



Fund for Clear-Eyed Conservation 2016-2018

Clear-eyed means having a shrewd understanding and no illusions. Supporting the Fund for Clear-Eyed Conservation means understanding the freshwater problems facing our country, seeing the solutions available, and demanding bold, urgent action. With science, 21st century technology and new financing mechanisms, **we will design and build solutions that match the scale of the water issues impacting communities everywhere.**

WHY WATER?

Water is at the heart of it all. By restoring freshwater ecosystems, **we're protecting our native fish and wildlife, our economy, our food systems and our future generations.**

WHY US?

Traditional conservation tactics of the last quarter century have proven inadequate against the increasing demands placed on our freshwater ecosystems. **The Freshwater Trust is a group of bold problem solvers pioneering the next generation of conservation.**

WHY YOU?

Our ability to secure a future with clean, healthy water starts with support from dedicated people like you. Decades of treating a finite resource as infinite has taken a toll. More than 2.3 billion people live in river basins that are under stress. **Half the rivers and streams in the U.S. are unhealthy and not functioning as they should.** In the absence of swift, purposeful action, there will continue to be severe consequences for people and nature.

A successful \$2 million effort over the last 18 months enabled us to improve our research and technology capacities, increase public awareness about our "Quantified Conservation" approach, and work with more communities to design targeted restoration programs that improve the health of more rivers and streams faster.

But we can't slow down. The challenges to our freshwater resources are only getting more complex and more urgent. Now we are creating a fund that will help us advocate for a clear-eyed approach to solving problems. **Join us.**

We need to raise \$3 million by the end of 2018.

100% of funds raised over the next three years will support three major initiatives that will help advance the field of conservation and get real results for our freshwater resources.

DISCOVER

Deepen our understanding of the exact ways rivers are impacted in order to better manage and restore watersheds

Over the past several years, The Freshwater Trust has come to understand many of the ways watersheds are affected by human action.

We can now quantify how much pollution is accumulating in a waterway from a nearby farm and how much solar radiation is heating up a river due to the removal of streamside trees. More importantly, we can calculate what restoration and conservation actions to take and where.

Tackling the vastness and severity of our freshwater problems requires unveiling specific ailments and acting upon those with precision and strategy.

But there's more to learn. We must improve our understanding of how on-farm conservation actions can reduce nitrogen runoff and how decreasing water use can improve water quality and downstream habitat.

The "to do" list for our science team is long and answering research questions like these and others is critical to us building tools and providing valuable analysis for managing and restoring



Staff using the StreamBank® Monitoring App to collect and upload data for collaboration with the restoration community.

freshwater resources. And the learning won't stop at "Aha" moments. What we discover will ultimately be integrated into our StreamBank® toolkit and become actionable insight applied to improve real watersheds in need.

With your help, we will integrate these functions into a singular platform and make it publicly available so that local restoration groups can better understand the specific needs of their home waters.

 **\$1,000,000 BY 2018**

2016

Prioritize: Based on the most pressing issues we see in the places we work, we will identify key questions that need answering.

2017

Partner & study: Take on these big questions hand in hand with universities, natural resource agencies and working professionals. We will adapt and build upon old tools, develop and innovate new tools and methods, and test it all on the ground.

2018

Integrate: Once we have a tested and proven methodology, we integrate it into the StreamBank system, to improve our capacity to model watershed conditions, map out conservation actions, and improve resource management.

DECLARE

Launch a campaign and form a coalition to advocate for real change to the way we care for and manage water in the United States

Understanding is a catalyst for meaningful change. More people should know the exact ways water quality and quantity problems are impacting the economy, environment and human health.

But rather than simply sounding an alarm, The Freshwater Trust will bring to light positive and available solutions that can be employed now to make a difference.

We will be launching our Campaign for Clear-Eyed Conservation nationally by asking people across the country to acknowledge that there are 21st century solutions to our freshwater problems, and they should be employed now. Additionally, through original research and writing, **we will bring widespread attention to impacts on freshwater happening in places like California, Oregon and Idaho**, challenge decisions being made that will not ensure a healthy and sustainable future, and champion clear steps forward.

We will also author articles for peer-reviewed journals, documenting the ways in which our Water Quality Trading program in Oregon has



President Joe Whitworth discusses solutions to freshwater issues during lectures nationwide.

made a difference for the Rogue River and how our decade of effort in the Sandy River Basin has improved habitat for three federally-listed native fish species. These articles will serve as scientifically-credible testaments to our tangible results.

Clear-eyed: Having a shrewd understanding and no illusions.

 **\$500,000 BY 2018**

2016-2018

Launch campaign and begin forming coalition: Ask scientists, elected officials, conservation leaders and supporters to sign onto a call to action acknowledging the freshwater problems in our country and the practical solutions that exist to solving them.

Shed light: Publish new case studies, stories and videos each year on our website and in national publications.

Gain credibility: Have our scientists author two articles about our work and submit to peer-reviewed journals.

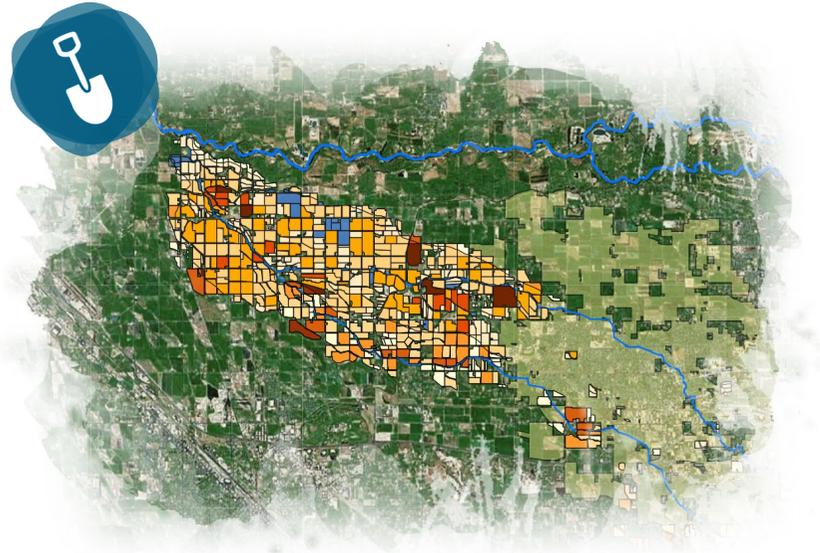
DO

Complete watershed assessments in key California, Oregon and Idaho river basins to guide resource management and conservation action

Being a leader in the water community means putting our solutions to work for the benefit of real waterways. With your help, we'll be using our tools to reveal where restoration in three Western basins can most benefit local economies and communities.

California is ground zero for water quality and quantity issues in America. **We will use StreamBank to quantify current conditions in the Sacramento Valley, and map out specifically what actions, in what places, are required to reduce the inputs of temperature, phosphorus and sediment into the river and to prioritize surface and groundwater augmentation actions.**

The Sacramento Valley supports one of the most vibrant agricultural regions in the nation, and the Sacramento River drains into the Bay Delta, a water quality priority in the state and one of the top five waterways of concern nationwide. **Turning to Oregon and Idaho, funds raised will also be used to help identify a prioritized set of restoration**



Pinpointing the areas most in need of improvement will help us prioritize and direct restoration efforts in California, Oregon and Idaho. We can sort millions of acres to find the ones that will fix the problem fastest.

opportunities along the Willamette and Boise Rivers. The Willamette basin contains two-thirds of Oregon's population, and the river and its tributaries support more than 60 fish species, including endangered salmon and steelhead. The Boise River provides valuable habitat, recreation and water supply for Idaho's Treasure Valley.

 **\$1,500,000 BY 2018**

2016-2017

Gather data: Compile information on the history of the watersheds, water quality and quantity issues and species present.

Analyze conditions: Analyze the current conditions and determine specific opportunities for improvement.

Identify actions: Identify the exact actions needed to reach the established watershed targets.

2017-2018

Quantify benefits: Quantify the potential benefits from actions such as planting streamside vegetation, increasing instream flow, or changing agricultural management practices.

Prioritize sites: Index and prioritize the sites where improvements would provide the most benefit for the watershed.

Plan implementation: Develop plans for implementation that acknowledge set targets and location of improvement actions.

Make a gift for clear-eyed conservation and the future of freshwater.



700 SW Taylor Street
Suite 200
Portland, OR 97205
www.thefreshwatertrust.org

Andy Meeks
Development Director
503.222.9091 x58
andy@thefreshwatertrust.org