



freshwater  
LAND TRUST

# 2019 ANNUAL REPORT



Dear Freshwater Land Trust community,

I am writing to you during the middle of the Coronavirus (COVID-19) outbreak, and it is my hope that you and your families are safe and stay safe in the coming days and weeks.

Our team is working hard to advance important conservation and trail projects during this challenging time, and I am excited to share our 2019 Annual Report with you. Last year, Freshwater Land Trust made great strides. We conserved new land, led impactful stewardship partnerships, opened three new trails, and developed strong foundations for future projects.

I hope you will consider supporting us financially during this time. Protected land, natural beauty, and public access to the outdoors are more important now than ever.

*Rusha Smith*

Rusha Smith  
Executive Director

## 2019 HIGHLIGHTS



# 2019 IMPACT

*Working together for cleaner, greener, and more active communities*

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## NEW TRAILS OPENED

+ Five Mile Creek Greenway at Gardendale

+ High Ore Line to Red Mountain Park

+ Clairmont Walking Trail

531

## NEW ACRES CONSERVED

*With the help of generous landowners and industry partners*

1,659

## PEOPLE ENGAGED AT EVENTS

*Including presentations, workshops, and outdoor events*

6,966+

## ACRES MONITORED & MANAGED

*For ecosystem health, wildlife habitat, and water quality*

## FRESHWATER LAND TRUST PROPERTY SNAPSHOT

Total Acres	6,966
Fee-Owned Properties	3,995 (57%)
Conservation Easements	2,971 (43%)
Acres in Black Warrior River Basin	3,788 (54%)
Acres in Alabama River Basin	2,237 (32%)
Acres in Tallapoosa River Basin	941 (14%)



# INVEST IN YOUR LAND TRUST

*Here are a few ways you can support Freshwater Land Trust in 2020.*



## BUILD JONES VALLEY TRAIL EXTENSION

We are leading a campaign to fund and build Jones Valley Trail Extension. This highly-anticipated, multi-use trail will connect Rotary Trail in downtown Birmingham to Avondale's 41st Street and make future Red Rock Trail System connections possible.

**Help us reach our \$1,000,000 goal and finish Jones Valley Trail Extension for the 2021 World Games!**

[jonesvalleytrail.swell.gives](https://jonesvalleytrail.swell.gives)



## BECOME AN OFFICIAL FRESHWATER FAN

If you value beautiful forests, clean water, and accessible trails, you are already a fan of what we do. Why not make it official? As a Freshwater Fan, you will provide critical support for conservation and outdoor recreation in Central Alabama. Giving levels begin at \$100 and include fun, annual benefits.

**Become a Freshwater Fan today!**

[freshwaterlandtrust.org/donate](https://freshwaterlandtrust.org/donate)



## EVENTS: STAY TUNED

We are committed to our community's health and safety and will take every precaution before moving forward with public events. Follow us on social media and visit our website for the latest updates. We anticipate upcoming events to include:

August 9: Land Aid featuring Umphrey's McGee

TBD: Conservation Easement Seminars

TBD: Guided Weekend Hikes

[freshwaterlandtrust.org/events](https://freshwaterlandtrust.org/events)

# 2019 FINANCES

- 39% Foundations & Agencies
- 25% Corporations
- 19% Stewardship Endowment
- 17% Fundraising & Individual Giving



**Total Income:**  
**\$905,840**

**Total Expenses:**  
**\$800,659**

## DIVERSITY AND INCLUSION

Diversity and inclusion are foundational values of Freshwater Land Trust and primary drivers of our work in the community and our workplace culture. A central tenet of our mission is to provide outdoor spaces and recreational opportunities to everyone in our geographical footprint, regardless of their location, income level, neighborhood demographics, or physical ability. As a result, our work helps grow the collective consciousness for protecting and enjoying the natural environment and strengthens social bonds between diverse populations. We intentionally seek work in marginalized communities in order to help build a more inclusive community in the Greater Birmingham and Central Alabama area.

As an organization, Freshwater Land Trust believes that each of our employees brings unique and special skills, perspectives, and experiences to the table, and we strive to maintain a culture that allows each of them to thrive, succeed, and contribute to Freshwater Land Trust's mission to his or her fullest potential.

### Board of Directors

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### Staff

**Rusha Smith**, Executive Director  
**Mary Beth Brown**, Communications Director  
**Carolyn Buck**, Red Rock Trail System Director  
**Jeffrey Drummond**, Stewardship Director  
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**Sally LaRue**, Outreach Coordinator  
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