



**gathering waters**
wisconsin's alliance
for land trusts

2018 IMPACT REPORT



thank you

Like ripples in a pond, the gifts you made to help protect land and water in Wisconsin had a far-reaching impact in 2018.



Highlights of the impact you helped make in 2018 include:

Laying a strong foundation
for the 2019 state budget
battle 2

Strengthening land trusts
to help them protect more
of the land you love 4

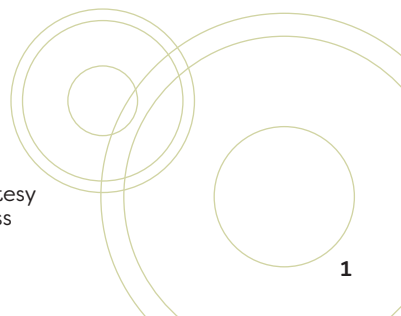
**Connecting people to
nature** during Wisconsin
Land Trust Days 6

Celebrating and recognizing
the hard work of conservation
leaders 8

Every gift counts..... 10

Looking forward in 201912

All event photos courtesy
Mindy Petersen, unless
otherwise noted.



A circular photograph of the Wisconsin State Capitol dome, partially obscured by green tree leaves on the left. The photo is set against a blue background with decorative orange and white circles. A curved white line at the bottom of the circle contains the text "Althea Dotzour Photography".

You helped lay a strong foundation for the 2019 state budget battle

If the Governor and legislature cannot agree to keep the Knowles-Nelson Stewardship Program alive and well-funded in the 2019 state budget, millions of dollars for Wisconsin land and water protection will disappear—devastating conservation efforts statewide.

In 2018, you helped bring over 40 conservation-minded organizations together to discuss this threat and develop strategies for addressing it. You helped retain a professional lobbying firm to: be our eyes and ears in political circles; get us in the right meetings with the right people at the right times; and provide strategic counsel. You helped commission a poll confirming 93% of Wisconsin voters believe state funding of land and water protection should be a priority. You also helped launch Team Knowles-Nelson, to make it simple for concerned Wisconsin voters to communicate with their elected officials during critical times.





POLITICAL ACTION

January - December 2018

40+ ORGANIZATIONS JOINED IN

230 Personal notes delivered
to U.S. Senators

6 REGIONAL ADVOCACY FORUMS

Held in Madison, Milwaukee, Menomonie, De Pere, Lake Geneva, and Park Falls. Attended by 85 individuals, including representatives from over 30 land trusts and other partners.



You helped strengthen land trusts

The stronger Wisconsin's land trust community is, the better it can protect the land and water you love.

In 2018, you helped make sure Wisconsin's 40+ land trusts were well-connected, networking with each other, and sharing experiences, challenges, and successes. You helped provide numerous educational, training, and service-focused opportunities. You helped provide access to up-to-date knowledge, technology, and conservation tools—including a brand new conservation database that will make land acquisition and management more strategic, statewide.

You helped increase the value land trusts bring to each of the communities they serve and to the landscape of Wisconsin as a whole.





LAND TRUST SERVICES

January – December 2018

250+ LAND TRUST PROFESSIONALS
received services

19 Virtual & 24 In-person
learning opportunities

SERVICE TOPICS

- financial management • easement monitoring
- birds as conservation catalysts • climate adaptation strategies
- land management plans • the value and role of fun
- information dashboards • fundraising • organizational evolution
- next generation conservation leaders • effective storytelling
- state and federal funding programs • advocacy • accreditation
- risk management and conservation defense • water quality
- volunteer programs • women in conservation



You helped connect people to nature

Wisconsin land trusts protect prairies, farmland, bluffs, lakes, shoreline, forests, and many other types of special places in almost every county in the state. Many of these places are available for the public to enjoy. But, most people don't know about them.

In 2018, you helped promote Wisconsin Land Trust Days—a series of events hosted by land trusts in August and September. You helped spread word of these fun opportunities statewide and encouraged people to #HaveFunOutside.

Because of you, many folks discovered nearby places to enjoy nature and learned more about the existence and value of land trusts.

For more information about Wisconsin Land Trust Days, visit [HaveFunOutside.org](https://www.havefunoutside.org)





WISCONSIN LAND TRUST DAYS

August - September 2018

20 LAND TRUSTS HOSTED 36 EVENTS



7 Weeks
of activities

1,750+
attendees



EVENT ACTIVITIES

paddling • biking • monarch tagging • trail building
hiking • walk-about • star-gazing
annual gatherings • celebrations • picnics





Althea Dotzour Photography

You helped celebrate and recognize conservation leaders

Countless organizations and individuals work tirelessly year-round to protect Wisconsin's land, water, wildlife, and way of life. Their dedication, service, passion, achievements, and philanthropy are worth recognizing and celebrating. Each year, Gathering Waters hosts Wisconsin's Land Conservation Leadership Awards Celebration for this purpose.

In 2018, you helped honor four very deserving conservation leaders.

Waukesha County Land Conservancy—Land Trust of the Year

Pat Caffrey of Trempealeau—Conservationist of the Year

Jimmy VandenBrook of Mount Horeb—Rod Nilstestuen Award for Working Lands Preservation

Jan Zimmermann of Madison—Harold "Bud" Jordahl Lifetime Achievement Award

To learn more, visit

GatheringWaters.org/Awards





LAND CONSERVATION LEADERSHIP AWARDS

September 2018

4 HONOREES WERE CELEBRATED
by 217 attendees

183 notes were handwritten
to U.S. Senators during this event

A MAGICAL NIGHT

As an ode to each honoree's inspirational story of conservation leadership and success, this celebration included hand-crafted awards commissioned by a Wisconsin-based artist; music by a live string quartet; wine, beer, and spirits; a silent auction; delicious hors d'oeuvres, coffee, and of course, dessert.



*every
drop counts*

Large or small, every donation to Gathering Waters in 2018 helped protect land and water in Wisconsin.

Your dollars helped lay a strong foundation for the 2019 state budget battle; strengthen land trusts; connect people to nature; and celebrate the conservation work and dedication of volunteers, professionals, and philanthropists.

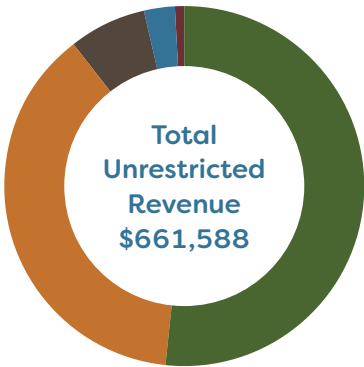
THANK YOU

Fiscal Year 2018 Overview

Net Assets

Net assets available for future operations	833,239
Endowment fund (to support internships)	10,750
Total Net Assets	\$843,989

You help make sure
Wisconsin is a
healthier place
for people
to *live, work,*
and *play.*



Unrestricted Revenue

• Grants and contracts	\$346,675
• Contributions from individuals and businesses	253,223
• Contributions from land trusts	46,409
• Conference & event registrations	19,060
• Investment income	(3,779)

Expenses

• Education and outreach	\$205,805
• Land trust services	189,177
• Policy and gov't relations	188,852
• Fundraising	123,661
• Management and general	48,805
• Program development	13,718



Key dates to remember

Nominate a Land Conservation Leader in May.

Learn more at gatheringwaters.org/nominate.

Attend Wisconsin Land Trust Days events in August and September.

Find a list of events at HaveFunOutside.org in July.

Save the Date for the Awards Celebration – September 26, 2019.

Help prevent the loss of millions of dollars in state funding for land and water protection!

Governor Evers and Wisconsin's legislators are debating the 2019 state budget. If they cannot agree to keep the Knowles-Nelson Stewardship Program alive and well-funded, land and water protection efforts in Wisconsin will be devastated.

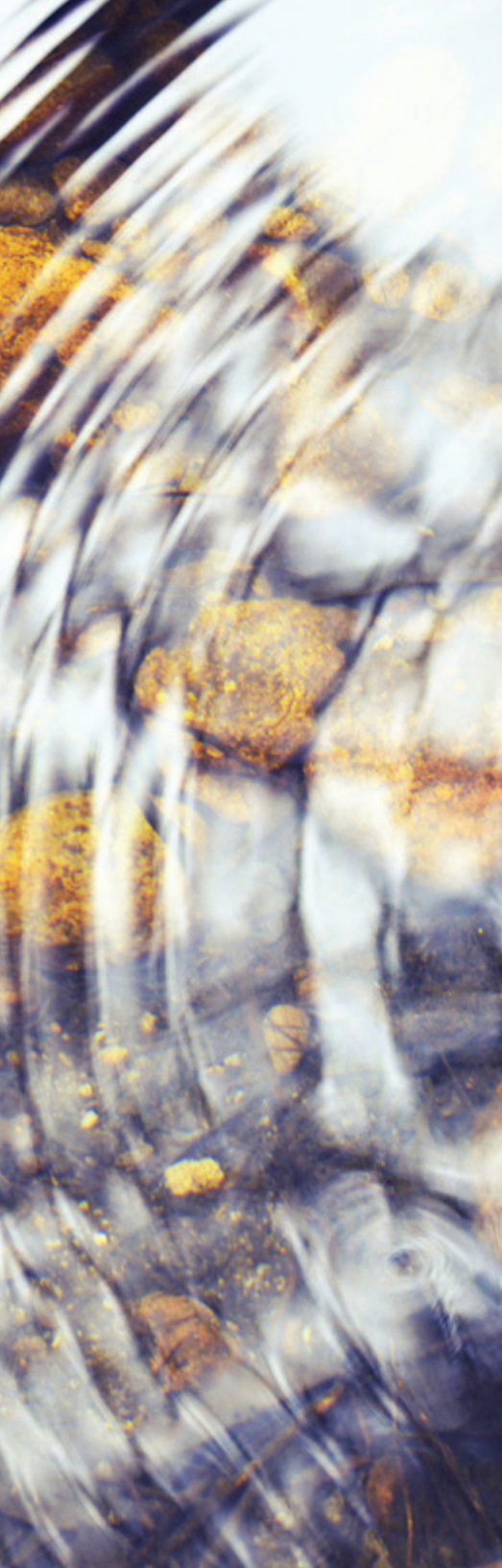
Join Team Knowles-Nelson to help save the Stewardship Program.

THREE THINGS YOU CAN DO TODAY at TeamKnowlesNelson.org:

Sign up to receive action alerts

Contact your elected officials right now

Support the campaign to save Stewardship



Gathering Waters is here to help you protect Wisconsin's land, water, wildlife, and way of life.

Phone: 608.251.9131
gatheringwaters.org

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Bur Zeratsky, *Green Lake Conservancy*

Learn more about the Council at: gatheringwaters.org/council



gathering waters
wisconsin's alliance
for land trusts

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Helping you

protect

Wisconsin's *land*,
water, wildlife,
and way of *life*



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