




# A FORCE OF NATURE





~~~~~  
NATURE  
NEVER STOPS  
REMINDING  
US OF ITS  
FORCE.  
~~~~~



**W**ater rushes over Great Falls at 300 cubic feet per second. Billions of cicadas emerge from the land after 17 years underground. Tornadoes touch down in Washington, DC. Nature can be awe inspiring, but also staggering.

In moments when I feel overwhelmed by the crush of work left to do for our home and our river, I like to remember our own role in nature and the impact we can have right here in our own backyards.

The collective force of nature that is the Potomac Conservancy community of 31,000+ friends, activists, volunteers, and donors is driving powerful change for clean water and healthy families.

In the past year, in the face of a changing world and unstable climate, our movement has been inspired and empowered by our love for the Potomac River – its waters, lands, beauty, and spirit.

Your support was a lifeline that helped us grow and evolve in a year that challenged us all. We have:

- Launched two **land conservation** collaboratives that have secured millions of dollars in grants to support small farms and reduce agricultural pollution in the Shenandoah Valley
- Adapted our **clean water advocacy** agenda to face the current moment by pushing for local laws that address reckless deforestation, the climate crisis, and environmental justice
- Grew our Volunteer Leadership Team to expand our **shoreline cleanups** into new communities and plant the seeds for our upcoming forest growth initiative

We also launched a first-of-its-kind local Climate Report, *Rising to the Challenge*, which explores how the climate crisis is uniquely impacting the Potomac River region and the equitable nature-based solutions we must invest in to restore clean water and ensure our communities thrive.

One of the best ways we can protect the health of our communities is to harness the power of nature itself.

Together, we will safeguard our streams and wetlands from development, restore trees that capture carbon and filter pollution, and empower our neighbors to advocate for the forests and natural areas where they live.

**Like the trickle that becomes a stream which becomes a river which becomes an ocean, our clean water work is the seed of something bigger than itself.** The Potomac River is the soul of our region – providing us with recreation, drinking water, industry, food, identity, and hope in a time of crisis.

With your ongoing commitment to this mission, we can continue to protect the powerful Potomac and make it a swimmable, fishable river for generations to come.

Thank you for believing in this work and taking flight with us into a better future.



*Hedrick Belin*

Hedrick Belin  
**PRESIDENT**



## EMPOWERING A LOCAL MOVEMENT FOR CLEAN WATER

Founded in 1993, Potomac Conservancy is the region's leading clean water advocate. As a member-supported nonprofit, we work to improve water quality through conservation and advocacy, and to empower a local movement of over 31,000 landowners, activists, volunteers, and partners to lead the charge for clean streams and river friendly lands.

[www.potomac.org](http://www.potomac.org)



WEAVING A

**CLEAN WATER**

LANDSCAPE

Our Land Protection program has always been more about working with people than land. Sixteen years ago, John Venskoske approached the Lord Fairfax Soil & Water Conservation District with concerns about water quality in the creek that ran through his cattle farm. Their work together piqued his conservation interests and led him to Potomac Conservancy.

John's friendship with our team and worries about the legacy of the land he'd farmed since 1947 launched a rewarding and impactful journey for both of us. Together, we permanently protected Sunny Acres Farm with a conservation easement, secured restoration aid, and planted a 35-foot buffer of trees along Back Creek. Filtering runoff and stabilizing stream banks, these trees forever ensure fresh water flows to the creek and on to Potomac.

Individual relationships like these are the springs that swell to vast land protections throughout our watershed.

Thanks to your support, we expanded our strategic collaborative partnerships with other organizations working in the headwaters of the Shenandoah Valley and West Virginia. To these partnerships, we bring our decades-old relationships with family farmers as well as invaluable technical land trust expertise.

Best of all, as a collective force we can advocate for critical funding to support river-friendly farming practices, public land protections, mass tree plantings, and the resources required to implement all of the above.

**“Two concerns of mine are clean water forever... and a place to grow our food.”**

*John Venskoske, Easement Landowner*





**“A lot of communities with climate change issues in urban areas don’t have tree canopy. It’s not enough to plant the trees, there have to be dollars invested to make sure there’s maintenance of the trees.”**

Dr. Sacoby Wilson

When it comes to the safety of our water and health of our communities, the stakes are too high to leave the decisions to others. As part of our local movement, you empower us to effectively advocate for clean water protection laws – measures that reduce polluted runoff, protect riverside forests, and combat the climate crisis right here at home.

We know you count on us to never back down from a fight.

After efforts to invest in forest restoration in Maryland were nearly derailed by political squabbles, our network of community members, activists, and partner organizations stepped in to find common ground and work with elected leaders to make good on their promises.

As a result, in Spring 2021, Potomac Conservancy celebrated Maryland’s passage of the Tree Solutions Now Act, a huge

conservation victory that commits to planting 5 million trees in the state over the next ten years.

We know that fighting for clean water, climate, and justice does not end when bills pass or fail. With your renewed support this year, we will work with key stakeholders to ensure the trees are planted equitably and strategically, and we’ll continue to fight for nature-based solutions that reduce pollution in the Potomac River and local streams.

Thank you for helping us strengthen and grow the coalition of partners, experts, policymakers, and advocates that watch our elected leaders like a hawk and bring attention to the concerns of our most vulnerable populations.



GROWING

ROOTS  
IN OUR

COMMUNITY



For decades, Potomac Conservancy's Community Conservation program has brought volunteers to local parks to collect the trash and plastic that pollutes our stream banks. But each year, stronger storms and intense flooding bring more litter to our river. Every full trash bag is rewarding, but it can feel like just a drop of water in a roaring river.

Enter our Volunteer Leadership Team. From its founding in summer of 2020 to this winter, our squad of trained Volunteer Leaders has swelled from 12 to 26 river advocates dedicated to battling debris and beyond.

This team stepped up in a big way, shepherding us through the pandemic and allowing us to host more cleanup events, remove more trash from our river, and connect with more volunteers than ever before. But more than that, they are bringing attention to small streams and parks that are often overlooked. We are working alongside them and their neighbors to fight back against litter that pollutes our waterways.

Our Volunteer Leaders are the foundation for organizing a community of activists that are a collective force tackling the root causes of pollution in the Potomac River.

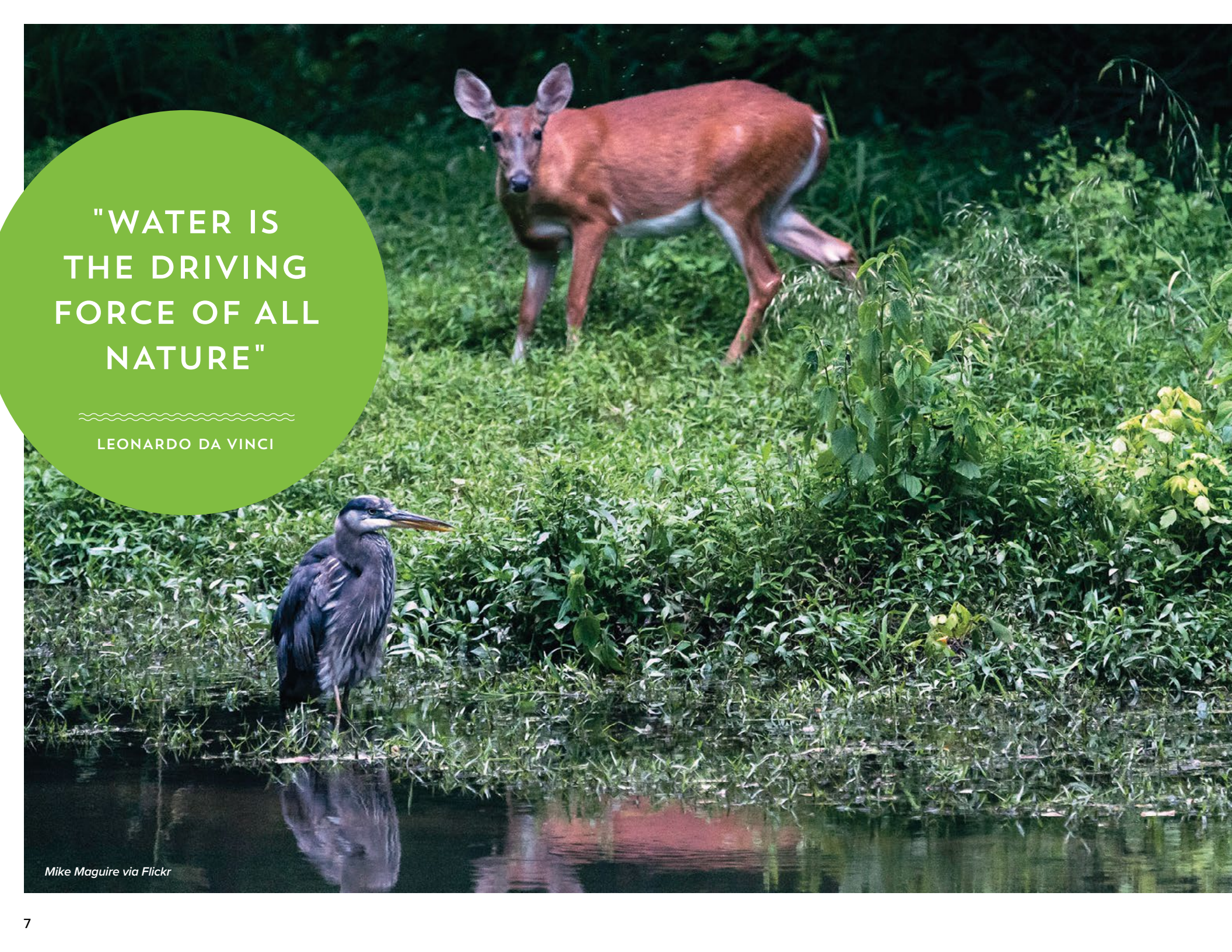
With your support next year, our Volunteer Leadership Team will serve as the roots of our initiative to collect indigenous tree seeds to supply forest planting programs. The forests grown from these seeds will capture carbon and prevent pollution from entering our rivers and drinking water sources.

Our organically grown volunteer network is a force for nature. As it germinates and branches throughout the Potomac River region, there's nothing it can't tackle: feelings of isolation, plastic pollution, and more. Most of all, it sprouts hope for the future of our local environment and communities.

## Potomac Conservancy Volunteer Leadership Team 2020-2021

Ellen Bateman  
Brian Cipperly  
Michael Dorrian  
Ethan Doyle  
Eric Dunay  
Claire Ferrara  
Amy Fitzgibbons  
Melina Frame  
Patricia Gentry  
Melody Goodman  
Alexis Gorfine  
Scott Harris  
Monika Hartsel  
Lindsay Hollingsworth  
Stephen Jefferson  
Zoe Klein  
Rebecca Long  
Kari Manfredi  
Brian Moserowitz  
Shawn Skero  
Phoebe Tourtellotte  
Joshua Zieve

Interested in signing up for the Volunteer Leadership Team? Go to [potomac.org/volunteer-leadership-team](https://potomac.org/volunteer-leadership-team) to learn more!



"WATER IS  
THE DRIVING  
FORCE OF ALL  
NATURE"

~~~~~  
LEONARDO DA VINCI





# THANK YOU

FOR PROTECTING  
THE POTOMAC!



Potomac Conservancy depends on your generous support to carry out our clean water initiatives. We thank all our donors! In our Annual Report, we give special recognition to those who contributed \$1,000 or more from August 1, 2020 – July 31, 2021.\*

\*Potomac Conservancy is grateful to all those who contribute. We have made every attempt to ensure these listings are accurate. Please let us know if you feel there have been omissions or errors.

**POTOMAC LEADERSHIP COUNCIL****\$50,000+**

Estate of Joya Cox

**POTOMAC LEADERSHIP COUNCIL****\$25,000+**Laura Healy Hoffman  
Sheldon and Audrey Katz  
Russell Katz**POTOMAC LEADERSHIP COUNCIL****\$10,000 - \$24,999**Elizabeth Laitman Hughes  
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Sherry Hiemstra  
Donald and Anne Ayer  
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Laura and Rob Griffen  
Kathryn and Michael Hanley  
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Barksdale and Jennifer Penick  
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Win Sheridan  
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Holly and Andrew Clubok  
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Heidi and John Fahey  
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George Cunningham  
Phil Harvey and Harriet Lesser  
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Rafe and Lenore Pomerance  
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Simon and Nancy Sidamon-Eristoff  
Devereux and James Socas  
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Judy Whalley and Henry Otto  
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James Van Erden**POTOMAC PROTECTOR SOCIETY****\$1,000 - \$4,999**Patrick Allen  
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Marcella and Neil Cohen  
Kamil Cook  
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Bill Davin  
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Tory Ruttenberg  
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Mark Gerchick  
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Ralph Wall  
Bill Walsh  
David and Ann Warner  
Tracey and William Weil  
Jack and Ruth Ellen Wennersten  
Bruce Wilson and Lisa Westfall  
Scott and Lucy Wilson  
Sandy Woiak  
Dorothy M. and Ken Woodcock**POTOMAC CONSERVANCY  
AMBASSADORS**John Dameron  
Elizabeth B. Cutler

## INSTITUTIONAL FUNDERS

### \$50,000+

Agua Fund  
Campbell Foundation  
Merrill Family Foundation  
Ohrstrom Foundation  
Volgenau Foundation

### \$25,000 - \$49,999

Chesapeake Bay Trust  
George L. Shields Foundation, Inc.  
Healy Foundation  
Morris and Gwendolyn  
Cafritz Foundation  
National Fish and Wildlife Foundation  
National Park Service  
Sheldon and Audrey Katz  
Foundation, Inc.  
Tortuga Foundation

### \$10,000 - \$24,999

Alice Shaver Foundation  
Bancroft Foundation  
BOWA  
Curtis and Edith Munson Foundation  
The Hanley Foundation  
Harold M. and Adeline S. Morrison  
Family Foundation  
Land Trust Alliance  
Mars Foundation  
Raines Family Fund  
Venable LLP  
Virginia Environmental Endowment  
Wallace Genetic Foundation  
Whitehead Foundation

### \$5,000 - \$9,999

Carlson Family Foundation  
Commonwealth of Virginia  
Geico

George Wasserman Family Foundation  
Henry Foundation  
MOM's Organic Market  
Neall Family Charitable Foundation  
Otto Whalley Family Foundation  
Pepco, an Exelon Company

### \$1,000 - \$4,999

Barnes Charitable Fund  
Berger Foundation  
Beveridge and Diamond, PC  
C.B. Laub Family Foundation  
Charleston Artist Collective  
Compass Group  
CRC Cares Foundation  
Emanuel and Anna Weinstein  
Foundation  
Embassy of France in the US  
Embassy of the Federal  
Republic of Germany  
Gelman, Rosenberg and Freedman  
Harman Cain Family Foundation  
Hunting Creek Garden Club  
Innamorata  
Jewell Foundation  
Jocelyn G. Gutches Fund of the New  
Hampshire Charitable Foundation  
Lester Poresky Family Foundation  
Morse Legacy Fund  
Neubauer Family Foundation  
Peterson Family Foundation  
Potomac Boat Club  
Rosslyn Business Improvement District  
Sandy Spring Bank  
Scheidel Foundation  
Silver Shield Consulting  
Sismanidis Burant Family Fund  
Spitfire Strategies  
Waldorf Toyota  
Walter W. and Catharine Prentiss  
Plummer Endowment Fund

# BECOME A LEADERSHIP GIVER



Find fun and philanthropy with a leadership-level donation of \$1,000 or more in any giving format. Leadership givers make a high-impact investment in clean water and enjoy exclusive invitations to special events, outdoor experiences, and learning opportunities throughout the year. Please consider joining us with your leadership-level support.

## POTOMAC PROTECTOR SOCIETY

\$1,000 - \$4,999

## POTOMAC GUARDIANS

\$5,000 - \$9,999

## POTOMAC LEADERSHIP COUNCIL

\$10,000 AND MORE



# WAYS TO GIVE

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Make a contribution in a way that best meets your philanthropic goals. Visit [potomac.org/donate](https://potomac.org/donate) or call **301.608.1188 ext. 207** to speak with a team member.

## Mail Your Gift or Donate Online

Mail your contribution using the envelope in this report or contribute today by visiting [potomac.org/donate](https://potomac.org/donate).

## Monthly Sustainer Giving

Increase your impact with a monthly gift and provide year-round support for local clean water initiatives. You can start, change, or stop your donation at any time.

## Give in Honor or In Tribute

Celebrate a milestone, mark a special occasion or honor a loved one with a tribute gift.

## Gifts of Stock

Donating stock, mutual funds, bonds, or retirement distributions is a tax-wise way to make a lasting gift to our region's lands and waters. Call for details.

## Workplace Giving

Contact your employer to start workplace giving, benefit from a match program, or participate in the Combined Federal Campaign (CFC #44786)

## Donor Advised Funds

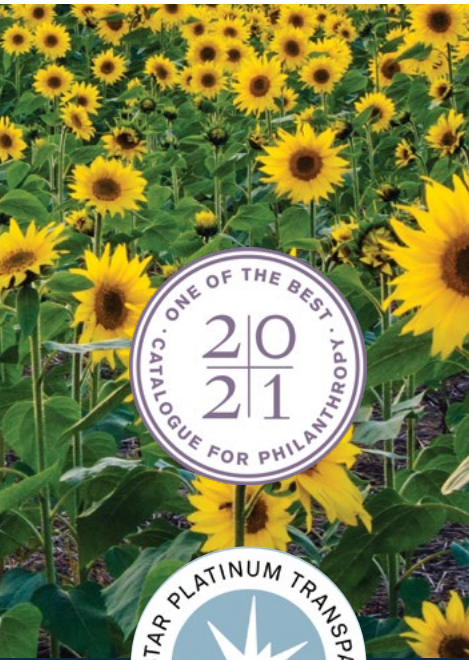
Use your donor advised fund to simplify your charitable giving by using a range of assets, while benefiting the Potomac River and our local environment.

## IRA Gifts

For those over 70 1/2 years, you may direct a gift from your IRA's required minimum distribution as a tax-wise way to contribute.

## Legacy Giving

Include Potomac Conservancy in your will, living trust, or retirement account. Your values will continue, benefiting the Potomac River and our community for generations to come. See page 12 for more information.



# LEGACY SOCIETY

POTOMAC CONSERVANCY WOULD LIKE TO THANK THE INDIVIDUALS AND FAMILIES WHO HAVE MADE A SIGNIFICANT IMPACT THROUGH THEIR PLANNED GIVING IN THE PAST YEAR. THEIR LASTING LEGACY IS THE GIFT OF CLEAN WATER.



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

## MAKE A LEGACY GIFT

What better legacy to leave than your commitment to protect clean water and healthy lands for generations to come. Join us by including Potomac Conservancy in your will, living trust, or retirement account. You can modify your plans at any time.

Your values will continue benefiting the Potomac River and our community for a brighter future.

Individuals and families who make a significant impact through planned and estate gifts will join our Legacy Society.

For more detailed information about including Potomac Conservancy in your will, living trust, or retirement account, please contact Mary Vasse at 301.608.1188 ext. 207 or [vasse@potomac.org](mailto:vasse@potomac.org).

Personal discussions incur no obligation on your part and all information discussed is confidential.



# YOUR CLEAN WATER TEAM

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VICE CHAIR

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**Devereux Socas**  
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**Angie Woo Sosdian**  
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**Michelle Tetreault**  
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\*THROUGH SEPTEMBER 2020

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\*THROUGH APRIL 2021

**Jason Green**  
DIRECTOR  
\*THROUGH SEPTEMBER 2020

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\*THROUGH AUGUST 2020

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DEVELOPMENT OPERATIONS  
MANAGER

**Mindy Kania**  
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**Willis Kliefoth**  
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COMMUNICATIONS

**Emily Warner**  
SENIOR DIRECTOR OF LAND  
CONSERVATION  
\*THROUGH JULY 2021



# 2020-2021 FINANCIAL STATEMENTS

## REVENUE AND EXPENSES BY SOURCE 8/1/20-7/31/21

View Potomac Conservancy's latest audited financial statements at [potomac.org/financials](http://potomac.org/financials).

### REVENUE

|                            |           |                  |
|----------------------------|-----------|------------------|
| ● Individuals              | \$        | 908,163          |
| ● Foundations              | \$        | 326,828          |
| ● Corporations             | \$        | 47,331           |
| ● Stewardship              | \$        | 1,254,404        |
| ● Government               | \$        | 58,163           |
| ● Investment income/(loss) | \$        | 26,109           |
| <b>Total Revenue</b>       | <b>\$</b> | <b>2,621,001</b> |

### EXPENSES

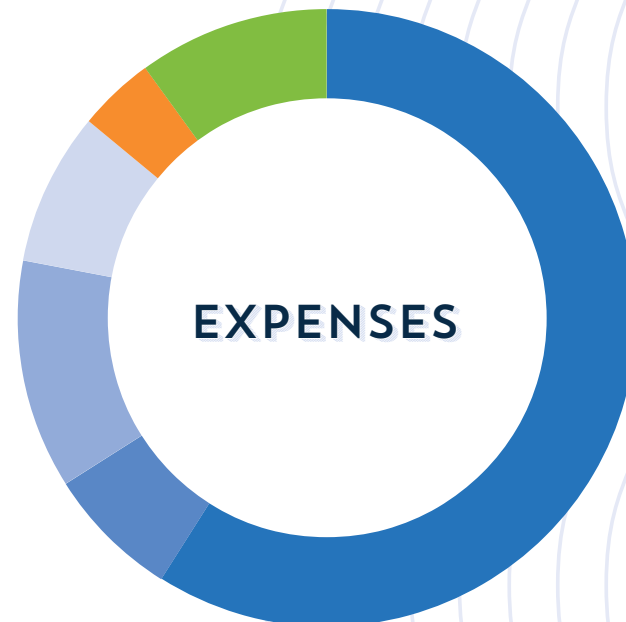
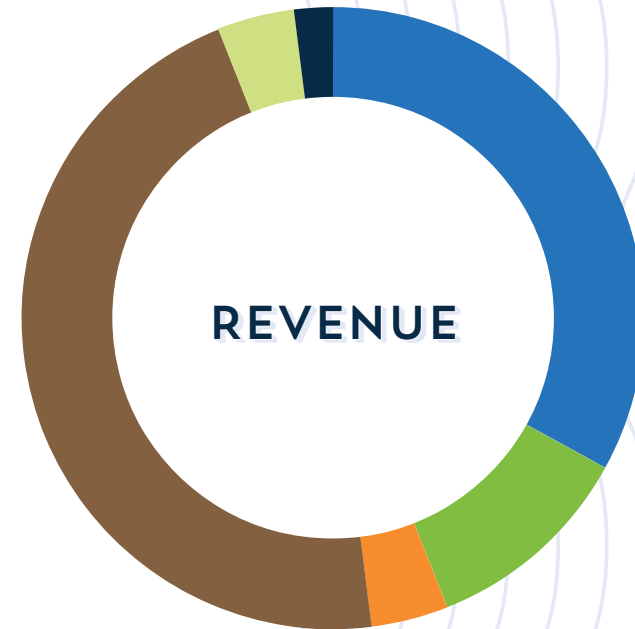
#### CONSERVATION & OUTREACH PROGRAMS

|                          |           |                  |
|--------------------------|-----------|------------------|
| ● Land Protection        | \$        | 1,446,866        |
| ● Public Policy          | \$        | 183,034          |
| ● Community Conservation | \$        | 302,981          |
| ● Communications         | \$        | 207,167          |
| <b>Total Programs</b>    | <b>\$</b> | <b>2,140,048</b> |

#### SUPPORT SERVICES

|                               |           |                |
|-------------------------------|-----------|----------------|
| ● General & Administrative    | \$        | 106,892        |
| ● Fundraising                 | \$        | 230,427        |
| <b>Total Support Services</b> | <b>\$</b> | <b>337,319</b> |

|                       |           |                  |
|-----------------------|-----------|------------------|
| <b>Total Expenses</b> | <b>\$</b> | <b>2,477,367</b> |
|-----------------------|-----------|------------------|



# GET VOCAL

AND

# ACT LOCAL



**Help Team Potomac speak up for clean water and healthy communities!**

Everyone deserves the right to clean streams, healthy forests, and safe drinking water. The health of our families depends on protecting our local environment. Local, on-the-ground action coupled with state-led protections are our best chance to save the Potomac River! Now, more than ever, our Clean Water Advocacy program needs local voices and grassroots activists to make our message heard.

Sign up to speak up!

[potomac.org/advocate](http://potomac.org/advocate)



**Potomac Conservancy**  
8403 Colesville Road  
Suite 805  
Silver Spring, MD 20910

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