



Root-Pike Watershed Initiative Network

2014 Annual Report

July 1, 2013 to June 30, 2014

Connecting People to Protect, Restore, & Sustain the Root-Pike Watershed Ecosystem

We Recognize Our Supporters

July 1, 2013 through June 30, 2014

Sustainers (1,000-\$125,000)

Fund for Lake Michigan
SC Johnson Fund
SE Wisconsin Clean Water Network
WI Coastal Management

Racine Community Foundation
Brookwood Foundation
EC Styberg Foundation
Great Lakes Restoration Initiative

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Mike & Ann Luba

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Pamela A. Holy
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Snap On, Inc.
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Creek (\$50-\$99) continued

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Howard Stacey
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Joe Heck
Joy Wolf
Luan Wells
Margaret Miller
Muellers Tree & Sawmill Service
Nancy Hennessy
Rebecca Belmont
Sandy DeWalt
Scott & Alice Thomson
Sierra Club, SE Gateway Group
Thomas & Rae Wood
Barb & Joe Vass
Lori Artiomow
J.P. Morgan Chase Foundation
Letitia Short
Pi Theta Sorority, Carthage
College
Michael & Julie Schantek

Tributary (\$25-\$49)

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Barbara Meyocks
Barry Thomas
Isabel C. Rossey
Jerold & Joyce Hershberger

Tributary (\$25-\$49) continued

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Warren DeKraay Jr.
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Allison Thielen

Brook (\$5-\$24)

Joshua Sopczak
Steven Wikner
Donna & Clarence Peterson
Joan Bennett
Julie Kinzelman
Mark Giese

In-Kind & Technical Assistance

UW-Cooperative Extension
Hawthorn Hollow Nature
Sanctuary & Arboretum

Who Are We?

Mission

The mission of the Root-Pike Watershed Initiative Network is to protect, restore & sustain the ecosystem in the Root River and Pike River watersheds through grant funding and facilitation of a regional network of locally initiated projects.

Vision

Foster the Root-Pike and adjacent Lake Michigan watersheds where the integrity of the land, water, and air resources are protected and enhanced, while maintaining the strength and sustainability of the regional economy, and contributing to the health and social well being of all community members.

Board of Directors

Bill Sasse, President & Interim Executive Director

Mike Luba, Vice President

Todd Brennan, Secretary

Bob Eaton, Member

Jim Mueller, Member

Heather Patti, Member

John Scripp, Member

Stephanie Sklba, Member

Brett Neylan, Member

Staff

Susan Greenfield, Former Executive Director

Allison Thielen, Program Manager

Resource Group

Lori Artiomow, Christine Blaine, Todd Brennan, Jack Broughton, Roger Chernik, Bob Eaton, Rick Fox, Dave Giordano, Mari Grobschmidt, Mike Hahn, Craig Helker, Julie Kinzelman, Stephan Kurdas, Jamie Lambert, Mike Luba, Mike Marek, Wendy McCalvy, Chris Meier, Stefanie Meiri, Jim Mueller, Heather Patti, Muffy Petrick, Rachel Sabre, Bill Sasse, Kristy Schwab-Jacobs, John Scripp, Letitia Short, Rob Smage, Jeff Stelzer, Dan Treloar, Aaron Volkening, Melissa Warner, Steve Wikner, Andy Yencha

A Letter from Our Board & Staff

Dear Friends of Root-Pike WIN,

It is with excitement and gratitude that we share our 2014 Annual Report with you. The 2014 fiscal year that ended June 30, 2014 was one of transition, outreach, planning and partnerships. Root-Pike WIN continued to make progress that would not be possible without the support of our many partners, contributors and volunteers.

Through our founding initiative, the Watershed-based Grant program, we funded four more community projects totaling \$22,747 in January of 2014. All of the projects were evaluated by our Resource Group and strongly support our mission and vision.

Summer of 2014 marked the third year of the Respect Our Waters media and outreach campaign. The campaign is conducted on behalf of 36 local governments and the University of Wisconsin-Parkside and reached over 1.6 million households in southeastern Wisconsin, teaching the public actions they can take to reduce stormwater runoff pollution in our watersheds. In addition to the eight television ads featuring Sparkles the Water Spaniel, the campaign's message is delivered by way of a website, social media, a monthly e-newsletter, community events, TV and radio interviews, feature stories, and hands on homeowner workshops.

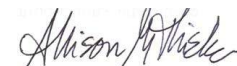
Watershed planning was a primary focus in the 2013-2014 fiscal year. The Pike River Watershed Restoration Plan was completed and introduced to the public in September of 2013. The plan was reviewed by the Environmental Protection Agency and was determined to meet the Nine Elements of a Watershed Plan. We raised initial funding to implement the plan, beginning with municipal adoption. By the end of June 2014, the Root River Watershed Restoration Plan was in its final draft stage with plans to introduce it to the public at a July meeting at the Johnson Foundation at Wingspread. The Root River plan was written over the course of four years and is the first updated plan for its watershed in over 50 years. Planning for the Wind Point watershed moved into Phase II with the plan expected to be completed in spring of 2015. It will represent the first plan for the Wind Point watershed.

In addition to these mission-focused programs, we also collaborated with multiple partners to organize a recreational community event: the 4th Annual Root River Paddle. The paddle was enjoyed by 92 people between the ages of 3 and 84.

Together, we are making steady progress toward protecting, sustaining, and restoring the Root-Pike watershed and its ecosystem. We thank everyone who partnered with and contributed to Root-Pike WIN this year, for we could not have done it alone. As you read through this annual report, we hope you are as proud as we are of the past fiscal year's achievements.



Bill Sasse, President



Allison Thielen, Program Manager

Watershed-Based Grants

The 2013-2014 Watershed-based Grant program funded four more community projects totaling \$22,747 in January of 2014. All of the projects were evaluated by our Resource Group and strongly support our mission and vision.

Samuel Myers Park Restoration Project, City of Racine Health Department, \$10,000.00 to support Phase II of the implementation of a holistic, science based re-design plan for the park. The plan promotes nearshore health, restores coastal habitat and removes invasive species. Work on Phase II includes changing the topography of the area, creating dunes and swales along the rear of the beach to intercept stormwater runoff, removing invasive species and replacing them with native species, replacing the current boat launch with a permeable carry in canoe/kayak launch and improving public access to the water through the installation of a permeable access mat.



Photo submitted by Nancy Carlson

We All Take Environmental Responsibility (WATER) Youth Education Program, River Bend Nature Center, Racine County, in cooperation with the Alliance for the Great Lakes, \$4,300.00 to empower 1,450 fourth grade and 600 seventh grade students in Racine Unified School District to make sustainable environmental choices about the Root River watershed and Lake Michigan through hands-on water quality testing and river geology studies. The program includes workshops for teachers to support classroom watershed education.

Hidden Oaks Savanna Restoration, Hunger Task Force, City of Franklin, \$7,042.00 to aid in restoring 15 acres of wetland, prairie, and oak savanna ecosystems within the Root River Corridor, decreasing runoff into the Root River watershed from the Hunger Task Force Farm, and removing and controlling invasive species. Midwestern oak savannas are listed as a globally imperiled ecosystem with only 1/1,000 of 1% remaining on the landscape.

School to Nature Education Program, Caledonia Conservancy, Village of Caledonia, \$1,405.00 to support nature education programs taught by Caledonia Conservancy volunteers on conservancy land to 350 sixth-grade students and 300 fourth-grade students from Racine Unified School District and private schools.



Photo submitted by Sandy DeWalt

Watershed Planning



After over two years of public stakeholder and Advisory Committee meetings, the Pike River Watershed Restoration Plan was completed and introduced to the public in September of 2013. The plan was then submitted to and reviewed by the Environmental Protection Agency and was determined to meet the Nine Elements of a Watershed Plan. It was the first watershed plan to be submitted to EPA for review. Soon after its completion, we raised initial funding to implement the plan, beginning with municipal adoption. To date, most of the local governments within the watershed have adopted the plan. These include Racine County, Kenosha County, City of Racine, Village of Mount Pleasant, Village of Sturtevant, and the Town of Somers. We are tracking several restoration projects that are in progress or in the planning stage, including the Pike River restoration in the Village Mount Pleasant, the Neumiller Woods project in the Town of Somers, the Samuel Myers Park restoration in the City of Racine, and a private restoration of the riparian area along the School Tributary of the Pike River in the Town of Somers.

By the end of June 2014, the Root River Watershed Restoration Plan was in its final draft stage with plans to introduce it to the public at a July 31, 2014 meeting at the Johnson Foundation at Wingspread. The Root River plan was written over the course of four years and is the first updated plan for its watershed in over 50 years. The plan focuses on water quality, recreational use and access, habitat conditions, and flooding and will serve us well for years to come. We are grateful to the members of the Root River Advisory Group who reviewed the draft chapters of the plan at 15+ meetings and provided valuable input over the last four years. The people who live on the river, fish in the river and Lake Michigan, canoe, kayak, hike, farm and otherwise enjoy the river, and the public officials and staff of the 19 municipalities and 4 counties within the watershed, were key to us understanding the Root River Watershed. We are grateful to all of them for the many hours they devoted to this effort.

Planning for the Wind Point watershed moved into Phase II this year with the plan to be completed in spring of 2015. It will represent the first plan for the Wind Point watershed. Our Advisory Committee of 20 dedicated experts, interested citizens and municipal representatives attended a watershed summit meeting in November of 2013 where they assisted in the visioning that created the goals for the watershed. Regular planning meetings were held in August and October of 2013 and January and March of 2014. In May 2014, 28 people attended a tour of the Wind Point watershed. We are excited about the progress and upcoming completion of the plan.



Respect Our Waters



Each of us can have a positive impact on the health of our rivers & Lake Michigan. In an effort to reduce storm water runoff—the biggest cause of pollution in our waters—Root-Pike Watershed Initiative Network & Southeast Wisconsin Watersheds Trust (Sweet Water) led a 22 week television advertising campaign that began May 2014. This was the third year of the campaign featuring Sparkles the Water Spaniel. More than 1.6 million

adult viewers were exposed to at least one TV spot. A dedicated and newly redesigned Respect Our Waters website, a Facebook page, Twitter feed, YouTube channel, news stories, TV and radio interviews were also part of the media mix & contributed to this year's success. We reinforced the messages with six "how-to" homeowner workshops & nine electronic newsletters that reached over 1,900 people with information on actions they can take in their yards to hold back & clean up storm water runoff before it reaches the street. The campaign is funded by 36 local governments in Washington, Ozaukee, Waukesha, Milwaukee, Racine & Kenosha counties & the Wisconsin Department of Natural Resources.

In addition, Sweet Water & Root-Pike WIN conduct grassroots outreach. During the summer of 2014, the two groups attended more than 20 community events throughout Southeastern Wisconsin to educate residents one-on-one. During those events, the groups distributed pet waste bags, raffled off free rain barrels, and gave away Sparkles activity books, buttons, tattoos & bookmarks featuring actions people can take to reduce pollution in our streams, rivers & lakes.

Visit the new Respect Our Waters website today! Sparkles has a blog that he uses to train humans on ways to keep our water clean. You can also download resources such as our new educational Activity Book for children (fun for adults too!).

Root-Pike WIN conducts this campaign as fulfillment of a contract with the Southeast Wisconsin Clean Water Network, which includes the City of New Berlin, City of Franklin, City of Kenosha, City of Oak Creek, City of Racine, County of Kenosha, Village of Caledonia, Village of Greendale, Village of Hales Corners, Village of Mt. Pleasant, Village of Pleasant Prairie, Village of Silver Lake, Village of Sturtevant, Village of Wind Point, Village of Bristol, Town of Salem, Town of Somers, and the University of Wisconsin-Parkside.

Friends of Myers Park

As a subcontractor for the City of Racine Health Department's Samuel Myers Park restoration project, Root-Pike WIN helped bring together a group of people who care about the future of the park and want to support the project. This group, Friends of Myers Park, began meeting monthly in the fall of 2013. The mission of the group is to support the redevelopment of Samuel P. Myers Park and waterfront through volunteer involvement and community fundraising. The group's vision is to create a unique park and waterfront on the south side of Racine that will be an unrivaled resource for recreation and education. Root-Pike WIN worked directly with this group to organize a rededication ceremony for the park where City of Racine Mayor Dickert, along with Dr. Julie Kinzelman of the Health Department and Mike Frontier of the Friends group, unveiled a semi-permanent sign describing the restoration project.



Photo by Art Smith

Root River Paddle

A group of organizations came together again to sponsor the 4th annual Root River Paddle. This river-to-lake paddle was held on Saturday, May 3, 2014 and was attended by 92 people, ages 3 to 84 years, who paddled canoes and kayaks from Island Park to Rooney Park (near the Racine Yacht Club). The event was a success thanks to the Root River Council, River Bend Nature Center, Root River Environmental Education Community Center (REC), Root-Pike Watershed Initiative Network, City of Racine Parks, Recreation & Cultural Services Department, Belle City Coastal Tours, Johnson Outdoors, Racine Yacht Club, Racine County Sheriff's Office Water Safety Patrol and Dive Rescue Team, City of Racine Fire Department and Racine Fire Bells and Educators Credit Union. Participants had a great time enjoying the river view of Racine!



Photo by Jay Warner

Financial Status

July 1, 2013 through June 30, 2014

Statement of Financial Position as of June 30, 2014 (CPA Reviewed)

ASSETS

Current Assets:

Total Checking/Saving \$23,093

Total Accounts Receivable \$18,343

Total Current Assets \$41,436

Total Fixed Assets \$5,896

Total Assets \$47,332

LIABILITIES & NET ASSETS

Liabilities & Equity:

Accounts Payable \$45,903

Total Current Liabilities \$45,903

Net assets:

Unrestricted \$(131,469)

Temporarily restricted \$132,898

Total net assets \$1,429

Total liabilities and net assets \$47,332

Statement of Financial Income & Expenses (CPA Reviewed)

Income

Individual Contributions \$39,684

Foundations/Grants \$61,839

Corporate Contributions \$6,126

Government Grants \$11,619

Interest/Savings Income \$7

Other Income \$302

Total Income \$119,577

Expense

Salary & Payroll taxes \$76,441

Grants, Contracts, Program Expenses \$177,839

Other Personnel Expenses \$4,170

Non-Personnel Expenses \$9,184

Occupancy \$1,707

Travel & Meetings \$3,534

Depreciation, Amortization \$3,415

Miscellaneous (Insurance, Membership) \$3,645

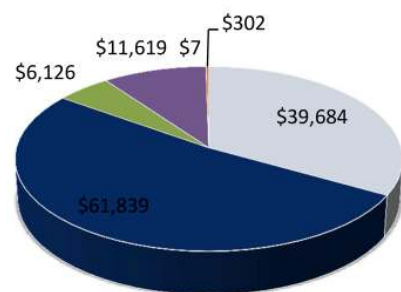
Total Expense \$279,935

Change in Net Assets (\$160,358)

Net Assets—Beginning of year \$161,787

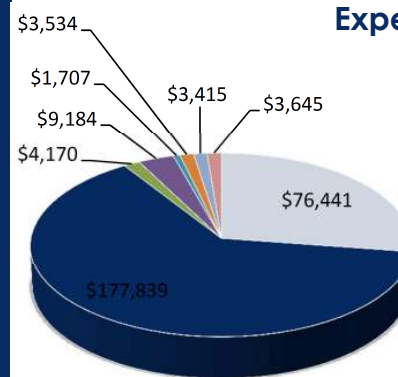
Net Assets—End of year \$1,429

Income Distribution



- Individual Contributions
- Foundations/Grants
- Corporate Contributions
- Government Grants
- Interest/Savings Income
- Other Income

Expense Distribution



- Salary & Payroll taxes
- Grants, Contracts, Program Expenses
- Other Personnel Expenses
- Non-Personnel Expenses
- Occupancy
- Travel & Meetings
- Depreciation, Amortization
- Miscellaneous (Insurance, Membership)

Root-Pike Watershed Initiative Network

800 Center Street, Racine, WI 53403

PO Box 044164, Racine, WI 53404



www.rootpikewin.org

info@rootpikewin.org

262.898.2055



Our Major Funders:



Our Partners:

Southeastern Wisconsin Watersheds Trust, Inc.

City of Racine Health Department

Milwaukee Metropolitan Sewerage District

Hawthorn Hollow Nature Sanctuary & Arboretum

University of Wisconsin-Extension

Racine Zoological Gardens

City of Racine Parks, Recreation & Cultural Services

Root River Council

University of Wisconsin-Parkside

River Bend Nature Center