



Impact Report

2022



COLORADO RIVER ALLIANCE

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Inspiring Internships

MAX' STORY

During his first few years in college, Max was struggling. As the first member of his family to attend college, he was figuring it out on his own and was a bit lost. Then he learned about careers in sustainability, switched majors, and a professor encouraged him to apply for an internship with Colorado River Alliance.

[Max's full story can be enjoyed on the CRA YouTube Channel.](#)

A Mobile River internship with CRA propelled Max into a successful career. Max, a Sustainability Coordinator with Travis County, credits his internship with building skills and experience necessary to:

- Feel comfortable engaging with people of all ages and backgrounds
- Encourage water conservation behaviors
- Cultivate a culture of water stewardship across eastern Travis County neighborhoods

Colorado River Alliance creates compensated, inspiring internships as a replicable, sustainable program delivery model.

MOBILE RIVER INTERN



"I literally don't think I would be here without you guys."

Education Programs

Colorado River Alliance provides immersive, hands-on STEM education that is TEKS aligned to elementary and middle school aged students throughout the river basin.

The Alliance's flagship programs have returned to in-person programming and educators are thrilled. Field trips, whether to the Wilkerson Center for Colorado River Education or to the Mobile River, create lasting memories.

1428

students created lasting memories while visiting the Wilkerson Center for Colorado River Education

Water quality and quantity are top issues facing our state, nation, and globe. Every elementary and middle school student in Texas receives water science education - the Alliance brings that curricula to life to ensure this essential learning is fun, engaging, and memorable.

80%

of students who create lasting memories thanks to CRA's programs attend schools defined as Title 1

Each school year, the Alliance staff connects directly with educators and principals who serve Title 1 schools to provide first priority registration. For two weeks prior to opening registration to the public, the CRA team reserves all spots for schools considered Title 1 schools.

3845

students and community members took a trip across the river basin inside the Mobile River

From Bastrop to Marble Falls, the Mobile River returned to in-person programming and hit the road including a full day at Samsung Austin's location in celebration of World Water Day! Even with a few exhibits not operating, the Mobile River remains a one-of-a-kind, innovative science center on wheels.

Engagement Projects

To cultivate appreciation and an understanding of our community's dependence on the Colorado River, the Alliance provides engaging opportunities and firsthand experiences with the River. People who pick-up micro-trash at Travis County East Metro Park, dive for tires at the bottom of Lake Travis, or take the Water Pledge also gain the invaluable realization of the source of their drinking water.

878

volunteers of all ages helped clean up the River, lakes, creeks, and parks

"Texans have depended on the Colorado River for life itself for centuries so it's fitting that we make time to ensure it [Lake Travis and the River] is pollution free....Many thanks to the Colorado River Alliance for recruiting volunteers to make the 28th annual cleanup a big success!"

Commissioner Ann Howard
Volunteer
28th Annual Lake Travis Cleanup

1474

adults and students took the Water Pledge

The Water Pledge, an essential element of CRA's youth programming for decades, is now an essential element of all Alliance outreach projects. Based on established methods of reducing residential water consumption, including the use of water efficient appliances and the adoption of water efficient behaviors, the Water Pledge encourages consumers and young people to make voluntary choices to protect the River.

5289

unique visitors visit CRA's homepage on average each month

The Alliance provides digital resources in both Spanish and English for educators, employers, and families at no charge, including virtual field trips for schools in rural areas throughout the river basin. Recently updated and revamped, CRA's website provides a vast amount of information for those interested in learning more about our community's lifeblood.

26%

program investment
growth year over year

\$365,896

Total Program Investment FY22



Financials

The Alliance has rebounded into a current state of financial stability from which the organization is poised to kick-off strategic planning and investment in growth.

Revenue	FY22	FY21
Contributions & Event Revenue	502,764	257,538
PPP Forgiveness	-	143,022
Grants	130,100	174,401
In-kind contributions	22,500	7,500
Other	11,064	2,469
Total Revenue	666,428	584,885

Expenses	FY22	FY21
Total Program Service	365,896	272,244
Administrative	32,380	45,185
Fundraising	105,743	116,502
Total Expenses	504,019	433,931
Net assets, end of yr	501,116	310,946

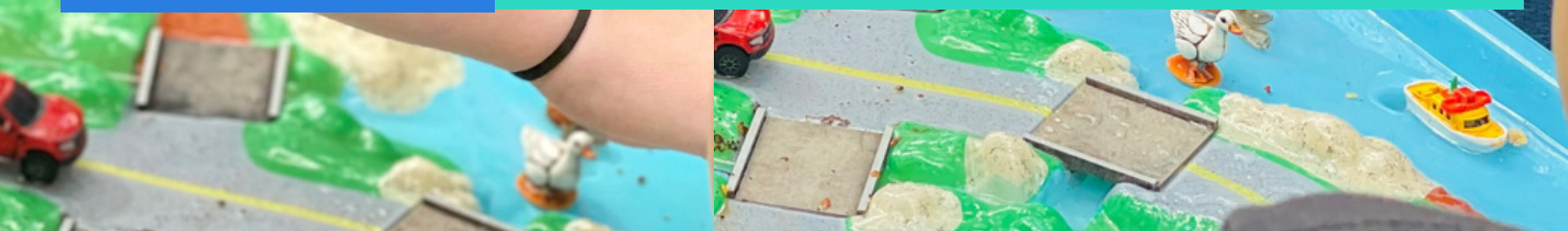


CRA

Ah-Ha!

The excitement and joy on their faces as they learn about runoff and the impact to groundwater illustrates the ultimate impact of our work.

Your support helps create the "Ah-Ha! moment".



Acknowledgements

On behalf of the members of the Board of Directors, the Endowment Board, the Advisory Council, and the staff of Colorado River Alliance, thank you for your support of our programs.

As a long-time Austinite who grew up along the River, I am fiercely passionate about making sure everyone across the basin comes to love and appreciate the river as I do.

Together we are working towards a time when every Texan, every tourist, and all generations understand the intrinsic value of the Colorado River to our economic, environmental, and community health.

We believe an investment in inspiring future water stewards is an investment in water and the best investment you can make to improve health, empower young people, enable access to education, and change lives.

Adrienne Longenecker, CFRE
Executive Director



We thank you for your
continued support in
our programs.

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