

A photograph of a stream with yellow flowers in the foreground. The water is dark and reflective, with some driftwood visible. The yellow flowers are in the bottom right corner, and the text is in the top right corner.

# THE WATERSHED CENTER 2018 IMPACT REPORT

# BY THE NUMBERS

11

Stormwater tree boxes  
installed

157

Volunteers

24

Beaches monitored  
for *E. coli* bacteria

594

Supporters donated

57

Local and statewide  
water-related policies and  
decisions advocated for

130

Swimmers and paddlers  
at our Swim for Grand  
Traverse Bay events



The Watershed Center Grand Traverse Bay advocates for clean water in Grand Traverse Bay and acts to protect and preserve the bay's watershed.

#### BOARD OF DIRECTORS

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**Shelli DiFranco** | Dir. of Community Engagement  
**TJ Andrews** | Legal Counsel

#### CONNECT WITH US

[www.gtbay.org](http://www.gtbay.org)  
[www.facebook.com/watershedcenter](https://www.facebook.com/watershedcenter)  
[www.twitter.com/watershedcenter](https://www.twitter.com/watershedcenter)

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# FINANCIAL HEALTH

## SUPPORT

**\$1,536,873.77**

### Grants (public & private)

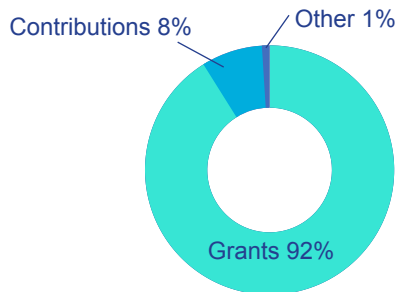
**\$1,412,370.50**

### Contributions

**\$115,856.50**

### Other (includes interest)

**\$8,646.77**



## EXPENSES

**\$1,565,355.45**

### Program Services

**\$1,343,587.42**

### Operations

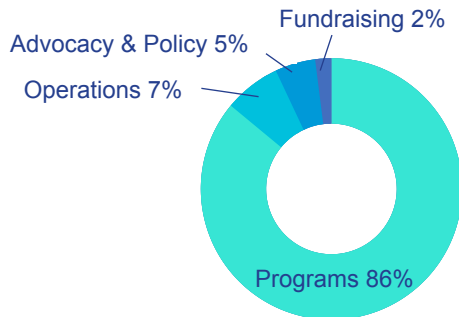
**\$115,640.00**

### Advocacy & Policy Efforts

**\$78,198.32**

### Fundraising

**\$27,929.71**



## THANK YOU SUPPORTERS!

Thanks to our incredibly generous community, all funds raised go towards our work protecting and advocating for clean water right here in our watershed.

In 2018, your gifts enabled us to investigate and work with a private company to stop polluting a local waterway (see page 6), allowed us to install green infrastructure that cleans stormwater (see page 6), and helped us get over 130 people in the water with our Swim events.

In addition to financial contributions, dozens of business and individuals in our watershed donated in-kind products, services, or knowledge.

# ADVOCACY CORNER

## A YEAR OF MAKING OUR VOICES HEARD

2018 was a year full of action and the collective roar of our voices speaking for clean water. We monitored threats to water quality in each county and activated our Watershed Warriors to attend public meetings and reach out to their elected and appointed officials.

### Advocate

Commented on 10 federal water quality programs, rules, policies or decisions

### Educate

Gave dozens of presentations to civic groups, lake associations, and engaged citizens

### Monitor

Monitored discharge of hot, chlorinated water into Tributary AA of Kids Creek

### Patrol

Responded to over 50 citizen concerns about water quality

## GIVING OPPORTUNITIES

There are many ways to show your support for clean water. Learn more at [gtbay.org/giving-opportunities](http://gtbay.org/giving-opportunities).

- **Bay Guardians:** Set up a reoccurring contribution to support us throughout the year.
- **Matching Gifts:** Your employer could make your gift go further.
- **Sponsorship Opportunities:** Financially support one of our programs or events.
- **Planned Giving:** Give the gift of water quality to future generations.
- **Stocks and Securities:** Make a contribution in the form of stocks, bonds, IRAs, or mutual funds.

# VOLUNTEERS

## OUR VOLUNTEERS DID SO MUCH IN 2018!

157 VOLUNTEERS GAVE 995 HOURS FOR CLEAN WATER



**ADOPT-A-BEACH** volunteers spent 74 hours picking up trash at their favorite beaches



**ADOPT-A-STREAM** volunteers sampled 24 sites on 17 streams in spring and fall



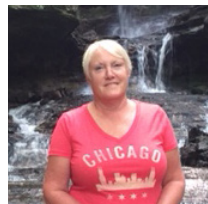
**BEACH RANGERS** monitored 9 beaches for avian botulism



**WATERSHED WARRIORS** spoke up for water quality at the local and state level

## MEET A VOLUNTEER: KIM POPE

Beach Ranger volunteer Kim Pope has served as a steward for a section of east Grand Traverse Bay shoreline for two seasons and counting.



As a Beach Ranger, Kim walks an adopted stretch of beach weekly from September until November looking for signs of avian botulism, a paralytic condition that can kill waterfowl and shoreline birds, such as loons, gulls, and ducks.

“I volunteer for this because I love our wonderful birds and waterways,” Kim said. “I want to do what I can to help preserve these resources and I love to walk.”

**Your time and talents are welcome!** Email Heather Smith ([hsmith@gtbay.org](mailto:hsmith@gtbay.org)) to get involved.

# YEAR IN PHOTOS



## GLRI FUNDS GREEN INFRASTRUCTURE

We installed six stormwater tree boxes and 68 feet of underground infiltration trench in the heart of Northport to help prevent stormwater runoff and pollution into Grand Traverse Bay.



## INAUGURAL KIDS SWIM FOR GT BAY

A dozen youth swimmers and their families celebrated the inaugural Kids Swim for Grand Traverse Bay, completing the fun, half-mile event and celebrating with prizes donated from local businesses.



## TWC DEMANDS ACTION TO STOP POLLUTION

After four years of illegal discharging of hot, chlorinated water into Tributary AA of Kids Creek, TWC issued a Notice of Intent to Sue to a local business to protect this cherished urban stream.



## TWC AND MUNSON CONTINUE TO PROTECT CLEAN WATER

Together with Munson Medical Center, TWC installed two rain gardens and five stormwater tree boxes along Medical Campus Drive that clean stormwater runoff before it flows into Kids Creek.



# STRATEGIC LEADERSHIP

## ESTABLISHED STRATEGIC LEADERSHIP ON LOCAL WATER QUALITY PRIORITIES

We are proud to focus solely on clean water at the local level. In 2018, we took leadership roles on two initiatives that moved the needle of our vision of being the leader in protecting and preserving the bay's watershed and achieving broad community commitment to clean water.



**Boardman River Watershed Collaborative:** We are using a systems thinking approach to form a collaborative network dedicated to the protection, conservation, restoration, and sustainable use of the Boardman River and its watershed since the final dam was removed. The planning efforts involve dozens of organizations and individuals that will help identify priorities and build the framework for the collaborative. The Watershed Center's Boardman River Watershed Prosperity Plan provides a blueprint for this cross-sector cooperation to improve the environmental, economic, and social prosperity of the watershed.



Photo courtesy of EMT Photographic

**Protecting trees throughout the watershed:** Trees are vital components of a healthy watershed as they help manage stormwater, cool nearshore waters, and prevent shoreline erosion. In 2018 we planted trees in our green infrastructure and stream restoration projects, we preserved trees by helping establish water setbacks and vegetative buffers, and we advocated for tree protection in Traverse City.



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**1994 - 2019**  
**CELEBRATING 25 YEARS OF**  
**PROTECTING CLEAN WATER**