



Water Education Activities in 2012 & 2013



Legislators participate in water trivia at the 2013 Legislative Lunch

Overview of Programs

The goal of CFWE's programs is to improve Coloradans' understanding of water's complexities and trade-offs, so they will make more informed water resource decisions. We raise awareness, improve knowledge, create understanding, explore diverse values, and inspire a commitment to informed decision making about Colorado's water resources.

The Foundation's Program Development

Committee creates an annual program plan, adopted by the Board, which directs staff activities. CFWE regularly reviews its program offerings to ensure they include a diversity of viewpoints, represent all areas of Colorado, and cover the many facets of water in our state.

In 2012 & 2013, CFWE's programs educated Coloradans about:

- Infrastructure, agriculture, energy and environmental conservation from Grand to Mesa counties
- Interstate collaborations and habitat recovery through the Platte River Recovery Implementation Program
- Water planning and land use in the South Metro (Douglas County) area
- Storm water management and river health in the Denver Metro area
- Use and treatment of water in the bottled beverage industry
- Dairy operations and water use in Morgan county
- Drought and climate science
- Groundwater shortages, reservoir storage, and holistic land management in the Rio Grande basin
- Colorado's municipal utilities and special districts
- Agricultural water use and management
- Water quality, agriculture, tribal rights and recreation in Southwestern CO
- Basin Roundtable activities
- Leadership in water resource careers
- Basic information on water law, water conservation, the prior appropriations system, etc.

Programs are created with assistance from 300+ supporters through participation on dozens of work groups. Volunteers help with publication review, tour planning, program evaluation, agenda development, and program fundraising and marketing. Their guidance helps CFWE create a set of educational programs that illustrate the diversity of water in Colorado.



Participants on the 2013 Upper Colorado River Basin Tour

Audience

The Foundation creates its programs to appeal to an adult audience of decision-makers, water interested citizens, water professionals and water educators. Our 450 members include an array of stakeholders, from county commissioners to whitewater rafting company owners to farmers and ranchers. CFWE programs reach over 50,000 Coloradans a year.

Program Areas

Leadership

| Program Name | Audiences Reached | Program Description |
|---|--|--|
| Water Leaders Program | 81 mid-career water professionals since 2003 | A one-year course on leadership in water resource careers |
| Basin Roundtable Education & Outreach Workgroup | 400 Basin Roundtable members | Coordination of the state workgroup responsible for education and outreach about the Basin Roundtable/IBCC process |
| Statewide Water Education Task Force | 100 water educators | Coordination of a task force of water educators focused on implementing best practices |
| President's Award | 9 award recipients since 2003 | An award from CFWE for lifetime achievement in water education |

Media

| Program Name | Audiences Reached | Program Description |
|-----------------------------------|---|--|
| Headwaters Magazine | 7,000 decision makers, water interested citizens, water professionals and educators | Peer reviewed 3-times per year magazine on Colorado water issues |
| Citizen's Guides | Over 20,000 copies distributed since 2003 | Print and web-based reference books on Colorado water. 9 currently in print including Water Law, Water Quality, Interstate Compacts, Water Conservation, Where Your Water Comes From, etc. |
| Water 101 Fact Sheets | Over 200 downloads since 2012 | One-page downloadable fact sheets covering current issues such as drought, fire, and conservation. |
| YourWaterColorado blog | 144 subscribers | A blog featuring CFWE staff writers and guest authors on various Colorado water topics |
| Connecting the Drops Radio Series | >50,000 listeners each month | A monthly radio series in partnership with Rocky Mountain Community Radio |

Tours & Workshops

| Program Name | Audiences Reached | Program Description |
|------------------------|--|---|
| Multi-day Basin Tours | 50 decision makers, water interested citizens, water professionals and water educators per tour. 1-3 tours per year. | 2-3 day tours of a river basin. All major basins have been covered at least once. In 2012 and 2013 we visited the Upper and Lower Colorado River Basin, the North Platte, and the South Metro Area. |
| Mini-Tours | 50 people per tour, with 3-5 tours per year. | 1 day tour with expert speakers. In 2012 and 2013, we visited dairies in Morgan county, the National Ice Core Lab, bottled beverage factories, Denver's South Platte River Trail and sites around the south metro area. |
| Water Conferences | >400 Water Professionals | CFWE partners with organizations on many conferences including the Sustaining Colorado Watersheds Conference, Gunnison Water Workshop, Water Congress Annual Symposium and the AWRA Symposium. |
| Legislative Lunch | Averaging 25 legislators in attendance plus staffers | Annual lunch at the capitol to educate legislators about CFWE's programs and other water issues |
| Webinars/Presentations | 40-50 decision makers and water interested citizens per webinar | Webinars on basic Colorado water issues to CO Municipal League membership, Denver Chamber leadership and many more. |



2013 Administrative & Financial Overview

Creation

CFWE was created by HB 02-1152 and subsequently received its nonprofit status in 2003. The legislation created a one-time appropriation from the Colorado Water Conservation Board Construction Fund of \$250,000 and an annual \$150,000 appropriation to establish and provide continued support of a water education foundation to "promote a better understanding of water issues through educational opportunities and resources so Colorado citizens will understand water as a limited resource and will make informed decisions."

The legislation requires the CWCB Board to annually review the work of the Colorado Foundation for Water Education and is authorized to cease funding the following year if they determine that "the purposes for which this section is established have ceased."

A State of Colorado nexus was deliberately envisioned, as it is in the State's best interests to have an educated voting public. In addition, the state nexus ensures CFWE maintains the balance of its program offerings, and provides accountability for such.

Board Make Up

The CFWE Board is currently 21 individuals selected to represent a diversity of perspectives and geography. To ensure accountability to the State of Colorado, the CFWE Board contains several appointed seats. The following appointments are required by the CFWE bylaws: One seat to the Executive Director's Office of the Department of Natural Resources; two seats to the Colorado Water Conservation Board; two seats to the Colorado Water Congress; one seat to the Chair of the Senate Agriculture, Natural Resources, and Energy Committee and one seat to the Chair of the House Agriculture, Livestock and Natural Resources Committee.

Staffing

CFWE currently has five full-time staff and a number of independent contractors such as a publications editor, bookkeeper and graphic designer.

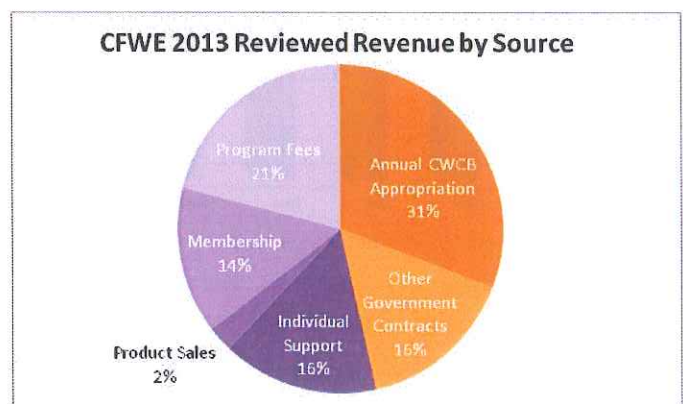
Financial Information

CFWE's financial information is available to any interested party. The organization conducts an independent audit every three years, and an accountant's review all other years. A review of CFWE's most recent fiscal year, ending June 30, 2013, will be completed in October 2013.

Revenue Sources (draft numbers subject to change)

CFWE had total revenues of \$486,762 in Fiscal Year 2013. The chart at right breaks down revenue by source.

CFWE is committed to diversification of its revenue stream, and has implemented steps recently to reduce the percentage of our budget that comes from the State of Colorado. That said, State funds currently make up 47% of CFWE's budget and are crucial to successfully carrying out our mission.



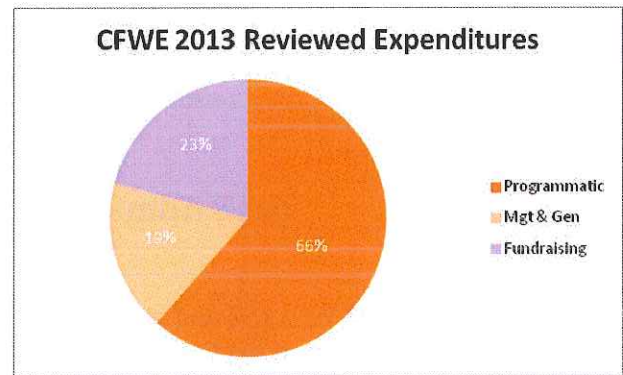
Expenditures (draft numbers subject to change)

CFWE had total expenses of \$497,385 in Fiscal Year 2013. The chart at right breaks down expenses by category.

Programmatic expenses include direct costs to plan, create and implement all CFWE programs including tours, conferences and publications.

Management & General expenses include costs associated with running and administering the organization, including rent, equipment and supply expenses, staff benefits and salaries, and financial reporting.

Fundraising expenses include costs related to marketing, member communications, and fundraising events and activities. Fundraising expenses increased by 14% since last year due to the hiring of CFWE's first full-time staff person devoted to fundraising activities. The intent is for this percentage to decrease as this employee brings new revenue into the organization to invest in additional programming.



Use of State Funds

CFWE takes the investment of State of Colorado funds very seriously. We are proud of how we leverage State funds for the benefit of Colorado citizens. For every dollar the State invests, CFWE raises an additional \$1.19 to support water education. We do this through sponsorship, membership, program registration fees, publication sales and private grants. In addition, State funds allow CFWE to keep program fees as low as possible, allowing more Coloradans to learn about water.

The CFWE Board is committed to diversification of our revenue stream, and has made great strides since our inception. In our first full operating year, the annual CWCB appropriation constituted 87% of our revenue. Today, it constitutes 31%.

