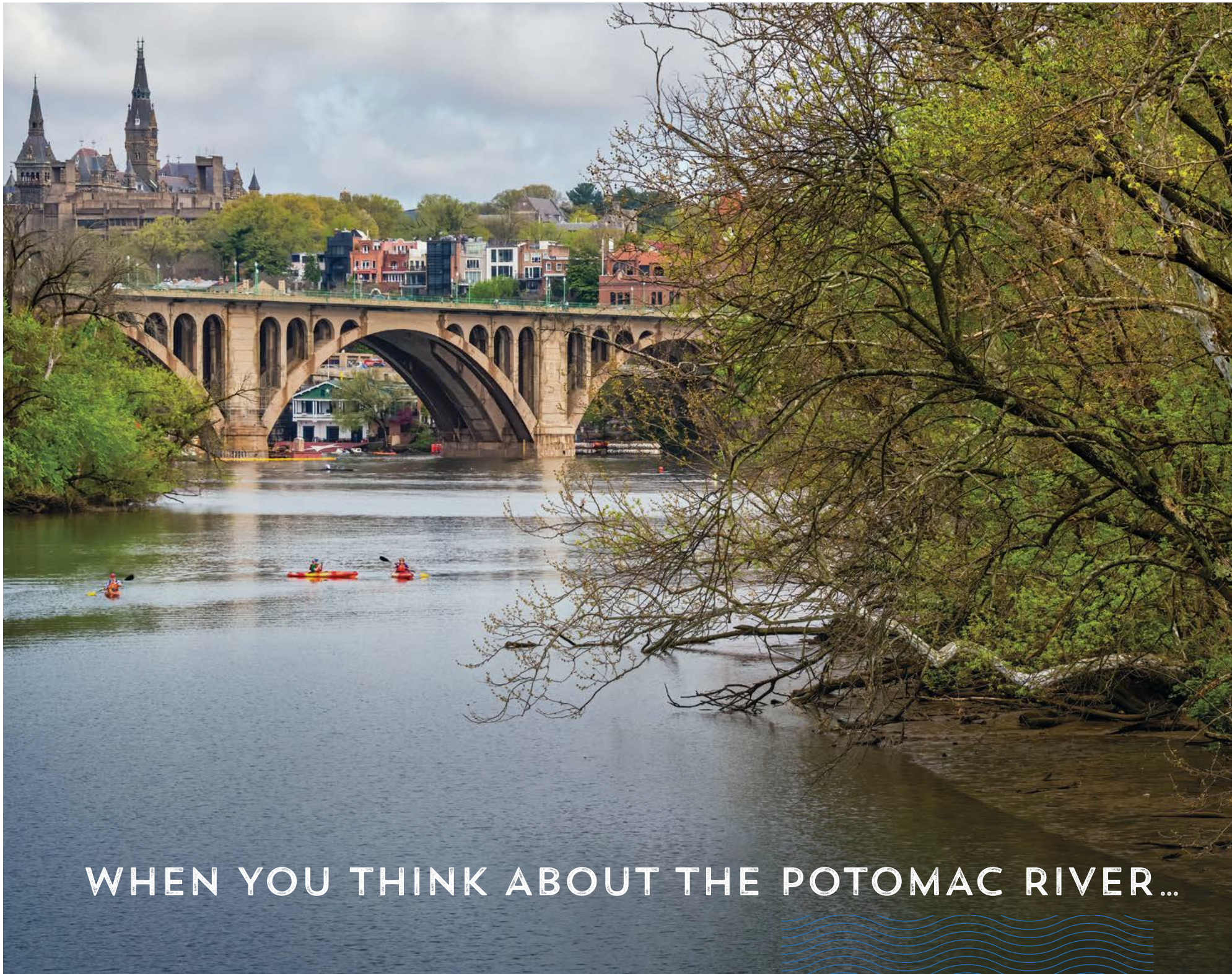




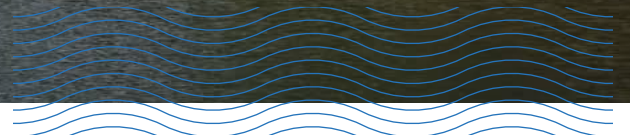
SUSTAIN

WHAT SUSTAINS US

2021-2022 ANNUAL REPORT



WHEN YOU THINK ABOUT THE POTOMAC RIVER...





...do you envision its calm beauty as you stroll along its shores? Are you wishing you could settle into a kayak at this very moment, ready to launch an exciting adventure? Or perhaps, you long for the next time you can spend a beautiful, breezy day waiting for a good catch.

No matter how our hometown river charges our spirits, we can all agree: the Potomac is a vital lifeline for everyone in our community. It flows through 400 miles of rural and urban landscapes supplying the water we drink, supporting agriculture and other industries, and providing rich habitat and natural settings where we connect outside with friends and family.

Our local movement is sustaining the river that sustains us.

Clean water starts with every single one of us—and our collective actions are making a difference. Potomac Conservancy’s forest protection, clean water advocacy, and community cleanup programs have been critical to reducing pollution and returning clean, safe waters to area streams.

The Potomac is in the middle of a remarkable comeback decades in the making—but its recovery may be plateauing. This stalled progress could signal a dangerous reversal. What’s more, our river faces serious risks posed by rapid deforestation and a global climate crisis that is leaving our region increasingly underwater and overwhelmed by extreme storms. Our *Rising to the Challenge* local climate series sounded alarms in the region. Extreme heat, increasing flooding, and warming waters are throwing the Potomac’s ecosystem off balance.

Everyone deserves clean water—it is the very foundation of healthy communities. Recognizing that climate impacts disproportionately affect low-income communities and communities of color, we are determined to continue fighting for a safe environment for all. We’re stepping up our actions to strengthen the region’s natural defenses and make the Potomac resilient and healthy in our lifetime.

Potomac Conservancy is accelerating and expanding our river protection work. With your support, we’ll achieve local environmental impacts on a scale larger than ever before.

We are strengthening partnerships and expanding our programs to ensure clean water, outdoor experiences, and thriving ecosystems are accessible to and safe for everyone. Over the next 4 years, we will:

PROTECT: Create a Back Creek conservation corridor and lead coalition efforts to **protect an additional 150,000 acres of forests and productive farmland** before these lands are lost forever to development.

RESTORE: Restore **250 miles of streams** with healthy forest buffers and launch *Tomorrow’s Trees*, an acorn collection initiative that will provide forest restoration projects with tree seeds that are in short supply.

ACCELERATE: Collaborate with partners throughout the Potomac River highlands to **secure millions of dollars in new public funding** for regional conservation priorities.

ADVOCATE: Pass laws in Maryland, Virginia, and in the US Congress to reduce water pollution, combat the climate crisis, and fund forest and stream restoration initiatives.

BUILD: Grow our local movement to **65,000 clean water supporters**, double our capacity to expand conservation and advocacy work in Virginia, and prioritize diversity, equity, inclusion, and justice in our community-building efforts.

Yesterday’s efforts brought us to where we are now. Today’s endeavors will shape the future of generations to come. The clean water successes celebrated in the following stories are a direct result of your support.

Thank you for being a part of this journey and for helping sustain the river that sustains us all.



Hedrick Belin
PRESIDENT



2021-2022 AT A GLANCE

In the last year, Potomac Conservancy put in place key elements to dramatically accelerate the pace of our efforts to protect and restore the Potomac River.



We built a local movement of over 30,000 people who are taking action for clean water.



We made inroads and impacts by building strategic partnerships.



We developed a robust suite of funding to advance our vision.

LANDS

\$125,000

raised for the Shenandoah Valley Fund for the quick protection of priority threatened lands in Virginia

\$345,000

in revolving project funds created to enable landowners across the watershed to protect their lands forever

\$357,000

in funding received to support forested stream buffers and land easements in West Virginia

COMMUNITY CONSERVATION

10,260

pounds of trash collected – 2,160 pounds more than last year!

630+

cleanup volunteers engaged

33

volunteer leaders trained (to date)

25

riverside and park cleanups hosted

950+

volunteer hours donated

POLICY

\$90.5 MILLION

in funding secured for the Chesapeake Bay Program with our help as part of the Choose Clean Water Coalition

ADVOCATED

for major land protection and clean water investments during Virginia's budget session and helped achieve historic levels of conservation and environmental funding for the next two years

HELPED SHAPE

guiding principles for federal legislation to designate a Chesapeake National Recreation Area that will bring national recognition and greater opportunities to the Chesapeake Bay region

AS A CO-FOUNDER

of the Montgomery County Forest Coalition, urged local leaders to introduce and pass the strongest possible Forest Conservation Law to stop reckless deforestation

PUBLISHED

Rising to the Challenge—the Potomac River region's first comprehensive climate report—recommending solutions that combat the climate crisis and advance environmental equity



LAND CONSERVATION

PROTECTING OUR FORESTS AND FARMLANDS THROUGH COMMUNITY PARTNERSHIPS



Our waters are only as healthy as the lands that surround them. What happens upstream has an immediate effect on the health of the Potomac River and the downstream communities it flows through.

For close to thirty years, Potomac Conservancy has been working one-on-one with private landowners to conserve forests and agricultural lands in our beautiful headwaters region. As a nationally accredited land trust, we've placed conservation easements on 80+ family-owned forests and farms, protecting them forever. We've also helped farmers implement best management practices to reduce polluted runoff and improve water quality.

Our **Land Conservation** program benefits much more than the local environment. A community that is tightly knit together is a healthy, resilient community. That's why we're focused on forging lasting relationships to make sure working lands are both productive and river-friendly. **By prioritizing partnerships, we are increasing the pace and amount of land we're able to protect—and our regional conservation collaboratives are an integral way to drive this work forward.**

As a leading member of the Safe Water Conservation Collaborative in the Eastern Panhandle of West Virginia, the Conservancy looks forward to building upon our existing momentum with the support of a vibrant network of partners. Together, we're expanding a protected conservation corridor along Back Creek, an upstream tributary that is home to verdant forests, precious freshwater, and richly diverse wildlife. The collaborative's partners benefit from each other's expertise and more effectively protect the lands that sustain our waters and make our ecosystems more resilient to the changing climate.

Our community's health is our top priority. We are deeply committed to ensuring our local environment is safe, clean, and accessible to all. Your continued support makes it possible for us to strengthen key relationships that protect the lands and waters of the Potomac region.

Learn more at potomac.org/lands



CLEAN WATER ADVOCACY

STRENGTHENING RIVER PROTECTIONS THROUGH COMMUNITY EMPOWERMENT



When Noemi Bolaños, a high school student in Germantown, Maryland, first moved to the United States a decade ago, she yearned to find a sense of belonging. The only place where she always felt heard was the forest.

Forests reminded Noemi of Costa Rica, her home country. She found comfort in the forests; she saw her family in the forests. But as she watched acres of trees in her neighborhood disappear before her eyes, it felt like her community was being taken away from her.

The outlook is, indeed, worrisome. Montgomery County has lost nearly 1,000 acres of forest to rooftops and streets in the last 10 years. Thriving trees and forests are essential for filtering air and water pollution, combating the climate crisis, and nurturing our well-being. When they are removed, the health of our community and local environment suffer.

Noemi was compelled to act. She knew she had to speak up for forests and the future of her generation.

As a co-founder of the Montgomery County Forest Coalition, Potomac Conservancy has been advocating to strengthen the county's Forest Conservation Law. In partnership with Audubon Naturalist Society, we trained Noemi and other concerned community members to become effective local advocates on this issue.

Standing up for what deeply matters to her, Noemi presented powerful written and spoken testimony to the county's officials, urging them to pass the strongest possible protections for local forests. She joined over 385 neighbors who shared their stories, signed petitions, and contacted their elected representatives.

Through our **Clean Water Advocacy** program, Potomac Conservancy builds a passionate river constituency and advocates for a wide range of clean water laws that are critical for restoring our local streams and protecting the lands that surround them.

Protecting our forests is protecting our future. We're proud to stand with Noemi in her fight for a better future, and we're thankful to have you by our side.

Learn more at potomac.org/advocacy





MEET OUR INCREDIBLE
33-MEMBER VOLUNTEER
LEADERSHIP TEAM ON
PAGE 13

COMMUNITY CONSERVATION

DRIVING CHANGE THROUGH COMMUNITY ORGANIZING



Flocking to the Potomac River and area parks has become a pandemic staple for many people in our region.

But keeping local trails, parks, and shorelines beautiful and trash-free is no easy feat! With intensifying storms and floods in our region, a deluge of litter and debris is flowing into area streams. Bottles, straws, wrappers, fishing nets, but also items like scooters and old tires have become a common sight, presenting a danger to local wildlife and polluting the water we drink.

Our **Community Conservation** program inspires people to help keep our local environment clean and safe so it can be enjoyed by *everyone*.

Potomac Conservancy teams up with Green Muslims, National Parks Conservation Association, Gay4Good, FEMA Corps, and other partners to host year-round cleanups. Our volunteers prevent thousands of pounds of litter from entering the Potomac River, and for that, we can't thank them enough.

It takes a village of passionate river advocates for the impact to spread—and our dedicated Volunteer Leadership Team does just that.

Launched in the early months of the pandemic, this mighty group of 33 trained community leaders is making it their personal mission to take care of our beloved hometown river. They have increased our number of cleanups in a variety of locations this year, bringing even more people together for the Potomac River.

And, we are ready to take on a budding new venture! This fall, we are debuting *Tomorrow's Trees*—a community-based acorn collection program. In partnership with local nurseries, our volunteer leaders will spearhead the effort to supply much-needed seeds for tree planting programs, helping grow forests that will combat the climate crisis and filter pollutants out of our water.

And just like that, our local movement is driving progress for the environment, a more connected community, and our collective future.

Learn more at potomac.org/communityconservation



“
INDIVIDUALLY,
WE ARE ONE DROP.
TOGETHER, WE ARE
AN OCEAN.
”

RYUNOSUKE SATORO

THANK YOU

FOR ADVANCING THE HEALTH
OF THE POTOMAC RIVER

Potomac Conservancy's work would not be possible without the generous support of our members and sponsors. We are grateful to all of our donors! You make it possible for us to fight for clean water, healthy lands, and vibrant communities.

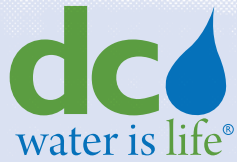
In this Annual Report, we give special recognition to donors who contributed \$1,000 or more from August 1, 2021 to July 31, 2022.

.....

We have made every attempt to ensure this list is accurate. Please let us know if you feel we have made an omission or error. Thank you!



THANK YOU TO OUR CORPORATE PARTNERS



We are grateful to **Google** for the generous support through its Data Center Grants program!



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\$25,000+

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Sheldon and Audrey Katz
Russell Katz
Gary and Charlotte Knipling
Georgia and John Nassikas
Lex and Chrissie Sant

POTOMAC LEADERSHIP COUNCIL

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\$50,000+

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\$1,000 - \$4,999

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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



Make a contribution in a way that best meets your philanthropic goals. Visit 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.

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.

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.

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.



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

A Great Blue Heron stands in a marsh, its long neck curved downwards. The bird's blue and white feathers are clearly visible, and its reflection is perfectly mirrored in the dark water below. The background is filled with tall, thin reeds or grasses, creating a textured, natural setting.

LEGACY GIVING

When you make Potomac Conservancy a part of your estate plan, we will carry on your legacy and continue the work you've invested in throughout your lifetime.

Please consider including Potomac Conservancy in your will, living trust, or retirement account as a member of our Legacy Society. Your commitment will protect clean water and healthy lands for generations to come. You can modify your plans at any time.

For more detailed information about including Potomac Conservancy in your estate plan, please go to potomac.org/estate-planning or contact Mary Vasse at vasse@potomac.org (301.608.1188 ext. 207).

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



YOUR CLEAN WATER TEAM

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Weyessa McAlister
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Grant Miller
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Melissa Rodriguez
Administration and Data Associate

Avery Siler
Director of Land Conservation

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Photo on page 7 courtesy of Mindy Kania

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2021-2022 FINANCIAL STATEMENTS

REVENUE AND EXPENSES BY SOURCE 8/1/21-7/31/22



REVENUE

● Individuals	\$	1,606,050
● Foundations	\$	528,117
● Corporations	\$	93,871
● Stewardship	\$	165,000
● Government	\$	272,678
● Investment income/(loss)	\$	(23,479)
Total Revenue	\$	2,642,237

Special Bequests received during the year
(included above) **\$ 330,000**

EXPENSES

CONSERVATION & OUTREACH PROGRAMS

● Land Protection	\$	507,829
● Public Policy	\$	177,255
● Community Conservation	\$	395,889
● Community Outreach	\$	103,313
● Communications	\$	235,015
Total Programs	\$	1,419,300

SUPPORT SERVICES

● General & Administrative	\$	256,320
● Fundraising*	\$	369,388
Total Support Services	\$	625,708

Total Expenses \$ 2,045,008

Excess / (Deficit) Revenue over Expenses \$ 597,229

*This number represents an exceptional temporary investment as we prepare to scale our impact over the next 3 years.

View Potomac Conservancy's latest audited financial statements at potomac.org/financials

..... BECOME A

RIVER ADVOCATE



Clean water is the foundation of healthy, thriving communities. When you lend your support for water protection laws, you're helping to safeguard the Potomac River and honor the lands and waters that sustain us.

SIGN A PLEDGE TO SPEAK UP TODAY!

potomac.org/advocate



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