Mission: To preserve and restore our freshwater ecosystems

Vision: To increase the pace and scale of restoration

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Dear Friends,

From keeping our rivers full and flowing to protecting valuable ecosystems, we understand that the impact we have originates with our generous donors. In 2014, we continued to make progress on the ground while building momentum for quantified conservation.

Over the past 12 months, we worked with an array of stakeholders to do more restoration projects, plant more native trees, secure more water in streams, and share our ideas widely. But we don’t buy into the simple notion that more is better. For us, better is better. That’s why we continue to quantify our actions using the most rigorous standards, cutting-edge tools, and methods that really work. With your help, we’re ensuring that every action we take is making a difference for our freshwater resources, our wildlife species and our communities. Thank you for lending us your strength and confidence to move beyond traditional tactics and pursue innovations that match the scale of the problems ahead of us.

We’ve done some great things together, and I hope you’ll see the impact you have had in the pages that follow. If you read closely, you’ll find not only milestones achieved but the building blocks for great things to come.

Yours in conservation,

Joe S. Whitworth
President

Staff along the Willamette River in Portland, OR.
87 million gallons of water restored per day

As ongoing drought fuels competition for scarce freshwater resources, incentive-based water transactions have gained traction throughout Oregon. Our work in 2014 brought our cumulative flow restored to rivers and streams to 134 cubic feet per second — more than 87 million gallons of water per day. For Fifteenmile Creek, we continued to improve stream conditions through the innovative Fifteenmile Action Plan to Stabilize Temperature (FAST). This is a cooperative initiative that informs irrigators of forecasted lethal stream temperatures so that they can proactively curtail diversions. We also celebrated 10 years of keeping 15 cubic feet per second of flow in the Lostine River during Chinook salmon spawning migration and continued our partnership with the Nez Perce Tribe to monitor fish response to restored flows. And in the John Day Basin, we signed new water leases with multiple landowners on Reynolds Creek, increasing flows to the mouth of this critical tributary to the John Day River.

Native fish habitat increased at 36 project sites

More than 20 percent of the 10,000 known freshwater fish species have become extinct or imperiled in just the past few decades. Having begun as a group of fly fishermen, ensuring our rivers are healthy enough to support thriving fish populations is a critical part of The Freshwater Trust’s restoration work. In 2014, we increased native fish habitat at 36 project sites in Oregon and Idaho.

Last year marked another of progress restoring the Salmon River and Still Creek, two waterways flowing into the Sandy. Through side channel reconnection and placement of large wood and boulders, we’ve been able to dramatically improve the complexity and diversity of habitat for salmon. Each year, we chip away toward a long-term goal of revitalizing this basin as a place for fish to flourish. We also received a grant to restore 2.5 acres of streamside vegetation along the banks of Lone Pine Creek in Medford, Oregon. Shade provided by this vegetation will cool down the water and provide more sustainable habitat.
New science and technology employed to fix rivers

Ensuring a future with clean, flowing rivers will require accelerating the pace and scale of freshwater restoration. Driven by the goal of fixing more rivers faster, we’ve developed and employed 21st century tools and technologies to solve 21st century freshwater problems. In 2014, our StreamBank® Monitoring App, a tablet-optimized app for collecting data in the field, was deployed to 14 pilot users. Two new features allowing for the monitoring and data collection of spawning beds for salmon and streamside vegetation were also added. We also continued developing StreamBank® BasinScout™, a watershed-level set of diagnostic tools that allows for remote surveying of large landscapes and watersheds to identify sites where restoration would have the biggest impact. We successfully devised a methodology to determine the temperature and sediment benefits of conservation actions.

Steps taken to advance water quality trading

In 1991, we helped list one of the first Pacific salmon under the Endangered Species Act. More than two decades later, while our focus has shifted, policy work remains a cornerstone of our efforts to protect and restore freshwater ecosystems. 2014 represented another year for advancing water quality trading, an innovative solution allowing regulated entities to meet compliance obligations by purchasing credits to offset their impacts. We co-prepared regional recommendations on water quality trading for the Pacific Northwest and participated in the first forum to support the adoption of an Oregon water quality trading rule. The rule is due to be adopted at the end of 2015. In addition, The Freshwater Trust served on two task forces implementing SB 839, a 2013 bill that established a funding program designed to target state investment in water supply projects that create economic, social and environmental benefits.
The way we consume information today is dramatically different than even five years ago. In 2014, we responded to this new world of media and launched a podcast with President Joe Whitworth called freshwater Talk. Since its launch, we have interviewed a wide array of thought leaders, scientists, adventurers, entrepreneurs and innovators — all of whom have provided engaging views on issues at the intersection of finance, politics, technology and the environment. This new narrative medium has helped us creatively reach thousands across the globe. At the time of this report’s printing, there were more than 11,600 downloads, 12 episodes launched on iTunes, and listeners in 76 countries.

**freshwater Talk podcast launched**

During the first week of April last year, The Freshwater Trust held its annual Fight for Fish charity golf tournament at Bandon Dunes Golf Resort along the rugged and breathtaking Oregon coastline. For 10 years, we’ve hosted this one-of-a-kind, exclusive event to raise funds for freshwater conservation, and not a year goes by where we aren’t humbled by the generosity of its participants. In 2014, Fight for Fish raised $145,500.

**Fight for Fish hits 10-year milestone**

Don’t forget to review your favorite episode on iTunes.
$302,853 raised night of 31st annual gala in 2014

Three decades ago, we began hosting an annual gala and auction to support the continued preservation and restoration of freshwater ecosystems and to celebrate with our donors another year of great work. Held at the Portland Art Museum, the 31st event went off without a hitch. Thanks to the hundreds of attendees and sponsors, we raised $302,853 and entered 2015 in a good place to make a difference for more freshwater resources.
Thank you to every one of our donors.
With your support, we are changing the course of conservation.

FINANCIAL REPORT

Condensed Balance Sheet

- Current Assets: $5,106,003
- Long Term Investments: $120,107
- Property, Equipment and Software: $2,231,601

**TOTAL ASSETS**: $7,457,711

- Current Liabilities: $401,237
- Other Liabilities: $4,022,500
- Net Assets: $3,033,974

**TOTAL LIABILITIES & NET ASSETS**: $7,457,711

Condensed Statement of Activities

- Grants & Contributions: $2,733,308
- Individual Giving: $492,754
- Special Events Income: $455,353
- In-Kind Donations: $221,209
- Earned Revenue: $4,035,529
- Other Revenue: $8,198

**TOTAL REVENUE**: $7,946,350

- Conservation Programs: $6,076,558
- Outreach: $333,034
- Development: $522,614
- Operations: $830,899

**TOTAL EXPENSE**: $7,763,105

Change in Net Assets: $183,245

**Conservation Programs**: 78.3%
**Outreach**: 4.3%
**Development**: 6.7%
**Operations**: 10.7%

Corporate, Foundation, Agency, Community Organizations

**$1,000,000 and above**
- National Fish and Wildlife Foundation - Columbia Basin Water Transactions Program/Bonneville Power Administration

**$500,000 – $999,999**
- Oregon Watershed Enhancement Board

**$250,000 – $499,999**
- Bureau of Reclamation

**$100,000 – $249,999**
- Bella Vista Foundation
- City of Portland
- Bureau of Land Management
- Pacific Power Blue Sky Habitat Fund
- USDA Natural Resources Conservation Service
- Conservation Innovation Grant

**$50,000 – $99,999**
- Demorest Family Foundation
- Ecotrust
- FishAmerica Foundation
- M.J. Murdock Charitable Trust

**$25,000 – $49,999**
- L.P. Brown Foundation
- National Forest Foundation
- Vigor Industrial
- Wells Fargo

**$10,000 – $24,999**
- Aquatic Contracting
- The Bobolink Foundation
- The Boeing Company
- KeyBank
- National Fish and Wildlife Foundation
- Pacific Power Foundation
- PacifiCorp
- Schwabe, Williamson & Wyatt

**$5,000 – $9,999**
- American Fly Fishing Trade Association
- Collins Willmott & Co. LLC
- Columbia Bank
- Ernst & Young LLP
- GreenWood Resources
- The Mitzvah Foundation
- Morgan Stanley Foundation
- NW Natural
- Oregon Lottery
- Pacific Crest Securities
- Quantum Spatial (WSI)
- The Standard
- Sterling Savings Bank

**$2,500 – $4,999**
- Cardno Entrix
- Dick’s Sporting Goods Pacific Northwest
- EarthShare Oregon
- FEI
- FLIR Systems, Inc.
- Jackson Foundation
- Jordan Ramis PC
- Miller Nash Graham & Dunn LLP
- The Nature Conservancy
Pacific Office Automation
Port of Portland
R2C Group
River Design Group
Rose E. Tucker Charitable Trust
The Greenbrier Companies
Tonkon Torp, LLP
Troutman Sanders LLP

$1,000 – $2,499
Bland Family Foundation
Phyllis and Walter Malzahn Charitable Trust
Mt. Jefferson Farms Inc.
Randall Family Foundation

$500 – $999
Adopt-A-Stream Foundation
Becker Capital Management Inc.
Davis Wright Tremaine
Formos
Holland Family Foundation
William and Nancy Rosenfeld Fund of the Oregon Community Foundation

$250 – $499
Lange Estate Winery
Watercourse Engineering

$100 – $249
Crescent Valley High School
The Deschutes Club
Eleanor A. Smith & Associates
Fred Meyer Community Rewards
Kieser & Associates, LLC
KIND Healthy Snacks
Portland General Electric

Individual Giving

$100,000 and above
John and Carolyn R. Loacker
William and Paula Fitzgerald
William Hatcher
David Johnson
David Laurance
Mark Long and Elizabeth Schleuning
Jon and Jennifer Nicolazzo
Hadley and Gayle Robbins
Thomas and Margaret R Tuchmann
Joe and Liz Whitworth
John and Molly Wilson

$25,000 – $49,999
Hank and Francie Ashforth
Gary and Carol Fish
E. Randolph Labbe
Marty and Anne Myers
Steven and Lynn Pratt

$5,000 – 9,999
Tim O’Leary and Michelle Cardinal
Peter and Claire Doubleday
Wayne Drinkward
John Earhart and Analia Garcia Earhart
Paul and Carol Fortino
Joe and Sally Gillespie
Richie Graham
Jeff and Sandy Grubb
Dan Harmon
Bob Levy
Craig and Kate McCoy
Kennon McKee
Brad Muhl
John and Patricia Orr
Kurt and Joanne Ruttum
Scott and Betsy Sandbo
Ron Sauer
Bill and Marly Williams
Karl Wirkus

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Mike and Vivian Pohl
Tony and Patricia Trunzo

$500 – $999
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Gerald and Anne Brown

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Georgia Ashforth
Colin Black and Thao Phuong
David Boxberger
Troy and Marissa Brandt
Yvon Chouinard
Mark and Kelly Etizen
John and Jane Emrick
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Craig Nichols
Laura Salerno Owens and David Owens
Bettsy and Wallace Preble
Craig and Tina Reeder
Craig Reinhart
William Rhoades
Steve and Mary Rose
Andy and Brigitte Russell
Steve and Lisa Shropshire
Lara Skidmore
Fred and Christy Stockton
John Strawn
Paul and Lory Utz
Woody Wolfe

$2,500 – $4,999
William and Paula Fitzgerald
William Hatcher
David Johnson
David Laurance
Mark Long and Elizabeth Schleuning
Jon and Jennifer Nicolazzo
Hadley and Gayle Robbins
Thomas and Margaret R Tuchmann
Joe and Liz Whitworth
John and Molly Wilson

$1,000 – $2,499
Dave and Kari Anderton

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Philip White
Ian Whitlock
Randall Wildman
Ronald and JoEllen Windes
Scott and Sara Wright

In-Kind Donations

23 Hoyt Restaurant
A to Z Wineworks
Alaska Airlines
Alder Creek Kayak and Canoe
Ankeny Vineyard
Annie Bloom’s Books
Art Heads Custom Picture Framing
Roger Bachman
Bamboo Sushi
Bandon Dunes Golf Resort
Bank of America
Beaverlake Nursery
Benchmade Knife Company
The Bent Brick
Bluehour
Blush Beauty Bar
Bosky Dell Natives
Timothy and Mary Boyle
Cafe Yumm!
CF Burkheimer Fly Rod Company
Chinook Book
Clark Lewis
Club Sport Oregon
Coast Products
Cog Wild Bicycle Tours
Columbia Sportswear
Connoisseurs Golf
Transportation
Crane Creek Graphics
Deschutes Brewery
Dick’s Sporting Goods
Domaine Serene Winery
Dragonwell Bistro
Duo Con Brio
E&R Wine Shop
Echo Valley Natives
Elephants Delicatessen
Fishpeople
The Float Shoppe
Foot Traffic
Full Sail Brewing Company
G. Loomis, Inc.
The Governor Hotel
Grand Central Baking Company
Green Drop Garage
Hatch Outdoors Inc
Helfrich River Outfitters, Inc
Highland Hills Ranch
Hollywood Theatre
HOTLIPS Pizza
Hyland Estates
Idylwilde Flies Inc.
J. Christopher Wines
Kind Healthy Snacks

Workplace Giving

Thank you to the following organizations and businesses that supported The Freshwater Trust in 2014 through workplace giving campaigns and matching gifts.

Employers that provided matching gift contributions for their employees:

Becker Capital Management, Inc.
Kaiser Permanente
Morgan Stanley
Portland General Electric

Organizations and businesses that encourage workplace giving through EarthShare Oregon:

City of Portland
Eugene Water and Electric Board
Leupold & Stevens Inc.
McKenzie River Broadcasting
NW Natural
Port of Portland

A special thanks to EarthShare Oregon for making workplace giving easy and convenient.

Organizations and businesses that encourage workplace giving through United Way:

Costco
Intel
Lane Powell PC

A special thanks to United Way for making workplace giving easy and convenient.

Every effort is made to ensure the accuracy of our reports. If our report contains errors or omissions, please contact Nicole Spencer at 503.222.9091 x26 or at nicole@thefreshwatertrust.org so that we may extend our apology and correct our records.
COMING SOON

Joe Whitworth’s book “Quantified: Redefining Conservation for the Next Economy” will be published in September 2015.

Visit www.islandpress.org/quantified for more information.