

Respect Our Waters Marketing Campaign



Each of us can have a positive impact on the health of our rivers and Lake Michigan. That's right, if we each do our part, our individual actions will add up. In an effort to reduce storm water runoff—the biggest cause of pollution in our waters—Root-Pike Watershed Initiative Network and Southeast Wisconsin Watersheds Trust led

a 22-week television advertising campaign that began May 2013. This was the second year of the campaign featuring Sparkles the Water Spaniel. More than 1.6 million adult viewers were exposed to at least one TV spot. A dedicated Respect Our Waters website, Facebook page, news stories and radio interviews were also part of the media mix and contributed to the second year's success. We reinforced the messages with six Greener Yards, Cleaner Waters “how-to” Workshops and nine electronic newsletters that reached over 1,800 people with information on actions they could take in their yards to hold back and clean up storm water runoff before it reaches the street. The campaign is funded by 36 local governments in Washington, Ozaukee, Waukesha, Milwaukee, Racine and Kenosha counties and the Wisconsin Department of Natural Resources.

In addition, Sweet Water and Root-Pike WIN conduct grassroots outreach. During the summer of 2013, the two groups attended more than 45 community events throughout Southeastern Wisconsin to educate residents one-on-one. During those events, the groups distributed 18,000 pet waste bags, raffled 45 rain barrels, and gave away Sparkles buttons and tattoos, and bookmarks featuring actions people can take to reduce pollution in our streams, rivers and lakes.

Vision

Foster the Root-Pike and adjacent Lake Michigan watersheds where the integrity of the land, water, and air resources are protected and enhanced, while maintaining the strength and sustainability of the regional economy, and contributing to the health and social well being of all community members.

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Root-Pike WIN

Office: 800 Center Street, Suite 118, Racine, WI

Mail: P.O. Box 044164, Racine, WI 53404

262-898-2055

info@rootpikewin.org

www.rootpikewin.org



Root-Pike Watershed Initiative Network

2013 Annual Report

Connecting People to Protect, Restore, & Sustain the Root-Pike Watershed Ecosystem

Our Supporters

July 1, 2012 through June 30, 2013

Sustainers (1,000-\$200,000)

Fund for Lake Michigan
 SC Johnson Fund
 Wisconsin Coastal Management Grant Program
 National Oceanic Atmospheric Administration
 E.C. Styberg Foundation
 Ruud Family Foundation

Southeast Wisconsin Clean Water Network
 Wisconsin Department of Natural Resources
 Racine Community Foundation
 InSinkErator (Emerson Electric)
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Brook (\$5-\$24)

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 Warren DeKraay Jr.
 Clarence & Donna Peterson
 Joann Sustachek

In-Kind & Technical Assistance

UW-Cooperative Extension
 Hawthorn Hollow Nature Sanctuary & Arboretum

Root-Pike Watershed Initiative Network

Letter from our Board President & Executive Director

It is with excitement and gratitude that we share our 2013 Annual Report with you. The 2013 fiscal year that ended June 30, 2013 was one of growth, change, planning and partnerships. Building on our relationships with municipalities and other environmental groups, Root-Pike WIN continued to make progress toward protecting, sustaining, and restoring the Root-Pike watershed and its ecosystems. Progress would not be possible without the support of our many partners, contributors and volunteers.

Here are some of our major 2012-2013 accomplishments:

Funded community-based projects through Watershed-based Grant Program

Financial support provided by Fund for Lake Michigan, E.C. Styberg Foundation, Ruud Family Foundation and Racine Community Foundation

- In January 2013, ten more projects totaling \$45,252.50 were funded by Root-Pike WIN's Watershed-based Grants program. All of these projects were evaluated by our Resource Group and strongly support our mission and vision.
- Grant projects funded last fiscal year and completed this fiscal year include Hawthorn Hollow's prairie restoration, Hawthorn Hollow's *WATER Program* for over 2,000 4th and 7th grade students, Caledonia Conservancy's *School to Nature Program* for 350 grade school students, Waukesha County Land Conservancy's study of fresh water native mussels in the Root River, Town of Somers' Neumiller Woods wetland restoration and management plan, River Alliance of Wisconsin's *Back to the Root* study in City of Racine, and Carthage College's *Ecosystems Teams Project* for college students and 4th and 5th grade students at Wilson School in Kenosha.

Completed the Pike River Watershed Restoration Plan

Financial support provided by Fund for Lake Michigan, Wisconsin Coastal Management Grant Program, National Oceanic Atmospheric Administration, Wisconsin Department of Natural Resources, Kenosha County

- After two years of meetings, by the end of July 2013 the full draft of the plan was completed and sent out for review to local public officials, advisory group members and the Environmental Protection Agency.

Led Planning Efforts for Root River and Wind Point Watersheds

Financial support provided by Fund for Lake Michigan, Racine County, Milwaukee Metropolitan Sewerage District, SC Johnson Fund

- We held five more public stakeholder meetings and five more advisory group meetings as part of Phase II (development of the written plan) of the Root River Watershed Restoration planning effort, which is set to be completed in July 2014.
- Planning for the Wind Point watershed kicked-off Thursday, June 13, 2013 at a meeting held at The Johnson Foundation at Wingspread.

Bill Sasse

Bill Sasse, President
 Board of Directors

Susan Greenfield

Susan Greenfield
 Executive Director

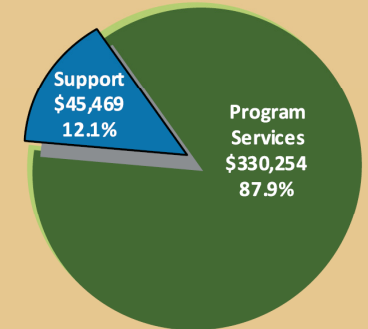


Financials

July 1, 2012 through June 30, 2013

Statement of Financial Position as of June 30, 2013 (Audited)

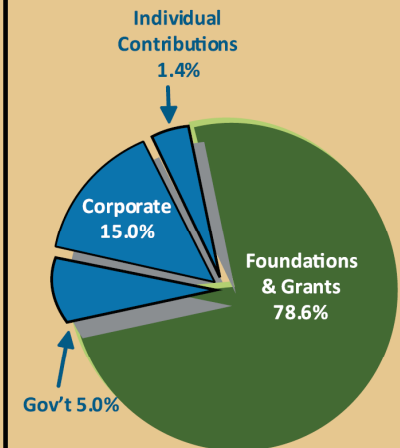
Assets	
Total Checking/Saving	\$109,370
Total Accounts Receivable	\$105,273
Other Current Assets	\$1,176
Total Current Assets	\$215,667
Total Fixed Assets	\$5,963
Total Assets	\$221,782
Liabilities & Equity	
Accounts Payable	\$49,805
Accrued Expenses	\$10,190
Total Current Liabilities	\$59,995
Net assets:	
Unrestricted	\$(120,015)
Temporarily restricted	\$281,802
Total net assets	\$161,787
Total liabilities and net assets	\$221,782



Expense Distribution

Statement of Financial Income & Expense (Audited)

Income	
Individual Contributions	\$6,207
Foundation/Grants	\$337,041
Corporate	\$64,235
Government Grants	\$21,510
Interest/Savings	\$37
Special Events	\$1472
Other Income	\$550
Total Income	\$431,052
Expense	
Salary & Payroll	\$97,547
Grants & Contracts Expenses	\$232,707
Other Personnel Expenses	\$12,880
Non-Personnel Expenses	\$16,386
Occupancy	\$2,488
Travel & Meetings	\$1,471
Depreciation, Amortization	\$1,691
Miscellaneous (Insurance, Membership)	\$4,955
Business Expense	\$64
Total Expense	\$375,723
Net Ordinary Income	\$55,329



Income Distribution