



COLORADO RIVER ALLIANCE

2021 IMPACT REPORT



COLORADO RIVER ALLIANCE

YOUR RIVER

It is sometimes said that you can tell the most about the character of an organization when it is faced with challenges. I am happy to report the Colorado River Alliance successfully persevered through the challenges of recent years by creating new opportunities, realizing significant operational efficiencies, and because of your ongoing support.

Elementary students are romping around the Redbud Center as I write this. Lead by interns as well as docents who have volunteered with us for more than a decade, the students are exploring, learning, and utilizing the new features installed during the shutdown. The Mobile River recently visited a community event in Bastrop. The City of Horseshow Bay received the first ever River Heroes of the Highland Lakes award. The new Dual-Language Digital Resources Center provides CRA knowledge, curriculum, and activities to educators and students anywhere at any time in both English and Spanish. There is much to celebrate and all because of your financial support.

The upcoming year is a time for both expansion and reflection. Looking back to consider the purpose for which the organization was founded in 1994, while also providing hundreds of students a tour of the Redbud Center each month. A time to revisit the “big hairy audacious goals” established in the 2005 visioning session, while also, as large community gatherings become the norm again, sharing the Mobile River during community events up and down the river. Gather thousands of volunteers in parks, in preserves, and underwater in Lake Travis to collect thousands of tons of trash and while also honoring the individual volunteers and interns who are the heart of our programs. We will do all of this while celebrating the utility, majesty, and pervasiveness of the river that runs through all of us. Thank you for past support and for joining us on the journey ahead.



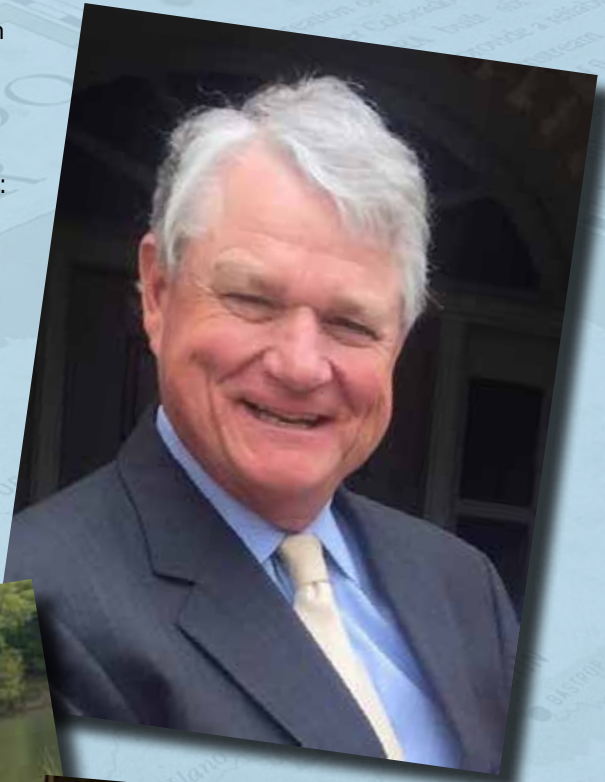
Adrienne Longenecker, CFRE
Executive Director
Colorado River Alliance



JOHN LAY: YOUR RIVER HERO

River Heroes are those who have dedicated themselves to the health and well-being of your Colorado River because they understand the importance it plays in all our lives. They work every day to ensure all Texans have ample access to clean water. In 2020, we renamed our River Hero award to honor someone who exemplifies these qualities: our very own John Lay.

John served on the Colorado River Alliance Board for twenty years. His dedication to the river is unparalleled in the history of the CRA. His spirit, enthusiasm, joy for his wonderful wife and children and love of the Colorado has been an inspiration to so many. Through his actions, he has demonstrated how someone can support something they love for the benefit of everyone. His generosity and dedication has been an inspiration to us all. We are proud to christen our annual award the "John Lay River Hero Award".



Founded in 1994 by the LCRA with the intention of partnering with AISD, the mission of the Colorado River Alliance is to champion the long-term vitality of the Texas Colorado River through education and engagement.

Colorado River model at the Wilkerson Center for Colorado River Education



2021 RIVER HEROES

What will be your legacy? For Laura and Kyndel Bennett, the Texas Colorado River is a consistent and steady pillar for their family, providing treasured memories. The River is also our community's lifeblood, providing essential resources as well as essential recreation for our health and well-being. The Bennetts believe protecting our River is a priority and illustrate value through their support of Colorado River Alliance. They will leave a legacy of River Stewards.

Laura is an avid paddler, practicing her skills for 15 years. In fact, Laura is one of the original Austin paddle boarders – she was the second person in Austin to own a paddle board. Enjoying the River and supporting the Alliance is an endeavor of the entire family. Barkley and Johnny, their two children, spend time each week on the river, and Barkley was a CRA Programs Intern.



In addition to being a savvy business owner and respected developer, Kyndel is also an avid fisherman and paddler. As Chair of the Board of Directors, Kyndel's leadership helped launch the Texas Colorado River Mobile Learning Experience, the "Mobile River," which has provided educational experiences to more than 38,000 Texans across the river basin. Kyndel currently serves as an Advisory Council Member and Corporate Partner.

Supporters of Colorado River Alliance for many years, the Bennetts have served our mission in important ways including as Cocktails for the Colorado Gala Event chairs, as Tributary League Members, as connectors, and as dear friends. As philanthropists and active community volunteers, Laura and Kyndel embody the meaning of John Lay River Heroes, and we thank them for their commitment to our community and the Texas Colorado River.

A PROUD HISTORY OF HEROES

2001 Mark Rose | Ken Armbrister | Kirk Watson Les Apelt | Pete Laney | Rick Perry **2002** Haskell Simon | Elisabeth Welsh Robby Cook | Susan Combs
Tex Robertson | The Lake LBJ Fish & Habitat Committee **2004** Will Wynn | John Graves | John Moore Mary Eastberg | Quentin Martin | Wyman Meinzer
2005 Jeff Wentworth | Pam Meier | CH2M Hill | Chairman Kathleen Hartnett White | Greg B. Westmoreland | Vanishing TX River Cruise **2006** Patricia
and Robert Ayres | Judy McCoy | Ed & Susan Auler | David Dewhurst | John P. Cowan **2007** Andrew Sansom | Woodbine Development | Michael & Pam
Reese | Jimmie Dale & Janet Gilmore | Meredith Keelan | Tom Craddick **2008** Joe Beal | Kip Averitt | Pete Winstead | Barbara ten Brink | Lady Bird Johnson
2009 Stephanie Koenig | Troy Fraser | PBS&J Env. Commitment | Ray Benson | Turk Pipkin **2010** Hughes and Betsy Abell | Austin American Stateman
Bill Moore | Matthew Evans **2011** Debbie Richardson | Florence Shapiro **2012** Charles Williams | John Burke **2013** Ray Wilkerson **2014** Gary Farmer
2015 The Family of Lyndon & Lady Bird Johnson **2016** Pam Akins **2017** Peggy Winkler **2020** Tim Timmerman **2021** Kyndel and Laura Bennett

For 27 years (and counting), the
Colorado River Alliance has
fulfilled this mission with innovative
programs, inclusive outreach and
great enthusiasm for the role the
river plays in all of our lives.

Buchanan Dam and Lake Buchanan





PROGRAMS



COLORADO RIVER ALLIANCE

REDBUD FIELD TRIPS



In its 12th year, this outdoor immersive program helps elementary school-aged students explore the importance of protecting and preserving their water resources. During a Redbud field trip, students learn about the geology and geography of Texas, drinking water sources, healthy watershed attributes, pollution and the water cycle, physical properties of water, and water conservation methods.

Field trips take place on the LEED Gold Certified, 5-acre LCRA Wilkerson Center for Colorado River Education at Redbud featuring hands-on models of the Highland Lakes and Dam System and an overlook of Tom Miller Dam. Students in 3rd-5th grades learn the importance of protecting our community's economic and environmental lifeblood, the Texas Colorado River.



Redbud field trips are conducted in English or Spanish, or a combination. The program is designed to meet the specific needs of the students. Lack of transportation is not a barrier due to ample bus scholarships made available for students attending Title 1 schools.



Individual conservation efforts are essential to ensure the Texas Colorado River remains fishable, swimmable, and drinkable.

Inks Dam and Inks Lake

MOBILE RIVER



Launched in 2015 in partnership with the Austin Independent School District (AISD) and Austin Water, the Mobile River program features TEKS- based learning through interactive models and fun, educational video games housed inside a 42- foot trailer.

The students also learn advanced water science lessons inside their classrooms, using hands-on models and interactive activities. The in-classroom lessons cover Texas ecoregions and weathering, runoff and infiltration, and water conservation.

Our innovative one- to two-week-long 7th-grade program delivers the field trip to the students, making it an exciting option for teachers and more than 2,000 students a year. The lessons the students learn through the Mobile River program encourage them to think critically about their role in water conservation.

The lessons the students learn through the Mobile River program push them to critically think about their role in water and how to mitigate the myriad of potential issues in Texas' water future.



Our programs would not be possible without our teams of volunteers and interns. Bridging the Colorado River Alliance with our community, our volunteer and intern opportunities give people with a passion for our river the opportunity to contribute to our mission in a meaningful way.

Wirtz Dam and Lake LBJ



DUAL LANGUAGE DIGITAL RESOURCES LIBRARY

Digitally delivered education became essential over the past year and a half. Beginning in March 2020, as in-person field trips and school visits paused, the CRA Dual Language Digital Resource Center launched to support student and educators throughout the River Basin. Featuring games, puzzles, and TEKS-aligned activity guides in both Spanish and English, these virtual programs reach thousands of students throughout the Colorado River basin.

Distance learning. Virtual education. Remote instruction. Whatever you call it, the value of digitally delivering educational resources has been undeniable for the past year and a half. After March 2020 put our field trips and school visits on pause, the CRA Programs Team put our heads together to adapt our hands-on water science lessons into virtual versions that would be equally fun, interactive, and easily integrated by teachers into their curriculum. The result was our CRA Digital Resources Library, featuring games, puzzles, and TEKS-aligned activity guides. We were excited to share these new resources with the schools and education partners we serve year after year in the Austin area, but we quickly realized these new, virtual versions of our programs could now help us reach thousands more students across the Colorado River basin.



Each volunteer and intern gets up to 30 hours of comprehensive water science training to teach the next generation of water stewards. From our Redbud Field Trips to our Mobile River program, our volunteers and interns extend the reach and impact of our programs to the thousands of students we serve.

Starcke Dam and Lake Marble Falls

SPRING CLEAN DOWNSTREAM

Every year for over 25 years, volunteers take to their neighborhoods, local waterways, and Travis County Parks to clean and beautify around our most precious resource, the Texas Colorado River.

On April 24, 2021, 150 volunteers collectively spent 454 hours picking up litter, removing invasive species, and revamping park structures.

Those familiar with the Lake Travis Cleanup know the immense impact this annual event has on our parks and river. For 26 years, about 1,000 volunteers joined us each year to remove more than 5 tons of trash and debris from Lake Travis.

The 2021 Spring Clean Downstream included volunteer opportunities in more than 10 park locations. In addition to removing litter from shoreline parks, volunteers helped us celebrate Earth Day by removing invasive species, planting natives, and repairing and beautifying park structures. While our Fall 2021 event was rescheduled due to COVID concerns, 2022 promises to restore this annual event to its full impact.

The Texas Colorado River supplies drinking water for 1.5 million people in Central Texas as well as providing us with opportunities to boat, fish, SUP, kayak, and enjoy water safely. Since the COVID-19 pandemic began, it is more important than ever to cherish our natural resources and care for our outdoor spaces.



Traffic in Austin? Darn right there is. Right on Lady Bird Lake every weekend with hundreds of people in canoes and on paddle boards. Add in some Olympic rowers training for gold, sailors and skiers on Lake Travis and scuba divers fathoms deep and the joy the Colorado brings is clear. Just like our water.

Mansfield Dam and Lake Travis



VOLUNTEERS AND INTERNS

Flowing through the heart of our region, the Texas Colorado River is the lifeblood of Central Texas. A healthy, flowing river is imperative to the long-term health of our economy, our environment, our industry, our agriculture, and especially our lives. Interns and Volunteers are the lifeblood of the Alliance and crucial to the success of our programs. Volunteer docents and Interns deliver fun, informative lessons to students during field trips both on the natural grounds of LCRA's Wilkerson Center for Colorado River Education in West Austin and in the Mobile River Exhibit. Alliance Volunteers and Interns represent the diversity of our community and many stages of life; parents, grandparents, working people, retired people, stay-at-home moms and dads, college students. Since inception, the Alliance has engaged Interns in high-quality experiences that advance the participants' career readiness, understanding of nonprofit management, and environmental education.



The work started in 1936 set the stage for the success of Texas we see today.

In a changing world, clean drinking water will become more and more of a precious commodity. The Colorado River Alliance programs set the stage for generations of water stewards to guide the path of the river as our cities grow along its shores.

Tom Miller Dam and Lake Austin



FINANCIALS

The Colorado River Alliance emerged from the unpredictable 2020-2021 year in a stable financial position thanks to your ongoing support. Although in-person programs halted, the Alliance did not furlough or lay-off any staff. Thanks to the support of donors like you and the leadership of the Board of Directors, the Alliance is proud to present the following unaudited FY21 financials and a positive balance sheet.

Revenue		Expenses	
Membership Dues	\$28,185	Fundraising Expenses	\$104,180
Sponsorships	16,000	Program Expenses	
Government Grants	273,123	- Mobile River Program	88,807
Other Grants	44,331	- Redbud Program	26,632
Contributions	30,293	- Barstow Speaker Series	-
Gala Revenue	180,916	- Environmental Action Programs	29,882
Virtual Gathering Revenue	-	- Stakeholder Engagement	36,059
Program Event Admission	-	- Other Program Expenses	469
Interest Income	-	Total Program Expenses	181,849
Miscellaneous Income	1,039	Operations	139,998
In-Kind Revenue	-		
Total Revenue	<u>\$573,886</u>	Total Expense	<u>\$426,027</u>

Cash			
Total Cash	317,353	Deferred revenue	
		- Gala FY22	64,100
Restricted Cash		- Highland Lakes	-
- Mobile River	26,112		
- Redbud Scholarships	1,044	Total Unrestricted Cash	<u>218,820</u>
- Custodial Funds	<u>7,277</u>		
Total Restricted Cash	34,433		



The Wilkerson Center for Colorado River Education, located on the grounds at LCRA's Redbud Center, tells the story of the lower Colorado River that flows through the heart of Texas. The images of dams in this impact report are details of the Colorado River model that has helped educate thousands of Texas youth on the importance of our river.

OUR THANKS

CORPORATE PARTNERS

Corporate Partners of the Colorado River Alliance are philanthropic leaders with a serious commitment to protecting the Texas Colorado River. In addition to providing essential support for the CRA mission, partners gain access to specialized marketing, employee engagement, and networking opportunities to develop relationships that reach deep into Texas' diverse water community. We thank our Legacy Leader Partners for their support!



TRIBUTARY LEAGUE

Tributary League Members ensure tomorrow's scientists, legislators, land developers, farmers, nonprofit professionals, and entrepreneurs develop a passion for water stewardship and a science-based understanding of our interdependence on the River. Members are an exclusive group of donors who, like the tributary rivers that flow into the Texas Colorado River contributing to its vitality, provide a steady flow of funds to sustain the mission of the Colorado River Alliance. Thank you to each and every one of our Tributary League Members!

Pam & Marty Akins • Kathi & David Allen • Sally & DJ Allen
Linda & Steve Balas • Nancy & Joe Beal • Laura & Kyndel
Bennett • Becky Bonham • Chip Bray Susan & Ben Bufkin
Susan Butler • Les & Gretchen Canter Bergan & Stan Casey
Joan & Steve Clark • Michelle & Alan Cline • Debbie &
Tim Collins • Steve Cooper Colin Corgan • Melissa & Matt
Dausch • Cindy & Jim DeCosmo • Meg & John Erskine
Stephanie & Clayton Duncan • Susan & Gary Farmer
Angela & Sergio Garcia • Terrell Gates Patsy & Roald
Gertson • Jennifer & Breck Harrison • Cindy & Pete Hayes
Dan Herd • Jill & Mark Hughes Eugene R. Vaughan, III

Karen & Philip Ingram • Joyce & Keith Jackson • Carl &
Paige Lay • Jill & John Lay Mollie & Steve Leach • Carol
& Tom Martine • Janis Monger Tom Mason • Lynn & Mike
McHenry • Stephanie J. Moore • Scott Moorhead
Melinda & Robert Neblett • John E. Burke, P.E. Lesley &
John Pitts • Lynda Rife & Wallace Vog • Becky & David
Roche • Bryan Teeple • Leslie & Tim Timmerman • Marie
& Barth Timmerman • Susan & Gilbert Turrieta Katey &
Augusto Villalon • William Volk • Don Walden Sarah &
Wade Webster • Karen & Ray Wilkerson • Peggy & Matt
Winkler • Tomi & Pete Winstead • Suzanne & Kevin Zarling



STAFF



Adrienne Longenecker
Executive Director

Serving as the Executive Director at Colorado River Alliance, Adrienne drives the organization's strategic growth, partnership development, and oversees the talented and dedicated staff team. A passionate community servant well-known for vision, creativity, and consensus building, Adrienne volunteers as Vice Chair of External Relations for the Board of Directors of the Global Association of Fundraising Professionals and as Treasurer on the Board of Directors for Austin Outside, a group that champions outdoor places for all throughout Greater Austin. Adrienne attended the University of Texas at Austin and received a Bachelor of Fine Arts degree. Adrienne enjoys yoga and taking long walks with her son and two dogs.



Keri Pearson
Director of Development

Fundraising is vital to every nonprofit organization and Keri believes the key is exceptional donor cultivation and stewardship. Keri strives to develop long-lasting relationships with donors and ensures that each one feels special. She is passionate about creatively executing fundraising events (especially galas!) Keri comes to Colorado River Alliance with over 9 years of nonprofit development experience and an education in Geological and Environmental Studies. Keri loves laughing with her daughter, paddling Lady Bird Lake, and being social with friends. Fun fact: Keri was born during the Memorial Day Flood of 1981.



Katie Bedrich
Programs Manager

Katie works with a wide range of schools, educators, and service groups to inspire our future river stewards, with the goal of engaging students from underrepresented and underserved populations. She manages a passionate team of volunteers and interns to teach elementary school students the importance of conserving and protecting the Texas Colorado River through the Redbud Field Trip Program. Katie also plans and facilitates environmental action and community outreach events, including creek cleanups and restorations in the Austin area. Katie holds a B.A. in journalism and Spanish from The University of Alabama.



BOARDS

BOARD OF DIRECTORS

Executive Committee

President: John Erskine, Chief Publishing Officer, Cloud Imperium Games Corporation

Secretary: Jennifer Walker, Senior Water Program Manager, National Wildlife Federation

Treasurer: Chip Bray, Central Texas Area President, Prosperity Bank

At-Large Officer: John Burke, Owner, John E. Burke & Associates, and Past Chair, Region K Regional Water Planning Group (Lower Colorado)

At-Large Officer: Stephanie J. Moore, Senior Hydrologist, INTERA Incorporated

At-Large Officer: John Pitts, Jr., Principal, Texas Star Alliance

At-Large Officer: Wade Webster, President & Chief Operating Officer, Pinnergy

Board Members

Sally Allen, Director of Development, Lyndon Baines Johnson Foundation

Susan Butler, Global Technology Lead, Integrated Water Resources Management, Jacobs

Greg Cox, Associate General Counsel, Lower Colorado River Authority

Breck Harrison, Litigation Partner, Jackson Walker, LLP

Susan Turrieta, PE, Principal Infrastructure, Walter P Moore

Augusto Villalon, Account Director, Freese and Nichols

David Yeates, Prosperity Bank

ADVISORY COUNCIL

Under the direction of Founding Member Ray Wilkerson, the Advisory Council members serve as critical community champions for the Colorado River Alliance. With key stakeholders and decision-makers from throughout the Colorado River basin, members share their gifts in service to our mission by providing professional expertise; their diverse knowledge of constituent perspectives; their connections to local and regional resources, colleagues, and peers; and their philanthropic support. The Advisory Council has no governing function within the organization.

Pam Akins • Joseph Beal • Kyndel Bennett • Paul Bury John Dickerson, III • Gary Farmer • Dan Herd • Laura Huffman
Arthur Milberger • Robert Neblett • Peter Pincoffs • Pat Robertson
Sansom • Ray Wilkerson • Peggy Winkler

ENDOWMENT BOARD

The Friends of the Colorado River Endowment is a separate 501(c)(3) corporation that manages a small fund to support the Colorado River Alliance's programs.

President: Jim DeCosmo, Community volunteer

Vice President: Mike McHenry, Wedding Oak Winery

Treasurer: Robert Neblett, Jackson Walker

Secretary: Ray Wilkerson, Ray Wilkerson Companies

Trustee: Steve Cooper, Emerald Ag Investments

THANK YOU FOR YOUR SERVICE AND SUPPORT!



COLORADO RIVER ALLIANCE