





2016 ANNUAL REPORT

Dear Readers,

WMG is poised to lead, innovate, and grow in 2017, standing tall on the foundation of all we achieved together last year. Our foundation is strong, thanks to your

investment as donors, volunteers, docents, clients, and students. The current political climate is sending out tremors of hate, fear, and division, but our organization stands undivided, based on the truth that We Are One Watershed.

Jen Glass, Communications Associate Trevor Hare, River Restoration Biologist Dusty Jacobs, Water Harvesting Crew Member Sky Jacobs, Administrator & IT Manager

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Special thanks to former staff: Aaron Baumann, Sarah Brown, & Rudy Poe

Annual Report Credits

Writing & Editing: Lisa Shipek, Aaron Baumann, Sarah Brown, Jen Glass

Graphic Design: Cero Wood Graphic Design, Inc. Photos: Julius Schlossberg & WMG Staff

Watershed Management Group develops and implements community-based solutions to ensure the long-term prosperity of people and health of the environment. We provide people with the knowledge. skills, and resources for sustainable livelihoods.

Cover: Feeling good after dancing at WMG's We Are One Watershed Dance Rally on Playground's rooftop.

We're not distracted by the turmoil and fear mongering; instead, we're amplifying our role as thought leaders and community builders with intense focus on our mission. This year, we've sharpened the focus with our 2017 Resolutions to be more inclusive with our programs and stay true to our values.

2016 marked my 10 year anniversary as Executive Director and the start of WMG's transition from an adolescent, growing organization to a mature, sustainable organization. We've set long-term goals, and we're putting the structure in place to achieve them, from launching the River Run Network (pg 3), to building a strong science program at the Living Lab (pg 11), and from digging into policy work (pg 8), to transitioning to a profit-based financial model (pg 14).

As we share the highlights of 2016 with you, we're also putting out a call to action to look past the turmoil and join us in building unified communities that are prosperous for both people and nature.

Executive Director



Resolution #1: We will model strong female roles and fully value women's contributions.

We create opportunities for women to have a voice and build hands-on skills in an atmosphere of mutual respect alongside men, from our past work providing clean drinking water to villages in India to our barnraising Co-op program. We will continue to provide safe and encouraging environments for women to learn and grow at our workshops, and plan new ways to advance women by having more female instructors, mentors, and "women-build" workshops.

Resolution #3: We will redouble our efforts to serve low-income communities.

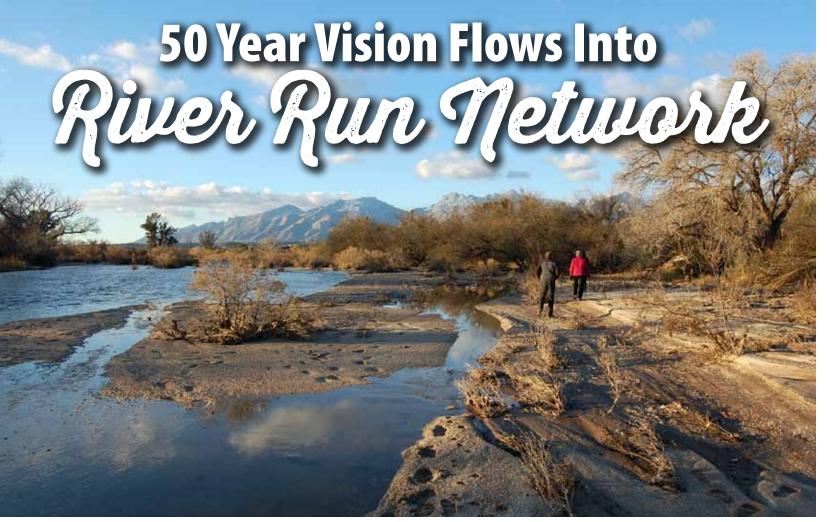
WMG has run capacity-building programs with partners including Habitat for Humanity, Community Food Bank of Southern Arizona, Goodwill, and Primavera Foundation. We are building on these partnerships to offer more financial resources for low-income families to implement water harvesting. We also have received a grant from NOAA to develop environmental literacy curriculum with teachers from low-income schools to address issues, like chronic flooding and urban heat islands, that plague low-income areas.

Resolution #2: We will embrace diversity within and without our organization.

As much as WMG values diversity, it is not strongly reflected by our pool of volunteers, donors, and clients. We will increase our efforts to reach disadvantaged, minority, and politically diverse communities. We will accomplish this through targeted recruitment for volunteer programs including the Green Living Co-op, Docent program, and Monsoon Squad, and solicit a broad applicant pool for staff and board openings. At the Living Lab & Learning Center this year, we will be creating educational signage throughout the campus in English and Spanish.

Resolution #4: We will build political bridges and cross party lines to restore our rivers.

Through our work with municipalities and membership in the Community Water Coalition, we are gaining influence with decision makers across Arizona. We are inviting these leaders to tour the Living Lab, where we will share our water values with the hope of building collaborative solutions. And through our newest initiative, the River Run Network, we are reaching out to everyone across Tucson to help restore regular flow to Sabino and Tanque Verde Creeks.



Winter rains create flow in the Tanque Verde Creek at Isabella Lee Nature Preserve, January 2016.

Last year, WMG's river restoration work and 50-year vision came together under one framework, with an expanded focus on the entire Tucson basin: we're calling it the River Run Network. The idea behind the name is that–just like our rivers and streams–this Network will connect us.

The goal is to magnify our impact by working together: by pooling our conservation to leave more water in the ground, by collecting small pieces of data to paint a vivid picture, and by speaking as one to elected leaders.

When you join the Network, you'll receive a beautiful yard sign featuring artwork commissioned from Tucson artist Dennis Caldwell, to proudly display at your home and help turn "Restore the Flow" from a statement into a movement.

You'll receive priority invitations to join our Flow365 monitoring team, which is collecting data to paint a vivid picture of wet-dry cycles in our riverbeds.

And you'll be added to the names we show policy-makers when we propose sustainable solutions to problems like flooding, erosion control, and water security.

Since the Network launched in November 2016, we've welcomed 185 people who have joined as members. This is a great start, and we have big plans to expand membership to 500 people in 2017.

Flow 365 monitoring volunteers learn how to determine groundwater levels in wells with simple gauge.

In April 2017, we hosted our first Flow365 monitoring training and started receiving data from more than 20 new river monitors.

And since the ultimate goal of this is partnership for mutual benefit, we've already joined with Pima County Flood Control to break ground on a huge restoration project at Isabella Lee Natural Preserve, where within the year you'll see benefits to the wildlife, habitat, and flow on Tanque Verde Creek.

Next time you're out for a hike enjoying one of our desert creeks or watering holes, remember that the River Run Network helped keep these desert waterways alive!



River Run Metwork Member Profile: Barbara and Brian Drummond

Barbara and Brian moved to Tucson in 2012 after falling in love with the high desert and the mountain views, settling by Tanque Verde Creek in WMG's Middle Tanque Verde Streamshed. They quickly did a green remodel on their home, where they installed a greywater system to irrigate citrus trees and a rainwater collection cistern to meet their other outdoor needs. They also got to work (with their kids' help!) constructing berms and basins around their yard to passively harvest rainwater.

The Drummonds are completely "off" Tucson city water for outdoor needs, and since joining the River Run Network, they have been busy sharing their enthusiasm for water conservation at their sons' schools and Boy Scout troops. Barbara has designed water conservation curriculum featuring WMG's videos and information shared through our events and website.

Barbara says, "Since we live in the Tanque Verde area and the kids play in the Tanque Verde Creek, we want them to learn what makes the creek flow. We take a cup of dirt and poke a hole in it, and they pipette water in it and count how much they put in. That's a really simple calculation of how much water we need to plant here to get the creek flowing again." Brian adds, "We thought: living in the desert we should be good citizens of the desert, and doing that means conserving the resources that are scarce in the environment we live in."



Barbara and Brian Drummond are helping restore the Tanque Verde Creek



Everyone in Tucson can join the River Run Network!
Join the movement at watershedmg.org/RRN.

Join the River Run Network and proudly display a yard sign:

Thank You 2016 Donors!

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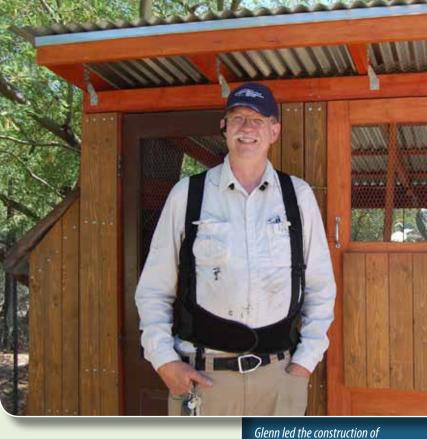
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UMG Docent & Volunteer of the **Glenn Dunn**

Glenn Dunn is not your average retiree. With an electrical engineering background and handyman certificate, Glenn was anxious to put his skills to work in retirement. In 2014, Glenn took his first rainwater harvesting class with WMG and was hooked. He became an active Co-op member in 2015 and eventually hosted his own workshop. Glenn took his involvement to the next level and became a WMG Docent in the inaugural 2015/2016 cohort. Glenn says what he loves most about being a WMG Docent and volunteer is being around the passionate staff. His incentive for volunteering at WMG is simply put, "To help people, that's it. WMG is going out into the community and educating people about water

conservation, and I get to play a part in that." Glenn not only keeps the Living Lab in tip-top shape with regular handyman repair duties, but he also educates community members at outreach events. Plus, he recently designed and built WMG's state of the art chicken coop.



WMG's chicken coop. Our hens are part of WMG's food forest and produce delicious eggs.

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The effects of decisions made in Phoenix ripple outward through the state and the region. Arizona has a reputation for responsible water management dating to our landmark 1980 Groundwater Management Act, but now we are facing new challenges that call for "watershed" thinking.

Although we relish working one yard, one street, and one class at a time, our goal is to ultimately change the narrative of urban life from consumption to conservation and scarcity to surplus. That's why Phoenix has the potential to become the water conservation capital of the West. Because nowhere else is it so hot, so dry, and home to so many people... and yet there is such potential for groundbreaking change in our relationship to our environment and resources.

At the Wilson School District in central Phoenix we maintain a rain garden that turned a parched heat island into an outdoor classroom and teaches students they can cool off in nature instead of cranking up the A/C.

More recently we worked alongside staff at Avondale City Hall to create a rain garden that will serve as a

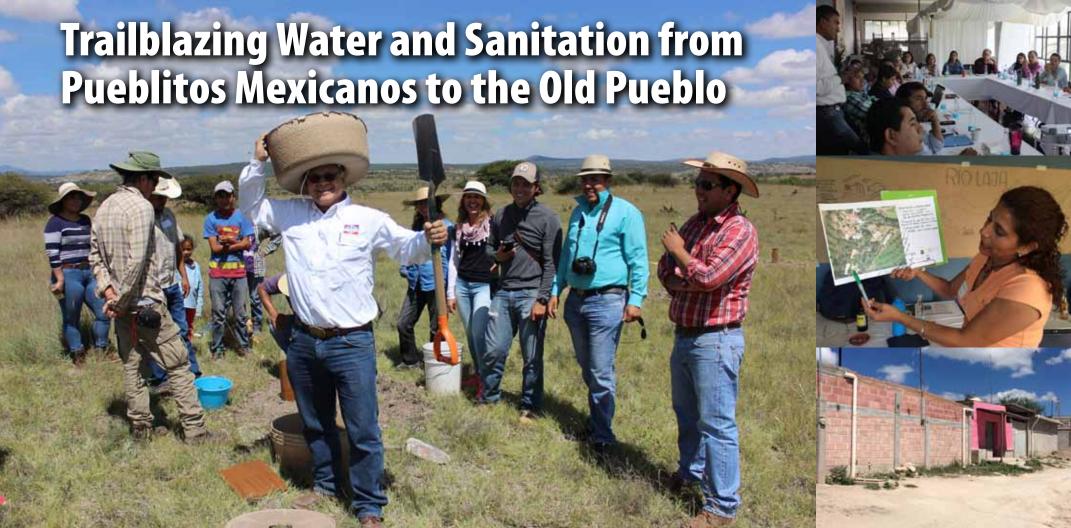
community resource for anyone interested in discovering water harvesting and native landscaping for themselves.

We're pressing state policy makers to stop asking "Where can we get more water?" and to start asking how we can conscientiously use the renewable water we have. WMG is one of the standard-bearers at the state level of this movement to modernize Arizona's water laws to promote conservation, restoration, and fully evaluating the costs of "augmentation" (expensive projects that move water from one place to another).

Whatever the challenge—changing climate, establishment thinking, or urban heat islands—Watershed Management Group continues to promote innovative, sustainable solutions in this massive desert city. We've been in Phoenix for five years, and it may take decades more to change our water mindset. But we're committed to the fight, and we're committed to making metro Phoenix the water conservation capital of the West.

Jennifer Oswald

Anne B Padias



When WMG's Cultural Ecologist, Joaquin Murrieta, stops by to help you install a rain garden or redesign your potable water system, you might find yourself energized to take on a much bigger project than you bargained for. In 2015, Joaquin was invited to San Miguel de Allende in central Mexico to give a talk about water harvesting to state officials. In the meeting, a municipal engineer got so interested in using harvested rainwater as a potable water supply that he decided to use it to supply an entire village.

Joaquin teaches water-conserving planting techniques at training in San Miguel de Allende.

WMG Training Inspires Potable Rainwater System in Guanajuato, Mexico

That engineer, Fernando Rosa, assisted the village of Derramadero, whose water supply for its 3,000 residents was in jeopardy. They were over-pumping their groundwater—which was also polluted with arsenic—and they were desperate for a new water supply.

Fernando kept in touch with Joaquin and showed him his plans to retrofit two city blocks with gutters to feed into their centralized water tank (500,000 liters). Using the filtration and distribution system already set up for their groundwater supply, and by adding simple guttering and first flush filtration systems, a few dozen homes on two city blocks could provide the water supply for the whole village! There was even enough to serve two adjacent villages, ultimately providing 7,000 people with a clean, sustainable water supply.

In September 2016, Joaquin was brought back to San Miguel de Allende by local non-profit, Salvemos El Rio Laja. He conducted a training including a tour of the village of Derramadero, where Fernando gave a tour of their new potable rainwater system.

Agustin Madrigal, the director of Salvemos El Río Laja, first met Joaquin at a WMG training in La Paz, Mexico. He was inspired by the collaboration, and shared, "Joaquin's four-day training in San Miguel de Allende brought the participants' additional hope, strength and confidence as well as appropriate techniques to work hand in hand with the community. After this training, Río Laja installed 56 (5,000 liters/each) tanks to harvest the rain and put it to beneficial use in the community of Peña Rodada. Thanks WMG and Joaquin for this great collaboration!"

Innovating Composting Toilets in Tucson as a Model for the World

Joaquin often hosts international visitors at our Living Lab, and they are frequently captivated by our composting toilets and tippy taps. These simple technologies are often used in the developing world where there is no running water, but composting toilets can help any home or property to save water, reduce waste, and create a resource for our landscapes. WMG is pioneering solutions such as these: common sense, do-it-yourself "technologies" that we hope can rise above cultural stigmas, and help restore environments and improve livelihoods around the world.

Four years ago, WMG launched a pilot program to design and test site-built composting toilets. In December 2016, our two models were officially approved as "reference designs" by the Arizona Department of Environmental Quality, so anyone in Arizona can permit and build them! This is the first site-built compositing toilet reference design approved anywhere in the U.S.

By summer 2017, both composting toilet systems will be available to view and use at WMG's Living Lab. Consider putting in an order—WMG is now offering composting toilets kits pre-built by our crew, ready to be installed at your home. Check out the designs and learn more through WMG's online resource library. Go to watershedmg.org/learn/resource-library, and click on the "composting toilet" filter.

Testing out the tippy tap at water harvesting training in San Miguel de Allende





Science at WMG's Living Lab

WMG's Living Lab and Learning Center is quickly becoming a science hub for people, plants, and the community. In 2016, we launched a monitoring program with WMG docents tracking water use, plant growth, wildlife, and food and compost production on our campus. Docents enter their data weekly into our online database and contribute to national databases with citizen science tools like E-bird and the National Phenology Network.

Last year, WMG was one of five grantees nationwide out of 170 applicants to receive NOAA's Environmental Literacy Grant. WMG is partnering with Arizona Project WET to address threats from extreme heat, drought, and flooding by building environmental literacy among 6th-12th grade teachers, students, and the public. The Living Lab is one of the primary teaching tools for this program, and our monitoring data is now available through an online platform for students to use in their own research projects.

Our University of Arizona (UA) interns also assist with monitoring during their year-long WaterWRLD (water as a platform for Workforce Readiness and Leadership Development) program. One of our interns, Jessica Lynum, helped write a grant funded by Arizona State Forestry to expand our food forest and monitor its growth, water use, and production. We're keeping a log of everything we harvest and using a weigh station to quantify the amount of food we've produced on campus with local, renewable water. We can't wait to track how our production changes over time as our food forest matures!

One of our more sophisticated monitoring programs is run by a UA grad student, Anthony Luketick, who has set up cameras and sap flow sensors to monitor the greenness and moisture fluxes of our native Velvet Mesquite trees. This two-year study will provide valuable information on how rainwater harvesting impacts tree growth and will contribute to emerging research on urban water harvesting.

We've just scratched the surface of what the Living Lab can offer as a resource to study how humans and nature interact. Our campus will continue to grow as a model of how humans can manage natural resources to enhance our environment – increasing diversity, food production, and aquifer recharge.





Connie Carder Spotlight:

Connie Carder is a new Co-op member turned enthusiastic advocate. She has been involved with the WMG Co-op for just a year but hit the ground running by hosting four workshops at her home. Connie shared what WMG's Green Living Co-op means to her:

Why did you decide to work with WMG's Co-op program? My main motivation was flooding on my back porch every time it rained. My son was doing an internship with WMG at the time and encouraged me to get involved with the Co-op. In June 2016 my son and I participated in one workshop together, and I was able to use a lot of his volunteer hours. I hosted four workshops at my home to completely transform my front and back yards.

What would you tell interested Co-op members? Don't hesitate to get involved. You will learn so much, you will meet wonderful people, and you will feel more connected to your community. Plus, there's an amazing feeling of accomplishment once the job is completed!

Why are you passionate about the Co-op? The Co-op has expanded my interest in gardening immensely. While I always have enjoyed gardening, the Co-op has really ignited my appreciation for our native plants and what I can do to conserve water and raise the aquifer. The Co-op has really opened up my eyes to how much more everyone could, and should, be doing to help our community.



Grant & Foundation Funding

Amaterra American Rivers Arizona Community Foundation Arizona State Parks Arizona State Forestry Border Environment Cooperation Commission Central Arizona Project

Desert Diamond Casino & Entertainment Fondo Mexicano para la Conservación de la Naturaleza, A.C. Gulf Coast Community Foundation Jeff & Connie Woodman Foundation Kaimas Foundation Kimlev-Horn Foundation Long Realty Cares Foundation National Fish and Wildlife Foundation

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Julie Ann Wrigley Global Institute of Sustainability

Mesa Urban Garden

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Mother Bunch Brewing Monument Primera Iglesia Metodista Unida Sustainable Cities Network Arizona State University Global Institute of Sustainability The Nature Conservancy - Phoenix Trees Matter Wilson School District

Financial Report

Revenue and Support

Total support & revenue	\$ 1,139,025		
Donations	\$	259,111	
Grants	\$	149,310	
Program income	\$	730,604	

Expenses

Program services	
Community Water Coalition	\$ 6,091
Fee for service	\$ 69,529
Green Living Co-op	\$ 457,007
Greening Urban Watersheds	\$ 270,268
(Demonstration Sites, Green Streets,	
Schoolyard, Soil Stewards)	
Living Lab & Learning Center	\$ 41,780
River Run Network (50 year program)	\$ 57,432
Watershed Harvesting Certification	\$ 18,967

Admin and Fundraising

Total Program services

Total supporting services	\$ 111,629
Fundraising	\$ 34,572
Administrative	\$ 77,057
Admin and rundraising	

\$ 1,032,703 Total Expenses

Financial Summary

WMG donors funded WMG's core programs as well as helped launch the River Run Network, expand educational programs at the Living Lab, and fund work with low-income communities and schools. In 2016 we successfully transitioned from a break even financial model to a profit model, ending the year on solid footing to start building a cash reserve. The board of directors helped create Friends of WMG, LLC, working with seven major donors to provide a low-cost loan to WMG to finish building out the Living Lab and Learning Center.

> Docent Dan Stormont and volunteer Emily Rockey help out at WMG's Edible Shade Mesauite Pancake Breakfast.



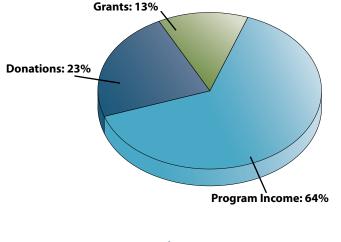
City of Las Cruces City of Flagstaff City of Sierra Vista, Arizona Cochise Water Project Stream Dynamics, Inc

International Partners

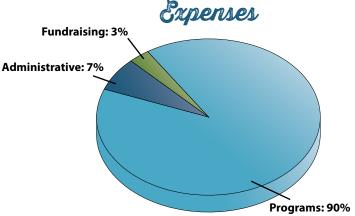
\$ 921,074

US-Forest Service International University of Arizona - College of Education Niparaia Border Environmental Cooperation Commission - BECC

Fondo Mexicano para la Conservacion de la Naturaleza - FMCN Instituto de Ecologia del Estado de Guanajuato



Revenue & Support





Salvemos al Río Laja, A.C. Fundacion Manantlan para la Biodiversidad de Occidente - MABIO Comisión de Cuenca del Río Ayuquila-Armería Center for Latin American Studies - University of Arizona IMIP-Nogales, Sonora. Mexico IMPLAN-Hermosillo, Sonora, Mexico

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CEDES-Hermosillo, Sonora. Mexico

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^{*}Report for Fiscal Year of Jan 1 - Dec 31, 2016



We Are One Watershed

