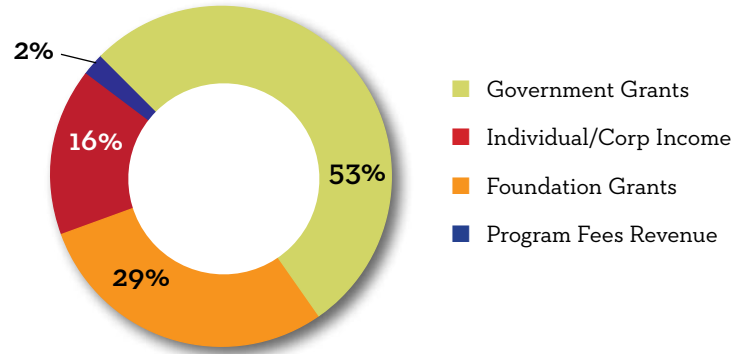
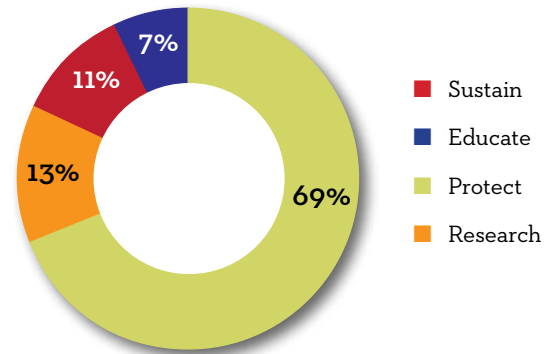


2017 Revenue



2017 Expenses



NOTE: Numbers for the financial charts are unaudited.



Mission

Protecting the waters, woodlands and wildlife of the New River Watershed

PO Box 1480
 1 North Jefferson St., Suite D
 West Jefferson, NC 28694

Phone: (866) 481-6267 or (336) 846-6267
 E-mail: info@newriverconservancy.org
www.newriverconservancy.org

Front photo: Carl Galie



3000 HOURS

SPENT COLLECTING SAMPLES, ANALYZING DATA,
AND HOLDING COLLABORATIVE DISCUSSIONS



WATER QUALITY MONITORING

CITIZEN SCIENTISTS PLAY A CRUCIAL ROLE IN MONITORING
THE WATER QUALITY OF OUR STREAMS AND RIVERS

HOW?

IDENTIFY
TRENDS OVER TIME



SPOT EMERGING
PROBLEMS



SCREEN FOR
POTENTIAL POLLUTION

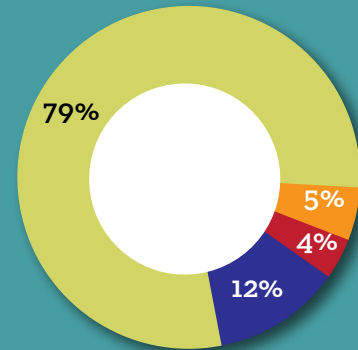


MONITOR EFFECTIVENESS OF
IMPROVEMENT EFFORTS



research

2017 Investment



- Technical Advisory/Consortium
- Watershed Assessment
- Citizen Science & Water Quality Monitoring
- Other Projects



RIVER CLEANUPS IN 2017

192 volunteers



donated 911 hours at a value of

 \$21,991.54

to remove

16,310 lbs of trash

enough
for 197
cars!



and

791 tires

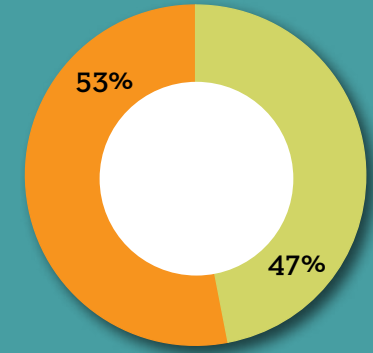


equal to
TWO
elephants!

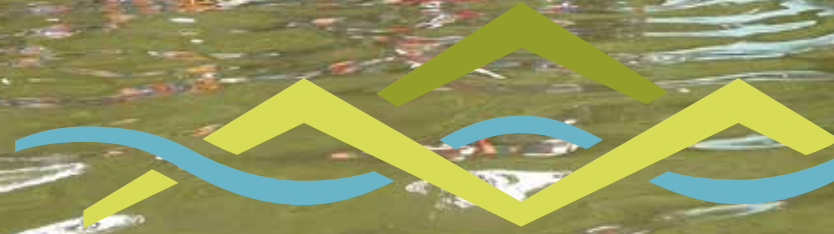
IF WATER IS LIFE,
THEN CONSERVATION IS THE FUTURE.

inspire

2017 Investment



- Issues
- Outreach



IN 2017:
14,423
TREES & SHRUBS
PLANTED

117
ADDITIONAL ACRES
PROTECTED



Here's what **14,423** trees & shrubs can do:



346 TONS/YEAR
of CO₂ absorbed.
Trees can absorb
CO₂ at a rate of 48
lbs/year!



37 TONS/YEAR
of oxygen produced.
A year of oxygen for
165 people!



1,572,107 GAL/YEAR
of water into the air.
A mature tree can
transpire 109 gal/day!

WHY PROTECT LAND?



Protected land
preserves vital
habitats, ensures
local food security,
and improves
water quality



Permanently
protected land
ensures that
sprawl does not
destroy precious
open spaces

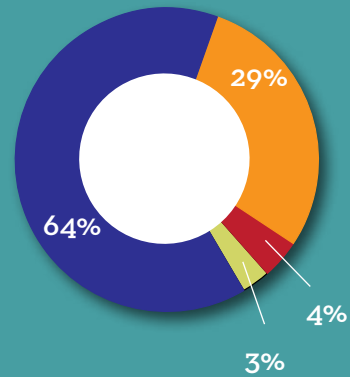


Protected land
supports outdoor
industries like
agriculture,
forestry,
recreation, and
tourism



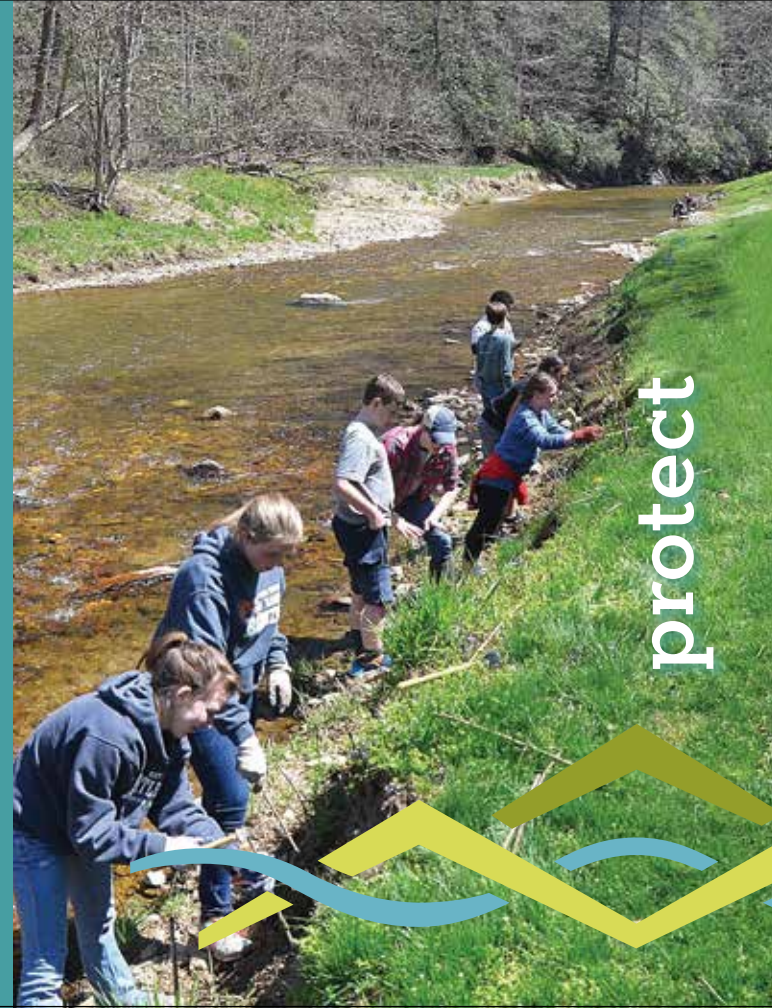
Access to public
land keeps people
happy, healthy,
and inspired to
conserve the
natural
environment

2017 Investment



- Restoration
- Land Protection*
- Stewardship
- River Clean Ups

* including leveraged funding for land acquisition



protect

protect