



what's YOUR river story?

2014 ACCOMPLISHMENTS

**150,618
ACRES**

of riverside land
protected

4.2

MILLION

pounds of trash
removed through
National River
Cleanup®

104,110

VOLUNTEERS

mobilized through
National River Cleanup®

32

dams removed

2,695

LOCAL PARTNERS

trained through workshops
and presentations

**1,627
MILES**

of rivers restored
through removing
dams and improving
dam operations

\$1,805,626

in river restoration grants to local communities

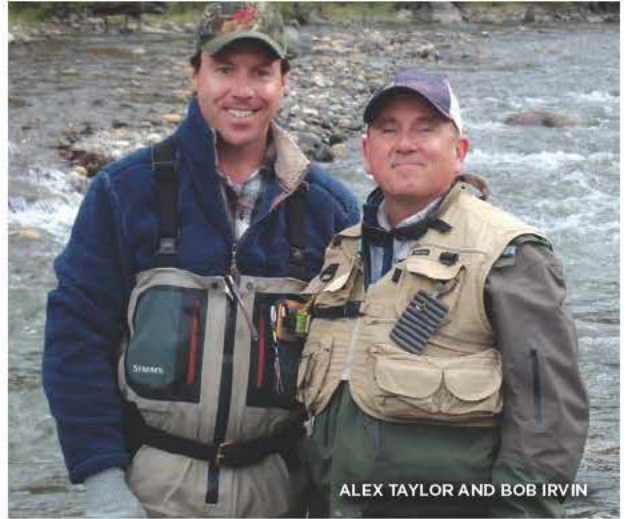
155,078 LETTERS

from grassroots activists sent to decision makers

619

MILES

of rivers protected
through Blue Trails



ALEX TAYLOR AND BOB IRVIN

thank you FOR YOUR COMMITMENT TO HEALTHY RIVERS

Fresh water is the defining conservation issue of our time. Water is life, essential to our health, wealth, security, and spirit. But our rivers—the purveyors of this invaluable resource—are under tremendous pressure. Too much water is being pumped out, too much pollution is being dumped in, too many dams block our rivers, and too much pavement is smothering riverside habitat.

With climate change bringing more frequent and severe floods and droughts, our rivers and communities face challenges like never before.

Priority River Basins

Our new strategic plan focuses our work in the following priority river basins, where over the next five to ten years we will make significant advances in river conservation.

- Colorado River Basin
- Rivers of the Blue Ridge and the Carolina Coast
- Sacramento-San Joaquin River Basin
- Rivers of Puget Sound and the Columbia River Basin
- Headwaters of the Continent (Northern Rockies)
- Apalachicola-Chattahoochee-Flint River Basin
- Rivers of the Chesapeake Bay
- Delaware River Basin
- Connecticut River Basin
- Rivers of the Great Lakes Basin
- Upper Mississippi River Basin

Read our strategic plan:
AmericanRivers.org/StrategicPlan

At American Rivers, we're facing this challenge head on. We believe every community deserves a healthy river—because communities with healthy rivers will enjoy flood protection, ample clean water supplies, economic opportunity, and a high quality of life. Every day, our work is driven by the knowledge that communities with healthy rivers will be the ones that thrive.

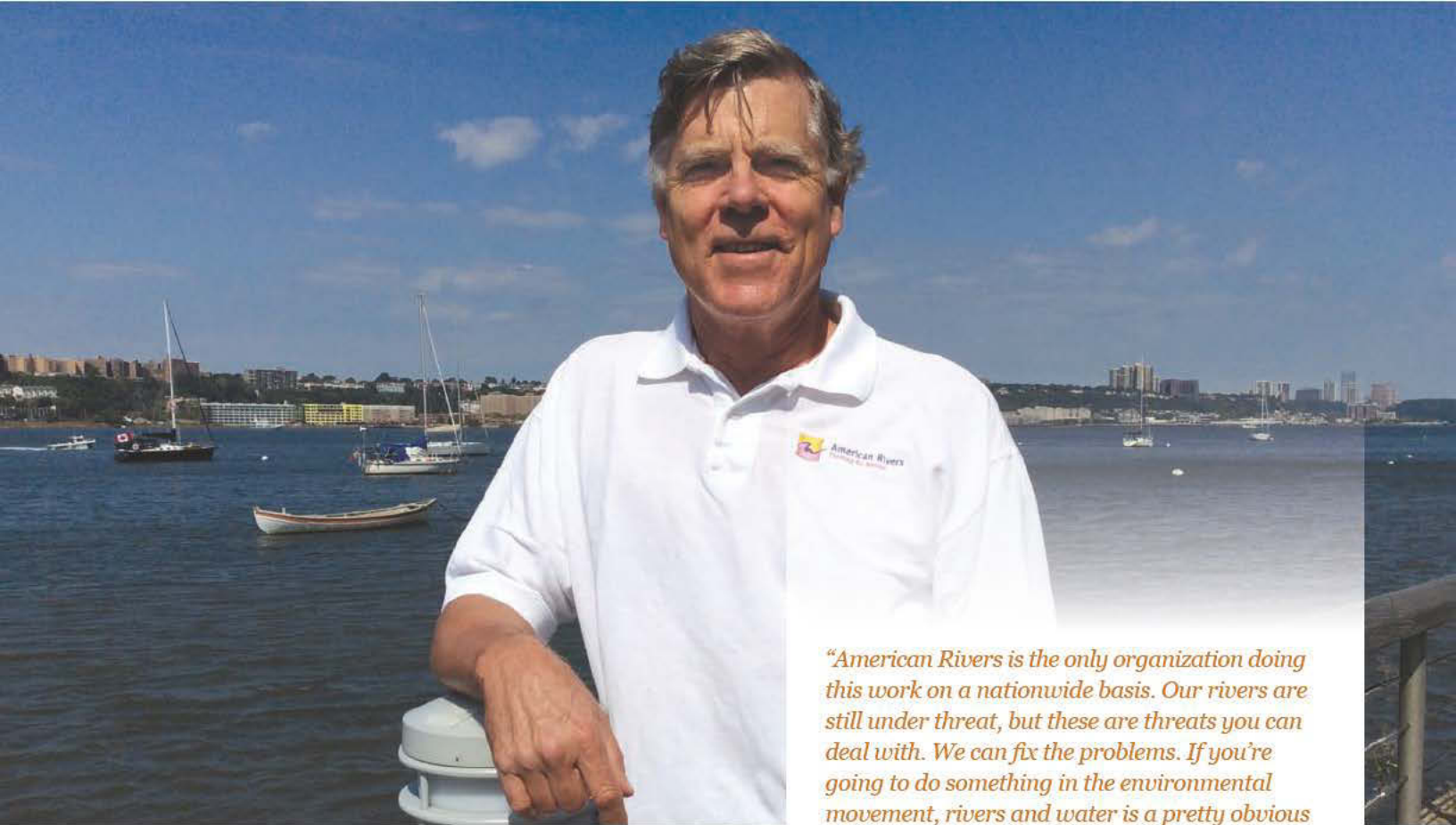
This year, American Rivers embarked on a bold new initiative to protect and restore flow, connectivity, water quality, and habitat—the four essential needs of a healthy river—in river basins across the country. In these key places, we are integrating our river conservation programs and bringing our 40+ years of knowledge and experience to bear for maximum impact. In 2014 we announced our first priority, the Colorado River Basin, and we will launch campaigns in additional river basins over the next three years.

Our goal is to conserve these important rivers for today's communities and future generations, and share our successes so innovative conservation solutions can be replicated on other rivers nationwide.

In the coming pages you will read the stories of some of our supporters and partners. Each of them is, in his or her own way, meeting the fresh water challenge and proving that healthy rivers are the key to a better future.

Our success depends on them, and on people like you. Thank you for your support, and for being part of our river story.

Wm. Robert (Bob) Irvin **Alex Taylor**
President Board Chair



"American Rivers is the only organization doing this work on a nationwide basis. Our rivers are still under threat, but these are threats you can deal with. We can fix the problems. If you're going to do something in the environmental movement, rivers and water is a pretty obvious place to start, and American Rivers is the best organization I know."

ned WHITNEY

Strengthening River Communities

Every five years, to celebrate their wedding anniversary, Ned Whitney takes his wife Martha Howell on a river trip. Their travels have taken them from Idaho's Middle Fork of the Salmon River to New England's Black River to Africa's Zambezi. At home in Manhattan, Ned, a retired investment banker, need only look out his window at the Hudson River for inspiration. "It's a spectacular site, I never tire of it," he says.

As a long-time supporter and member of the board of directors of American Rivers, Ned has been instrumental in our effort to protect and restore rivers nationwide.

He remembers growing up in New England, where "some streams were so polluted, a dead pig was the only sign of wildlife and everyone said if you fell in the river you'd need a tetanus shot." But thanks to the work of American Rivers and partners, these rivers are being cleaned up. "People swim and kayak. Cities are turning back to their rivers. It's a tribute to the resilience of rivers. They can be restored and rejuvenated."



Partners for Clean Rivers

American Rivers is proud to continue our eight-year partnership with National River Cleanup sponsor Keurig Green Mountain, Inc. (Keurig). Last year, 457 Keurig employees cleaned up rivers in Vermont, Massachusetts, Tennessee, California, and Washington, removing a total of 35,446 pounds of trash. Keurig also increased its commitment to healthy rivers, supporting dam removal and river restoration projects and providing funding for videos and other strategic storytelling tools that will benefit our work for years to come. Learn more at AmericanRivers.org/Keurig

margaretta TAYLOR



Investing in the Future

Margaretta Taylor, shown above with her future angler grandson, has a long history of support for the conservation movement, with a particular emphasis on animals and wildlife, from the Bronx Zoo to the Everglades Foundation. Thanks to her family's multi-year \$4 million grant—the largest in our history—American Rivers has made critical investments to build capacity and achieve our strategic vision.

The gift came at a critical juncture, when the economy in the United States was beginning a prolonged downturn and charitable contributions were shrinking. Mrs. Taylor's support put us on a more sustainable financial footing and strengthened our work to protect and restore rivers for the long term. The investment in fundraising and communications increased our outreach, improved our internal systems, and engaged more individuals as donors and activists. The \$4 million gift enabled us to raise more than \$8 million in additional revenue for our programs.

The grant has had a lasting impact on our nation's rivers and on communities' access to safe, clean drinking water supplies. By removing obsolete and unsafe dams, working to reduce polluted runoff, and engaging our supporters in the nationwide effort to protect rivers that are healthy and wild, American Rivers is forging a legacy for our children and grandchildren.

"American Rivers is an organization whose impact is orders of magnitude greater than its size suggests," says Alex Taylor, Mrs. Taylor's son and an American Rivers board member since 2005 who is now chairman of the board. "My family is very pleased that this gift has helped American Rivers grow into its own footprint, and by doing so, further increase its ability to protect and restore rivers for the benefit of communities nationwide."

Solutions for Fish and Farms

This year, historic drought in California dried up rivers, shriveled crops, and challenged imperiled fish and wildlife. American Rivers advocated short-term drought relief solutions for farmers, along with long-term water supply solutions that support river health, such as increased conservation and efficiency, meadow and floodplain restoration, and groundwater storage. We named the San Joaquin River as America's Most Endangered River, generating hundreds of media stories and thousands of grassroots actions to restore the river and support farms, fish, and families. AmericanRivers.org/EndangeredRivers

SAN JOAQUIN RIVER, CA | SARA LARSON



dotty BALLANTYNE

Saving Wild Rivers

With more than 100 world fly fishing records to her name and a lifetime achievement award from the International Game Fish Association, Dotty Ballantyne travels the world from the Florida Keys to the Amazon jungle to fuel her angling passion, but she always enjoys returning to her home base of Montana.

Dotty fell in love with rivers when she moved to Big Sky Country in 1995 and began fly fishing. She owned land along the Yellowstone River and donated a conservation easement to the local land trust.

Now residing outside Bozeman on land that she and her husband Fitz Coker share with a resident elk herd, Dotty enjoys the beauty of the nearby Gallatin, Madison, and Yellowstone rivers. Dotty is a longtime supporter of American Rivers and has served on our board of directors since 2006. She was instrumental



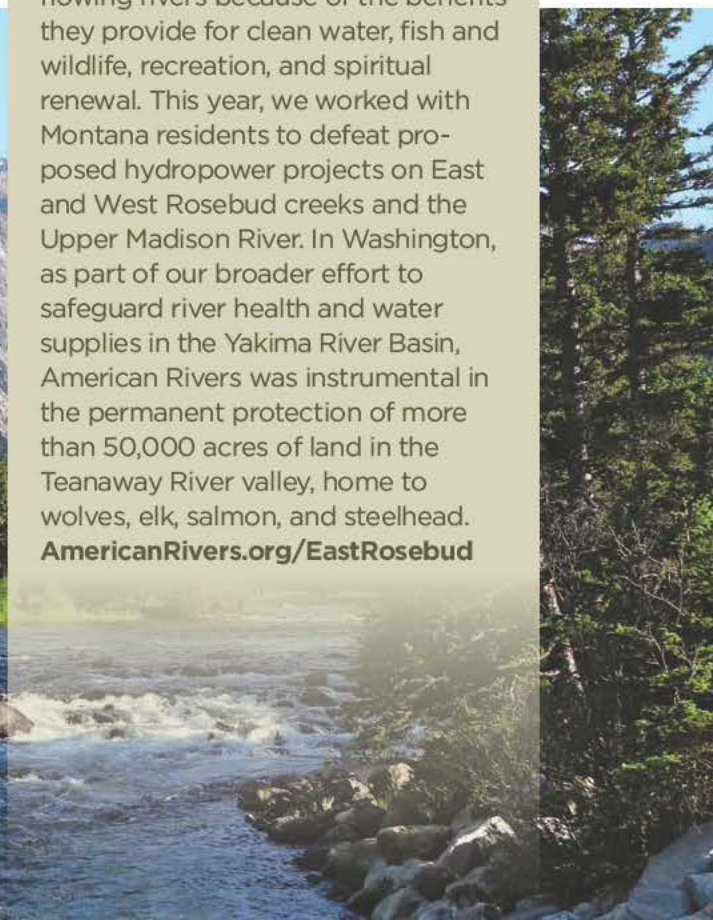
in establishing our Northern Rockies office and has been a driving force behind our efforts to safeguard Montana's last best wild rivers.

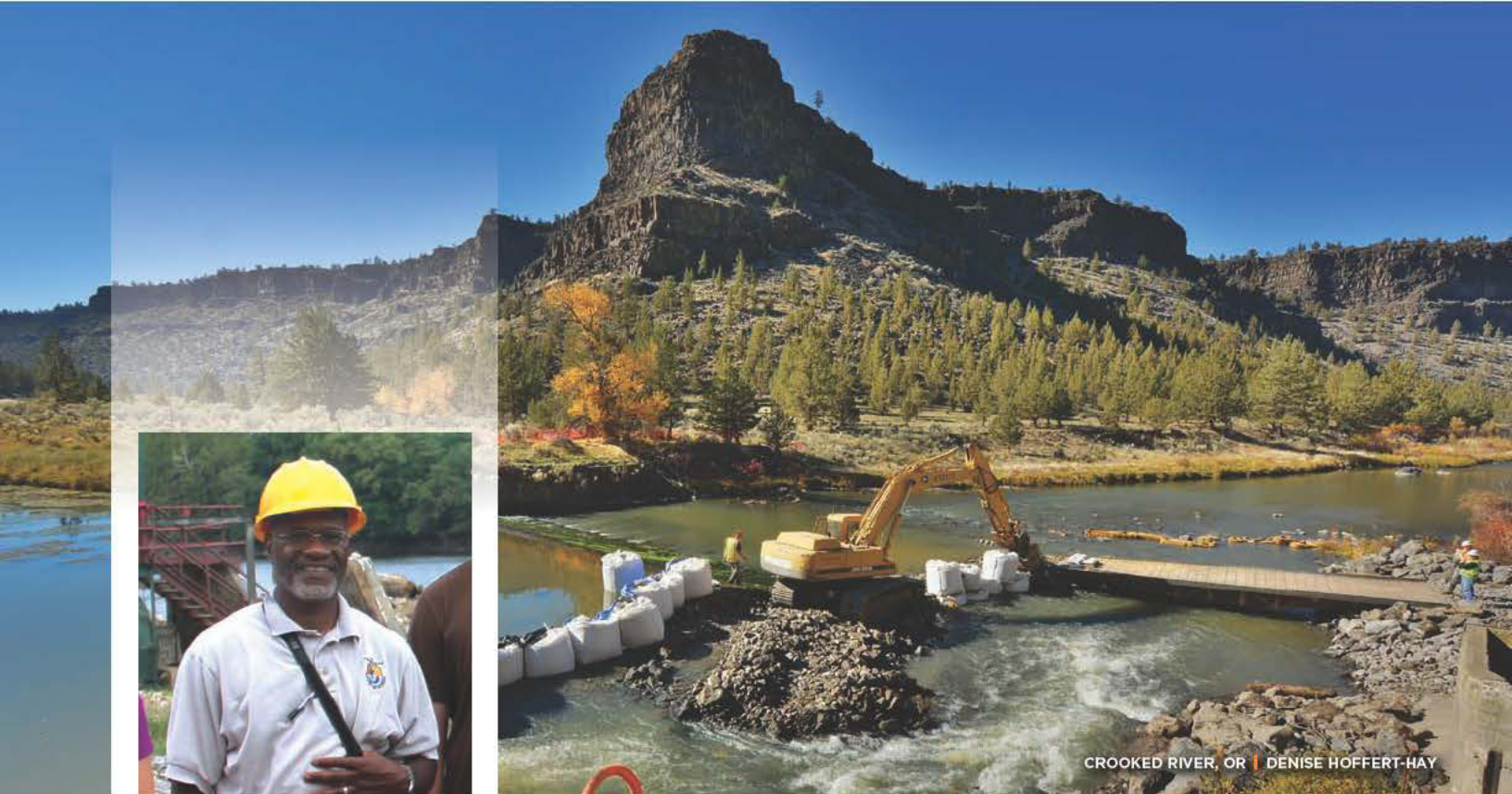
"People ask why I chose to be on the board of American Rivers. The answer is simple: I love rivers. I love to see healthy, free-flowing rivers brimming with clear, clean water. American Rivers focuses on protecting and restoring these qualities in our beautiful rivers. Our work is crucial and effective, and I am proud to be a part of the ongoing effort."

Victories for Wildlife

American Rivers defends wild, free-flowing rivers because of the benefits they provide for clean water, fish and wildlife, recreation, and spiritual renewal. This year, we worked with Montana residents to defeat proposed hydropower projects on East and West Rosebud creeks and the Upper Madison River. In Washington, as part of our broader effort to safeguard river health and water supplies in the Yakima River Basin, American Rivers was instrumental in the permanent protection of more than 50,000 acres of land in the Teanaway River valley, home to wolves, elk, salmon, and steelhead. AmericanRivers.org/EastRosebud

EAST ROSEBUD CREEK, MT | MIKE FIEBIG





albert SPELLS

Restoring River Health

As a child, Albert Spells was captivated by the underwater world after seeing a television show about Jacques Cousteau. Today, he is a fisheries biologist with the U.S. Fish and Wildlife Service and a key partner in our effort to restore rivers and fisheries in the Chesapeake Bay watershed.

This year, we worked with Albert on one of the highest priority projects for migratory fish restoration in Virginia—the removal of Harvell Dam on the Appomattox River. When the dam owner was going to abandon the outdated 9-foot high concrete structure without addressing any of its environmental impacts, American Rivers developed a plan of action with resource agencies and local partners to remove the dam and restore the river.

Now that the dam is gone, this stretch of river is running free for the first time in 250 years. Fish including American shad, river herring, hickory shad, striped bass, and American eel are beginning to return to these waters, with renewed access to 127 miles of spawning and nursery habitat.

“It has been a long time coming, but change has come to the Appomattox River. This project would not have been successful without American Rivers and our strong partnership,” says Spells.

American Rivers is the nation’s leading authority on restoring rivers through dam removal. This year, American Rivers led dam removal efforts in 20 states. Pictured above, Stearns Dam removal, Crooked River, OR. Visit our dam removal resource guide at AmericanRivers.org/DamRemovalResources

Progress on the Klamath River



In California and Oregon, American Rivers is a leading force in the effort to remove four dams on the

Klamath River to restore imperiled salmon runs and revitalize fishing, farming, and tribal communities. This year, Senator Ron Wyden (D-OR), Senator Jeff Merkley (D-OR), Senator Dianne Feinstein (D-CA), and Senator Barbara Boxer (D-CA) introduced legislation authorizing agreements to remove the dams, resolve long-standing water rights disputes, and improve river flows and water quality. Dam removal, scheduled to begin in 2020, will open access to more than 300 miles of habitat for salmon and steelhead.

AmericanRivers.org/Klamath



PASTOR **karen** HAGEN

Ensuring Clean Water

American Rivers worked with Pastor Karen Hagen and other local partners this year to give Milwaukee's Tippecanoe Church a green roof, delivering an array of benefits to the community. Planted with vegetation, the 2,000-square-foot roof absorbs and filters rainwater, and will keep approximately 175,000 gallons of polluted runoff out of the Kinnickinnic River each year. In addition, the roof grows crops including tomatoes, lettuce, melons, and herbs. Tending and harvesting the crops provides formerly homeless community members with meaningful work.

The Tippecanoe Church green roof is one example of how American Rivers is tackling the big issue of pollution in the Great Lakes basin and promoting innovative water management solutions.

As project manager, American Rivers worked with the church to design and build the green roof.

"American Rivers has been tireless in the effort to find funding for this project," Pastor Hagen says. "We can do so much more together than any one of us can do alone."



RED EARED SLIDER TURTLE | IRENE MEI

The Nation's Voice for Rivers

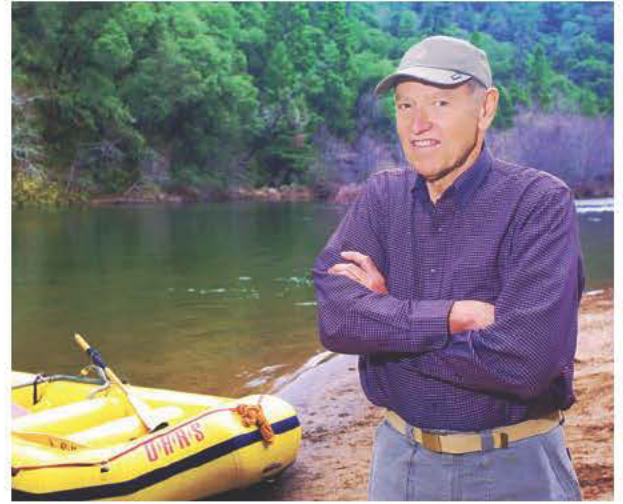
Our advocacy for clean water benefits every river and stream in the nation. In March, we applauded the release of the Environmental Protection Agency's "Waters of the United States" rule-making, which closes loopholes for polluters, and we called for even stronger protections for small streams and wetlands. We continue to fight efforts in Congress that would block the new rule, and organized a letter to senators signed by nearly 100 local, state, and national organizations supporting stronger clean water safeguards.

AmericanRivers.org/CleanWater

george WENDT

Inspiring Stewardship

George Wendt is the founder and CEO of O.A.R.S., a family-owned river rafting company that has been running trips on the Colorado River and other rivers across the western U.S. since 1969. The company has been a supporter of American Rivers for 30 years, and has been a valued partner in our America's Most Endangered Rivers® initiative and other campaigns. For the past three years, O.A.R.S. has donated a river trip to help American Rivers and our partners raise awareness about the need to protect



Colorado's wild Yampa River. These trips have allowed us to bring together key decision makers, water experts, and river managers for unique dialogue, trust building, and a shared experience of the value of a wild river. The relationships O.A.R.S. is helping us build today will pay dividends for years to come.

"Healthy rivers are crucial to our business. I am grateful to American Rivers for doing the critical work of protecting and restoring the health of rivers across the Colorado River Basin and nationwide," says Wendt. "It matters to me, not only as a business person, but as a parent and grandparent. Clean, healthy rivers aren't a luxury. They are fundamental to our life."

Practical Problem-Solvers

American Rivers was the first to recognize the threat to rivers posed by H.R. 3189, the Water Rights Protection Act. The bill, pushed by the National Ski Areas Association, the Colorado Oil and Gas Association and the Farm Bureau, would undermine federal agencies' abilities to protect rivers and public lands and would have sweeping consequences for rivers nationwide.

We mobilized our activists to produce the largest response we have seen on any issue: more than 31,000 citizens took action to oppose the bill. Although, as we expected, we lost the vote in the House, the lead Democratic co-sponsor of the bill, Rep. Jared Polis of Colorado not only withdrew his support, but led the fight against it on the House floor. At the same time, we supported the Forest Service's proposed rule that would resolve the ski industry's concerns without the need for new legislation. This effort underscores our reputation as the nation's voice for healthy rivers, and our role as reasonable and practical problem-solvers.

[AmericanRivers.org/WaterRightsBill](https://www.AmericanRivers.org/WaterRightsBill)





Blue trails are rivers adopted by communities that are dedicated to improving recreation and conserving river health. This year, we supported locally-led blue trail efforts on South Carolina's Waccamaw and Ashley rivers and Colorado's Eagle River.

MAYOR **steve** MORRIS

Improving Local Economies

As mayor of the town of Rockingham, North Carolina, Steve Morris is showing how a small town can reap big benefits by restoring and re-connecting to its river. American Rivers helped Rockingham remove the outdated Steeles Mill Dam from Hitchcock Creek in 2009. This year, we built on that restoration success and worked with Mayor Morris and local partners to establish a blue trail on the creek.

Now, thanks to the 14-mile Hitchcock Creek Blue Trail, the community has increased access and expanded opportunities for river recreation. Mayor Morris led the city's efforts to protect 100 acres of bottomland forest along the blue trail, purchase two river access areas, and acquire a boat launch.

"It has given lots of people a sense of pride. It's something that's in our community, that we all own and have a part of," says Mayor Morris. The blue trail "has pumped new life into this part of our county."

"I want to thank American Rivers for making this blue trail a reality. Together, we have renewed a natural resource that will provide paddling, fishing, and economic growth through tourism and recreation today and for future generations."



SHORTNOSE STURGEON | EDITH CARSON, NOAA

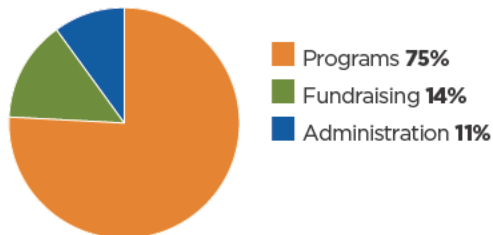
Success in the Southeast

After a decade of effort, American Rivers secured an agreement this year with Duke Energy and the South Carolina Department of Health and Environmental Control to improve operations at the Catawba-Wateree hydroelectric project and increase protections for the Catawba and Wateree rivers and their fish and wildlife. The agreement ensures Duke Energy will provide special water releases to benefit endangered sturgeon and other species during spawning, and allow seasonal inundation of the Wateree River floodplain, a natural area without homes or businesses. These measures will more closely reflect natural conditions, improving the health of this river that supports a \$100 million recreation economy.

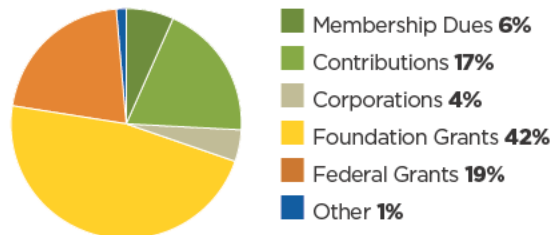
AmericanRivers.org/Catawba

financial STATEMENTS

EXPENSES



SUPPORT & REVENUE



STATEMENT OF ACTIVITIES

FOR THE FISCAL YEAR ENDED JUNE 30, 2014

STATEMENT OF FINANCIAL POSITION

JUNE 30, 2014

SUPPORT AND REVENUE	Unrestricted	Temporarily Restricted	Permanently Restricted	Total FY 2013
	Membership	743,610	—	—
Contributions	1,898,539	329,143	—	2,227,682
Corporate Donations	138,534	910,830	—	1,049,364
Foundation Grants	196,641	4,950,813	—	5,147,454
Federal Grants	2,274,150	—	—	2,274,150
Interest	9,085	36,143	3	45,231
Other	1,508,114	183,254	—	1,691,368
Realized Gain (Loss)	7,208	33,826	—	41,034
Support And Revenue	6,775,881	6,444,009	3	13,219,893
Net Assets Released From Restriction	5,686,466	(5,686,466)	—	—
Total Support And Revenue	12,462,347	757,543	3	13,219,893
EXPENSES	Unrestricted	Temporarily Restricted	Permanently Restricted	Total FY 2013
Program Services				
River Restoration	4,017,963	—	—	4,017,963
Federal River Management	2,372,153	—	—	2,372,153
Clean Water Supply	1,333,523	—	—	1,333,523
River Protection	1,867,110	—	—	1,867,110
Total Program Services	9,590,749	—	—	9,590,749
Fundraising	1,741,243	—	—	1,741,243
General and Administrative	1,384,505	—	—	1,384,505
Total Expenses	12,716,497	—	—	12,716,497
Change In Market Value Of Investments	17,124	179,779	—	196,903
Change In Value Of Split-Interest Agreements	(14,483)	—	—	(14,483)
Increase (Decrease) In Net Assets	(251,509)	937,322	3	685,816
Net Assets at the Beginning of Year	1,264,432	6,835,973	1,724,941	9,825,346
Net Assets at End of Year	1,012,923	7,773,295	1,724,944	10,511,162

ASSETS	
Cash and Cash Equivalents	3,656,884
Investments	2,843,318
Grants and Pledges Receivable	3,887,412
Accounts Receivable	1,086,644
Other Assets	255,995
Fixed Assets	120,513
Total Assets	11,850,766
LIABILITIES	
Accounts Payable and Accrued Expenses	722,905
Accrued Salaries and Related Benefits	287,856
Refundable Advances	82,493
Charitable Gift Annuities Payable	156,642
Deferred Rent Abatement	86,892
Deposits	2,816
Total Liabilities	1,339,604
NET ASSETS	
Unrestricted	1,012,923
Temporarily Restricted	7,773,295
Permanently Restricted	1,724,944
Total Net Assets	10,511,162
TOTAL LIABILITIES AND NET ASSETS	11,850,766

Final audited report will be available online at AmericanRivers.org/AnnualReport

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Partnering with Google Maps on Colorado River "Street View"

We are always looking for innovative ways to help people connect with rivers. That's why we teamed up with Google to add the Colorado River through the Grand Canyon into Google Maps Street View. Now you can immerse yourself in full 360-degree photos through the rapids and side canyons. We are using this tool to raise awareness and inspire public action to protect and restore the Colorado River.

AmericanRivers.org/StreetView



MEADOW CREEK, MT | BRANDAN W. SCHULZE, USFS

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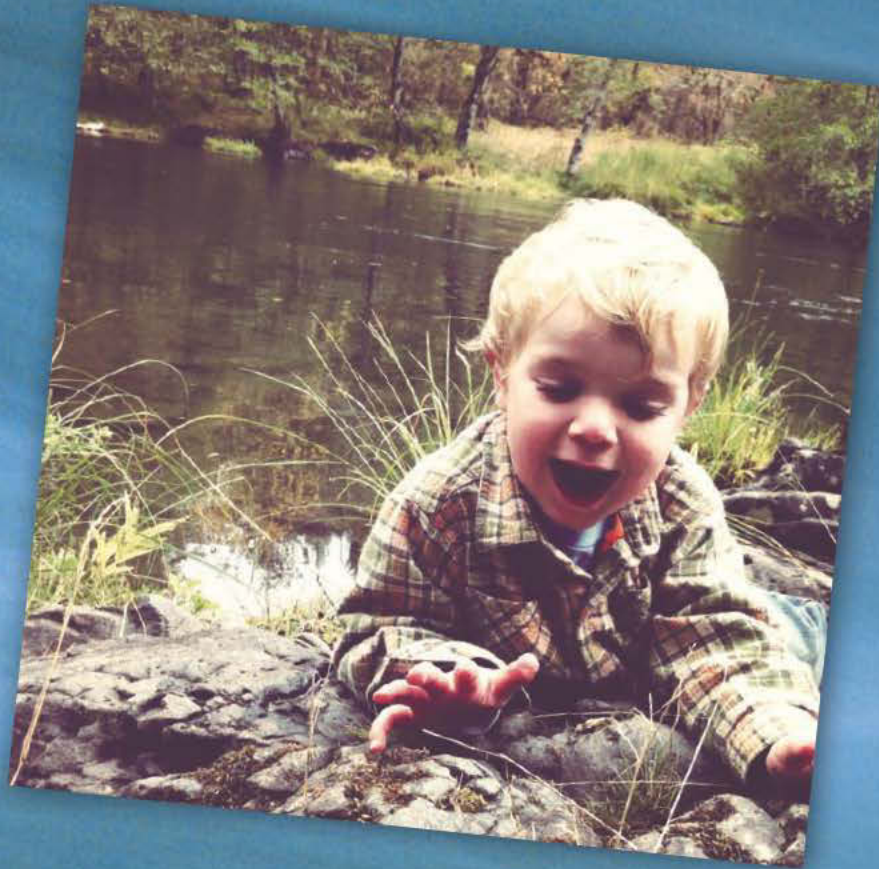
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