



Annual Report for 2014

Haywood Waterways Association, Inc.

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History: Haywood Waterways Association (HWA) began in 1994 as a small group of citizens concerned about surface water quality in Haywood County. The group formed in response to the creation of the Pigeon River Fund (PRF). Over the past 20 years, HWA has initiated many projects and partnered with others to protect and improve surface water quality through restoration, education, and fundraising. HWA became a NC non-profit corporation on September 23, 1998 and received 501(c)(3) tax-exempt status from the IRS on January 29, 1999.

Organizational Achievements: On December 31, 2014 HWA membership totaled 327, including 61 Associate member and 26 dues-paying businesses, public agencies, schools, and community organizations. We continue to have an upward trend in new memberships since 2010. We received \$20,808.02 in dues and donations for program and operating costs and \$1,550 for the endowment fund for a grand total of \$22,358.02. We also received thousands in non-cash donations and in-kind support from our partners. We are an approved nonprofit by 1% for the Planet and have Gold Seal status from the Guidestar Exchange for nonprofit transparency.

Programs and Projects: Our priorities are focused on education, watershed restoration, and fundraising.

Education & Outreach

The goals of our educational programs are to increase public awareness of water quality issues and solutions, and promote environmentally responsible behaviors in everyday life. Our general accomplishments include 92 presentations to approximately 2,450 attendees, 36 press releases, attending twelve public events, and publishing three newsletters. The 3rd edition of State of the Watershed was completed and will be printed in early 2015. We had a month-long display at the Haywood County Library – Waynesville Branch and our materials are distributed at several locations around the county. Our new webpage was completed and we increased our presence on Facebook.

We started a “Get to Know Your Watershed” series of outdoor recreation events. We organized three hikes (Big Creek, Graveyard Fields, and Purchase Knob) and two paddle trips on Lake Logan. These have turned out to be great “friend-raisers” as we have gained several new members.

Kids in the Creek surpassed 11,000 students in our 17th consecutive year. This was the third year we gave an Environmental Literacy Survey to help us better understand the program’s impacts; results indicate it is positive experience for the students, teachers, and environment. It was our 9th year presenting the water cycle at Haywood Soil & Water Conservation District’s Conservation Field Days; we also helped with the District’s Envirothon.

The Adopt-A-Stream Program had 186 volunteers remove 7,628 pounds of trash; the program has removed nearly 32,000 pounds since 2009. Volunteers also stenciled 50 storm drains with “Don’t Dump – Drains to Pigeon River”. Other education efforts included a rain barrel construction workshop, a “Recycle and be a Winner” campaign, and planning an erosion and sediment control training for contractors in February 2015.

Restoration

Implementing watershed restoration projects provides direct benefits for water quality. There continues to be high demand for helping homeowners repair failing septic systems. Seven were completed in 2014 with grant funding from the Pigeon River Fund. The benefits of each repair are immediate as each prevents as much as 360 gallons of untreated wastewater and associated bacteria, pathogens, nutrients, and chemicals from flushing into local streams. This amounts to 29,160 gallons per day accounting for the 81 repairs made so far through the program.

Other projects that were completed or nearly complete include stream bank enhancement and erosion prevention at the Canton Recreation Park, development of a conservation easement assessment system to prioritize potential easement acquisitions, creating Conservation Site Plans for businesses along Jonathan Creek to reduce stormwater impacts, shoreline stabilization and completing the greenway around Lake Junaluska, and completing geologic stability maps for Richland and Jonathan creeks to promote sustainable development and reduce sedimentation.

With help from the Lake Junaluska Assembly’s Youth in Missions program, we are eradicating exotic and invasive plant species from the Vance Street Park greenway riparian buffer. The target species are Japanese knotweed, multiflora rose, Oriental bittersweet, and Japanese honeysuckle.

We continue to promote low impact development projects and sustainability planning efforts. This included Resource Assessment for Mountainside Development projects, which we anticipate becoming more valued as the economy continues to recover, and on-site stormwater capture and treatment for new construction and existing structures. For homeowners, we’ve sold 171 rain barrels to date, which capture an estimated 111,150 gallons of stormwater each year. Over their life span, the barrels will remove 6,640 pounds of nitrogen from atmospheric

deposition, and capture 3.3 million gallons of stormwater. Planning tools included the WNC Vitality Index, GROWNC's Regional Plan, and Linking Lands & Communities' Green Infrastructure maps.

Finally, we also received new grants for Phase III of the Richland Creek Watershed Restoration Project, stream clean-up support, improvements at Waynesville's East Street Park, and starting the Lower Pigeon River Watershed Restoration Project that will focus on removing Fines Creek from the state list of impaired waterways.

Monitoring

Collecting and analyzing water quality data are critical for justifying grant applications and guiding use of technical and financial resources. This was the 19th year of collecting Volunteer Water Information Network data and 13th year for sediment. We're also directly monitoring or assisting partners with bacteria, water temperature, substrate composition, stormwater chemistry, and biological communities at select locations.

Fundraising

Fundraising is the primary strategy of the Strategic Plan. The key objectives are to diversify funding sources and decrease reliance on grants for operating funds. Dues and donations totaled \$22,358.02.

Grants remain our primary funding source. We submitted 21 grant applications; our highest ever in a single year. Thirteen were approved (\$371,843) and four are pending (\$54,420). Over the past 18 years, HWA and our partners have written 117 successful grant applications for over \$6.8 million. This success is directly attributed to base funding support from the membership. For every \$1 from dues and donations, we raise \$26.92 from other sources.

We had a very busy year with fundraising events, the most successful being the "2nd Annual Polar Plunge Benefit-t-tting Kids in the Creek & Youth Education" which raised over \$19,000. Other events included the Vintage Trailer Rally, Zaxby's Night Out, and Trout Race. We are promoting online efforts through GoodSearch, GoodShop, Crowdrise, and Amazon Smile. We sold 31 rain barrels in 2014 and continue to earn income by helping Clyde and Waynesville implement their Phase II Stormwater Programs.

Partnerships

Partnerships are keys for our success. Much of our work would not have been possible without assistance from Pigeon River Fund of the Community Foundation of WNC, Southwestern Resource Conservation & Development Council, Haywood Soil & Water Conservation District, Haywood County Schools, Haywood County Environmental Health Department, Haywood County Cooperative Extension Service, NCDENR Division of Water Resources, Town of Canton, Town of Maggie Valley, Town of Waynesville, Lake Junaluska Assembly, Tennessee Valley Authority, and other partners.

Management: The Board of Directors held a retreat in November to revise the Strategic Plan and set goals for 2015. We will focus on estate planning, membership and public engagement, "Get to Know Your Watershed" events, Richland Creek and Lower Pigeon River Watershed Restoration projects, monitoring tools, and helping homeowners associations with stormwater management. We are a member of the River Network and are using their resources to help with fundraising and programs.

There were several changes in the Directors and staff. Two directors retired, Alric "Ric" Clay and Steve Winchester. We sincerely appreciate their time with the organization and dedication to clean water. The Board welcomed four new directors: Lauren Bishop, Kerry Carreno, Mark Ethridge, and Shannon Rabby. At the Annual Membership Meeting and Dinner, Lauren was approved as President and Yvonne Hannah as Secretary. We also hired a part-time Project Manager to coordinate restoration projects and assist with education and outreach efforts.

Board of Directors and Staff:

Officers: Yvonne Hannah, President; Yvonne Kolomechuk, Vice-president; Don Ebaugh, Treasurer. Secretary: Vacant.
Directors: Richard T. Alexander Jr., Lauren Bishop, Derric Brown, Kerry Carreno, Bill Eaker, Mark Ethridge, Steve Fraley, Yvonne Kolomechuk, Marty Prevost, Shannon Rabby, Clark Williams, Steve Winchester, Bill Yarborough.
Staff: Eric Romaniszyn, Executive Director; Christine O'Brien, Project Assistant; Stephen Brinson, Project Manager.

Income Statement for Year 2014

Revenue

Donations and Membership Dues (General Operating)	\$ 20,641.02
Restricted (Endowment, Kids in the Creek, Water Restoration)	\$ 1,715.00
Earned Interest	\$ 258.14
Earned Income (Phase II Stormwater support)	\$ 7,645.77
Fundraising Events	\$ 25,773.35
Grants	\$ 79,168.44
Sales Tax Refund	\$ 687.25
Revenue:	\$ 135,888.97

Operating & Program Expenses

Accounting & Tax Preparation	\$ 1,273.43
Awards Program	\$ 668.75
Contractor Expense	\$ 7,930.89
Donations & Organizational Dues	\$ 150.00
Equipment	\$ 446.54
Fundraising & Promotions	\$ 5,344.04
Insurance	\$ 2,548.00
Member and Board meetings	\$ 1,597.44
Monitoring	\$ 11,589.82
Office Supplies	\$ 1,033.28
Payroll	\$ 78,301.35
Phone	\$ 200.37
Postage and PO Box Rental	\$ 1,309.20
Printing	\$ 1,905.81
Programs	\$ 8,582.11
Trainings	\$ 333.00
Travel	\$ 6,635.05
Website	\$ 600.00
Total Operating Expenses:	\$ 130,449.08

Net: \$ 5,439.89

Notes:

A modified cash method of accounting was used to account for restricted pass-through grants.