The Freshwater Trust®

Fund for Clear-Eyed Conservation

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, 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 pioneering data-driven solutions to accelerate the pace, scale and effectiveness 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 3.7 million streams in the U.S. are 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 decade of effort enabled us to improve our research and technology capacities, increase public awareness about our "Quantified Conservation" approach, and work with 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 have created a fund that will help us advocate for a clear-eyed approach to solving problems. **Join us. Make a commitment for clear-eyed conservation and the future of freshwater.**

We seek $3M in commitments by EOY 2018.

100% of campaign funds raised from 2016–2018 will support three key initiatives.

DISCOVER

Deepen our understanding of the exact ways rivers are impacted in order to better manage and restore watersheds and build the machine that can do it rapidly.

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

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

With your help, we will integrate these functions into a singular platform to make it rapidly available so that local stakeholders can better understand and act on the specific needs of their home waters.

$1M

2016	2017	2018
Prioritize: Based on the most pressing issues we see in the places we work, we will answer key questions and identify pathways to development.	**R & D:** Take on the technical pieces with academics, coders, natural resource agencies and practitioners. We will adapt established tools, develop and innovate new tools and methods, and begin on the ground testing.	**Integrate tested / proven methodologies:** Embed into the StreamBank system to improve our capacity to target specific restoration in order to design and action watershed plans.

DECLARE

Credibly advocate for real change to the way we care for and manage water in the U.S. going forward.

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 spotlight positive and available solutions that can be employed now to make a difference.

We seek to bring together visionaries and doers to examine new business models, emerging technologies, innovative funding strategies and vexing policy issues. Essentially, these offerings will look at what is driving positive change for both the environment and the economy.

Understanding and broadly sharing the enabling conditions will allow for accelerated gains.

We seek to convene the right people in the right format with the right questions to clarify complexity, catalyze action and hasten the building of a new sector of the economy. This is a key role in the design of a future that ensures freshwater health, economic prosperity, and fosters smart government.

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

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

$500K

2016-2018

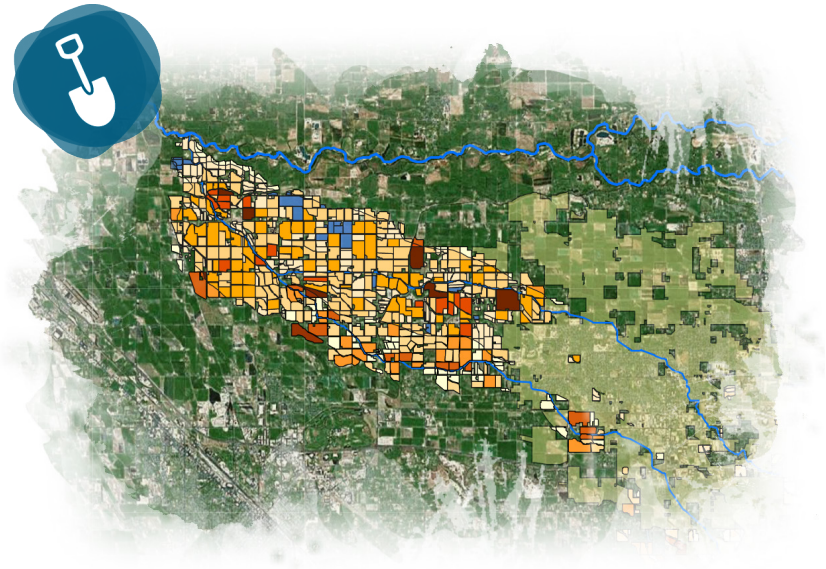
Make sense of the complex water problem, and highlight the emerging solutions: Convene visionaries and doers who are innovating the business models, financing, science, and technology that represent the future.

Shed light: Using results, case studies, and social platforms, we will build public awareness of the 21st century water problems and answers.

Build on our credibility: By convening the right people around the right questions in the right formats, we will harness insights and illuminate smart pathways that represent the leading edge of how we build resilience for our economy and the natural resources which underpin it.

DO

Complete watershed-wide 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 use tools to reveal where restoration in at least three Western basins can most benefit local economies and communities—and take it to the ground.

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 specific actions, in specific places, which reduce temperature, phosphorus and sediment into the river and optimize surface and groundwater management.** 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 Idaho and Oregon, funds will be used to identify a prioritized set of restoration opportunities along the Boise and Rogue Rivers.** The Boise River provides valuable habitat and water supply across Idaho's Treasure Valley and its significant need for sediment reductions may unlock an environmental market-type investment that funds more conservation. The same is true of the Rogue, where sustained investments have significant demonstrational value for how to optimize restoration funding and efforts. Recent results are strong; one tributary has seen a 16,000 percent increase in salmon numbers. These systems are laboratories for quantified conservation.

$1.5M

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 & implement: Connecting assessments and projects with funding to pursue targeted outcomes.

The Freshwater Trust®

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