

The Colorado Foundation for Water Education

Annual Report for Fiscal Year 2013

July 2012-June 2013



Your State. Your Water. Your Future.

www.yourwatercolorado.org

Letter from the Executive Director

Colorado Foundation for Water Education

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At this point in my CFWE tenure I feel more settled and competent in my work than ever. The amazing contributions from CFWE's staff, board and volunteers make my job easy. Well, maybe not easy. But definitely easier than when I started!

My challenge is to keep CFWE thriving and relevant. A good thing that my Myers-Briggs personality type motto (thanks Water Leaders!) is "Let's change it!" I can't do the same thing over and over without analyzing, modifying and hopefully improving it. "If it ain't broke, don't

fix it" isn't really something I live by.

Below you will find the results of CFWE's "tweaking culture." In the past year we increased staff, expanded educational programming, diversified the budget, tried many new things, and grew the reach of our work. I am proud to be at the helm of CFWE during this exciting time, and am so thankful to everyone who has helped. Our financial supporters and volunteers are listed beginning on page 15, and if you are not listed, get in touch and we'll find a way for you to become involved!

As Colorado works to shape its water future, education about the value, management and conservation of water will be critical. CFWE is proud to be Colorado's premiere water education organization, and we will work tirelessly to meet the challenges ahead.

In gratitude,

Nicole's Top 10 Highlights from 2012-2013

Water education events are thriving and attracting new supporters—half of the attendees at our tours were new to CFWE

The 2013 Water Leaders class ushered in changes like new facilitators, increased interaction with employers, additional meeting days and more water-relevant content

The YourWaterColorado blog is growing—readership increased by 125% last year

CFWE's focus on fundraising is paying off—we increased both our total number of donors and the average amount per gift in 2013

Staff hosted not 1 but 3 multi-day tours in 2013

To celebrate the Summer 2013 Headwaters on the Rio Grande basin, CFWE held its first ever "release party" for basin residents and ate some great BBQ along the way

In 2012, CFWE hit a milestone by growing to five full-time staff members so we can bring more great water education to Colorado

The Connecting the Drops radio series is taking water information to the air, and reaching over 100,000 community radio listeners each month

CFWE staff deepened our relationships with each other and our partners through our 2nd annual staff rafting trip with the Colorado Water Trust

A generous two-year grant from Xcel Energy will help CFWE be a better professional development resource to Colorado's water educators through training, best practices dissemination and regular networking



The Colorado Foundation for Water Education offers an array of publications, tours, events, and other programs to fulfill its mission. These programs reach a variety of audiences, including members, water professionals, and other interested citizens. What are the outcomes and impacts of these programs? Read on to find CFWE’s desired goals for water-related awareness, knowledge and understanding, attitudes and values, decision-making skills, and responsibility and participation, and the programs targeted to meet these goals.

Mission Statement

Promote better understanding of Colorado’s water resources and issues through balanced and accurate information and education.

Vision Statement

Coloradans, through an improved understanding of water's complexities and trade-offs, will make more informed water resource decisions.

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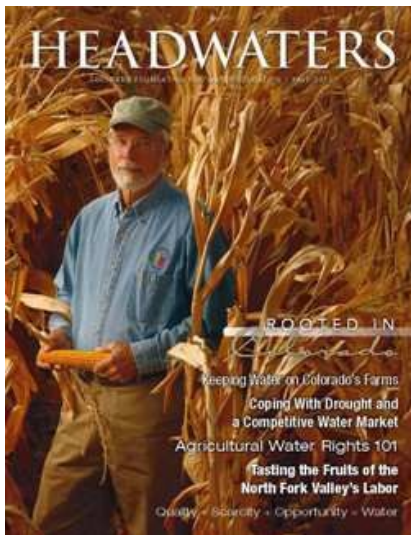


Goal: Awareness

CFWE's work will increase awareness that water is a scarce and valuable resource

Headwaters Magazine

Headwaters magazine has become a trusted source for up-to-date news from the world of Colorado water. CFWE reached over 9,000 Coloradans with *Headwaters* this year. This year, *Headwaters* explored the benefits and challenges facing agricultural users, examined the critical world of water utilities, and highlighted the many water issues in the Rio Grande basin.

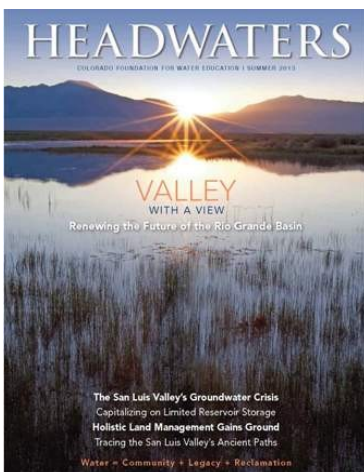
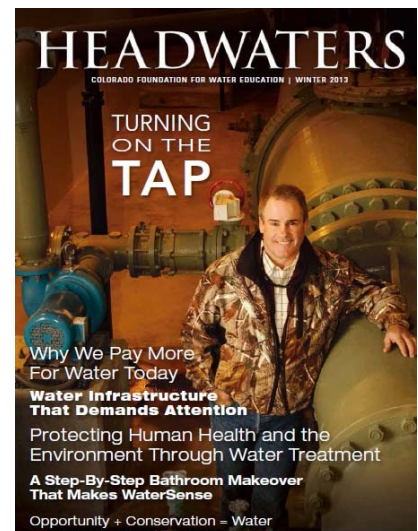


Fall 2012: Rooted in Colorado—The Agriculture Issue

Farmers play a critical role in Colorado. To support the food and fiber they provide to the rest of us, agriculture receives more than 85 percent of the state's water deliveries. This issue highlights the value of water for Colorado agriculture, how water is managed during drought years, the innovation that farmers make to survive, and much more.

Winter 2013: Turning on the Tap—The Utilities Issue

We rely on utilities to provide reliable water and protect human health, but how often do we think about them? This issue explores the water infrastructure that's demanding our attention, why we pay more for water today, and how we can conserve more water in our homes.



Summer 2013: Valley with a View—The Rio Grande Basin

The San Luis Valley is the driest part of the state, and inevitably water for everyone is a challenge. This issue explores the beautiful, unique and water-short Rio Grande River Basin, including the San Luis Valley's groundwater crisis, efforts to capitalize on limited reservoir storage, holistic land management and more.

Goal: Awareness

CFWE's work will increase awareness that water is a scarce and valuable resource

Your Water Colorado Blog



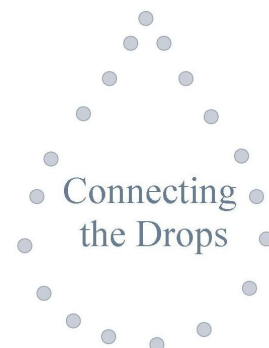
CFWE is increasing awareness and creating knowledge through the “Your Water Colorado” blog. CFWE staff and volunteers have been blogging since January 2012 to reach new audiences, provide a forum for discussion, and share information about water news, events, and CFWE updates. We’ve covered important topics like drought, water availability, the energy-water nexus, water rates, water infrastructure, big events, water news and much more. Over the last year, the “Your Water Colorado” blog received more than 11,600 views. Thanks to this growth, we now have 163 blog subscribers who receive email updates on all blog posts. Visit the blog online at blog.yourwatercolorado.org to subscribe and read the latest.

Legislative Lunch

Each spring, CFWE quizzes state legislators on their water knowledge at our Legislative Lunch. This year, the lunch focused on “Coping With Drought” and featured information on how different Colorado industries deal with drought. It featured Justice Greg Hobbs Jr. of the Colorado Supreme Court, State Climatologist Nolan Doesken, Aurora Water’s Greg Baker and Nick Colglazier from the Colorado Farm Bureau. Over 30 legislators attended. The goal of the lunch is to keep water issues “top of mind” for our state decision-makers and ensure they are familiar with the educational resources CFWE has to offer.

Connecting the Drops Radio Series

The Colorado Foundation for Water Education and Rocky Mountain Community Radio came together in a new exciting partnership this year to put high-quality water reporting on the radio airwaves, reaching thousands across the region. Through the Connecting the Drops radio series, we’re producing monthly water segments that complement and build on material from *Headwaters* magazine, plus special call-in shows touching on other water resource topics. Connecting the Drops will air each month starting July 2013, with all episodes available online at yourwatercolorado.org.



Goal: Knowledge and Understanding

CFWE's work will enhance understanding of water's role in CO and its inherent complexities and tradeoffs

Citizen's Guide Series

The nine titles in the *Citizen's Guide* series were the first of CFWE's educational offerings, providing Coloradans and CFWE supporters access to reliable, accurate information on some of the most vital topics in Colorado water. This year, CFWE distributed over 3,000 *Citizen's Guides* to recipients throughout Colorado and across the country. Of those guides, CFWE distributed 1,100 free *Citizen's Guides* through the annual give-away, made possible by CWCB.



2012 Sustaining Colorado Watersheds Conference

CFWE partnered with the Colorado Watershed Assembly and the Colorado Riparian Association to host the 2012 Sustaining Colorado Watersheds Conference. The conference aims to expand cooperation and collaboration throughout Colorado in natural resource conservation, protection and enhancement by informing participants about new issues and innovative projects. In 3 days, the conference educated over 200 concerned individuals, watershed groups and other professionals on watershed science, public policy and technical best practices.

CFWE hosted a pre-conference workshop, "Colorado's Water Education 'Infrastructure,'" which highlighted how the Water Education Task Force recommendations have been addressed, as well as mechanisms to continue building on these activities in the future.



Participants said:

- "The Sustaining Colorado Watersheds Conference excelled at creating a sense of community and fostering connections for collaborative work."
- "The networking opportunities combined with the quality of the presentations make this the best conference of its type in the region each year!"
- "... what a fun, engaging, thought-provoking week."
- "I ... now have a better understanding of collaborations and the work of many local, state, and non-profit groups throughout the state."

Goal: Attitudes and Values

CFWE's work will illustrate and examine differing water-related values

Bottled Beverage Industry Tour



Whatever your drink of choice, its top ingredient is water. CFWE tour participants discussed the bottled beverage industry's operations and water use, treatment and stewardship, while touring bottling plants at Nestle Waters and Coca-Cola, and water treatment facilities at MillerCoors.

Participants said:

- "The information and presentations were interesting – the conversations with peers were excellent!!"
- "Hands-on, real time discussions / Q&A helps to really address WQ & supply issues in CO & our local watersheds"
- "From a municipal provider standpoint anytime you can get out and see the industrial uses of water you can get a better understanding on how to best serve that customer."

Climate and Colorado's Water Future Workshop

CFWE's annual workshop at the National Ice Core Laboratory gave 50 educators and scientists an inside look at how climate data is extracted from polar regions. Participants braved the -22° freezer to see the stored ice cores. Attendees also received interactive teaching tools and learned how climate impacts water resources and the environment.

Participants said:

- "Good information on climate change wasn't too one sided or political"
- "I really enjoyed the integration of tour, presentations and involvement in personal discussions"



Goal: Attitudes and Values

CFWE's work will illustrate and examine differing water-related values

Future Horizons for the Dairy Industry in Northeastern Colorado

In August 2012, participants on the Dairy Tour mingled with milk cows and inspected cheese production in Morgan County. Expert speakers examined the dairy industry's role in future water demands and local food production. Tour attendees received an exclusive tour of Quail Ridge Dairy and Lepino Foods, the world's largest mozzarella cheese producer!

Participants said:

- "The tour group was diverse and accessible. It was a lot of fun."
- "A very good balance of industry and dairy as well as information from other entities with varied water resource connections that tied everything together."



Urban Waters Bike Tours

Avid and aspiring cyclists joined the second series of the Urban Waters Bike Tour in May 2013. CFWE hosted 40 students and professionals as we cycled along the South Platte River in Denver, discussing where our water comes from, where it goes, and the relationship between river health and urban development.



Participants said:

- "I really enjoyed the perspective the speakers gave about what the Platte River has gone through to get where it is today ... I've biked that path dozens of times but never really seen it as a destination in itself before now."

Goal: Attitudes and Values

CFWE's work will illustrate and examine differing water-related values

Platte River Tour

The CFWE bus crossed state lines for the first time on the Platte River Tour, July 10-12. Participants learned about the Platte River Recovery Implementation Program and interstate water issues in Colorado, Wyoming, and Nebraska.

Participants said:

- “I learned a lot about interstate water agreements and how downstream needs shape water policy in Colorado.”
- “Excellent balance on multiple topics all surrounding water use and issues, both consumptive and non-consumptive.”



Lower Colorado Basin Tour



Participants said:

- “It impressed me with the magnitude of the infrastructure for how we use the Colorado River.”
- “This tour increased my understanding of organizations and agencies involved in water in the state and the Grand Valley.”

On May 30-31, CFWE staff, local water managers, statewide professionals, public officials and educators enjoyed a fast-paced journey of the Grand Valley region. Tour attendees visited exclusive sites and heard from expert speakers.

Attendees gained a firsthand understanding of the water uses, needs and values in the Lower Colorado basin, such as the relationship between agriculture, municipal demands and environmental protection.

Goal: Attitudes and Values

CFWE's work will illustrate and examine differing water-related values

Upper Colorado Basin Tour

On June 20-21, CFWE staff, legislators, local water managers, water professionals, public officials and educators explored the Colorado River headwaters. Tour attendees gained a firsthand understanding of headwaters health for thriving communities and ecological sustainability, plus the related impacts and benefits of trans-basin diversions for statewide water supplies.



Participants said:

- "I realized that whether or not we agree on how the rivers are used and managed, we all have jobs to do to make sure the use of the water is to the best benefit of all involved..."
- "I got a better sense of how the very complexity of the Basin's water system may provide resources that can be drawn upon for effective solutions."
- "The fights of the past seem to be on the verge of breaking through into solutions, which makes me feel good about water in Colorado."



Goal: Responsibility and Participation

CFWE's work will inspire a commitment to informed water decision-making

President's Award Reception



Jim Isgar accepts the President's Award

On May 3, 170 friends, supporters, and colleagues joined CFWE at History Colorado to celebrate the 2013 President's Award. The award pays tribute to those who demonstrate steadfast commitment to water resources education.

This year, CFWE recognized Jim Isgar, a former state senator and one of CFWE's founders. Senator Isgar sponsored, co-sponsored, or worked on many successful water bills, and also served on the State Board of Agriculture and the USDA.

Amy Beatie of the Colorado Water Trust received CFWE's Emerging Leader Award. CFWE confers this award in recognition of current, significant contributions to balanced water resources information and education.

CFWE also honored Jayla Poppleton for her work as editor of *Headwaters*.



Emerging Leader Amy Beatie accepts her award from CFWE President Gregg Ten Eyck



Keynote Speaker John Salazar, Colorado Commissioner of Agriculture



Editor Jayla Poppleton receives a plaque from Justice Greg Hobbs



Water supporters mingle in History Colorado



Colleagues and friends catch up

Goal: Decision-Making Skills

CFWE's work will develop and promote critical thinking skills and leadership

Water Leaders



In March, CFWE welcomed its sixth class of Water Leaders. These 15 mid-level water professionals from around the state participated in leadership assessments, management training, in-the-field exploration, and personal networking sessions, all intended to boost their leadership potential.

Water Leaders Class of 2013

- Heather Beasley—Town of Castle Rock
- Drew Beckwith—Western Resource Advocates
- Jenny Bishop—Colorado Springs Utilities
- Sean Chambers—Cherokee Metro District
- Kelly Close—Leonard Rice Engineers
- Brian Epstein—Colorado Water Conservation Board
- Nathan Fey—American Whitewater
- David Graf—Colorado Parks and Wildlife
- Katie Knoll—Denver Water
- Brian Murphy—CDM Smith
- Sarah Parmar—Colorado Open Lands
- Kim Raby—Formation Environmental
- Travis Robinson—Sanchez Ditch & Reservoir Company
- Zach Smith—Colorado Water Trust
- Dana Strongin—Northern Water

Participants said:

- “I had very few contacts in the water world prior to this program and now I feel I have a network of people I can reach out to on any issue!”
- “Water Leaders has way to open doors to more jobs and gives you the tools you need”



Goal: Decision-Making Skills

CFWE's work will develop and promote critical thinking skills and leadership

Water Leaders

The goal of CFWE's Water Leaders Program is to positively impact the Colorado water profession by developing a pipeline of emerging water leaders across various fields with the knowledge and skills to navigate the complex world of Colorado water. In order to meet and exceed this goal, CFWE implemented a series of recommendations as a result of an independent evaluation process and guidance from an advisory committee. Highlights on how Water Leaders has changed for the better include:



1. **Recruitment** – greater attention was spent on marketing the program to a diverse audience and building understanding of potential applicants and employers through an orientation webinar. Alumni conducted admissions interviews to assist with the competitive application process.
2. **Consultants** – MORF Consulting was selected as the new leadership development team to better meet curriculum and executive coaching goals. CFWE welcomes Cheryl May Benedict and Joe Rei from MORF to the Water Leaders family.
3. **Curriculum** – greater application of water resources information in program content was achieved by rotating the trainings to different parts of the state. The leadership themes of each session related to the unique local water issues through guest presentations, field excursions, site visits and networking events.
4. **Alumni** – the activities of the program's 81 graduates were expanded to include greater involvement in delivery of the current class through marketing, mentoring and guest presentations. CFWE and Alumni also created and utilize a LinkedIn page to post jobs, share training opportunities and coordinate social events, the latter of which there were many.
5. **Ongoing Evaluation** – CFWE is continuing to monitor leadership skills learned and how they are applied post-program through surveys, analysis and strategic discussions with Board, staff and Alumni.



2012



In January 2013, Colorado Water 2012 wrapped up a year-long statewide celebration of water. A big thank you to all who helped make the year a success! Water 2012 surpassed its goal of reaching 500,000 Coloradans with a message celebrating our state's water.

Governor Hickenlooper declared 2012 Colorado's "Year of Water," and Colorado water organizations rose to the occasion. CFWE acted as the campaign's fiscal agent and management team chair.



CFWE helped close the year with a "Beyond 2012" workshop, a survey to all who participated, and a final report that evaluated lessons learned and next steps for the state. Among those lessons: "After this yearlong adventure it is evident that Colorado's water education work is just beginning. Many of the efforts built by Water 2012 can and should live on." And they do: throughout 2013, CFWE has continued the blog, Speakers Bureau, and mini-tours, while a new Water Educator's Network is in the works to keep that momentum going.



Colorado Water 2012 reached...

- 45,000 viewers of the Water 2012 displays at 53 libraries and 4 museums
- 4,515 readers through the book club
- 3,200 civic club members through the Speakers Bureau
- 8,200 youth and college students through K-12 activities and university networking events
- 27,000 attendees at local Water 2012 events
- 321,000 newspaper readers in Pueblo, Alamosa, Grand Junction and many other cities through regular articles on water, and
- 100,000 western slope radio listeners through PSAs

The Colorado Foundation for Water Education would like to thank its financial supporters. Their generosity makes a state where all residents “speak fluent water” possible.

Endowing Partners (\$20,000+)

Colorado Water Conservation Board

Headwaters Supporters (\$5,000+)

Aurora Water

Colorado Department of Public Health and Environment/ Water Quality Control Division

Colorado Springs Utilities

Denver Water

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Basin Supporters (\$2,000+)

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Conservancy District

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Natural Resources

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Aquifer Supporters (\$1,000+)

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River Supporters (\$500+)

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River Supporters (\$500+), cont.

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Chris Reichard	Town of Windsor	Geoff Withers
David Reinertsen	Chris Treese	Fred Wolf
Mel Rettig	Carl Trick	Connie Woodhouse
Rachel Richards	Tri-County Water Conservancy District	Kristina Wynne
Frank Riggle	Trout Unlimited	Edith Zagona
Vicki Ripp	TST Infrastructure, LLC	Margot Zallen
Ellen Roberts	Turkey Creek Conservation District	
Kathy Rosenkrans	Seth Turner	
Round Mountain Water and Sanitation District	TZA Water Engineers Inc	
Ana Ruiz		

Volunteers

CFWE relies on hundreds of volunteers to help brainstorm, plan and implement our programs. Their involvement in our work is so very important. Thank you to all who gave time to help Colorado “speak fluent water!”

Marc Alston	Jeff Drager	Ryan Lockwood	Zach Smith
Don Ament	Heather Dutton	Judy Lopez	Grant Smittkamp
Jade Arocha	Jane Earle	Janice Lopitz	Charlie Spielman
Andrea Aseff Kehrl	Paul Fanning	Jeff Lukas	Natalie Stevens
Kristin Averyt	Taryn Finnessey	Olen Lund	Dana Strongin
Ann Baker	Jessie Fischer	Kevin Lusk	Bart Taylor
Charlie Bartlett	Hannah Fletcher	Carol Lyons	Andrew Todd
Bill Battaglin	Sam Fuqua	Kevin McBride	Greg Trainor
Amy Beatie	Joe Gallegos	John McClow	Chris Treese
Matt Becker	Julia Galluci	Mark McCluskey	Shannon Ullmann
Drew Beckwith	Becky Garber	Cindy Medina	Kevin Urie
Alan Berryman	Liz Gardener	Steve Miller	Wayne Vanderschuere
Barbara Biggs	Jon George	Erin Minks	Steve Vandiver
Peter Binney	Mike Gibson	Darren Mollendor	Reagan Waskom
Jenny Bishop	Trevor Giles	Jon Monson	Jon Waterman
Gary Bostrom	Alan Hamel	Martha Moore	Pat Wells
Rick Brinkman	Polly Hays	Gabriel Moreno	Brian Werner
Carlee Brown	Callie Hendrickson	Ken Neubecker	Rob White
Lodore Brown	Dan Henrichs	Katy Neusteter	Troy Wineland
Matt Brown	Todd Hinkley	Paul Olson	Theresa Worsham
Reeves Brown	Justice Greg Hobbs	John Orr	Jim Yahn
Susan Buhr	Hannah Holm	Bill Paddock	
Joe Burtard	Lydia Hooper	Kathy Parker	
Perry Cabot	Charles Howe	Tom Phillips	
Tom Cech	Gabriel Huerta	Jim Pokrandt	
Nick Colglazier	Scott Hummer	Greg Poschman	
Dave Colvin	Emily Hunt	Mary Presecan	
Amy Conklin	Jim Isgar	Richard Raines	
Maeve Conran	Diane Johnson	Ron Redd	
Nathan Coombs	Greg Johnson	Denise Rue-Pastin	
Craig Cotten	Lowell Kaufold	Wendy Ryan	
Jeff Crane	Jerry Kenny	Robert Sakata	
Shawna Crocker	Sabrina Kliman	Rik Sargent	
Sean Cronin	Rick Knight	Don Schwindt	
Lurline Curran	Will Koger	Nona Shipman	
Jamie Dahl	Charlie Krogh	Mark Shively	
Lisa Darling	Eric Kuhn	Becky Smith	
Casey Davenhill	Abby Kuranz	Greg Smith	
Rio de la Vista	Nicole Langley	Stephen Smith	
Nolan Doesken	Dave Little	Travis Smith	

Statement of Financial Position¹

For the year ended June 30th, 2013 with comparative totals for 2012

	Reviewed 2013	Audited 2012
<u>Assets</u>		
Cash and cash equivalents - unrestricted	\$ 99,327	\$ 121,718
Cash and cash equivalents - temporarily restricted	-	37,410
Contracts receivable	53,946	38,237
Memberships receivable	9,850	8,700
Prepaid expenses	6,987	1,719
Total assets	<u>\$ 170,110</u>	<u>\$ 207,784</u>
<u>Liabilities and net assets</u>		
<u>Liabilities</u>		
Accounts payable	\$ 3,292	\$ 3,599
Payroll accruals	16,484	13,804
Deferred tour income	8,572	-
Line of credit (Note 3)	-	-
Commitments (Note 4)		
Total liabilities	<u>28,348</u>	<u>17,403</u>
<u>Net assets</u>		
Unrestricted		
Operating	141,762	152,971
Temporarily restricted	-	37,410
Total net assets	<u>141,762</u>	<u>190,381</u>
Total liabilities and net assets	<u>\$ 170,110</u>	<u>\$ 207,784</u>

¹The Colorado Foundation for Water Education is a 501(c)(3) charitable corporation. Financial statements are reviewed by Taylor, Roth and Co., an independent accounting firm. If you would like a copy of the full reviewed financial statements, please send your request to info@yourwatercolorado.org.

Statement of Activities

For the year ended June 30th, 2013 with comparative totals for 2012

	Reviewed 2013			Audited 2012
	Unrestricted	Temporarily Restricted	Total	Total
<u>Revenue and other support</u>				
Government grants and contracts	\$ 226,167	\$ -	\$ 226,167	\$ 266,574
Program fees	88,488	-	88,488	65,126
Membership dues	70,642	-	70,642	72,585
Contributions	55,386	-	55,386	124,016
Special events	29,303	-	29,303	-
Less: direct event expenses	(6,110)	-	(6,110)	-
Sale of materials	12,039	-	12,039	9,534
Interest	63	-	63	144
Grants	-	-	-	44,381
All other	4,075	-	4,075	2,062
Net assets released from restrictions (Note 5)	37,410	(37,410)	-	-
Total revenue and other support	517,463	(37,410)	480,053	584,422
<u>Expense</u>				
Program services	346,048	-	346,048	418,765
Supporting services				
Management and general	112,633	-	112,633	98,247
Fund-raising	69,991	-	69,991	49,511
Total expense	528,672	-	528,672	566,523
Change in net assets	(11,209)	(37,410)	(48,619)	17,899
Net assets, beginning of year	152,971	37,410	190,381	172,482
Net assets, end of year	\$ 141,762	\$ -	\$ 141,762	\$ 190,381

