



OUR RIVER

C A M P A I G N

Restoring a river of global importance and engaging the communities it supports

The Mississippi River is one of the great rivers of the world. More than half of all North American birds migrate along its flyway. Fifty cities and 20 million people rely on the river for drinking water. It is vitally important to our national economy. And it is the lifeblood of our local region, flowing through the heart of the Twin Cities.

The next ten years is a critical period for the river and its surrounding communities. FMR is at the forefront of groundbreaking initiatives to strategically mitigate river threats. But we can't do it alone. In 2021 FMR launched the Our River Campaign.

At the heart of this campaign is the vision of a healthy Mississippi River. The impact of the Our River Campaign will be transformational and enduring in Minnesota and for all the downstream communities along the 2,350-mile river.



It all starts here. Thank you for considering support for FMR and Our River Campaign.



For over 30 years, Friends of the Mississippi River has been a strong, balanced and effective conservation leader in the Twin Cities.

Our mission

Friends of the Mississippi River engages people to protect, restore and enhance the Mississippi River and its watershed in the metro region.

Our campaign vision

A transformed and thriving Mississippi River with clean and healthy waters, a vibrant watershed resilient to climate change, and diverse, engaged communities caring for its future.

Contact us

If you have questions regarding our work, or would like to visit about specific issues, please do not hesitate to contact us.



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Campaign pillars



Mississippi River Restoration and Resilience Initiative

FMR is leading a 10-state coalition to advance the first comprehensive federal initiative that will protect the Mississippi River from the headwaters to the Gulf.



Agricultural landscape change and water quality

We're part of a first-of-its-kind collaboration to innovate new market-based approaches to address the largest source of pollutants to the river — runoff from agricultural lands.



Youth and community engagement

We're expanding our youth programs to train and inspire the next generation of diverse environmental leaders, building advocacy for the river and growing volunteer stewardship opportunities throughout our community.



Land conservation

Growing our reserve of resources will allow us to seize opportunities to restore critical ecological land along the river and its tributaries in the Twin Cities metro area.



Organizational capacity

To continue our vital work protecting the Mississippi River, FMR needs to make critical investments in the long-term health and sustainability of the organization.



SECURING OUR FUTURE

Progress
toward our goal

\$6 MILLION

\$5 MILLION

\$4 MILLION

\$3 MILLION

\$2 MILLION

\$1 MILLION

Our campaign leadership

Campaign Cabinet

Stewart Crosby, Chair
Ronnie Brooks
Chad Dayton
Peter Gove
Susan Vento

FMR Staff

Whitney Clark, Executive Director
Sara DeKok, Associate Director-
Development Director
Tessa Enroth, Individual Gifts Officer
Allyson Petry, Individual Gifts Officer