Our Vision
River Network envisions a future when every person knows their watershed and is an active caretaker of their local river, lake, stream or bay. We work for a day when all people, fish and wildlife have access to clean plentiful water.
The year 2009 affirmed my faith in the power, persistence and passion of the river and watershed protection community—and in River Network—despite the worst economic conditions in a quarter-century.

Since our founding in 1988, River Network—and hundreds of state and local groups we’ve helped start since then—had never seen the likes of the downturn that began in the fall of 2008 and continues to this day.

But there’s a saying that “what doesn’t kill you, makes you stronger,” and I’m happy to report that—as you can see in the pages that follow—both the grassroots watershed protection movement and River Network are alive and well—and getting stronger.

Despite the challenging conditions, last year saw many of our Partners secure victories that were the culmination of years of effort (See pages 6-10). River Network focused much of its own time and resources in helping still other Partner organizations weather the economic storms and prepare for the future (See pages 2-4).

Our staff worked with local leaders to build stronger boards, hone their fundraising skills and improve their fiscal management in ways that position them for even greater success in the years to come. We generated groundbreaking reports that are reshaping public debate on water and energy conservation, toxic pollution prevention and water quality protection.

And, we engaged nearly a thousand voices in crafting a new strategic plan for the watershed movement that will guide our efforts—and synergize with those of our more than 600 state and local Partner organizations—over the next five years.

In my own life, I’ve found that the key to surviving hard times is having lots of friends and family to support you. Whatever the economy, the River Network “family” is indeed very rich in friends and eternally grateful for all of your support!

Sincerely,

Todd Ambs
Board Chair
2009 In Review: Key Highlights

Building the River & Watershed Movement

Protecting rivers is critical for our future and requires whole system, long-term thinking, organizing and action. This endeavor will require millions of Americans to combine their skills, knowledge and commitment toward a sustained effort over many generations.

Helped nearly 100 local river and watershed groups across the country weather the recession by providing intensive training on fundraising, board development and strategic planning, with a special focus on the Chesapeake Bay and the Southeastern United States.

Organized and hosted our tenth National River Rally in Baltimore, Maryland, providing 154 hours of technical training for nearly 500 watershed leaders. This event is the premier gathering spot and prime learning and networking opportunity for water advocates to gain the information and skills they need to tackle our formidable water challenges.

Developed a new strategic plan of action with input from hundreds of our community-based partners, national peers and five scientific and policy task forces. Via this new plan, we will be creating strategic alliances around core water issues and developing additional exciting new resources for state and local river protection groups for the next five years.

River Network’s journals produced in 2009 covered many topics of interest to river & watershed groups:

**River Voices**
- Urban Rivers
- Invasive Species
- Diversity

**River Fundraising Alert**
- Online Fundraising
- Board Engagement in Fundraising

WaterGrass

In partnership with LeadGreen Consulting, River Network announced the debut of Watergrass, an online database specially adapted to meet the needs of river groups for tracking donors, as well as managing volunteer activities as part of projects or campaigns.

To better serve our Partners and provide more assets to people looking for answers to their water questions, River Network launched a newly redesigned website in 2009 with hundreds of new resources, an interactive national map, blogs, forums, success stories and more. With nearly 85,000 unique visitors and more than 316,000 page views in the past year, River Network’s evolving website is a growing online hub for the river protection community.

"River Network has provided this organization invaluable support and guidance for a long time ... I am certain that this support is one of the main reasons that my organization has survived and succeeded as long as it has."

Jenny Sanders, Little Tennessee Watershed Association
### 2009 In Review: Key Highlights

<table>
<thead>
<tr>
<th>Protecting our Climate</th>
<th>Cleaner Rivers, Healthier People</th>
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<tbody>
<tr>
<td><strong>It takes the equivalent of 150 coal-fired power plants to pump, heat and treat the water we use each year in the U.S.</strong> Letting your faucet run for just five minutes uses about as much energy as letting a 60-watt light bulb burn for 14 hours. It’s simple: saving water saves energy, and saving energy saves our climate.</td>
<td><strong>Freshwater conservation is the next great environmental challenge of our time. But the oft-heard expression that “water is the next oil” is a serious understatement. If we run out of oil, we have other alternatives like wind and solar power. But if we run out of potable water, there are no alternatives. We need it to drive our economy, grow our food, and simply to stay alive.</strong></td>
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<td><strong>Published <em>The Carbon Footprint of Water</em>, a groundbreaking report that points the way to reducing greenhouse gas emissions through water conservation, efficiency, reuse and low-impact development strategies. The report was featured on the websites of the <em>New York Times</em>, <em>Forbes Magazine</em> and <em>Scientific American</em>, and was ranked #2 among the Top 10 Publications of 2009 by <em>Water Online</em>, a resource database for water professionals.</strong></td>
<td><strong>River Network is one of the founding and core organizations that comprise the Alliance for a Clean and Healthy Vermont. Our scientific expertise has helped the Alliance become a state leader in phasing out harmful chemicals that pollute our water, including a 2009 law that bans the use of Deca and other toxic flame retardants in certain consumer goods. This victory followed on other recent laws prohibiting the use of lead and toxic plasticizers in toys and child care products and requiring proper collection and disposal of mercury-containing thermostats. In 2009, we worked with the Alliance to complete a “body burden” study that confirmed significant levels of toxic chemicals from our environment in the bodies of study participants. In 2010, we will work with the Alliance to use the results of this study to help pass new legislation that will be one of the most progressive in the U.S. for comprehensive chemical reform.</strong></td>
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<td><strong>River Network helped spur a grassroots effort to ensure that new federal “Cash for Clunker Appliances” rebates focus on getting water-guzzling washing machines and dishwashers off the household grid.</strong></td>
<td><strong>Partner organizations trained by River Network helped secure <strong>stronger Clean Water Act protections</strong> in Ohio, Georgia and Wisconsin, which will reduce the amount of polluted water that runs off of construction sites, parking lots and streets.</strong></td>
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<td><strong>In Georgia, River Network worked with Ogeechee-Canoochee Riverkeeper to develop a public awareness campaign to engage people in an effort to reduce the mercury entering their rivers. OCRK is currently undertaking a Volunteer Fish Collection project to assess the current levels of mercury in fish, which involves sport and subsistence anglers in fish collection, educating the public about mercury contamination and its sources, and engaging people in prevention of mercury pollution.</strong></td>
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The 2009 National River Heroes

Every movement has its own heroes—those who set the standard for the rest of us in achievement, selflessness and inspiration.

Too often, individuals and groups involved with natural resource conservation fail to celebrate their hard-won successes.

The National River Heroes, a peer-nominated award inaugurated by River Network in 2002, annually celebrates rivers and recognizes individuals who provide leadership, inspire the work of others, utilize innovative strategies and techniques to achieve significant results, and foster the growth and sustainability of a watershed community.

To date, thirty-eight outstanding individuals have been honored as National River Heroes.

River Network also annually presents the James R. Compton River Achievement award to an individual who has truly dedicated their life to protecting rivers and watersheds. This award was inaugurated in 2001 honoring the dedication of Jim Compton, a lifelong environmentalist and President of the Compton Foundation.

The five 2009 National River Heroes and James R. Compton awardee have each made a significant contribution to protecting our water resources for future generations.

2009 James R. Compton River Achievement Award

Dr. Liane Russell

Liane Brauch (Lee) Russell has developed a keen appreciation for the river gorges of Tennessee’s Cumberland Plateau. She organized a grassroots environmental advocacy group, Tennessee Citizens for Wilderness Planning (TCWP) that mounted an aggressive, and ultimately successful, campaign to keep the Obed River free flowing and add it to the National Wild and Scenic River system. After helping to defeat an even larger dam proposal for the Big South Fork of the Cumberland River, Lee also gained its designation as a National River & Recreation Area.

She played a lead role in the drafting and passage of Tennessee’s State Scenic Rivers Act, the first such act in the United States, as well as in the development and designation of the 11-mile North Ridge Trail in Oak Ridge as a Federal and State Recreation Trail. Lee also played a primary role in the passage of the State Natural Area Act, and the designation of Frozen Head as a State Park and Natural Area. Lee and her husband Bill also undertook a personal conservancy effort by purchasing hundreds of acres of fragile lands in the Cumberland and then donating them to land conservation groups for perpetual protection.

Through her work, more than 150,000 acres of land and more than 120 miles of river are permanently protected from adverse development in the Cumberlands. Her dedication, passion and tenacity have created an amazing legacy for generations to come.
2009 National River Heroes

T. Allan Comp
Founder and Coordinator of the Appalachian Coal Country Watershed Team (ACCWT) and the Western Hardrock Watershed Team (WHWT), WV

In 1994 T. Allan Comp founded a nonprofit called AMD&ART, which brought together artists, scientists, historians and community members to transform land degraded by coal mining and acid mine drainage (AMD) into a 35-acre arts-centered public park.

In 2001, Comp launched the Appalachian Coal Country Watershed Team to fight poverty and empower rural communities to create healthier places to live. In six years, watershed teams in eight states have raised almost $8 million and put in over 100,000 hours to clean up the environment - all in a region devoid of significant funding sources, wealth, or even spare time.

Ella Filippone
Executive Director, Passaic River Coalition, NJ

In 1969, the Passaic River was recognized by the U.S. EPA as one of the two most polluted rivers in the United States. As the executive director of the Passaic River Coalition, Ella Filippone led efforts to stop a proposed reservoir at Millington, New Jersey that would have increased pollution. She also discovered $10 million in an old bond act and shepherded it through the legislature so that New Jersey could initiate with New York State the purchase of 17,000 acres in the high headwaters of the Passaic.

Cindy Skrukrud
Illinois Sierra Club, IL

Cindy has lived in the glacial hills of Northern Illinois overlooking Nippersink Creek, a tributary to the Fox River of southern Wisconsin and northeastern Illinois. She has spent numerous hours cajoling officials to do more to reduce the pollution their towns discharge to streams from their sewage treatment plants and stormwater systems. Out of such negotiations, the Village of Antioch was the first town in Illinois to adopt a ban on phosphorus-containing lawn fertilizer; now a dozen other towns have followed suit and the trend continues to grow.

Cindy is currently working to establish the first National Wildlife Refuge within the Nippersink watershed.

Roger Frymire
“The Mad Kayaker of Massachusetts,” MA

Trained by the Charles River Watershed Association, Roger scoured the shorelines of the Charles, Mystic and Merrimack rivers by kayak using sight, sound, and smell to locate pollution sources. He has taken well over 2,000 water samples, identifying over 100 outfalls with sewage contamination. Along the way, he has also found and reported multiple water main leaks and natural gas leaks.

Roger’s most recent “hobby” is to eradicate invasive Water Chestnuts from a Mystic River tributary by hand-pulling. Originally over 5 acres in size with more than a dozen tons of chestnuts, the invasive footprint has been whittled down to just a few hundred plants- under 100 pounds yearly, and continues to drop. His hobbies have evolved into a full-time avocation, and he sees no end in sight.

Dean Naujoks
Yadkin Riverkeeper, NC

Dean’s work with the Muddy Water Watch (MWW) Program in the Neuse River basin of North Carolina has developed into a successful statewide initiative and an effective tool to engage the public to monitor and keep construction sites in compliance with water quality laws. During his six-year tenure as Neuse Riverkeeper, the Neuse River Foundation received the North Carolina Wildlife Federation Governor’s Achievement Award, Conservation Organization of the Year, and the Dan Wilkinson Conservation Communication Award in 2007 for “excellence in communicating environmental information.”

To find out more about these 2009 River Heroes and all the past River Heroes biographies visit River Network’s website at:
Idaho Rivers United capped years of effort to protect the incredible rivers of the Owyhee Canyonlands when President Barack Obama signed the Omnibus Public Lands Management Act of 2009 in March, designating the Owyhee and more than a thousand miles of other rivers in eight states as Wild and Scenic Rivers.

www.idahorivers.org
The economic downturn hit the construction industry especially hard. There was also major environmental fallout: many construction projects came to a screeching halt and left acres and acres of dirt that may be only one big storm away from polluting the nearest stream.

In 2009, our Partners in North Carolina and Alabama launched a new website based on Georgia’s Upper Chattahoochee Riverkeeper (UCR) “Get the Dirt Out” program and the Muddy Water Watch project created by the Upper Neuse Riverkeeper (NC) and Yadkin Riverkeeper. Similar programs are now being developed in Maryland, Virginia, Pennsylvania, South Carolina and Alabama.

www.chattahoochee.org  www.neuseriver.org/riverkeepers/upperneuseriverkeeper.html
River Network's 2009 Annual Report

www.mkeriverkeeper.org

In New Mexico, Amigos Bravos launched a water quality monitoring program with high school students in March that quickly led to an agreement with the state’s largest water provider in September to begin monitoring regularly for pharmaceuticals and other personal care products (sunscreens, DEET, etc.) that were detected by volunteer monitors.

www.amigosbravos.org

Milwaukee Riverkeeper worked with many partners to remove 170,000 cubic yards of PCB contaminated sediment from the Kinnickinnic River. A former brownfields site next to the river has sprouted a boater’s lounge in a newly refurbished office building, a microbrewery, additional boat slips, fisherman wharves, riverwalks, and a boat launch ramp to reconnect more people with the river.

www.mkriverkeeper.org

8
In California, nearly two decades of persistent legal work by Friends of the River returned water to the San Joaquin River below Friant Dam for the first time in 60 years!

Friends of the River is a community of people focused on saving and restoring the magnificent free-flowing rivers of California.

www.friendsoftheriver.org
Thank you to the following foundations, corporations and individual donors who have given so generously to River Network in 2009. We thank the many others who have donated, but cannot be listed here due to limited space. Every gift is vital and sincerely appreciated.

$100,000 plus
Charles S. Mott Foundation
U.S. Environmental Protection Agency
Tom’s of Maine
Turner Foundation

$50,000 - 99,999
Anonymous (2)
William and Mary Greve Foundation
David & Katherine Moore
McKnight Foundation
MillerCoors
Wiancko Charitable Foundation

$25,000 - 49,999
Anheuser-Busch Companies
Evenor Armington Foundation
Bullitt Foundation
Keith Campbell Foundation
Claneil Foundation
Curtis and Edith Munson Foundation
Park Foundation

$10,000 - 24,999
Agua Fund
Alces Foundation
Alliance for Water Efficiency
Anonymous (1)
Bancker-Williams Foundation
Biophilia Foundation
Margaret A. Cargill Foundation
Chesapeake Bay Trust
Crystal Geyser
David & Mary Anne Tagney Jones
MARPAT Foundation
Palladium Foundation
Patagonia
Planet, Inc.
Sharp Foundation
Stephens Foundation
Sweetgrass Foundation
True North Foundation
Vermont Community Foundation
Yvon Chouinard

$5,000 - 9,999
Catherine & Paul Armington
Coca-Cola Enterprises
Compton Foundation
Mary McFadden and Lawrence Stiffer
Ohio Department of Natural Resources
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Tom & Sally Reeve
Summit Fund of Washington
Marc & Jan Taylor
Wisconsin Department of Natural Resources

$1,000 - 4,999
Anonymous (1)
Todd Ambs
American Rivers
Aubrey Organics
Suzi Wilkins Berl
John Bernstein
David & Nancy Borden
Bill Botzow
Bubble Lounge
Rob Buirgy
Eugene Butler
Charles River Watershed Association
Clean Water Network
Columbia Distributing
Barbara David
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Southern Wine/Spirits
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Sutherland Foundation
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Dan Valens
Vertices LLC
Baljit Wadhwa
Water Words That Work
Effie Westervelt
Jim Wheaton
Wisteria
Herbert Wolfe Foundation
YSI Foundation, Inc.
Thanks to our loyal donors, the hard work by board and staff and the excitement from an evolved and focused strategic planning process, we more than doubled individual giving last year from $154,849 to $336,248 and increased our total revenue to just under $2.2 million, all in the midst of a major recession. This success, combined with careful monitoring of expenses, enabled us to avoid cutting back on the staff or services that our groups need now, more than ever, to survive and be stronger for the future.

### 2009 Revenue

<table>
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<tr>
<th>Revenue</th>
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<tbody>
<tr>
<td>Individuals</td>
<td>$336,248</td>
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<tr>
<td>Foundations</td>
<td>780,589</td>
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<tr>
<td>Corporations</td>
<td>326,263</td>
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<tr>
<td>Government</td>
<td>385,101</td>
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<tr>
<td>Events</td>
<td>167,107</td>
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<td>Fees</td>
<td>158,698</td>
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<tr>
<td>Other</td>
<td>30,685</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$2,184,691</strong></td>
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</table>

### 2009 Expenses

<table>
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<tr>
<th>Expenses</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Programs</td>
<td>$1,633,511</td>
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<tr>
<td>Fundraising</td>
<td>262,173</td>
</tr>
<tr>
<td>Administration</td>
<td>347,088</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$2,242,782</strong></td>
</tr>
</tbody>
</table>
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