



The Ripple Effect

Watershed Management Group
2011 Annual Report





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.

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Letter from the Director



Over the past year, I've joined our supporters in watching with anticipation—and, I confess, moments of amazement—while Watershed Management Group's programs expanded in depth and breadth. Watershed Management Group works for the health and prosperity of *people* and their *environment*—and the pillars of that work are *community-building* and *education*. We want all people to have the skills and support they need to create and carry forward solutions within their own communities. As we reached the end of 2011, we celebrated this phenomenon in our work as the *ripple effect*.

Imagine the shape of a ripple in water: Like the water cycle itself, it is circular—not linear. This circular energy represents the way Watershed Management Group strives to work—building energy and momentum through a series of small but connected efforts, to send a powerful current of change through entire communities.

Last year, I was fortunate to participate in the first workshops for our new Green Living Co-op branches in Phoenix and Santa Barbara. Despite being in different climates, with different plants, landscapes, and many new faces, I felt the familiar fit of a Tucson Co-op workshop. Volunteers worked side-by-side to complete the projects, taking pride in their shared handiwork while learning new skills.

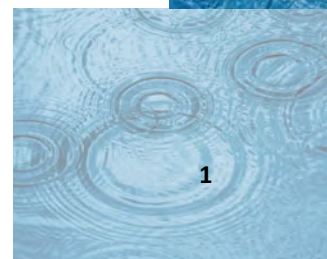
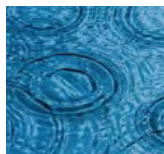
2011 also marked the expansion of our programs in India and the U.S.-Mexico border region. On those fronts, we celebrated major successes, creating tippytap.org as an international sanitation resource and teaching our first Water Harvesting Certification course entirely in Spanish. And we built a stronger presence than ever in Tucson, offering a growing array of services through our Co-op, Green Streets, Schoolyard, and Technical Trainings programs, as well as launching the Conserve to Enhance pilot program—a new tool to connect at-home water conservation with river restoration.

Many of you have shared in these successes, participating as volunteers or partners, supporting our work as donors, or both. By feeding your passions, triumphs, and resources back into our programs, you create the circle of the ripple. In the following pages, we highlight just a few of our many inspiring supporters: committed Co-op members, a Green Streets Neighborhood Leader, and our very special Donor of the Year.

I look forward to meeting many more of you, hearing your stories, and seeing your projects in the coming year.

With thanks,

Lisa Shipek
Executive Director



Co-op Spans New Communities

by Catlow Shipek

Watershed Management Group's Green Living Co-op has become a model program for organizations here in Tucson and communities nationwide. Through its "barn-raising" workshops, the Co-op fosters the development of a neighborly ethic and local stewardship of the urban landscape.

In 2011, our Tucson Co-op grew to 380 members and hosted 32 workshops to implement water-harvesting features from earthworks to cisterns to greywater systems. We also grew our workshop repertoire to include more aspects of sustainable living—for example, building backyard chicken coops. We've found that our Co-op members' projects often trickle through neighborhoods as neighbors drop by to ask questions about new features, but last year our inaugural Co-op Home Tour gave 12 Co-op households the chance to make an even bigger splash in the community. Co-op tour hosts exhibited their green home improvements to more than 90 visitors passing through—about half of whom navigated the tour by bicycle. Fittingly, one tour stop rewarded those thirsty cyclists with purified rainwater—a rare refreshment in the desert.

Our Co-op expansion last year also included the launch of WMG Green Living Co-ops in two additional cities—in Santa Barbara, Calif. and Phoenix—where local leaders inspired by our Tucson Co-op laid the groundwork to bring the model to their own communities. These leaders volunteered time to build their technical skills through our professional courses, and they also apprenticed with our staff to learn project management and program coordination skills. Together, we're working diligently to build local capacity for each of these budding Co-ops, to ensure we tailor our model appropriately for each community's needs and best practices.

Last year, our Tucson Co-op provided a sturdy framework to achieve larger community initiatives. The Tucson Conserve to Enhance pilot (see page 7) was launched in partnership with our Co-op, allowing participants to install water-harvesting projects through Co-op workshops and then donate money saved on their water bills to a local river restoration project. The Co-op has also functioned as a forum to implement "downspout disconnection" workshops with neighborhoods working to reduce stormwater flooding and pollution through our Green Streets program (see page 4). This year, the Co-op will serve as a testing ground for building do-it-yourself compost toilets monitored by the University of Arizona in partnership with the Arizona Department of Environmental Quality. The Co-op program is a well-greased wheel, ready to support a variety of sustainable practices, where committed members and experienced instructors always welcome new volunteers.

In 2012, we seek to amplify the Green Living Co-op's successes even more widely—partnering with local businesses and organizations to engage a greater diversity of community members; honing our Co-op model to raise the bar on the highest quality of design, installation, and education; and packaging and sharing our model with communities nationwide.



Catlow Shipek, Senior Program Manager, is a Watershed Management Group founder who played a key role in shaping our Green Living Co-op model and now oversees the Tucson program. Like many of our Co-op members, the Shipeks are always tinkering with water-saving features at their own midtown home, which itself has been a stop on our bicycle-friendly home tours.



and Green-living Projects



Opposite page: Volunteers installed earthworks and a raised path at our first Santa Barbara Co-op workshop. Right: The Tucson Co-op continued to grow and expand its repertoire—including this workshop to construct a backyard chicken coop.



Dave Stewart & Sheila Ranganath, *Green Living Co-op Members*

When engineers Dave Stewart and Sheila Ranganath moved to Tucson from Virginia five years ago, their professional training meant they knew more than most people about managing water. But when they volunteered to create rainwater-harvesting earthworks at one of Watershed Management Group's public demonstration sites, they discovered an opportunity to apply through hands-on projects the theoretical concepts they'd learned before. After a few more workshops with our Green Living Co-op, the new homeowners were game to literally dig in on their own, starting with simple backyard basins for native mesquite trees. Over the two years since, they've used knowledge gleaned from Co-op workshops and reading materials—including our *Green Infrastructure for Southwestern Neighborhoods* manual—to tackle much more.

Together, they installed a system that routes laundry greywater to four citrus trees; redirected roof runoff to earthworks; and created a curb cut that routes stormwater from the street to one of several front-yard basins that support native, wildlife-friendly plants. (By harvesting water to grow habitat, the pair hopes to soon also "harvest quail.") In December, they finally hosted a Co-op workshop, installing a 1,000-gallon cistern. That water will support the vegetable garden from which they've already saved one crop of seeds from locally adapted tomato and pepper varieties—plants that thrived last season, thanks to compost supplied by chickens that have the run of much of the backyard. The couple calls water harvesting their hobby, and Dave highlights the importance of ongoing observation and tweaking. That's what keeps them volunteering at Co-op workshops, despite being so handy on their own: learning and honing skills, while meeting new people. "We've definitely been inspired by Watershed Management Group," says Sheila, "and you can see it all throughout our front and backyards."



Training Neighbors

by James MacAdam

At Watershed Management Group, we're always thinking about the effects our programs will have beyond a single workshop or training. For our Green Streets-Green Neighborhoods program, the key to creating those lasting and widespread effects is giving people the knowledge, skills, and hands-on experience to become leaders in their own communities.

2011 marked a major expansion of our Neighborhood Leaders training, which offers participants in-depth training and hands-on experience in green-infrastructure practices. *Green infrastructure* refers to the use of natural systems—such as plants, soils, and rainwater—to provide public services like cleaning air and water; cooling streets and sidewalks; and calming traffic. Last year, 17 leaders from six Tucson

neighborhoods participated in this 40-hour program, learning to plan, design, and install small-scale features in their own communities. They planted street trees along busy walkways in front of two schools, greened a neighborhood gateway with rain gardens, and reduced flooding at a major park using earthworks and plantings. Leaders for one of these neighborhoods successfully pursued funding to continue this work on their own, leveraging what they've learned into ongoing improvements to quality of life along their streets.

Just as important as getting green infrastructure features in the ground is maintaining them over time, but cash-strapped communities often lack adequate funding to maintain these features in public spaces. So last year we launched the Green Streets Stewards program, which trained 15 people from eight Tucson neighborhoods in the maintenance methods unique to street features that capture stormwater—from tree pruning to removing sediment from water-harvesting basins. These stewards will begin carrying out maintenance plans in their own neighborhoods this spring, with assistance from our instructors and volunteer workshops.

Such programs have established Watershed Management Group as a Tucson leader on green infrastructure, and in 2011 we took that leadership on the road. We began partnerships with three more Arizona cities—Phoenix, Lake Havasu City, and Sierra Vista—to conduct educational workshops and create demonstration sites that clean stormwater and conserve groundwater while creating green public spaces. Understanding that widespread community-based change must be supported by government policies and industry practices, we also took the lead to organize and host the 2012 Arid Low Impact Development Conference. This spring, the conference brought together some of the Southwest's top leaders and practitioners in the field of green infrastructure to share knowledge and develop a research agenda suited to the unique climate-driven challenges of the region.

Above and opposite page: Streetside basins at Primera Iglesia church in downtown Phoenix and in Tucson's Samos Neighborhood capture stormwater to grow native plants that provide habitat and shade.

Right: Palo Verde Neighborhood Leader Ronni Kotwica stands in front of earthworks she helped plan and install at Tucson's Catalina High School.





to Green the Streets Together



James MacAdam heads up Watershed Management Group's Green Streets-Green Neighborhoods program throughout Arizona, including our Tucson training program for Neighborhood Leaders. A naturalist and an educator, he's always looking for ways to better unite those two passions in his work.



Ronni Kotwica, *Green Streets Neighborhood Leader*

Tucson native Ronni Kotwica started advocating for local neighborhoods during her 40-year career with the City. Retiring five years ago hasn't slowed her down; she's spent that span of time serving as president of her midtown Palo Verde Neighborhood Association. One of her first challenges: trying to persuade the City to capture stormwater that flooded major neighborhood streets. When no solutions arose, the neighborhood decided to take matters into its own hands. Fortuitously, Ronni started volunteering for workshops through Watershed Management Group's Green Streets program, and with a group of neighbors, she applied for our Neighborhood Leaders program. Through that program, Palo Verde has gained training and funds to turn stormwater into a resource.

Our first project together last fall replaced concrete with planted basins on Catalina High School grounds, stopping water from eroding away at sidewalks and flooding a major intersection. Now those earthworks catch the attention of passersby on a busy bicycle and pedestrian thoroughfare. Ronni recalls the first time the largest basin—dubbed the “White Whale” by neighbors—filled with rainwater that would've flooded the street. People noticed that it worked, she says, and that opportunity to teach and inspire others helps gratify Ronni and her fellow Neighborhood Leaders. “People have taken ownership of what goes on here, and it becomes part of the community,” she says. The experience has encouraged her to take even more ownership as well: This spring, a neighborhood grant she wrote will help fund Palo Verde Neighborhood's second Green Streets project with Watershed Management Group.

Schoolyard Program

Teaches Next Generation of Water Harvesters

by Tory Syracuse

In 2011, Watershed Management Group's Schoolyard program worked with nearly 300 students at three Tucson schools: Holladay Magnet, Agua Caliente Elementary, and Rincon/University High. Our partnerships with the schools aimed not only to create rain-fed habitat gardens and install cisterns, but also to teach students to become stewards of Tucson's urban watersheds.

At Agua Caliente, for example, our projects cultivated lasting benefits for second- and fourth-grade students who planted shrubs and spread mulch in newly created basins to capture parking lot runoff. The new garden now boasts ocotillo, brittlebush, and jojoba—chosen to complement the second-graders' studies of desert-adapted plants. Just a week after planting, students experienced the thrill of watching a winter rainstorm fill the basins—and then dragged their parents to the garden after school to teach them about water harvesting.

“Our wonderful experience working with WMG afforded my students a unique opportunity to ‘live’ water harvesting through hands-on learning experiences,” said Agua Caliente teacher Meg Johnson. “The kids loved getting down and dirty and helping with planting and forming the [earthworks]. They took great pride in ownership and definitely are interested and committed to water harvesting now.”

In 2012, Watershed Management Group will expand the Schoolyard Program to the Phoenix area, with projects at Montessori Academy in Paradise Valley. We're also seeking funding for new work to develop a teacher-training component that will help schoolteachers integrate water-harvesting concepts into their ongoing curricula—cultivating the next generation of water harvesters long after a single project is complete.



Rincon/University High School students (below) plant one of many trees during an ambitious earthworks workshop to create native habitat, provide shade, and reduce flooding. Above: Holladay students learn about the plastic cistern that will provide rainwater for their vegetable garden. Holladay photo by Bob Bingham

Tory Syracuse works as a project manager for our Green Streets-Green Neighborhoods program, also coordinating our Schoolyard program in Tucson. With a dual background in urban planning and creative writing, she also brings to her work years of experience as a passionate teacher.



Conserving Water, Enhancing Rare River Habitat

by Karilyn Roach

Tucson's Conserve to Enhance (C2E) Program provides Watershed Management Group another exciting opportunity to see our work resonate from backyards through an entire river basin. Co-managed with the Sonoran Institute and the University of Arizona Water Resources Research Center, C2E provides education and technical resources to help residents track water savings following installation of conservation features at their homes, and then contribute the financial savings on their water bills to local river restoration projects.

Money raised in 2011 will fund a project at Atturbury Wash—an urban wash in southeast Tucson and part of the lower Santa Cruz River watershed. The Santa Cruz once flowed year-round to create a desert oasis for people and native plants and wildlife—until groundwater pumping depleted the river to its now typically dry, channelized Santa Cruz. The Atturbury Wash project seeks to widely benefit the Santa Cruz Basin, as research shows that upstream restoration can enhance ecological health and water quality throughout an entire watershed.

In 1904, Tucson's Santa Cruz River (top, below) provided water, shade, and native habitat. A 2007 photo taken from the same vantage point reveals a now typically-dry, channelized Santa Cruz. 1904 photo courtesy Arizona Historical Society/Tucson, AHS# 24868; 2007 photo by Brad Lancaster



Karilyn Roach coordinates Watershed Management Group's work with the Conserve to Enhance program and Tucson's new Community Water Coalition. She recently graduated from the University of Arizona with her M.S. in Urban Planning and a certificate in Heritage Conservation, and looks forward to continuing to apply her skills to our watershed-wide conservation efforts.



C2E celebrated many benchmarks in 2011.

The 60 pilot program participants:

- Saved 504,651 gallons of water;
- Accumulated 700+ volunteer hours through Watershed Management Group's Green Living Co-op program;
- Installed water-harvesting features at 12 participants' homes through the Co-op; and
- Donated \$900 towards the Atturbury Wash restoration project.

We also worked last year to secure a change to the Tucson Water bill, so that all Tucson Water customers can now donate to C2E through the conservation checkbox on the bill. In 2012, we'll be working to scale up C2E to make its full benefits available to Tucson Water customers citywide.

International Program

Helps People Build Healthier Communities

by Sowmya Somnath

When it comes to Watershed Management Group's mission to help communities build the skills to take ownership over projects with sustainable benefits, our India work is no exception. The past year has been an exciting one: Besides establishing an office with our local partner, Grampari, we've been able to leverage our programs to have multiple long-term impacts in the communities we serve.

Building on our earlier work increasing water availability, we worked with a 500-person village to secure more drinking water by improving a spring-fed water system. To harvest water and prevent contamination, we remodeled and built several spring boxes (simple brick structures that allow water to seep in while keeping mud out). We also started a program to rehabilitate the watershed near the springs to promote infiltration and increase spring flow, and we worked closely with community members to foster village ownership over the project. Community funds and labor accomplished all the work—and now women from the village are starting to participate in previously male-dominated decision-making processes. Most importantly, both water quantity and quality have improved dramatically.

While many communities where we work have improved sanitation, mostly due to a big government-driven push in the last decade, a significant number of people still practice open defecation—leading to health, environment, and dignity issues. In December 2011, we initiated a composting toilet project that focuses not on *building* latrines, but on *building demand* for latrines. This distinction matters: As thousands of latrines across India go unused, it's clear that simply providing access to infrastructure is not enough to ensure its use.

Last year, we also started our school program to increase handwashing with soap among children, an especially vulnerable population. Evidence from around the world shows that of the 1.5 million global diarrheal child deaths annually, almost half can be prevented by handwashing with soap. Seeking to ensure lasting behavior change, we started a pilot program with a grant from the Child Health Foundation to promote the use of *tippy taps* that enable people to wash hands safely, cheaply, and with minimal water use. Now, that local initiative has rippled out to reach a global audience. After our "It's In Your Hands" tippy tap video won a YouTube DoGooder Nonprofit Video Award—which garnered more than 180,000 views during the 24 hours it was featured on YouTube's home page—we created tippytap.org to build awareness and provide tools for other hygiene initiatives. As a result, in 2011 alone our model inspired handwashing programs from Laos to South Sudan (See Sidebar: *In Their Hands: Tippy Taps Travel the Globe*)

Center photo: Jared Buono works with villagers at Viroli to ensure that drinking water from springs is harvested. Opposite page: Schoolchildren in Pachputewadi wash hands at a tippy tap they built themselves during a School Handwashing Program competition.



In Their Hands— Tippy Taps Travel the Globe

Tippy taps are a simple device built with simple materials—sticks, string, soap, and a water jug—and they’ve been around for a long time in various forms. But through our award-winning outreach on YouTube and tippytap.org, this water-saving hand-washing solution has made a powerful impact, reaching health programs in communities around the globe. Here are a few of the inspiring messages we’ve received:

“We built a Tippy Tap at a school with over 150 students in rural Laos. The information was really helpful.”

“With two schools in the Haitian Cholera outbreak area, Star of Hope introduced the tippy tap as an effective way to prevent the disease. Schoolchildren liked it and have been encouraged to build them at home. It has now spread to five more of our projects in Haiti.”

“Your site is really fantastic . . . from the manuals to the posters to the wonderful tippy tap video. It is truly phenomenal and just so helpful in this setting here in South Sudan.”

“You’re a hit! In a recent national Days for Girls Zimbabwe training, teams built a station at the Bulawayo YWCA and every official that visited was truly impressed. [Our] trainers in Zimbabwe will be duplicating tippy taps by the hundreds! Such a simple, effective, life-saving solution!”

“So Tippy Tap has come to Nigeria, and we intend to continue to introduce it in our projects for schools and clinics. . . . Everyone likes it, especially the children.”

“We’re putting together a booth for USAID at the World Water Forum in France this March. We’re focusing on food security, climate change, and global health and representing each issue on a pedestal. On the food security pedestal, we are going to have a working model of a mini tippy tap.”



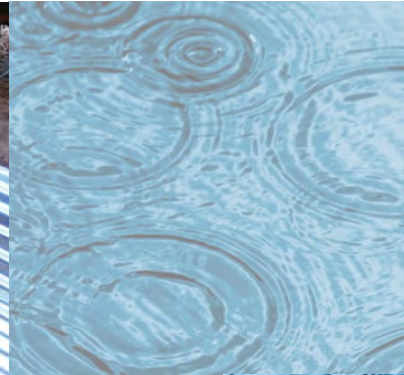
Sowmya Somnath, P.E., is a Watershed Management Group founder who along with co-founder Jared Buono launched our India office in Panchgani, Maharashtra, in western India. A registered engineer, she works on projects that improve water, sanitation, and hygiene (WASH) in rural communities in India and Africa.



Eco-sanitation and Soil Stewards Projects

by Brad Lancaster

Turn Waste into a Resource



Brad Lancaster, Senior Watershed Specialist for Watershed Management Group, is a dynamic teacher, consultant, and designer of regenerative systems. Author of the award-winning, best-selling book series Rainwater Harvesting for Drylands and Beyond, Brad practices what he teaches on an oasis-like eighth of an acre in downtown Tucson—harvesting more than 100,000 gallons of rainwater a year where just 12 inches a year falls from the sky.

Sanitation has long been a focus of Watershed Management Group's international programs, but this past year that work has started to find its parallel back here in the Sonoran Desert, with much-needed education about composting toilets.

About 30 percent of drinking water consumed within a typical U.S. household gets flushed down the toilet. That act transforms a pristine resource—drinking water—into a dangerous waste—sewage. Why not instead turn a waste into a resource, while conserving our existing resources?

Waterless composting toilets do just that, transforming human waste into safe, high-quality compost. Watershed Management Group is working to promote this simple practice through two major initiatives: our eco-sanitation trainings and our Soil Stewards pilot project.

We held our first eco-sanitation technical training last winter, teaching 17 students how to safely, inexpensively, and efficiently turn human waste into a soil-building resource with site-built composting toilets. Students learned why such toilets are needed, how to construct them, and how to use and maintain them. The workshop at its core is designed to be taught around the world, and our first group of students left the course with the ability to put learning into practice.

Watershed Management Group is building on those efforts this year through our Soil Stewards project. Working with a diverse committee of stakeholders, including the Arizona Department of Environmental Quality, we're obtaining experimental permits to test four types of site-built composting toilets made from locally-available materials—at a fraction of the cost of currently permissible manufactured systems. We'll teach our inaugural group of Soil Stewards how to build and use, as well as maintain and help monitor, these composting toilets. Our end goal: to make it possible for anyone in Arizona to apply for a site-built composting toilet as an alternative to a flush toilet, conserving water and boosting soil fertility in the process.

Top-notch Trainings Break New Ground in Growing Green Economy

by Lisa Shipek

With Watershed Management Group's nonprofit business model and depth of practical experience from our community programs, we're uniquely situated to offer job trainings. Professionals seeking the skills to become leaders in the growing green economy can be confident that we've designed our trainings to meet their needs and create industry standards from a place of integrity.

Our Water Harvesting Certification and Watershed Technical Trainings are in a class of their own. Students build entire working systems on real sites; they learn from a diverse group of instructors who thrive on a collaborative model, instead of competitively guarding industry secrets; and they learn principles they can apply across diverse sites and geographic locations. Taking trainings outside the classroom and beyond PowerPoint presentations to real clients' project sites is no small effort, but at Watershed Management Group, we're always up for a good challenge—and we've insisted on raising the bar.

After refining our Water Harvesting Certification over the past three years, we took the plunge last year to adapt this nine-day course to a new climate. In Santa Barbara, Calif., we trained a diverse group of 15 professionals from nonprofit educators to entrepreneurs to natural resource managers, hailing from all over the state. Last year we also launched a dynamic new series of Watershed Technical Trainings—three-day professional courses in Green Infrastructure, Advanced Greywater, Advanced Cisterns, Urban Stream Restoration, and EcoSanitation. To ensure top-notch trainings, we recruited leading field experts from Tucson, New Mexico, and even Australia.

With these groundbreaking trainings, Watershed Management Group has emerged as a leader in innovative green education. While all our trainings are fee-for-service programs, donations play a crucial role in helping us develop and refine our programs, as well as offer scholarships for participants with financial need.

Lisa Shipek is Watershed Management Group's executive director. As program manager for our Water Harvesting Certification, Lisa develops and updates the curriculum, coordinates instructors, and develops programs in new cities and with new partners.



Opposite page: Guest Instructor David Omick with one of the composting toilet prototypes for our Soil Stewards program. This page: A hard-working crew from our Water Harvesting Certification Training in Tucson; Guest Instructor Van Clothier leads a river restoration technical training.



Water-harvesting Partnerships Transcend Borders,

by Joe Silins and Lisa Shipek

For the first time in 2011, binational funding through the EPA allowed us to offer educational workshops to border communities in both Arizona and Sonora, Mexico.

Reaching a Spanish-speaking audience gave us a crucial and ambitious task to tackle: translating our educational materials into Spanish and training Spanish-speaking instructors. We revamped our acclaimed nine-day Water Harvesting Certification Training to teach it entirely in Spanish, translating our course manual, presentations, and exam—and quickly discovering the need to pioneer a Spanish vocabulary list for water-harvesting terminology. Meanwhile, graduates from our previous Water Harvesting Certification courses comprised the four new Spanish-speaking instructors who joined our team. The course was a huge success, training 10 border residents—including five professionals in two Mexican states.

Leveraging our technical expertise and partnerships with organizations outside of Tucson, we also launched projects in three communities on both sides of the border: at Summit View Elementary on Tucson's south side; the Guy Tobin Memorial Anza Trailhead in Rio Rico, Ariz., and Instituto Tecnológico de Nogales technical college in Nogales, Sonora. All of these projects build watershed-harvesting skills and knowledge in each community, while



Languages



At left: Guest Instructor Luis Perales instructs on rock work for the basins created by our first-ever Spanish-language Water Harvesting Certification class. Opposite page: Joe Silins leads a plastic tank installation with students and staff at Instituto Tecnológico de Nogales, Sonora.

improving stormwater quality and watershed health in the upper Santa Cruz River watershed. At Instituto Tecnológico, for example, we're involving students and staff from the college, officials from the Sonoran state water utility, and local environmental advocates to showcase the potential of water harvesting cisterns and earthworks. We're using these features to beautify campus areas and improve stormwater quality as it enters area washes flowing to the Nogales Wash, a major tributary of the Santa Cruz River.

Watershed Management Group also started work in the City of South Tucson—a small, historic city with mostly Hispanic residents—thanks to funding from an enthusiastic donor and the Drachman Institute. We're creating a demonstration site at the House of Neighborly Service, a nonprofit organization that provides services for children and families in the heart of South Tucson. Through several workshops, more than 40 volunteers installed a walking path surrounded by water-harvesting basins and an extensive terrace built with recycled urbanite, which will support native plants. In 2012, we'll add green infrastructure along the streets surrounding the property, harvesting stormwater to grow shade trees.

As we're always seeking opportunities to offer our services to low-income and underserved communities, Watershed Management Group hopes to find the grant funding, private donations, and new partnerships to continue to build our border and bilingual work in the coming years.



Joe Silins worked on several water-conservation projects along the Arizona-Sonora border and served on Watershed Management Group's Board of Directors before joining our staff in 2011. Now a project manager and workshop instructor for WMG, Joe organizes and teaches many of our workshops in the border region. He holds a master's degree in Urban Planning and is a fluent Spanish-speaker.

Thank You, 2010-2011 Donors

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Julie Ward
Barbara Warren
Ericka Cero Wood & Ryan Wood

\$50+

Christopher Baldyga
Katherine Brown
Kyle Brown
Danielle Cariglio
Jay Cole & Carol Townsend
Jennifer Craker
John & Ellen Derboghossian
Joseph Donovan
Bill & Kay Ellett
Nancy Evans
Don Eydenberg & Lisa Cozzetti
Katherine Goodenberger
Heather Haskell
Rory & Matilda Heenan
Luis Herrera
Sondra & Michael Hickman
Mona & Douglas Houle
Richard Humphrey
Felipe Ip
Kathleen & Jeff Kennedy
Joshua Klevens
Tasha Krecek-Lynch
Rob Lane
Ken Laux
Denis Leclerc
Lainie Levick
Victoria Ligon
Michelle Logan
Elizabeth Lonetti
James & Rachel Ann MacAdam
Eric Magrane & Wendy Burk
Patricia McDonald
James McGinnis
Ellen McMahon
Walter & Dea McNealy
Megan & Chris Mogan
Rachel Morenz
Jason Morse
Chris Nadeau
Mikki Niemi
Diann Peart
Anastasia Rabin
Joseph Ramirez
Carol Ann Reinhart
Martha Retallick
Thomas Runyon
Jan Schwartz & Judith McDaniel
S.E. Shank
Natalie & Eric Shepp
Kevin Shumaker
Rhiwena Slack
Ryan Smith
Jan Staedicke
Donna Steinfeldt
Simone Stenger
James & Janice Stevenson
Mary Jo Swalwell
Rebecca Tarantino
Joan Warfield
Eric & Jennifer Wikman
Susan Willis
Barbara Wishingrad
Allison Yerger-Hendricks
Mike Zagone
Alan Ziblat

\$25+

Priya Agarwal
Beth Allen
Cheryl Andersen
Sergio Avila
Kathleen Bangs
Christine Bates
Chloe Beauford
Katie Bolger
Richard & Patricia Burns
Tierra Curry
Jane Doyle
Jim Estep
Susan Gallegos
Heather & Dustin Garrick
Carol Gautier
Andrew Gorski
Don Guerra
Randi Heller
Anne Hendricks
Bart Hiatt
Stephen Horras
Steve Hovlik
Mary Janke
Bernadette Jilka
Julie & Paul Jonsson
Karen Kennedy
James Kirchoff
Madeline Kiser
Lucia Konrath
Michael Kriskovic
Kris LaFleur
Bill and Jan Leahy
Elaine Lim
Ya Ching Lin
Lee Marsh
Martha Martin
Mitchel McClaran
Benjamin McDonald
Bill McDormon
Bob Mellon
Frances Mills-Yerger
Chris Murphy
Tamma Murphy
Brittany Orkney
Gail Paulin
Bruce Plenk
German & Bea Quiroga
Rob & Jen Ricketson
Neil Russakoff
Rochelle Hess Schwartz
Sareet Shah
Tara Shultis
Marvin Silins
Michelle Spiller
Linda Stigen
Gail Toomey
Rachel Van Daalwyk
Dawn Vandaveer
Jenna Van Laningham
John Villinski
Janee Walsh
Rocky Yosek
Jerry Young



In Memory

Marguerite Fisher, Donor of the Year



Marguerite Fisher at her Tucson home in February.

Executive Director's Note: Last November, we honored Marguerite Fisher as WMG's donor of the year. On a beautiful spring day in February, we interviewed her at her midtown Tucson home to write this profile celebrating her years of generosity in support of our mission. Three weeks later, we received the sad news that Marguerite had passed away after a long illness. I would like to dedicate this annual report to Marguerite, who left her property—an old adobe home replete with cisterns and solar panels—to WMG. More importantly, she left a deep impression on me, and her steadfast commitment to conservation and community will inspire me for many years to come.

"I've always tried to live with the environment, and not opposed to it," Marguerite Fisher told us, and indeed, she lived her days in true testament to those words.

When she left New York for Tucson 10 years ago, her new desert home greeted her with a drought cycle. So after she moved into her midtown house, she left the property's plants to nature—favoring the natives that were hardy enough to survive without water. She never abandoned her approach to letting nature take care of her landscape, even after seven cisterns installed on her property harvested the rainwater to nourish more thirsty plants. And despite the solar panels she had installed on her roof, Marguerite lived as tenaciously as her wild yard, never heating or cooling her house through all her desert summers and winters.

She knew she used so little water and electricity that she'd never see financial payback on all her at-home conservation projects, which also included a solar oven and outdoor shower. "I just felt it was the right thing to do," Marguerite said.

In 2007, a friend invited her to volunteer for a series of earthworks and cistern workshops at one of many demonstration sites installed by Watershed Management Group. The up-and-coming organization impressed Marguerite, especially after she started to see founders Lisa and Catlow Shipek bicycle-commuting past her house and they'd stop to answer her questions about her yard. Through those conversations, she came to appreciate WMG's signature blend of technical expertise with an educational mission. Some of the contractors she'd hired had competitively guarded their water-harvesting expertise, she said, while WMG stood out for its approach to sharing knowledge. "That expertise in communities and neighborhoods will have a bigger impact than each of us trying to reinvent wheels from scratch," she said. "Watershed shows that any of us can do these sorts of things."

Her strength and spunk aside, Marguerite was a gentle person with a passion for art, including a host of funky and whimsical metal yard sculptures on the themes of flowers and fish. She called opera her "one indulgence." Stopping by on a weekend afternoon, one could sometimes find her sitting and listening, the sounds of opera wafting out her open windows.

Marguerite also spoke passionately about young grassroots groups and young people as the Earth's best hope for lasting change. In fact, she said the youthful energy of WMG staff inspired her to become so deeply invested as a donor, and she had high hopes for the fruits to be borne through educating young people about water harvesting through efforts like our Schoolyards program. While not a gardener herself, she cared about local foods—particularly Tohono O'odham traditional foods. "Connecting with food groups is important," she said. "Growing gardens in our schoolyards is going to be the biggest payoff we have."

Grants

Government Grants

Arizona Department of Environmental Quality
Border Environmental Cooperation Commission
U.S. Environmental Protection Agency
U.S. Fish and Wildlife Service

Foundations

Arizona Community Foundation
Stephen Case Foundation
Child Health Foundation
Connecting Communities Foundation
Kaimas Foundation
Jeff and Connie Woodman Foundation

Business Sponsors

Gila River Level

Food Conspiracy Co-op

Santa Cruz River Level

Loews Ventana Canyon
Ordinary Bike Shop
Southern Arizona Roadrunners

Rillito River Level

Cero Wood Graphic Design
The Loft Cinema
Whole Foods Market

Sabino Creek Level

Arizona-Sonora Desert Museum
Barrio Bread
H. Stevens and Associates
Kimley-Horn and Associates
Rincon Valley Farmers Market
The Running Shop
Technicians for Sustainability
There & Back Bicycles

Watershed Management Group thanks Tucson's St. Mark's Presbyterian Church for generously providing affordable space for four years, hosting our offices, trainings, and special events.

Partners

Tucson Region Partners

Agua Caliente Elementary School
Apollo Middle School
Barrio Hollywood
BICAS
BorderLinks
City of South Tucson
Community Food Bank of Southern Arizona
Coronado Heights Neighborhood
Drachman Institute
Elvira Neighborhood
Friends of the Santa Cruz River
Glenn Heights Neighborhood
Holladay Magnet School
House of Neighborly Service
Ironwood Tree Experience
Native Seeds/SEARCH
Pima Association of Governments
Pima Community College
Pima County Department of Environmental Quality
Pima County Regional Flood Control District
Primavera Foundation
PRO Neighborhoods
Pusch Ridge Christian Academy
Rincon High School
Rio Rico Properties
Santa Cruz County Department of Public Works
Sonoran Institute
Summit View Elementary School
Sunnyside Neighborhood
Tierra y Libertad
Tucson Audubon Society
Tucson Clean and Beautiful
Tucson Water
UA Biosphere 2 (Mitchell Pavao-Zuckerman)
UA Water Resources Research Center
University High School
Ward 2 Council Office

Phoenix Region Partners

Accidental Yard
City of Phoenix Department of Transportation
City of Phoenix Parks and Recreation
Life's a Garden
Montessori Academy
Mountain States Wholesale Nursery
Nina Mason Pulliam Rio Salado Audubon Center
Phoenix Public Market
Primera Iglesia
Southwest Autism Research & Resource Center (SARRC)

Santa Barbara Region Partners

Ayni Gallery
Cachuma Resource Conservation District
Center for Sustainability, Santa Barbara City College
City of Santa Barbara Water Conservation Program
Environmental Horticulture Department, Santa Barbara City College
Fairview Gardens
Holy Cross Church
Hopdance Media
Livestock and Land Program, Santa Barbara County
Mesa Harmony Garden
Oasis Design
Permaculture Guild of Santa Barbara
Quail Springs Learning Oasis and Permaculture Farm
Santa Barbara Channelkeeper
Santa Barbara Museum of Natural History
Santa Barbara Permaculture Network
Surfrider Foundation
Watershed Resource Center

International Partners

AMURT, Burkina Faso
AMURT, Nigeria
Comisión Estatal del Agua, Sonora, Mexico
Grampari, India
Instituto Tecnológico, Sonora, Mexico
University of Arizona, Bureau of Applied Research in Anthropology

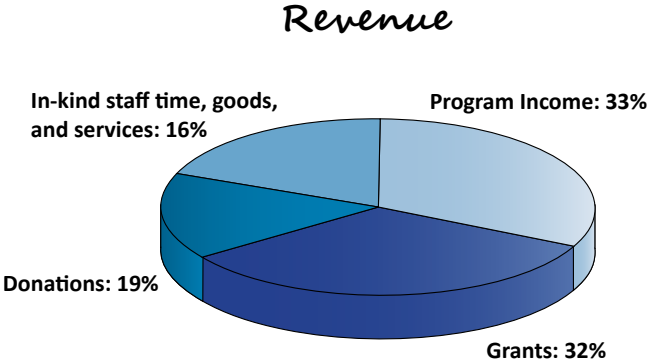
Other Partners

Bernalillo County, New Mexico
Lake Havasu City, Arizona

Financial Report

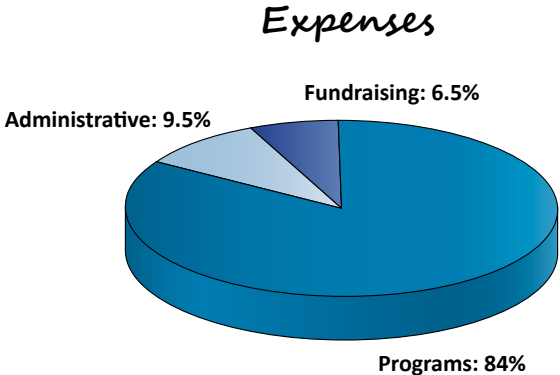
Support and Revenue

| | |
|---|------------------|
| Program Income | \$157,850 |
| Grants | \$152,153 |
| Donations | \$91,721 |
| In-kind staff time, goods, and services | \$77,641 |
| Total support and revenue | \$479,365 |



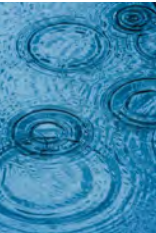
Expenses

| | | |
|------------------------------------|------------------|------------|
| Program services | | |
| Conserve to Enhance | \$6,771 | |
| Demonstration Sites | \$14,134 | |
| Green Living Co-op | \$62,004 | |
| Green Streets -Green Neighborhoods | \$84,953 | |
| Greening Urban Watersheds | \$33,124 | |
| Schoolyard Water Education | \$12,611 | |
| International (India) | \$71,739 | |
| Water Harvesting Certification | \$47,966 | |
| Watershed Technical Trainings | \$18,707 | |
| Total program services | \$388,258 | 84% |
| Supporting services | | |
| Administrative | \$44,085 | 9.5% |
| Fundraising | \$30,648 | 6.5% |
| Total supporting services | \$74,733 | 16% |
| Total expenses | \$462,991 | |



For fiscal year ended 9/30/11.

Last year, Watershed Management Group built our strongest foundation yet for our popular and successful community programs. Our efficient use of funds resulted in 84 percent of all expenses going directly to support those programs. Individual and community donations increased by more than half, becoming a more vital resource for our work than ever before. Your contributions provided the sole funding for the Conserve to Enhance program, the primary funding for our international work, and the funds to pay for staff time in our Schoolyard program. We're excited to see donations from the communities we serve play a growing role in achieving our conservation and community-building vision. And that strength in numbers is key to our even stronger future. Thank you for your generous support—now and in the years ahead.





**PO Box 44205
Tucson, AZ 85733**

