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The Voice of the River

Annual Report 2010

From the Board Chair and the President

It's amazing how the Potomac River touches our lives. When we meet with people along the river, we hear stories of children playing in mountain streams, long bike rides on the C&O Canal towpath, trophy bass caught on Mattawoman Creek, hiking the Appalachian Trail, tubing on the Shenandoah, and more. Each and every Potomac Conservancy member has an experience that connects them to the rivers and lands of the Potomac. These enduring narratives bond us to our home waters.

The Conservancy has many stories to share from our work in 2010, most of which would never have happened without our volunteers. Last year, more than 6,700 volunteers contributed their time and energy to activities like the Potomac Watershed Cleanup and Growing Native seed collections. In addition, more than 1,600 people of all ages enjoyed Conservancy's activities, strengthening their connection to the river.

Engaged advocates stood tall on several issues last year. For example, volunteer canvassers collected signatures of more than 5,000 citizens for our Fish Mystery petition, which called for the government to fund research into why more than 80% of male bass in the Potomac River are now exhibiting female traits.

Concerned citizen John Mathwin was among several supporters who alerted the Conservancy to the tree-cutting at Trump National Golf Club in Loudoun County. Many members wrote letters to Trump National managers to protest the destruction of their shoreline trees. Policy volunteer Curt Bradley is representing the Conservancy as a member of the Loudoun Clean Streams coalition, as we continue to fight for strong water quality protections in Loudoun County.

Our 2010 Volunteer of the Year, Amy Tschudin, became an integral part of the Conservancy's Silver Spring office. She supported staff with financial reporting and donor management. Sudie Brown, of Winchester, Virginia, helped the Shenandoah office staff with landowner outreach and stewardship initiatives. Nick Williams has taken charge of our easement listings on the Conservation Registry.

Community action teams from Aveda, Starbucks, and other local business organizations joined our Canal Stewards team for invasives removal and trail maintenance on the C&O towpath.

We greatly appreciate all of the volunteers who contribute their time to help us safeguard the lands and waters of the Potomac and its tributaries. We also extend our heartfelt thanks to the thousands of donors who invest in our work each year. With your continued support, we will have many more successes to celebrate in the future.


Bob Hurley, Board Chair

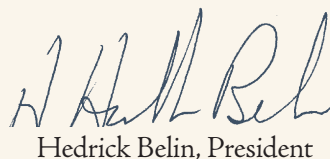

Hedrick Belin, President



Photo: Anne Sundermann

2010 Accomplishments

Land Protection

- Permanently protected land: 195 acres
- Conservation easements: 2 new easements
- Total miles riparian buffer protected: 2.3

Beautification

- Trash removed: 7,720 lb
- Native hardwood seed collected: 13,440 lb

Outreach & Engagement

- Volunteer hours: 14,011
- Number of volunteers: ~ 6,700



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 2010.

THE POTOMAC SOCIETY

These donors have protected lands vital to the river and streams of the Potomac region by donating conservation agreements on their properties in 2010.

Thomas & Phyllis Busby
Dottie Eddis & Lowell Hott & Charlotte Hott
Ken & Glenda Ingham

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Donors of \$10,000 or more
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Donors of \$25,000 or more
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The Keith Campbell Foundation for the Environment
The Palmer Foundation
Prince Charitable Trusts
Wallace Genetic Foundation

FOUNDATIONS

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GOVERNMENT

Commonwealth of Virginia
Maryland Dept. of Natural Resources
National Fish & Wildlife Foundation
United States Dept. of Agriculture

Photo: Anne Sundermann

Spotlight on Volunteers



We have such an enthusiastic group of volunteers that Washington City Paper cited us as one of their "Best Places to Volunteer."

Volunteers are the lifeblood of any organization, and the Conservancy is no exception. We offer many opportunities for people who share our commitment to preserving land and protecting our waterways.

The River Center at Lock 8 is a hub for Potomac Conservancy's volunteer activities. From spring to fall, our River Center Guides inform visitors about the cultural and natural history of the C&O Canal and the Potomac River. Each month, Canal Stewards teams, consisting of community and corporate groups, head onto the towpath to pick up trash, maintain trails, and remove invasive plants.

There are countless examples of the good works of Potomac Conservancy volunteers. Teams from neighborhoods and businesses participate in organized regional trash cleanups. Schoolchildren plant trees on their campuses as part of the Frederick County Public School's Urban Tree Canopy program. Every fall, individuals and communities participate in Growing Native, collecting native hardwood seeds to replenish state nurseries, and ultimately, our state forests. And of course, we thank our

board members, who devote considerable time, energy, and expertise to furthering the growth of the organization. You can also get involved. To volunteer, go to www.potomac.org/site/volunteer/.

2010 Successes

Potomac Conservancy Earns National Land Trust Recognition

As an accredited land trust, Potomac Conservancy meets national standards for excellence, upholds the public trust, and ensures that its conservation easements are permanent. The Land Trust Accreditation Commission seal is a mark of distinction in land conservation and reflects the Conservancy's work over the past 17 years.

Conservancy Rates Virginia County Codes & Regulations

The National Fish and Wildlife Foundation showcased a Potomac Conservancy project for achieving water quality improvements at local, regional, and statewide levels. The 2-year project will evaluate Virginia county codes and ordinances, addressing urban stormwater runoff and other issues.

Safeguarding Potomac Lands

Land protection is a foundation of the Conservancy's work. In 2010, the Conservancy protected almost 200 acres of farm and forest lands vital to the region's water quality, including 2.3 miles of riverside forests. Potomac Conservancy partnered with Cacapon & Lost Rivers Land Trust to close these two conservation easements in Hampshire and Morgan counties in West Virginia. In addition, Virginia Outdoors Foundation accepted the Conservancy's nomination of Cedar and Passage Creeks as a Special Project Areas, which will enhance land protection efforts in the Shenandoah Valley.

Restoring the Landscape

Potomac Conservancy's restoration efforts work to promote river-friendly

landscaping, improve water quality, and beautify urban spaces. In Frederick County, Maryland, the Conservancy planted ten acres of trees and created four rain gardens as a part of the Frederick County Public School Urban Tree Canopy initiative. In the Sugarloaf Mountain region of southeast Frederick County, an undersized culvert that was blocking brook trout movement along Bear Branch was replaced with a larger culvert that has opened more than one mile of once-inaccessible stream habitat to this rare fish.

Farm Bill Guide Benefits Farmers

When Congress passes a complex and far-reaching federal program like the Farm Bill, it's helpful to have a roadmap. To assist land owners, Potomac Conservancy collaborated with a variety of conservation groups to release *Conserving Habitat through the Federal Farm Bill: a Guide for Land Trusts and Landowners*. The guide will help more people protect or restore their land using federal cost-share programs, leverage government dollars, influence local policies, and learn valuable lessons from the experiences of others.

Community Engagement

Getting people out in nature is an important part of the Conservancy's mission. In 2010, Potomac Conservancy hosted 6,700 volunteers of all ages in river-related activities (especially at the River Center at Lock 8 and our Canal Stewards program), deepening their appreciation for and connection to the river. In addition, more than 5,000 Growing Native volunteers collected seeds at nearly 80 sites in the Potomac region. Sixteen new community groups, corporations,

and organizations helped collect more than 13,400 pounds of seeds during the 2010 Growing Native season.

Fish Mystery Campaign Builds Support

"What's in our water?" is a common question in these days. To find answers, Potomac Conservancy's *Fish Mystery* campaign called for Congress to fund more research into the human health effects of endocrine disrupting compounds, which are found in our rivers and our drinking water. The campaign collected more than 5,000 petition signatures, which were submitted to Congress. The Conservancy hosted a forum in June 2011 to discuss solutions to emerging contaminants in our water supply.

2010 State of the Nation's River Report Cites Importance of Rural Lands

Much of the land developed in the Potomac region was once farm or forest. Our fourth annual *State of the Nation's River* report highlights the value of our natural and working landscapes, such as forests and farms, as well as the pressures facing both from human causes, primarily development.

Protecting our Riverside Forests

After Trump National Golf Club in Loudoun County clear-cut 450 trees from approximately 1.5 miles of the Potomac shoreline, Potomac Conservancy met with the club's management to press for a reforested riverfront. Many supporters shared Potomac Conservancy's dismay for this riverfront clear cutting. The Conservancy is pressing Loudoun County to enact and implement strong protections for riverside forests.



2010 Financial Statements

Statement of Activities for the Fiscal Year Ending December 31, 2010

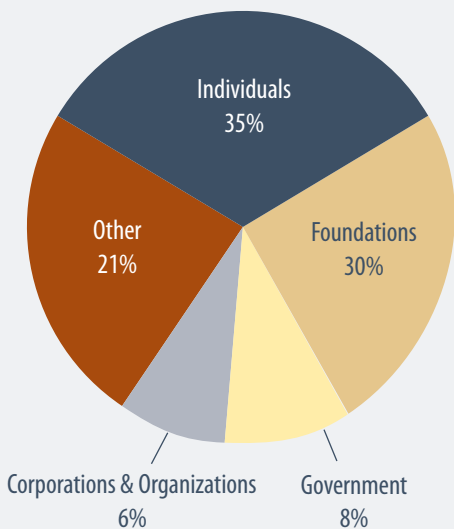
REVENUE

Individuals	483,272
Foundations	408,449
Corporations & Organizations	84,741
Government	107,792
Investment Income (Loss)	8,451
Other Income	1,141
In-kind Contributions	283,682
Total Revenue	1,377,528

EXPENSES

Conservation & Education Programs	
Land Protection	319,160
Public Policy	204,998
Public Support	701,745
Total Programs	1,225,903
Support Services	
General & Administrative	193,111
Fundraising	165,762
Total Support Services	358,873
Total Expenses	1,584,776
Excess (Deficiency) of Revenue over Expenses	(207,248)

2010 REVENUE



2010 EXPENSES

