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**Our freshwater ecosystems are broken—and so are the systems for restoration and conservation. We can fix both.**

For decades, we have responded to water conservation and restoration problems we can see. To improve water quality, we pass laws to prevent obvious pollution. To prevent riverbank erosion, we build fences and manage cattle access. Intuitively, this process makes sense. Where we see a problem to solve, we solve it. Then, we move to the next visible issue.

But today, after decades of work and billions of dollars spent, conservation and restoration efforts cannot keep up with the pace at which our rivers are degraded.

*How can this be?*

The traditional approach to fixing freshwater systems is piecemeal and fragmented. But these systems are complex and cannot be fixed incrementally. For real progress, every restoration and conservation action taken must be part of a powerful chain reaction – specific, strategic, and facilitating cascading change.

Without bold, urgent action we will never achieve the momentum necessary to create real, lasting outcomes for our freshwater systems.

The Freshwater Trust (TFT) knows how to accelerate the pace, scale, and effectiveness of water conservation and restoration. Using today's best science and technology, we can map precisely what is happening in any river basin, exposing targeted interventions for complex problems. Once mapped, we rapidly identify the most impactful projects and the price tag needed to tip the system toward health and resilience.

TFT has been doing this work and succeeding. We have the technology to map systems, the expertise to prioritize and implement the most effective projects, and the skill to rally both local communities and national funders.

And we know this process leads to real systems change. We have proof of concept through our work in the Rogue River basin. In partnership with government and private partners, TFT has improved more than 53,000 functional linear feet of stream and reduced temperatures for native fish species in key waterways. Our model works.

But our mission is much bigger than only one basin. Through the **Basin Fund Initiative**, we intend to fix freshwater across the U.S., starting right here in the American West.

We are constrained only by the funding required to get these projects moving. In the next five years, TFT will transform five river basins across the West and begin a national rollout in other critical river basins. We will complete advanced watershed assessments, mapping each watershed down to the field level. Then we will organize financing – the unique group of funders who best match the project – to marshal resources in a coordinated and prioritized effort to get boots on the ground and fix these basins in collaboration with local landowners and partners.

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**70%** of the American West experiences moderate or severe drought

**56%** of America's rivers are listed as impaired under the Clean Water Act, meaning they are not fishable, swimmable, or drinkable

**2.3 billion** people worldwide live in river basins under stress

**\$20 billion** is spent on freshwater health and restoration in the U.S. every year



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*"TFT's deep knowledge of water quality trading rules, the ability to navigate the regulatory landscape, and their proven capability as an environmental steward are key reasons we selected them as a partner. What they're able to offer is a full suite of services that are required to go forward with such a solution."*

Todd Miller  
Environmental analyst  
City of Springfield, OR

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## How does The Basin Fund Initiative work?

Experience tells us that this work must be completed with private and public dollars, but it is philanthropy that catalyzes the process, jump-starting integral work and amplifying public dollars invested.

	How It's Done	Philanthropy's Role
<b>1. Choose a River System</b>	Our team of experts conduct an initial analysis of a river system to better understand its community, challenges, and opportunities.	<p><b>Every philanthropic dollar allows us to marshal additional public and private funding, amplifying the scale and pace of our work and facilitating measurable outcomes.</b></p> <p><b>Each basin requires between \$2.5 and \$8 million in philanthropy, which will then unlock tens of millions of dollars in additional public and private funding.</b></p> <p><b>This is the catalytic role of philanthropy at TFT. It's only possible with your support.</b></p>
<b>2. Map the System</b>	Using our proprietary technology, we assess current system conditions and identify location-specific actions.	
<b>3. Prioritize Projects</b>	Our analytics and tech enable us to identify the most efficient, highest-impact projects. We then chart a course to achieve maximum impact for a fraction of what a full-system fix costs.	
<b>4. Identify Funding and Policy Opportunities</b>	We conduct a funding landscape analysis to determine the smartest mix of public and private dollars and partners to move a project forward.	
<b>5. Implement Fixes</b>	TFT partners with local nurseries, contractors, and forestry professionals to get to work. Our insights and model advance our mission <b>and</b> bolster local economies.	

## Getting to work

*Crooked River  
Oregon*

*Rogue River  
Oregon*

*Russian River  
California*

*Snake River  
Idaho*

*Sacramento River  
California*

These five basins represent immediate opportunities to impact the lives of millions through improvements to agricultural practices, water quality, and wildlife habitats. But achieving our mission is possible only with your help. Your investment in the Basin Fund Initiative will restore our freshwater ecosystems and ensure their resiliency for generations to come.