our mission
Helping Iowans restore, protect and enjoy our rivers.

our vision
We envision clean, free-flowing Iowa rivers teaming with life, surrounded by diverse landscapes, and connecting vibrant communities.
2011 accomplishments

Education/Outreach

- Organized River Currents education forum-discussed common stream problems and practical solutions to address the problems, and relationships and interactions of a river’s habitat.
- Participated in the President’s “America’s Great Outdoor Initiative” – developed a program proposal for river priorities in Iowa and attended information gathering session.
- Organized the inaugural Cedar River Rocks! with host Senator Bill Dotzler. The program included local organizations and legislators highlighting local river projects and programs and an afternoon float down the Cedar River from Waterloo to Gilbertville.
- Awarded the 5th River Town of the Year Award to Charles City, Iowa.
- 3rd year delivering IRR’s River Rascals program in the Des Moines area in August 2011 – provided urban youth a river experience including instruction on paddling, water safety, river etiquette, river biology and river issues such as water quality/water monitoring, while having FUN!
- 3rd year participating in the Iowa Children’s Water Festival – facilitated a breakout session raising awareness about local water resources and our daily interactions and impact.
- Developed curriculum for Master River Stewards Program focusing on riverine systems and skills, including paddling and navigating skills, knowledge to restore aquatic habitat and improve water quality, and understanding policies related to flood plains, river protection, and restoration.
- Missouri River Roundtable – discussions to identify stakeholders and priorities for addressing Missouri River challenges and solutions.
- Attended seventeen REAP Regional Meetings across Iowa.
- Developed and promoted Bikes + Rivers recreational concept-connecting bikes and rivers using existing paths, including rivers, roads and trails built along former railroads.
- Continued outreach to increase awareness about river issues and recreational opportunities.
- Increased and diversified IRR’s supporter list.
- Provided ongoing supporter and public communications about IRR and river related news, events and opportunities through e-News, direct mail, website and Facebook.

our history

In March 2006 a coalition of individuals, state agencies and non-profit organizations sponsored and organized the inaugural “Iowa Rivers Revival” conference where the need for a statewide organization committed to river advocacy, conservation and education was identified. Following the inaugural conference, a dedicated, core group of volunteers continued to meet monthly to develop the mission and vision for a new statewide river organization and an agenda of programs and priorities to protect and enhance Iowa’s rivers. Iowa Rivers Revival was officially incorporated by the state of Iowa as a non-profit in November 2006 and received federal non-profit status in March 2009.

our philosophy & beliefs

Iowa Rivers Revival (IRR) is the statewide river education and advocacy non-profit organization committed to protecting one of our most precious natural resources – over 73,000 miles of rivers and streams. IRR is working to engage individuals, organizations, communities and our government leaders in river awareness, responsibility and enjoyment in an effort to improve water quality and enhance the condition of Iowa’s waterways – ensuring a quality, safe and lasting resource for future generations.

Pictured from Cedar River Rocks!: Senator Bill Dotzler, Senator Joe Bolkcom and Senator Rob Hogg
Advocacy

- Hired lobbyist to represent IRR and rivers at the State Capitol.
- Organized 3rd River Congress – January 2011 at the Des Moines Izaak Walton League; an opportunity for Iowa citizens to organize a collected voice and work together to develop an agenda to help restore and preserve Iowa’s rivers.
- Developed 2011 legislative agenda – January 2011; support for continued funding level of DNR river programs and full funding of REAP, flood mitigation and prevention efforts and Iowa’s Water and Land Legacy.
- Held annual Legislative Reception – February 2011; a social gathering for Iowa’s legislative leaders and river supporters to connect about the Iowa river issues and experiences.
- Met with Governor’s staff to discuss legislative priorities for rivers.
- Met with the Director of Iowa DNR to discuss legislative priorities for rivers.
- Successfully advocated for $1M Infrastructure Appropriation for River Restoration and Dam Mitigation programs – legislature approved, but the Governor vetoed.
- Legislative Updates – weekly updates providing current legislative information to river supporters encouraging legislative contact about the importance of our rivers and river policy issues.
- IRR protected water quality by preventing water monitoring and clean water regulation from being moved from the IA DNR to the Iowa Department of Agriculture and Land Stewardship. IRR broke the story to the public and forced a more open debate about the legislation.
- IRR was added to the Watershed Planning Advisory Council.

Organization

- Awarded REAP CEP grant for a Master River Steward Program.
- Established River Champions donor program – recognizing contributions of $250+. Being a “River Champion” has the special meaning that you strongly support IRR efforts to mobilize Iowans to defend, protect, preserve and celebrate our rivers and streams.
- IRR Director was interviewed by and recognized in the Des Moines Register for work with IRR.
- Awarded Principal Financial Group Foundation Grant for outreach programs.
- Awarded DNR contract to hire an Outreach Coordinator to deliver river programs.
- Dave Hurd Recognition/Fundraising Cruise – Jon White Anderson Riverboat – Sep 2011.
- Diversified and broadened statewide board membership.

Iowa Rivers Revival Balance Sheet
As of December 31, 2011

**ASSETS**

Current Assets
- Checking/Savings
  - Bankers Trust $32,818.63
  - Total Checking/Savings $32,818.63
  - Total Current Assets $32,818.63

**TOTAL ASSETS** $32,818.63

**LIABILITIES & EQUITY**

Equity
- Opening Bal Equity $9,060.51
- Retained Earnings - $2,960.65
- Net Income $26,718.77
- Total Equity $32,818.63

**TOTAL LIABILITIES & EQUITY** $32,818.63
2012 goals

**Education / Outreach**

- Continue to deliver and expand outreach and education programs across the state (River Currents, Rivers Rocks!, Master River Stewards Program, River Rascals).
- Continue outreach to increase awareness about river issues, including water quality, conditions, opportunities and responsibility through events, activities, press and ongoing correspondence to supporters and stakeholders.
- Strengthen IRR’s network by identifying and connecting leaders and supporters within watersheds.
- Develop a program to significantly increase and diversify IRR’s supporter and donor lists.
- Initiate supporter and public communications about IRR and river related news, events and opportunities through e-News, direct mail and website.

**Advocacy**

- Advocate for IRR’s Legislative Agenda.
- Host Legislative Reception
- Reconvene the River Congress – expand advocacy network and existing legislative agenda with new ideas and approaches.
- Legislative Updates – continue weekly updates providing current legislative information to river supporters encouraging legislative contact about the importance of our rivers and river policy issues.
- Contribute to the agenda and activities of Iowa’s Water and Land Legacy in support of full funding of the Natural Resources and Outdoor Recreation Trust Fund.

**Organization**

- Hire additional part-time out-reach staff and/or extend executive directors hours.
- Identify grant opportunities to expand programs and meet organization goals.
- Diversify and broaden statewide board membership.
- Revise IRR website.

---

**RIVER TOWN OF THE YEAR**

Charles City was named River Town of the year in recognition of the community’s outstanding work to enhance its connections to the Cedar River. Charles City responded to record floods in 1999 and 2008 by embracing the Cedar River with new ideas and bold projects, such as transforming a low-head dam into Iowa’s first whitewater kayak course, developing new riverside parks, redesigning and replacing a beloved, century-old suspension bridge, and installing the state’s largest permeable paving system.

Pictured is Jerry Peckunn, IRR Board Chair and Jim Erb, Charles City Mayor
The River Rascals Program provided urban youth a river experience including instruction on paddling, water safety, river etiquette, river biology and river issues such as water quality/water monitoring, while having FUN!

Riverboat Cruise Celebrating David Hurd
Iowa Rivers Revival board members and supporters honored Dave, a long-time friend and benefactor of IRR, to thank him for his civic leadership and conservationist spirit in protecting and advocating for Iowa’s outdoors.

Tuesday, September 13, 2013
on the Jon Anderson White riverboat
Support Iowa Rivers

The generous contributions of our supporters have provided the foundation for Iowa Rivers Revival to address problems and solutions concerning Iowa’s rivers and streams. The funds we have received have been used carefully and efficiently and are essential to our growing awareness and statewide influence.

Thank you!

River Champions are people who pledge to contribute $250 a year, or more to IRR or to raise $250 from others who can afford to help. Being a “River Champion” has the special meaning that you strongly support IRR efforts to mobilize Iowans to defend, protect, preserve and celebrate our rivers and streams. It’s a strong commitment to very important work.

$5000 +
Fred and Charlotte Hubbell
Jerry Peckumn

$2500+
David Hurd
Iowa Foundation for Education, Environment and the Arts
The Principal Financial Group
Raccoon River Watershed Association

$1000+
Mark Ackelson
Robin Fortney
Liz Garst
Rachel Garst
Robert Riley
Mary Skopec
Michael Smith

$500+
John and Jane Baty
Lisa and Andrew Bean
Robert Brammer
Buz Brenton
Central Iowa Paddlers
Kate Garst
Larry Gullett
Susan and Richard Heathcote
Ned McPartland
Lynette Seigley
Bob and Kathy Stevens
William Thomas
Steve Veysey
William Vogel
Karen and Gary Youngberg

$250+
Linda Appelgate
Steve Ballenger
Laura Belin
Pat Boddy
Hugh Clatterbuck
Mark Engelbrecht
Jim Erb
Mark and Terry Feldman
Diane Ford
Sally and Tom Graf
Chaden Halffith and Cassette Boone
Nate and Vicki Hoogeveen
Dick Howard
John Jordan
Diane Kreil
Rosalyn Lehman
Michael P. Murphy
Michael Myczewski and Martha James
Doris Jean and Owen J. Newlin
David Osterberg
Jim and Cindy Pease
Carolyn Raffensperger
Steve Roe
Robert Sayre
Brian and Ann Soenen
Mike Tramontina
Thom Tuttle and Upper Iowa River Rats
Mimi Wagner
Ann Wallace Fleming
Fred and Emilie Weitz
Chris and Kevin Wilbeck
Larry Wilson
Denny Woodruff and Family & Avondale Animal Hospital
Larry and Kathi Zimpleman

$100 +
Black Tie Society
Allen Bonini
Don Brazelton
Sue Caley
Brian Callahan and Laurie Pomerantz
Central Iowa Sierra Club
Bill Cotton and Jan Hill
Bill and Nancy Covington
Rick Dietz
Bruce Ecker & Kim Folkers
Patti Jo Edwardson
Rich Eychaner and Michael Bowser
James and Denise Franck
Nancy Hamer and W. Don Nelson
Chris Henning
Teresa and Bart Jenson
Mike and Jane LaMair
Mark and Amy Langglin
Jim Liechty
James Maloney
Cheryl Moss
Connie Mutel
Teresa Ophelm
Patsy and John Shors
Richard and Diana Sloan
Connie Struve
S. L. Thompson
James Throgmorton
Tom and Dina Varilek
Greg Vitale
Don Wall
Mark and Teri Williamson
Dean Zimmerman

up to $100
Allanah Atley
James W. Barnhart
Randy Beavers
Joe Balkcom
Mike Delaney
Barbara Eckstein
Kamyary Enshayan and Laura Jackson
Jack Fischels
Vern Fish
Diane Foster
Marybeth Gardam
Dennis Goemaat
Kate Holt
Billie Israel
Jo Ann Johnson
Gene & Cynthia Labounty
Dana Lacquement
Vivian Lehew
Sandy Lint
Patrick and Lisa Loy
John and Naomi McCormick
Mark and Kathy Metelman
George Naylor
Kent Newman
Charlie Nixon
James and Mary Norton
Patrick Oswald
Scott Ourch
Ken Proctor
KJ Rebarcak
Jim Riggs
Marlan Riggs Geib
Gery Rowland
Geoffrey Schillare
Melvin and Barbara Schlachter
Robert Sessions
Virginia Soelberg
M. Craig Stark
Sara Strassman
Cindy Watson
Margaret Weiss

TAX-DEDUCTIBLE CONTRIBUTIONS You can make unrestricted gifts or gifts for a specific purpose to Iowa Rivers Revival. Gifts to IRR may be tax-deductible. Please call Rosalyn Lehman, 515.724.4093 or e-mail rlehman@iowarivers.org for contribution information.
The growth and success of Iowa Rivers Revival is a direct result of the commitment and dedication of its supporters and volunteers. Together we can ensure clean rivers for future generations.

Iowa Rivers Revival
PO Box 72
Des Moines, Iowa 50301

515.724.4093
rlehman@iowarivers.org

For more information about Iowa Rivers Revival, visit us at www.iowarivers.org