2010 MISSISSIPPI RIVER CHALLENGE

A fully supported paddling event to promote a cleaner, healthier river.

If you’ve never experienced the Twin Cities from the perspective of the river, the Mississippi River Challenge is the way to do it! Let the cities recede beyond the trees and atop the bluffs while you paddle stretches of quiet beauty, then emerge again pass through the locks. This one-of-a-kind journey showcases the ecology, history, scenic beauty and cultural value of our stretch of the Mississippi in a way that no other event can. Stay close to home this summer, and experience your local river. Paddle the Mississippi River Challenge.

www.mississippiriverchallenge.org

RIVER CHALLENGE
2010 MISSISSIPPI

Paddle it. Protect it.

In 2009, Friends of the Mississippi River (FMR) celebrated its 16th year of leading the Twin Cities community in river and watershed stewardship. The generous contributions of time and resources from our supporters and volunteers enabled us to make important progress toward our goal of protecting and improving the health and vitality of the great river. We are grateful for this support.

WATER QUALITY INITIATIVES
FMR is undertaking a number of initiatives to protect and improve water quality not only in our stretch of the river but regionally and statewide as well. Significant 2009 highlights from this program area include:

The Blue Star Program
Minnesota’s current regulatory framework offers little in the way of positive recognition for communities that achieve excellence in runoff pollution prevention. This year, FMR began work to develop the Blue Star Recognition Program to offer cities that excel in eliminating runoff pollution the positive public recognition they deserve. The program, which will launch in July 2010, features a voluntary self-assessment that allows communities to compare their water management policies and practices with their peers. High-scoring cities will receive the Blue Star Award for excellence in stormwater management.

The Clean Water Act & The Mississippi River
With the pending completion of new Mississippi River water quality standards and the development of several large-scale river clean-up plans, Minnesota is facing key decisions that could dramatically improve water quality through strategic and aggressive development of clean water policies. Through a combination of policy advocacy, grassroots organizing, legal strategies, public education, and other tools, FMR is helping lead a coalition of environmental, recreational, and agricultural organizations to advocate for effective and strategic implementation of the federal Clean Water Act in Minnesota.

CRITICAL AREA REFORM
One of the most exciting and high-profile developments in 2009 was the passage of the Mississippi River Critical Area Reform Bill during the 2009 legislative session. FMR led and coordinated the effort to pass this bill, which directs the Minnesota Department of Natural Resources (DNR) to develop rules governing land use, development, and natural resource management along the river corridor through the Twin Cities. The passage of the legislation enabled FMR to begin work with the DNR and the National

2009 was a very exciting year for Friends of the Mississippi River. Among the great successes of 2009, FMR led the effort to successfully pass the Mississippi River Corridor Critical Area Reform Act. The legislation authorizes new state standards to protect the unique public values of the river for generations. In 2009 FMR permanently conserved three priority parcels of land totaling 53 acres and we carried out restoration activities on 624 acres.

FMR has worked tirelessly through our watershed protection programs to strengthen implementation of the Clean Water Act in Minnesota. In 2009 we convened a working group of environmental leaders to develop a coordinated campaign to address runoff pollution. These efforts will lay the groundwork for stronger rules that will lead to cleaner water in the Mississippi River.

Last July, we held the sixth annual Mississippi River Challenge and it was our most successful yet with 415 paddlers that raised over $130,000 for FMR’s river conservation work. The Challenge is a very unique event that allows people to experience the wild side of the Twin Cities from the vantage point of the river.

Again in 2009, volunteers helped make all this work possible. FMR received 8,478 hours of support from more than 2,980 volunteers who made our efforts to protect and restore the great river stronger than ever. The accomplishments of the past year could not have been possible without our very talented and dedicated staff, the financial support of our members and partners, and the amazing work of our tremendous volunteers.

In the end the river and our community are the beneficiaries. Thank you to all of you who keep this organization thriving!

Sincerely,
Stewart F. Crosby
Chair, FMR Board of Directors

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Thank you donors.

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REVENUE
Foundations
Corporations
Individuals
Workplace Giving
Other
Total Revenue
381,499
220,570
201,119
39,227
86,018
1,294,159

EXPENSES
Programs
$446,702
Land Conservation
River Corridor
Stewardship
$297,199
Waterhed
Protection
$286,516
Funding
$200,437
Management
$110,441
Total Expenses
$1,380,209

The individuals and organizations here made contributions of $5,000 or more to Funds of the Mississippi River in 2009, or made gifts in honor of another individual. For more information on individual contributions, please contact the MFMR office at 612-222-2180.

Thank you to ALL of the individuals and organizations, including those not listed here, who enabled us to carry out our work.

CONTINUED FROM THE OTHER SIDE

Park Service, Mississippi National River & Recreation Area (MNRRA), to foster a community-based approach to the rulemaking process. One of the key roles that MFMR is playing is to organize and coordinate stakeholders from throughout each riverfront community to advocate for protection of the public values in the river.

LAND CONSERVATION AND RESTORATION

In 2009, MFMR made major progress in our land conservation program area. Four protection projects that MFMR led or was involved in were completed. In the first, a landowner placed a conservation easement on 368 acres of critical habitat that is now permanently protected. Probably the most notable project completed in 2009 was protection of the Freytag property southeast of Hastings. This 297-acre tract, which is at the western end of the great Vermillion Bottoms floodplain area, is of great importance to migratory birds and many other species that call the bottomsland home.

Another important aspect of MFMR’s conservation work is the restoration and enhancement of natural areas. In 2009, MFMR developed six ecological management plans and carried out restoration activities on approximately 624 acres of land. These sites were located along the Vermilion and Mississippi Rivers and in Dakota County, the largest remaining native prairie in Dakota County.

COMMUNITY STEWARDSHIP, ADVOCACY & EVENTS

Friends of the Mississippi River is pleased to report robust Community Stewardship Programs in 2009, engaging volunteers in meaningful ways and accomplishing a huge amount of on-the-ground work. We worked directly with 2,987 volunteers through our stewardship, restoration, standling, and monitoring programs, and facilitated 8,478 hours of volunteer time to restore and maintain land and water resources in the Twin Cities region. MFMR also engaged 332 citizens in advocacy work at the State Capitol and several local initiatives.

MFMR carried out 21 educational and interpretive events in 2009, ranging from Dr. John Antlfinger’s “Colors of a River” presentation on the history of river water quality to wildflower walks, guided paddle trips, and more. These events engaged 1,964 participants and served our goal of deepening the connections between community members and the river.