



2016 ANNUAL REPORT

To friends, partners, and members:



Steve Woods
Executive Director

Freshwater Society continues to be a clear voice, called on for our ability to translate knowledge into action at the state and local levels. Inside you will find program descriptions, accomplishments, fiscal information, and a look at the collaborators who help us accomplish our work.

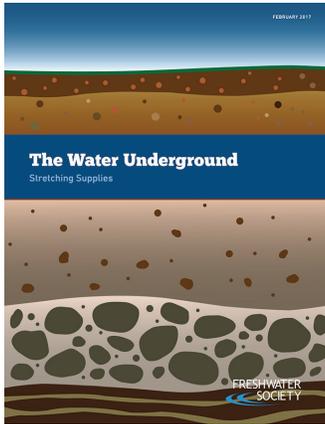
In 2017, we'll take a deep look at Clean Water Fund priorities to make sure Minnesota gets the best outcomes for every dollar invested. The work will be supported by the McKnight Foundation and the in-kind assistance of more than a dozen organizations.

Thanks to all the organizations, corporations, volunteers, community leaders, and agencies who work together with us to propel the best water policy and research into action, in Minnesota and beyond.

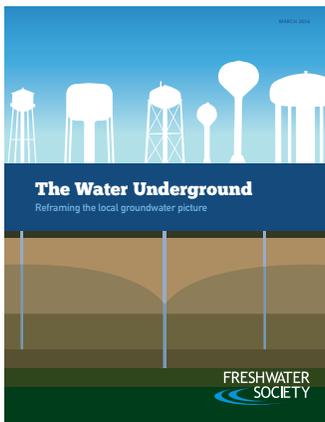
STEVE WOODS



Freshwater Society works to educate and inspire people to conserve, protect, and restore freshwater resources.



The Water Underground: Stretching supplies focuses on three approaches to building groundwater resilience by stretching local supplies: reducing use, reusing water before discarding it, and recharging aquifers. This report, the second in a series of three planned for 2016-17, examines the crossroads some Minnesotans face with groundwater use — they are using groundwater faster than it is being replaced — and makes recommendations focused on proven methods to manage supplies.



The Water Underground: Reframing the local groundwater picture is targeted at public water supply managers – the public works directors, council members, and mayors of those municipalities operating water supply systems. This report — the first in a series of three planned for 2016-17 — tackles head on which portions of the state and metropolitan area currently have long-term water supply issues. This eliminates a major flaw of previous reports; namely, much of the state doesn't have a supply problem so when most cities hear about declining groundwater levels, they assume it doesn't apply to them.



Advice From the Field – Preparing for county level buffer work examines how local governments can prepare themselves to tackle the buffer challenge. Based on discussions we had with 32 Soil and Water Conservation Districts in late 2015, the report helps districts of varying capacities understand what to do and explores ways for them to pool efforts, with each other or their county.

Progress requires insight and understanding. By turning credible research into clear actions steps and engaging information, we drive systemic change.



Master Water Stewards Annual Report, 2013-2016, our overview of the Master Water Stewards program from the pilot in 2013 to its current capacity in seven watersheds and one municipality, with plans to expand statewide. The report includes program impact stories and statistics and examples of capstone projects that are making a significant impact in communities.

RESEARCH AND POLICY WORK

The Freshwater Society Board is driving efforts to bring recommendations from our reports and analysis into policy discussions with state agencies, local government, and the legislature. The Board's policy committee digs deep into the most pressing issues facing Minnesota's water resources and provides direction on the policy work of the organization.

Runoff

We address the most significant sources of pollutants from agricultural and urban landscapes. In rural areas, this means bringing together data and people to address increasing pollutant loads and runoff volumes from production of row crops. We also work with rural governments to figure out how to best apply the recent buffer law requirements, aiming to minimize landowner disruption while securing water quality.

In urban areas, we spread the best ideas to continue positive trends in addressing runoff and equipping lake associations to get involved with improving or protecting their lake (see page 5), or reducing the use of toxic salt (see page 6).

Groundwater

We've been everywhere, sharing our research about how best to ensure a sustainable supply of clean groundwater. Freshwater Society has been the primary nonprofit voice for groundwater, with numerous reports spanning forty years (see some recent examples on page 2). While many communities are doing fine, a large number are not, and we're engaging them to help reverse multi-decade declines in the aquifers they need for economic development, water supply, and life.

program: MOOS FAMILY SPEAKER SERIES

Freshwater Society and the University of Minnesota College of Biological Sciences co-sponsor a stimulating lecture series on water and the environment. The Moos Family Speaker Series has drawn nationally-respected scientists and policy advocates who have delivered memorable lectures on cutting-edge topics. Lectures typically draw 150 to 300 attendees, with additional people watching online. Each lecture pairs the speaker with Minnesota experts to add local perspective and join the speaker in taking questions from the audience. In 2016, we also held twin lectures in Duluth and Mankato.



George Hawkins, DC Water and Sewer Authority, April 2016



Bill Stowe, Des Moines Water Works, November 2015

We are a trusted leader. Our experience and reputation for integrity provides us opportunities to be heard and to collaborate with others.



program: MASTER WATER STEWARDS

Community leadership for clean water

Freshwater Society developed the Master Water Stewards (MWS) program in 2013 to equip citizens with the knowledge and skills needed to help improve water quality at the grassroots level within urban areas.

Stewards are certified by participating in a broad training curriculum led by experts in the fields of hydrology, stormwater management, water policy, community-based social marketing, landscape assessment, and installation of clean water practices.

They must complete a capstone project that captures rainfall and allows more water to soak into the ground, and lead a community outreach event. Stewards then become a point of knowledge and influence in their communities.

Master Water Stewards volunteer 50 hours of community service in their initial year of certification, at least 25 hours each subsequent year, and attend eight hours of continuing education to maintain their

certification. To date, stewards have:

- Connected with thousands of people through outreach and educational events
- Installed rain gardens, rain barrels, cisterns, a dry creek bed, and a permeable driveway
- Prevented well over 1.2 million gallons of polluted stormwater runoff from entering our lakes, rivers, and creeks each year.

Master Water Stewards are volunteering their time for watershed districts, cities, and environmental groups; participating on city and local government boards; influencing policy; and improving the health of our waters.

Small steps make a big difference. There are things you can do today to be part of the solution.

In 2016 the program trained 60 stewards, with plans to expand statewide. By 2018, 195 Stewards will have installed or planned 83 projects, soaking in nearly four million gallons of stormwater.



Community Leadership for Clean Water

To learn more about becoming a Master Water Steward, visit masterwaterstewards.org



Effective practices for engagement processes

Minnesota's lakes and rivers belong to all of us, and so does the work of protecting them. Water resource professionals need neighborhood groups, lake associations, professional staff, and decision-makers to be knowledgeable and interested. Getting those partners to engage — and stay engaged — can be challenging. Gathering public input and turning their feedback into concrete actions can be even more daunting. It takes time, money, and energy to convene those people who need to be at the table.

Freshwater Society uses proven participatory engagement methods to help organizations navigate difficult conversations, and move from there to action. Our trained and practiced conveners, facilitators, and mediators work with organizations to develop a collaborative process that meets their needs and our shared goals: to protect Minnesota's lakes, rivers, and streams, and ensure we have safe, clean drinking water.

program: HEALTHY LAKES AND RIVER PARTNERSHIPS

The Healthy Lakes and Rivers Partnership (HLRP) helps lake and river groups identify and work towards priorities for their water body. More than 400 groups have worked with HLRP since it began 17 years ago, each developing a lake management plan specific to their unique needs and opportunities. Current work in Otter Tail County, funded by the Legislative-Citizen Commission on Minnesota Resources, has involved nearly 200 community members building stronger and more active lake associations, improving water quality, and restoring and protecting habitat.



Freshwater is a vital asset in Minnesota. Conserving and preserving our fresh water is essential to our physical and economic health.

program: WATERSHED ASSOCIATION INITIATIVE

Through a unique partnership with the Minnehaha Creek Watershed District, Freshwater Society provides training, support, and connections for lake and stream communities. During 2015, we provided networking and educational opportunities through events such as the Shallow Lakes Forum and the Metro Summit for Lake and River Groups. Some great work done by our citizen partners. One lake group worked through a successful negotiation with a neighbor to get farm land set aside for conservation, preventing what had been problematic runoff. Another group began working closely with local city staff on a lake improvement program, providing valuable connections between the municipality and the general public. In 2016, we have continued to provide networking and educational resources, and we are seeking out new opportunities for groups to increase their knowledge and become more involved in protecting their waters.

program: ROAD SALT MANAGEMENT

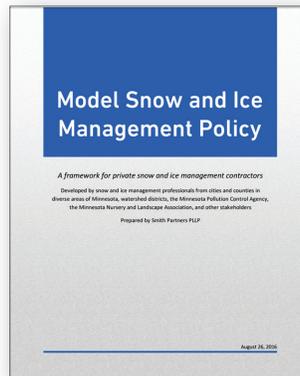


Road Salt Symposium, February 2017

Our annual **Road Salt Symposium** continues to shape minds while lessening impacts to ground and surface waters. It features research on chloride in Minnesota's ground and surface waters, and innovative methods to maintain safe roads while lessening impacts on water. In 2016, our Chloride Management Program worked with the cities of Rochester, Mankato, and St. Cloud to address chloride pollution through training, workshops, and management plans.



We help others solve problems. We expand the capacity of organizations and individuals to make an impact.



Model Snow and Ice Policy

A Model Snow and Ice Management Policy Advisory Committee was convened in the summer of 2016 in response to an extraordinary interest in risk management expressed by attendees of the 2016 Road Salt Symposium. The resulting Model Policy provides a tool cities and counties can use to prepare clear and complete snow and ice management policies and help them limit their potential liability risk. The policy is currently under review by the League of Minnesota Cities.

event: ICE OUT LOON IN FUNDRAISER

Each year, Freshwater Society holds an annual gala fundraiser to celebrate the ice going out on Lake Minnetonka and the loons returning. Loons are significant to the ice going out because they return to lakes with good water quality. The fundraiser includes live and silent auctions, food, drinks, live entertainment, and a short program to honor Clean Water Champions of the year.

2016 Clean Water Champions: Rick & Jeanne Carter (at right); City of Inver Grove Heights; Terry Hammink; Emmons & Olivier Resources, Inc.; KARE 11; Larry Berg and Fredrikson & Byron



Ice OUT Loon In Fundraiser, April 2016

administration: 2016 FINANCIALS

balance sheet

Assets	
Cash/Cash Equivalents	\$138,342
Receivables	\$378,832
Prepaid Expenses	\$4,577
Inventory	\$25,850
Fixed Assets	\$65,896
Investments	\$654,669
Total Assets	\$1,267,896
Liabilities & Net Assets	
Accounts Payable	\$52,168
Accrued Liabilities	\$42,861
Deferred Revenue	\$36,731
Total Liabilities	\$131,760
Unrestricted Net Assets	\$1,000,522
Temporarily Restricted Net Assets	\$77,239
Permanently Restricted Net Assets	\$58,375
Total Net Assets	\$1,136,136
Total Liabilities & Net Assets	\$1,267,896

income statement

Support and Revenue	\$1,054,701
Program Expenses	\$843,611
Management & General Expenses	\$165,737
Fundraising Expenses	\$61,361
Total Expenses	\$1,070,709
Change in Net Assets	(\$16,008)

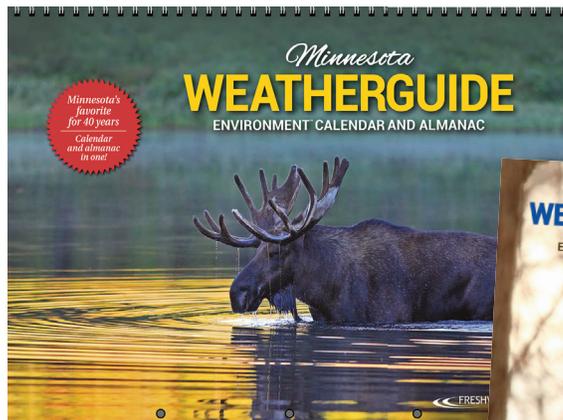


Freshwater Society meets all the accountability standards of the Charities Review Council of Minnesota.

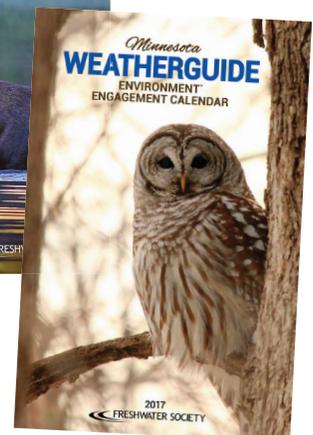
MINNESOTA WEATHERGUIDE ENVIRONMENT™ CALENDARS

For 40 years, Freshwater Society has published the Minnesota Weatherguide Environment Calendar. It quickly became Minnesota's favorite source for weather information, phenology, astronomy, and stunning regional photography. The calendars have a loyal following and strong sales, which support our work to protect both drinking water and our states lakes, rivers and wetlands.

Buy your calendar at retailers, the KARE 11 barn at the Minnesota State Fair, or online at freshwater.org/weatherguide-calendars.



wall calendar



weekly planner

administration: STAFF AND BOARD

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Steve Woods, *Executive Director*
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 Deirdre Coleman, *Program Coordinator*
 Julie Fliflet, *Director of Finance and Administration*
 Carrie Jennings, *Research and Policy Director*
 Jen Kader, *Program Manager*
 Peggy Knapp, *Special Projects*
 Connie Lanphear, *Communications and Program Manager*
 Shanti Penprase, *Minnesota GreenCorps Member*
 Alex Van Loh, *Program Assistant*
 Theresa Wondra, *Administrative Assistant*
 Leslie Yetka, *Director of Programs; Director, Master Water Stewards Program*

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As of March 2017

to our donors and partners: THANK YOU!

