



COLORADO RIVER ALLIANCE

Colorado River Alliance

Who We Are:

The Colorado River Alliance (The Alliance), a 501(c)3 nonprofit organization based in Austin, is the only nonprofit dedicated solely to the conservation and protection of the Texas Colorado River. The Colorado River Alliance has been increasing community awareness of the Colorado River's environmental and economic importance since 1994. We provide, conduct and support environmental science and outdoor education programs for youth, river cleanups, and other river-centered projects in efforts to bring awareness to the Colorado River.

What We Do:

Secure the vitality of the Texas Colorado River through education and advocacy for all generations.

How Are We Making A Difference?

Educate: We are educators because it is essential that people understand the importance of a healthy River to our collective well-being.

Innovate: An organization that depends on its people for success must encourage a culture that members find meaningful, vibrant, enriching, and enjoyable.

Collaborate: We reach out to and constructively engage individuals, experts, thought leaders, and stakeholders to promote the health of the River.

Advocate: We are passionate about leaving the Colorado River better off than the way we found it, so we advocate for programs and policies that result in a healthier River.

Did You Know?

Over 88% of our state is experiencing drought conditions and Texans are facing water shortages. Conservation is key, and we are working to ensure the next generation of users is equipped to help secure a long-term water supply.

The Impact:

- The Alliance reaches more than **5,000 students each year**, teaching conservation methods which save tons of gallons of water EACH year.
- The Alliance engages the community in various awareness events, including annual river clean ups; resulting in the **removal of 5 tons of trash from the river each year**.
- The Alliance equips area leaders with the knowledge they need to make informed decisions through programs like our Barstow Speaker Series and Colorado River Water tour, **reaching 250 key stakeholders annually**.
- The Alliance partners with multiple corporate entities and individuals to help them **understand, protect, use, and responsibly enjoy the natural resources of Texas**.



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BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Kyndel Bennett, <i>President</i>	Pam Akins	John Dickerson III
Jim DeCosmo, <i>Vice-President</i>	Joseph J. Beal	John Pitts, Jr.
Robert Neblett, <i>Secretary</i>	Chip Bray	Dave Schneider
Richard Galloway, <i>Treasurer</i>	Judy Bray	Andrew Ware
Keith Jackson, <i>Past-President</i>	Wes Brockhoeft	

ADVISORY COUNCIL

Carole Baker	Arthur Milberger
Paul Bury	Peter Pincoffs
Tim Crowley	Pat Robertson
Gary Farmer	Marc Rodriguez
Dan Herd	Andrew Sansom
Laura Huffman	Ray Wilkerson

SUPPORTING COMMITTEE MEMBERS

Carole Baker	Bill McCann
Stan Casey	Melissa Miller
Gaylon Finklea Hecker	Sara Morgenroth
Joshua Katz	Ray Wilkerson

With Additional Support from

Corporate & Community Partners
Tributary League Members
River Society Members
Realtors for the River



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YOUTH ENVIRONMENTAL EDUCATION

Educational Programs at Redbud Center - The Colorado Alliance leads tours and youth programming free of charge at the Wilkerson Center for Colorado River Education at Redbud Center in West Austin. Owned by LCRA, the five-acre riverside grounds feature exhibits that teach the history and importance of the Texas Colorado River. Annually, Alliance programming is provided to over 2,500 students.

Types of Programming at Redbud

- **General Public** – The Wilkerson Center for Colorado River Education is free and open to the public Monday through Friday, 7am to 7pm. Visitors can take a self-guided or podcast tour, exploring the grounds and exhibits.
- **Elementary School Groups** – Programming provided for 3rd – 5th grade students and teachers in the form of hands-on field trips covering geology and geography of Texas, pollution, water conservation, and much more.
- **Youth Groups & Scout Troops** – The Alliance provides one to two hour interactive tours for all kinds of youth groups and scout troops.



Texas Colorado River Mobile Learning Experience - Projected to launch in the 2014-2015 school year, the Texas Colorado River Mobile Learning Experience will bring a high-quality STEM field-trip experience to our schools, inspiring the next generation of Texas water stewards.

Supporting River Programming – The Alliance looks for opportunities to partner with other nonprofit and government entities to support river education and exploration throughout the Colorado River basin.



STAKEHOLDER ENGAGEMENT

Barstow Speaker Series – A forum that brings together thought leaders and business and community stakeholders, promoting a healthy Colorado River and ensuring that key decision makers are working to protect our most precious resource.



The Barstow Speaker Series was created in 2006 by a generous gift from the Barstow Foundation. A forum that brings thought leaders to prominent business and community stakeholders, The Speaker Series engages 250 stakeholders annually, promoting a healthy Colorado River and ensuring that key decision makers are making informed decisions about our most precious resource. Topics highlight the diverse environmental, legislative and public issues concerning the Colorado River and the Colorado River basin as well as global environmental issues of interest to our supporters.

Past Barstow Speakers include Robert Glennon, author of *Unquenchable: America's Water Crisis and What To Do About It*, Texas Senator Kirk Watson, Becky Motal, LCRA General Manager, Rep. Lyle Larson, Texas House of Representatives, Heather Harward, Executive Director of H2O4TX.



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Colorado River Water Tours - In partnership with Texas Water Foundation, River Tours take key decision makers on a two day learning trip through the Colorado River basin, learning about water use, management policy issues, and challenges facing water resources. The next Tour is tentatively scheduled for Fall 2014.

River Roundtables - River Roundtables are an exclusive, member-only educational opportunities available to the Alliance Members throughout the year. These opportunities include lunch and learns with key CEO's from across the Austin area focusing the discussion on up-to-date information on the economic impact of happenings in water throughout the Colorado River basin.

COMMUNITY OUTREACH & ACTION



Lake Travis Underwater & Shoreline Cleanup - This annual community-driven event gathers volunteers from the community to help rid Lake Travis of debris and waste.

Family Water Festival – The Family Water Festival is a free, annual community event providing science experiments, fishing and kayaking clinics, reptile and river bug shows, arts and crafts, games, and much more.

Colorado River Ramble – The Colorado River Ramble brings hundreds of community members to the Colorado River for recreation and competitive paddling on Lady Bird Lake.



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Frequently Asked Questions

What is the Alliance?

The Colorado River Alliance (Alliance) is a 501c3 nonprofit based in Austin, TX. The Alliance is the only nonprofit dedicated solely to the conservation and protection of the Texas Colorado River. The Colorado River Alliance has been increasing community awareness of the Colorado River's environmental and economic importance since 1994. We provide, conduct and support environmental science and outdoor education programs for youth, river cleanups, and other river-centered projects in efforts to bring awareness to the Colorado River.

When was the Alliance founded?

The Alliance was founded in 1994 under the name Friends of the Colorado River Foundation, Inc. After doing business as the Colorado River Foundation, the organization changed its DBA to Colorado River Alliance in 2013.

What does the Alliance do?

The Alliance's mission is to secure the vitality of the Texas Colorado River through education and advocacy for all generations.

Does the Alliance have a Board of Directors?

Yes, we have 5 officers and 9 additional members whom make up our Board of Directors. Additionally, the Alliance has an Advisory Council made up of twelve members.

What kind of programs does the Alliance have?

- Youth Environment Education
 - Educational programs at Redbud Center
 - General Public-Wilkerson Center
 - Elementary School Groups
 - Youth Groups and Scout Troops
 - Texas Colorado River Mobile Learning Experience
 - Supporting River Programming
- Stakeholder Engagement
 - Barstow Speaker Series
 - Colorado River Water Tours
- Community Outreach and Action
 - Lake Travis Underwater & Shoreline Cleanup
 - Family Water Festival
 - Colorado River Ramble

To learn more about these programs, see the previous pages.

How are the Alliance and LCRA different?

LCRA works to deliver electricity and manage the water supply and environment of the lower Colorado River basin. In 1994, LCRA created the Colorado River Foundation to provide the ability to fund stewardship activities. Early in its inception, the Foundation became an independent nonprofit entity, with 501 c3 status and its own governing Board of Directors. Over the last 20 years, the Foundation grew to include conservation programming, adult education and advocacy. In April of 2013, the Foundation changed its name to better reflect the mission and purpose, and became the Colorado River Alliance. Today LCRA remains one of the Alliance's many partners, providing important in-kind contributions that ensure successful, cost-effective youth educational program delivery by the Alliance.

What is the Alliance's impact?

The Alliance reaches more than 5,000 students, 250 community stakeholders and over 1,000 community volunteers each year, increasing the dialog on water and teaching conservation methods which save tons of gallons of water each year.

Does the Alliance take donations?

Yes, the Colorado River Alliance is made possible through the support of individual and corporate partners. We have several different types of giving programs. Click [here](#) to find out more.

For more information on the Colorado River Alliance, contact us at 512.498.1587 or contact@coloradoriver.org



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Colorado River Alliance Digital Artwork



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