012 fiscal year (January 2012-September 2012), the Land Program completed the Licking Run conservation easement in Fauquier County, Virginia. This easement protected 79 acres, including 23 acres of closed-canopy forest, 52 acres of wetland, and 1.3 miles (2.1 riparian buffer miles) of Licking Run, a tributary to the Occoquan River. Marsh Resources, Inc., restored many acres of wetland on the property.

### Are Counties Making the Grade?

In an effort to assist local governments with the implementation of their state-required pollution-reduction plans, Potomac Conservancy partnered with the James River Association and Friends of the Rappahannock to create the Virginia County Scorecard; an assessment of county-level codes and ordinances to identify opportunities for improved local water and land-use regulations.

### Advocating for Clean Water, Green Landscapes

Potomac Conservancy pursued and helped enact many high-impact public policies in 2012. Despite the lean fiscal climate, the Conservancy and partner groups successfully encouraged Virginia's General Assembly to raise the funding level for agricultural conservation programs to upwards of \$10 million. This critical investment in clean water for Virginia's communities will benefit the Potomac River and the Chesapeake Bay.

### Community Conservation

In 2012, the Conservancy successfully hosted nearly 60 community conservation programs engaging more than 2,000 community members at the River Center and other stewardship sites.

Potomac Conservancy continued to foster a strong partnership with National Park Service through the Canal Stewards program. Volunteers collected more than 7,400 pounds of trash, pulled invasive plants from the Potomac's shorelines, and managed four miles of the C&O Canal towpath at the River Center and the picnic area at Fletcher's Boathouse.

More than 1,300 volunteers including more than 45 community groups, collected approximately 11,000 pounds of native hardwood seeds through the Conservancy's Growing Native program. Once collected, the seeds were donated to state nurseries, grown into trees, and used in restoration projects.

### Mapping Key Protection Areas

In late 2012, Potomac Conservancy staff hosted two public workshops in Romney, West Virginia, to identify key protection areas in the South Branch Potomac River valley. Participants listed and later voted on the most important characteristics of their natural community, including such elements as expansive forest land, clean river water, and active family farms. Potomac Conservancy and our partners at Defenders of Wildlife then created maps to display the most valued characteristics. These maps are now used to identify key areas for protection and restoration, based on the values and desires of community members.

### Reaching a New Landowner Audience

Last April, the Conservancy launched a new outreach initiative aimed at engaging non-operator farmland owners in conservation. Depending on location (state), this growing group owns between 29% and 57% of farmland in the Potomac River watershed. Because these landowners are not farmers themselves, they are often unfamiliar with conservation programs that can help improve the sustainability of farmland.



*Advisor Joe Thompson talks to landowners.*

To help fill this gap, the Conservancy hired a Landowner Advisor, Joe Thompson, who has been focusing exclusively on reaching out to non-operator landowners in central Maryland. More than 70 landowners responded with interest and half then requested a free site visit from Joe to assess conservation opportunities on their land.

Joe has found that the main driver for many landowners is protecting their investment. They want to make their land sustainable and farm it in a way that doesn't degrade soil or water.

Joe will continue to reach out to landowners. One landowner has already secured a \$25,000 grant to plant more than 16 acres of trees. Many others have expressed interest in implementing the priorities identified on their land, and Joe is excited to continue to assist them.



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Silver Spring, MD 20910

## 2012 Financial Statements

Statement of Activities for the short Fiscal Year Ending September 30, 2012. (Financial statements reflect 9 months of activity.)

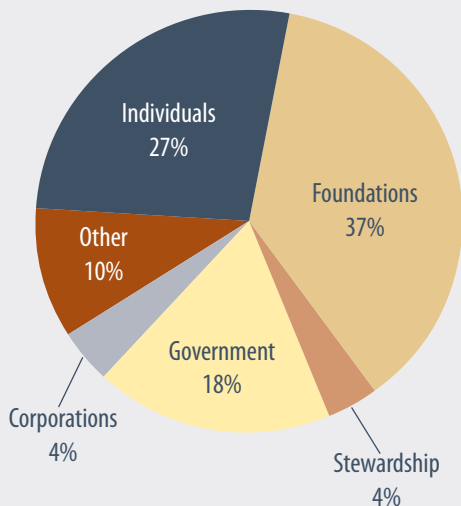
### REVENUE

Individuals . . . . .	\$303,938
Foundations . . . . .	420,882
Corporations . . . . .	45,851
Stewardship . . . . .	43,227
Government . . . . .	251,098
Investment Income (Loss) . . . . .	9,099
In-kind Contributions . . . . .	55,000
<b>Total Revenue . . . . .</b>	<b>\$1,129,095</b>

### EXPENSES

<b>Conservation &amp; Outreach Programs</b>	
Land Protection . . . . .	\$317,294
Public Policy . . . . .	238,522
Public Support . . . . .	274,676
<i>Total Programs . . . . .</i>	<i>830,492</i>
<b>Support Services</b>	
General & Administrative . . . . .	98,575
Fundraising . . . . .	144,732
<i>Total Support Services . . . . .</i>	<i>243,307</i>
<b>Total Expenses . . . . .</b>	<b>1,073,799</b>
<b>Excess (Deficiency) of Revenue over Expenses . . . . .</b>	<b>\$55,296</b>

### 2012 REVENUE



### 2012 EXPENSES

