

*Iowa Rivers
revival* 

ANNUAL REPORT 2009

Embracing Our Rivers



A MESSAGE FROM OUR CHAIR AND OUR EXECUTIVE DIRECTOR

Dear Friends,

Iowa Rivers Revival's growth and successes are boundless – much like the thousands of miles of rivers and streams that run through this state – especially when driven by passionate and dedicated volunteers and supporters who are invested in river quality and conservation.

IRR is committed to developing a statewide river network, a unified voice, to improve Iowa's water quality and preserve our unique riverscapes. Looking back over 2009 I realize that this was IRR's first 'real' year as an organization. We developed and carried out a full agenda of activities and priorities, including legislative advocacy, educational outreach, a major gifts fundraising campaign to sustain our budget needs and key networking to build statewide support. Activities, outcomes and relationships continue to affirm the need for a statewide river group.

As an organization our progress is commendable; however, the condition of and consideration for Iowa's rivers are deplorable. An ever-shrinking state budget that fails to prioritize natural resources interests and a complacent public attitude are growing threats to Iowa's river conditions and water quality. Together we can change course and ensure future generations will experience "clean, free-flowing Iowa rivers teeming with life..."

Rosalyn Lehman
Executive Director

Clean Water · Quality of Life
Community & Economic Enhancement

Dear Supporters, Donors, Colleagues and Friends,

Our successful year of 2009, described in this annual report, will provide a solid foundation for building the capacity of our organization in 2010. We will strengthen our statewide network of supporters to increase appreciation and protection of Iowa's rivers. We will encourage people to enjoy our rivers and help connect people and communities. Our network will reach the Missouri and Mississippi Rivers as well as smaller rivers and streams.

The most important political issue for rivers in 2010 will be passage of the Natural Resources and Outdoor Recreation Trust Fund constitutional amendment. Conservation spending in Iowa has long been under funded and subject to diversion to other uses. Approval of the amendment in the November general election will allow the Legislature to dedicate a funding stream for a permanent boost in conservation investment.

I am proud of the achievements noted in this report; we have come a long way in four years. Making the best use of the resources our supporters have given us, both funding and time, is very important to me. Thank you all for your support, and keep letting us know your ideas,

Jerry Peckumn
Board Chair

Mission: Helping Iowans restore, protect and enjoy our rivers.

Vision: We envision clean, free-flowing Iowa rivers teeming with life, surrounded by diverse landscapes, and connecting vibrant communities.

HISTORY OF NONPROFIT — GROWTH

In March 2006 a coalition of individuals, state agencies and nonprofit organizations sponsored and organized the inaugural "Iowa Rivers Revival" conference where the need for a statewide organization committed to river advocacy, conservation and education was identified. Following the inaugural conference, a dedicated, core group of volunteers continued to meet monthly to develop the mission and vision for a new statewide river organization and an agenda of programs and priorities to protect and enhance Iowa's rivers. Iowa Rivers Revival was officially incorporated by the state of Iowa as a non-profit in November 2006 and received federal non-profit status in March 2009.

After nearly four years, IRR continues to flow and grow due to the generous support and contributions of our river communities and friends and on behalf of ever-increasing awareness and interest in the quality and condition of Iowa's rivers and streams.

PHILOSOPHY AND BELIEFS

Iowa Rivers Revival is the statewide river advocacy group committed to protecting some of our most precious natural resources – our rivers and streams. IRR is working to engage individuals, organizations, communities and government leaders in river awareness, responsibility and enjoyment in an effort to improve and enhance the condition of Iowa's waterways – ensuring a quality, safe and lasting resource for future generations.

ORGANIZATION OBJECTIVES

- Protect and restore rivers to their free-flowing, natural state.
- Reconnect communities to rivers and their outdoor surroundings.
- Influence legislative policy through grassroots advocacy and lobbying.

COMMUNITY

- Anglers • Communities on rivers • Conservationists • Environmentalists
- Faith community • Families • Farmers • Paddlers • Recreationists
- Rural communities • Sports men and women • Students • Teachers
- Under-served populations • Urban communities • Watershed groups
- Wildlife Observers • Youth



2009 ANNUAL CONFERENCE PADDLE – Boon River, Baptismal Falls. (L to R): Bill Graham, Kent Newman, David Faldet, Scott Olson, Brian Stroner, Mary Hyland, Nate Hoogveeen, Roz Lehman, Greg Beisker, Susan Heathcote, and Linda Applegate.

2009 ACCOMPLISHMENTS

Education/Outreach

- ☑ Held 4th Annual Conference-Annual Banquet-River Town of the Year Award-Live Auction, Webster City, Iowa – May 2009
- ☑ Launched IRR's River Rascals program in June 2009, to provide urban youth a river experience including instruction on paddling, water safety, river etiquette, river biology and river issues such as water quality/water monitoring, while having FUN!
- ☑ Initiated planning of Master River Steward Program – continuing to develop a program to connect individuals and communities to Iowa's rivers by providing opportunities for children, families and members of the public to learn more about the importance of rivers and problems associated with them.
- ☑ Continued outreach to increase awareness about river issues, including quality, conditions, opportunities and responsibility.
- ☑ Increased and diversified IRR's supporter list.
- ☑ Provided ongoing supporter and public communications about IRR and river related news, events and opportunities through e-News, direct mail and website.

Advocacy

- ☑ Held Legislative Reception – February 2009
- ☑ Organized Lobby Day – February 2009; established a vigorous, unified presence and voice for Iowa's rivers.
- ☑ Worked with Senator Bolkcom to successfully advocate for passage of SF263 (signage bill) in the Iowa Senate. In the interest of public safety and awareness, this bill would require National Discharge Elimination System (NPDES) permit holders that discharge into a stream or river to post a sign at the discharge point with permit and contact information.
- ☑ Increased awareness about Iowa's Water and Land Legacy campaign in support of the Natural Resources and Outdoor Recreation Trust Fund.

Organization

- ☑ Approved by IRS for 501(c)(3) non-profit organization – March 2009
- ☑ Instituted IRR's 1st Major Gifts Campaign – August 2009
- ☑ Diversified and broadened statewide board membership

GOALS FOR 2010

Education/Outreach

- ☐ Organize 5th Annual Conference-Annual Banquet-River Town of the Year Award-Live Auction.
- ☐ Expand IRR's River Rascals program to communities across the state.
- ☐ Launch Master River Steward Program.
- ☐ Strengthen IRR's network by identifying and connecting leaders and supporters within watersheds.
- ☐ Continue outreach to increase awareness about river issues, including water quality, conditions, opportunities and responsibility.
- ☐ Develop a program to significantly increase and diversify IRR's supporter and donor lists.
- ☐ Initiate supporter and public communications about IRR and river related news, events and opportunities through e-News, direct mail and website.

Advocacy

- ☐ Advocate for IRR's Legislative Agenda.
- ☐ Advocate for passage of SF263 (signage bill) in the Iowa House – the final step in enacting this legislation.
- ☐ Host Legislative Reception
- ☐ Reconvene the River Congress – expand advocacy network and existing legislative agenda with new ideas and approaches.
- ☐ Contribute to the agenda and activities of Iowa's Water and Land Legacy in support of the Natural Resources and Outdoor Recreation Trust Fund.

Organization

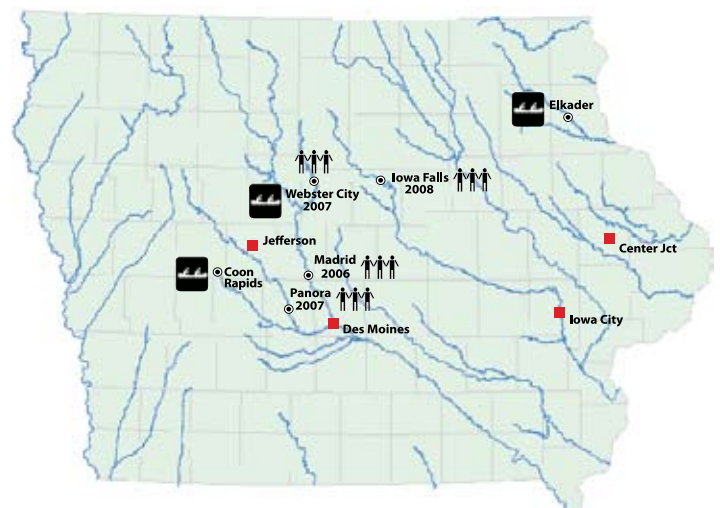
- ☐ Hire additional part-time outreach staff and/or extend executive directors hours.
- ☐ Identify grant opportunities to expand programs and meet organization goals.
- ☐ Coordinate 2nd Major Gifts Campaign.
- ☐ Diversify and broaden statewide board membership.

RIVER TOWN OF THE YEAR

Iowa Rivers Revival recognized and showcased the exemplary river leadership and stewardship practices of Coon Rapids with IRR's 2009 River Town of the Year Award. This award celebrates the many vibrant river communities across the state that are reclaiming riverfronts as anchors for economic development, recreation, and ecological practices, as well as addressing some of challenges related to the quality of the water in Iowa's rivers. Visit our website to read information about Coon Rapids and other award recipients: www.iowarivers.org.



Coon Rapids River Town of the Year Award Recipients. (L to R): Jerry Peckumn, Liz Garst, Charlie Nixon, Laura Lake, Elizabeth Hill, Doug Carpenter, Nate Hoogeveen.



River Town of the Year Annual Conferences Board of Directors

RIVER RASCALS

Iowa Rivers Revival partnered with the Iowa Department of Natural Resources and IOWATER with Children and Family Urban Ministries (CFUM) to provide six Des Moines area youth (11-14 year olds) an opportunity to experience the wonders of rivers and the surrounding natural environment – a first for all youth participants. A range of programs and activities were developed to address program goals. For more information about the River Rascals program, visit our website: www.iowarivers.org.



River Rascals: Front Row, (L to R): John Pollak, Robin Fortney, Quay Von Gowdy, Carolina San Elias, Ange San Elias, Janet San Elias; Second Row, (L to R): Nancy Crowfoot, John Wenck, Jeremy Vodochodsky, Gail Peckumn, Jenny Patino, Jackie Gautsch; Third Row (L to R): Mr. Vodochodsky, Mr. San Elias, Luke Wright, Linda Danielson, Lyle Danielson, Janelle Mueller.



River Rascals: (L to R): Carolina San Elias, Jenny Patino, Janet San Elias, Ange San Elias, Gail Peckumn and Jackie Gautsch.



David Faldet, Annual Conference Keynote and author of *Oneota Flow: The Upper Iowa River and its People*.

Iowa Rivers Revival BALANCE SHEET

As of December 31, 2009

Dec 31, '09

ASSETS

Current Assets

Checking/Savings Banker's Trust 11,075.33

Total Checking/Savings 11,075.33

Total Current Assets 11,075.33

TOTAL ASSETS

11,075.33

LIABILITIES & EQUITIES

Equity

Opening Balance Equity 9,060.51

Retained Earnings -2,228.17

Net Income 4,242.99

Total Equity 11,075.33

TOTAL LIABILITIES & EQUITY

11,075.33

SUPPORTING IOWA RIVERS REVIVAL

The generous contributions of our supporters have provided the foundation for Iowa Rivers Revival to address problems and solutions concerning Iowa's rivers and streams. The funds we have received have been used carefully and efficiently and are essential to our growing awareness and statewide influence.

ANNUAL GIFTS

You can make unrestricted gifts or gifts for a specific purpose to Iowa Rivers Revival. Gifts to IRR may be tax-deductible. Please call Rosalyn Lehman, 515-202-7720 or e-mail rlehman@iowarivers.org for contribution information.

ANNUAL CONFERENCE SPONSORSHIP

Iowa Rivers Revival's Annual Conference is an opportunity to engage a broad community connected by river interests. Each year IRR strives to bring innovative, informative and inspiring conference content to new areas of the state – highlighting local communities and their connection to their river.

Levels for conference sponsorship: • Eagle Talon (\$1,000+)

• Osprey (500+) • River Birch (\$250+) • Brook Trout (\$100+).

Gifts to Iowa Rivers Revival for conference sponsorship may be tax-deductible. Please call Rosalyn Lehman, 515-202-7720 or e-mail rlehman@iowarivers.org for contribution information.

RIVER BILL OF RIGHTS

In November 2008 river advocates developed a River Bill of Rights at IRR's 1st River Congress to recognize and represent the relationship between people and rivers. The River Bill of Rights creates a foundation and expectations for river protection and enhancement – allowing us to work cooperatively to ensure a lasting legacy of healthy and clean rivers and streams. To view the River Bill of Rights, go to www.iowarivers.org.

ACKNOWLEDGEMENTS

SPECIAL THANKS

The growth and success of Iowa Rivers Revival is a direct result of the commitment and dedication of its supporters and volunteers. Together we can ensure clean rivers for future generations.

- ★ Vicki Hoogeveen for providing tireless and thankless bookkeeping support for IRR.
- ★ Iowa Environmental Council for the continued use of their resources and facility to conduct IRR business and programs.
- ★ Liz Garst for providing the leadership and groundwork to establish IRR's first Major Gifts campaign and program.



Robin Fortney was presented the Iowa Parks and Recreation Association's Claude Ahrens Community Service Award in April 2009 recognizing a lay person outside of the parks & recreation profession who has supported and contributed to strengthening programs and resources within their communities, area and state. Robin received the award on behalf of her co-chair John Wenck, the Izaak Walton League and literally hundreds of others who have planned, supported and participated in the annual Des Moines River Run Garbage Grab.



IOWA CHILDREN'S WATER FESTIVAL, May 14, 2009
Robin Fortney, IRR board member, presented a stewardship program to four groups of 5th grade students about our everyday connections with rivers, common threats to our rivers and ways they could go home and become good river stewards.

STAFF, BOARD AND ADVISORS

Rosalyn Lehman,
Executive Director

Directors

Jerry Peckumn, Chair
Larry Gullett, Vice Chair
Robin Fortney, Secretary
Susan Heathcote, Treasurer
Mark Ackelson
Kent Newman
Mary Skopec
Mike Smith
Luke Wright

Advisors

Linda Appelgate
Greg Beisker
Pat Boddy
Elizabeth Hill
Nate Hoogeveen
KJ Rebarcak, Webmaster
Rod Scott
Allen Shaffer
Stephen Veysey
David Williamson



\$5,000 +
David Hurd

\$2,000 +
J.C. Brenton
Fred and Charlotte Hubbell
Foundation
Iowa Foundation for Education
Environment and the Arts
Jerry and Gail Peckumn

\$1,000 +
Greg Beisker and Jill Watrous
Robin Fortney
Liz Garst
Iowa Department of Natural
Resources-Stream keepers

\$500+
Linda Appelgate
Hawkeye Fly Fishing
Association
Susan and Richard Heathcote
Iowa Natural Heritage
Foundation
Iowa Soybean Association
Sheila and Scott Riggs
Mary Skopec
Luke Wright

\$250+
Mark Ackelson
Randy Beavers
Nancy Crowfoot
William Graham
Hamilton County Conservation
Board
Nate Hoogeveen
Iowa Environmental Council
Izaak Walton League
Pat Knueven
Teresa Kurtz
Rand Lehman
Jim Liechty

2009 CONTRIBUTORS

The Nature Conservancy
Kent Newman and Terry Lillie
Raccoon River Watershed
Association
Michael Smith
Kathleen Stevens
Jon Stravers
Dean Zimmerman

\$100 +
Steve Ballenger
Adrienne Baughman
Sue Caley
Central Iowa Paddlers
Hugh D. Clatterbuck
Mike Delaney
Rick Dietz
Vern Fish
James and Denise Frank
Marian Riggs-Gelb and
Sam Gelb
Larry Gullett
Elizabeth Hill
Hotel Fort Des Moines
Iowa Whitewater Coalition
Jones County Conservation
Board
Rosalyn Lehman
Prairie Moon Winery
Steve Roe
Linda and Lee Scheuermann
Lynette Seigley
Brian and Ann Soenen
Brian Stroner
Connie Struve
Chris and Kevin Wilbeck
Whiterock Conservancy

Up to \$100
2nd Street Emporium
Janet Adams
Allanah Atley
Senator Daryl Beall
Laura Belin

Jane Clark
David Faldet
Fareway
Jennifer Filipiak
Craig Fleishman
Gilbert Jewelers
Grid Iron Restaurant
Kay Harfst
Chris Henning
Richard L. Howard
HyVee
Iowa Department of Natural
Resource-IOWATER
Iowa Recycling Association
Rebecca Kauten
Molly Ketchum
Lena's Liquors
Leon's Pizza
Sandy Lint
Michael and Joanne
Mendenhall
Zibby Miller
Michael P. Murphy
George Naylor
Scott Olson
Osweiler's
KJ Rebarcak
Mark Schutt
Lee Searles
Rhea Selch
Virginia Soelberg
Sport's World
James Throgmorton
True Value Hardway
Donald Wall
Robert Waller and Linda Bow
Cindy Watson
Webster City RV
John Wenck
Williams Drug Store
Larry Wilson
Don and Danielle Wirth



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FOR MORE INFORMATION

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For more information about Iowa Rivers Revival, visit
us at www.iowarivers.org.