Dear CWC Friends,

The Coastal Watershed Council (CWC) can happily report that, in many ways, our recent fiscal year ending June 30, 2014, was the best the organization has had. CWC has excelled in training volunteers, engaging community support, businesses, and donors, and informing and enlisting local leaders in our work.

By launching an unprecedented partnership, the San Lorenzo River Alliance (SLRA), CWC has convened all the key players working on the largest watershed in the county. We are co-leading this alliance to establish agreed upon goals, so that the full set of relevant government agencies and community groups is working together towards rapid, visible progress.

The SLRA has revived the conversation about “what could be” along this central river—a river critical for our quality of life, habitat, recreation, economic vitality, flood protection, drinking water and public safety. Community input from over 500 people, along with rigorous science, will drive what happens next with the San Lorenzo River. Coordinating the many moving parts is indeed challenging, but we’re inspired by the task, and happy to be working in partnership with others for real change.

Thank you for being a part of this turnaround story, one we hope leads to a thriving river for the entire Santa Cruz community.

Sincerely,

Heather Tallis
Chair, CWC Board of Directors

Greg Pepping
CWC Executive Director
Accomplishments

From July 1, 2013 to June 30, 2014, CWC:

- Founded the San Lorenzo River Alliance, bringing together all the right players from government and other organizations to improve this key river, together.
- Hosted 5 Community River Forums with over 300 attendees and gathered over 575 survey responses for revitalizing the San Lorenzo River.
- Taught over 1,700 students and collaborated with 40 teachers in 300 classroom visits, shaping tomorrow’s scientists and leaders.
- Launched a first of its kind water quality monitoring effort on the San Lorenzo River using cutting-edge science to track (and remove) key sources of bacteria in the San Lorenzo River.
- Leveraged the contributions of 150 citizen scientists, producing 3,859 scientifically valid water quality data points on 50 water bodies.
- Received over 1,000 hours of volunteer support and a record number of donations from a record number of donors.

Financials

Personal Stories

Volunteer: 2013 Volunteer of the Year Pauline Seales has spent many hours monitoring water quality with CWC. That’s in addition to her role as a science teacher in local schools. She’s truly a citizen scientist, leader and role model not just for youth, but for everyone who cares about watershed health. Thank you to Pauline and all of CWC’s dedicated volunteers! Your contributions are critical to CWC’s clean water efforts.

Donate: CWC’s work was supported by a record number of donations and donors in the past year. Lance Wexler, CWC Board Treasurer, says that he donates because, “I want to leave a legacy - that I was a part of changing the face of the San Lorenzo River and our community’s relationship to it. I want to give that to my kids, and to future generations. That’s happening because of CWC.” You can give online today at www.coastal-watershed.org or send a check to CWC at 345 Lake Ave., Suite F, Santa Cruz, CA 95062.