



## **Alabama Water Watch Association Brief Report of Activities FY 2012 – May 2013**

### **In FY 2012 (October 1, 2011 – September 30, 2012):**

- 80 members joined the AWWA for the first time or renewed their memberships
- Around 20 watershed and civic groups donated to the AWWA
- A total of \$12,680 in new contributions were received by or pledged to AWWA

### **To date for FY 2013 (October 1, 2012 – April 23, 2013):**

- 40 members have joined the AWWA for the first time or renewed their memberships
- Only 1 watershed group has donated to the AWWA
- New contributions total \$4,819.78

Thank you letters are sent to each new member or donor, and renewal letters are sent when a membership is expiring.

The AWWA covered all costs associated with upkeep of the Firespring Website (\$160/month). In addition, AWWA has maintained a PayPal account that allows for online donations, tee shirt purchases, and registration fees.

In 2012 the AWWA purchased chemical reagent refills valued at \$1,452 for AWW monitors.

The AWWA maintains the AWWA Post Office Box on a yearly basis.

In June 2012, The AWWA printed AWW 20<sup>th</sup> Anniversary tee shirts. Proceeds from shirt sales will be used to support AWW. In addition, new AWW brochures were printed to be used as promotional items.

Also in June 2012, the AWWA worked with AWW Program to host the Annual Meeting and Picnic. Approximately 70 people were in attendance.

In June 2012, AWWA used the grant from Legacy to fund an EALS workshop in June 2012, and to print the newest Bacteria Water Monitoring Manuals.

A survey of AWW monitor and supporter attitudes was administered in June 2012.

In February 2013, a compilation of AWWA Financial records for FY 2011 and 2012 was completed by Haynes Downard, LLC. A great deal of preparation on the part of AWWA was necessary to complete the compilation. This will expand opportunities for AWWA to apply for funding.

A regular newsletter and other important AWW information (including the AWWareness Blog) is shared with the AWW listserv on a regular basis. The Vertical Response email marketing tool has been utilized to do so. This tool allows us to create more attractive emails, and also to track the open/click rates for each email. This service is free because of the AWWA 501 (c)(3) standing. The AWW Facebook is also updated regularly.

AWWA received a grant \$9,998.55 from the Mobile Bay National Estuary Program. The project scope of services includes at least six AWW workshops. Salary, travel, and materials for the workshops are included. In addition, some data management and office administration were included in the budget. To date, 5 of the 6 workshops have been completed. Each workshop has been extensively promoted, and well attended.

AWWA supported several other water quality projects through letters of support including the Camp Hill NOIS, Save Smith Lake, and several AWW Program grant proposals.

The AWWA is a member of Global Water Watch, Inc., Clean Water Network, and River Network.

Since October 2012 at least ten outreach events (Roadshows, booths, events) have been facilitated with groups including The Autauga Creek Improvement Association, League of Women Voters (Lee County and Tuscaloosa), the Mobile Bay Sierra Club, Smith Lake Environmental Preservation Committee, Winston County Smith Lake Advocacy Group, Lake Harding Association, and the Auburn University Environmental Awareness Organization. Several more are planned for the coming months including the Sierra Club of Tuscaloosa and Gasden.

AWW will co-sponsor the Alabama Water Policy Symposium on May 10<sup>th</sup> which will be followed by the AWW Annual Get-Together. On May 11<sup>th</sup> there will be an AWW Float trip.

AWWA covered the yearly fee for use of the Classmarker online tool. This will enable AWW to provide online recertifications for monitors when appropriate.

The AWWA intends to pursue funding opportunities in the coming months. Potential funders include Honda, Regions Bank, River Network affiliates, Legacy and Hyundai.