



freshwater LAND TRUST

ANNUAL REPORT 2017

THE POWER OF LAND

At the Freshwater Land Trust, we believe that land has the power to transform our communities. Land connects our neighborhoods and gives us spaces for leisurely hikes, weekend barbecues, and family reunions. It enables us to run and bike and swim and play and fish and hunt. Land filters our drinking water, cleans our air, and provides habitat for animals and plants. Land connects us to each other and to our way of life in Alabama.

In 2017, your support helped the Freshwater Land Trust permanently protect new places, improve the health of thousands of acres of lands, and advance 25 new trail miles in Central Alabama.

Will you help us continue this momentum? Together, we can conserve the places that matter and ensure our community can enjoy them, now and for generations to come.

MAJOR MILESTONES

Sibba Vaughan
Executive Director

Founded to enhance water quality and preserve open space in Jefferson County

1996



Negotiated two-year option with U.S. Steel to purchase 1,108 acres, which became Red Mountain Park in 2007

2005



2003

Created Turkey Creek Nature Preserve in Pinson with Forever Wild

2006

Expanded focus area to Central Alabama

Became first nationally-accredited land trust in Alabama

2008



2010

Launched Red Rock Trail System master plan

Conserved 225 acres of Double Oak Mountain

2015



2016

Rotary Trail and High Ore Line Trail open

CONSERVING LAND

For people from all walks of life
and their descendants



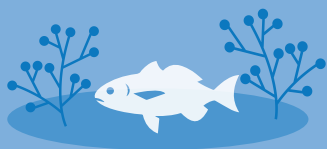
“Working with the Freshwater Land Trust was the perfect solution to our concern about protecting our property. After talking with our daughters, they were equally concerned and very happy with our decision to donate a conservation easement to the Freshwater Land Trust.”

“Knowing that the natural state of our land will be forever protected gives our entire family great satisfaction and comfort.”

Diane & Dennis Dempsey, landowners

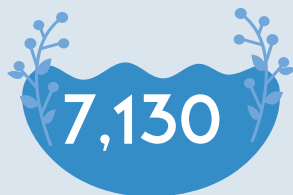
IN 2017, YOUR FINANCIAL SUPPORT ALLOWED US TO:

EXPAND



We expanded the habitat of the vermilion darter, a rare fish found only in Central Alabama. Learn more online: bit.ly/darter2017

STEWARD



We managed 7,130 acres for water quality, wildlife habitat, and public access & enjoyment.

CONSERVE



We conserved 109 new acres of critical lands, thanks to you and donations from landowners like Diane and Dennis Dempsey.

CONNECT



We connected 25,120 people to the outdoors through guided hikes, outreach events, volunteer workdays, & the Red Rock Trail System.

BUILDING TRAILS

For a community connected by land, water, and greenways

One of our most ambitious projects is building the Red Rock Trail System, Jefferson County's planned 750-mile trail network.

In 2017, we advanced 25 new miles of trails by partnering with:

21
LANDOWNERS

Landowners donate land and easements for trails, help identify trail routes, and provide critical access points. Most importantly, landowners advocate for trails and public access to land in their own neighborhoods.

13
CITIES

Thank you to Brookside, Center Point, Bessemer, Birmingham, Vestavia, Fultondale, Gardendale, Graysville, Homewood, Hoover, Jefferson County, Jefferson County Mayors' Association, Mountain Brook, and Tarrant for your commitment to advancing Greater Birmingham's Red Rock Trail System.

70+
ORGANIZATIONS

The successful creation of the Red Rock System only happens with support from many nonprofits, civic organizations, and businesses. We are grateful to work with such a diverse range of partners committed to making trails happen.

Use our interactive trail map to plan your next adventure: freshwaterlandtrust.org/find-a-trail

KIWANIS VULCAN TRAIL

In May 2017, the Kiwanis Club of Birmingham broke ground on Kiwanis Centennial Park and Vulcan Trail. The Freshwater Land Trust purchased property and worked with landowners to secure access to this highly-anticipated trail that stretches from Vulcan Park and Museum to Green Springs Highway.

Birmingham's newest trail is now open to the public!

Join us for a guided hike of Vulcan Trail on Sunday, May 20, 2-4 PM

2017 FINANCES

- 57%: Foundations & Agencies
- 20%: Stewardship Endowment
- 12%: Fundraising & Individual Giving
- 11%: Corporations



TOTAL INCOME
\$896,170

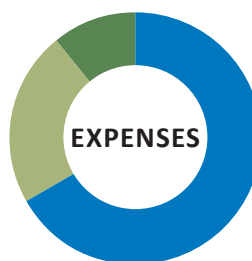
Foundations & Agencies include local and national foundations, local and federal governments, and other agencies who believe in the power of conservation.

Stewardship Endowment is our founding endowment, ensuring our ability to manage our conservation lands in perpetuity.

Fundraising & Individual Giving are vital sources of income and community engagement. Our 2018 goal is to increase this category to 18%. We hope you will help us get there.

Corporations in Alabama understand that land transforms our economy, physical and mental health, and overall community vibrancy. To learn about our Corporate Partners for Conservation program, visit:

freshwaterlandtrust.org/corporate-partners-2017



TOTAL EXPENSES
\$828,730

Program Delivery is the heart of our work: conserving land and connecting people to it. In addition to investing in our team, program delivery includes expenses like land acquisition and stewardship equipment.

Support Services include land management and monitoring technology, vehicles, insurance, rent, and professional development necessary to develop and execute successful conservation projects and sustain organizational health.

Fundraising & Outreach are investments in the people, events, and opportunities that help increase our revenue, engage new supporters, and deepen our impact in Central Alabama.

LOOKING FORWARD: A NEW STRATEGIC PLAN

Over 100 stakeholders helped create our 2018–22 strategic plan. Our mission is to conserve, manage, and connect lands and waters in Central Alabama, creating dynamic green spaces for future generations. We are committed to growing our impact across Central Alabama by:



CONSERVATION

Conserving new acres of land so that people from all walks of life - and their descendants - benefit



STEWARDSHIP

Managing our land in ways that promote clean water, biodiversity, and natural beauty



PUBLIC ACCESS

Connecting people to land, water, and the Red Rock Trail System

These priorities are accomplished through community partnerships and organizational health.

2018 brings exciting projects that cannot happen without your help.



Help us:

- > Create the 16.5-mile Five Mile Creek Greenway
- > Conserve 500 new acres of high-priority lands
- > Extend Jones Valley Trail
- > Increase our number of individual donors

Will you invest in us and help grow
our impact across Central Alabama?

Please give today at freshwaterlandtrust.org/donate

2018 Events

freshwaterlandtrust.org/events

May 5: Double Oak Conservation Celebration

June 16: Too Hot To Hike: Beer & Bus Tour of Red Rock Trail System

September 14: 10th Annual Land Aid concert

October 4: Continuing Ed Conservation Easements Seminar

Sunday Hikes

May 20 at Vulcan Trail

October 14

November 8

December 9

Board of Directors

Robin Wade III

Chair, Wade Sand & Gravel

Mike Goodrich II

Vice Chair, Goodrich Firm

Natalie Kelly

Secretary, Brasfield & Gorrie

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Treasurer, Regions Bank

Allison Westlake

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Red Rock Realty Group

Susan Comensky

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Dr. Lawrence Davenport

Samford University

Randy Jordan

Bryant Bank

F. Hampton McFadden, Jr.

Vulcan Value Partners

Charlie Nowlin

McWane, Inc.

Julie Price

UAB

Virginia Randolph

Community Volunteer

Jenny Brown Short

Community Volunteer

William O. Smith

Tool-Smith

Thomas W. Thagard III

Maynard Cooper Gale

Larry Thornton

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Staff

Libba Vaughan

Executive Director

Tina Simonton

Operations Director

Elizabeth Sims

Land Conservation Director

Carolyn Buck

Red Rock Trail System Director

Jeffrey Drummond

Stewardship Director

Mary Beth Brown

Communications Director

AmeriCorps Members

Lacy Kamber 2016-17

Charles Miller 2016-17

Caleb LaRue 2017-18

Sally LaRue 2017-18



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