



# 2014

YEAR IN REVIEW

*Discover the river.  
Care for the land.*



© Barbara Bosworth



APPLETON | CUSHING | HOPE | LIBERTY | MONTVILLE | OWLS HEAD | ROCKLAND | ST. GEORGE  
SEARSMONT | SOUTH THOMASTON | THOMASTON | UNION | WARREN



Last year was a milestone year for Georges River Land Trust. With the support of our members, volunteers, and sponsors, we accomplished much - both in the watershed and in the office. Georges River Land Trust's highlight accomplishment came late in 2014 when we were awarded first-time accreditation from the Land Trust Accreditation Commission, a program of the national Land Trust Alliance. Preparing for accreditation was a multi-year process involving a tremendous amount of hard work by staff, the Board Accreditation Committee, and many dedicated volunteers. Thanks to all of you for helping us achieve this milestone!

Accreditation provides both tangible and intangible benefits to the Land Trust: we now receive a significant discount on our conservation defense insurance each year; we will earn further recognition as foundations begin to value accreditation in their grant making; and accreditation provides an assurance of quality and permanence of land conservation that the public and our donors are looking for.

**In addition to earning accreditation, the Land Trust connected with our members and the public through conservation projects and fun events throughout year:**

- The Trails Committee created six miles of new trails and held a very successful first Hike-A-Thon.
- We made progress on significant land conservation projects along the Weskeag Marsh, and in Cushing, Warren, and Searsmont.
- Nearly 500 people toured seven glorious gardens on the Gardens in the Watershed tour. We hope to see you in the gardens again this year.
- Revelry for the River events were even more popular and proved to be a fun way to mingle with members and non-members alike. These Revelry events are in their fourth year, and are proving to be great fundraisers and friend-raisers!

Our hardworking Board of Directors has also been fortunate to add four very talented new Directors this year: Mary Bumiller, Paul McCool, Margaret Macleod, and Jim Jenkins. They bring new skills, connections and energy to our efforts. Two directors, Marcie Porter and Charlie Merrill, left our board this year and we thank them for their dedicated service. Alvin Chase also deserves our recognition for his great leadership as Board President the past six years. He has worked extremely hard and has great passion for our mission.

National Accreditation doesn't just happen. A full slate of year-round events doesn't just happen. These things come to life because we have a great staff, a very dedicated and supportive group of members and volunteers, and a skilled and inspired Board of Directors. The future for Georges River Land Trust is strong and bright. We hope you will join in our events, volunteer your time and talent, and invest in conservation of the special places in our watershed.

Yours in conservation,

Jim Robbins  
President

Gail Presley  
Executive Director

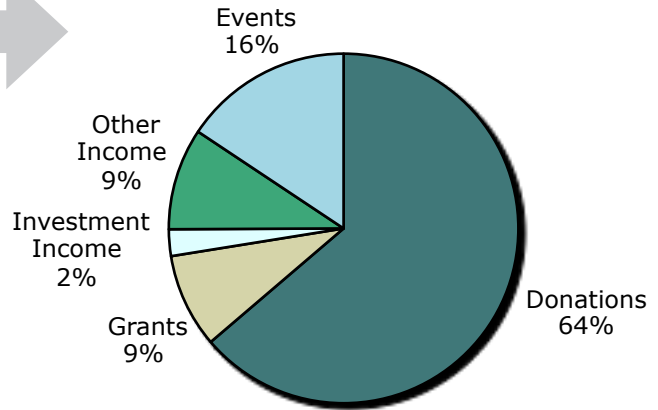


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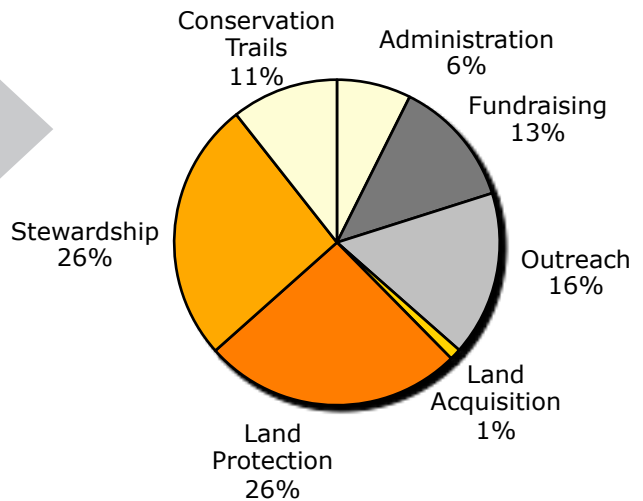
## YEAR IN REVIEW

### INCOME & EXPENSES

INCOME	2014	2013
Fall Appeal	\$58,645	\$52,927
Membership	\$71,990	\$57,624
Major Gifts	\$92,240	\$93,475
<b>Donations</b>	<b>222,875</b>	<b>204,026</b>
Grants	\$30,472	\$592,373
Investment Income	\$8,618	\$8,251
Other Income	\$32,914	\$53,472
Events	\$54,746	\$41,533
<b>Total</b>	<b>\$349,625</b>	<b>\$899,656</b>



EXPENSES	2014	2013
Administration	\$21,729	\$18,217
Fundraising	\$37,545	\$38,247
Outreach	\$48,284	\$50,178
Land Acquisition	\$3,350	\$538,192
Land Protection	\$76,060	\$77,775
Stewardship	\$76,516	\$67,385
Conservation Trails	\$31,292	\$31,755
<b>Total</b>	<b>\$294,778</b>	<b>\$821,750</b>



The Georges River Land Trust is responsible for the condensed, unaudited financial information presented in this report. For more detailed information, contact GRLT.



## *What We Have is Fragile*

LES HYDE & ANNE COGGER have a long history with Georges River Land Trust. In fact, Les is a founding member of the organization. Yet, over 28 years after the Land Trust began around a kitchen table, Les is moved to continue his support for land conservation. Les and Anne have recently become members of Georges River Land Trust's White Oak Society.



White Oak Society members commit to giving at a level of \$500 or higher per year on an ongoing basis. The White Oak Society provides a critical steady stream of income that the Land Trust can count on as we plan for the future.

"We don't come from scads of money," cautions Anne. "But I am so grateful to have the opportunity to have space, to be in this place. I want our children's children to have this place."

Anne notes that the White Oak Society annual gathering is a great way to get together with others who are dedicated to the same cause. It is about "putting your money where your mouth is. It is encouraging to see others committed. It feels really good that others want to keep Maine a beautiful, wild place."

Les shares her sentiment: "What we have is fragile. The Land Trust goes on after we do. It is their job to look after our legacy. The White Oak Society is about holding the organization together so we can carry on in perpetuity."





# Volunteers

20  
YEAR IN

*We couldn't have done it without you!*

**361**

.....  
number of individuals who gave  
their time in 2014



*Our 2014 volunteer appreciation event*

MORE  
THAN **2000**

.....  
hours of volunteer work



*Members of the trails crew*

**\$15,000+**

.....  
dollars in saved labor costs!

*“...the care of the earth is our most ancient and most worthy and, after all, our most pleasing responsibility. To cherish what remains of it, and to foster its renewal, is our only legitimate hope.”*

—WENDELL BERRY, *The Art of the Commonplace: The Agrarian Essays*



**918** total number of supporters donors, members, and businesses  
Who supported us in 2014 with a donation or gift-in-kind.

## White Oak Society Members **68**

Donors in this society commit to annual membership support of \$500 or more each year, and pledge to grow the organization by serving on committees, encouraging friends and neighbors to join in membership, and being a Land Trust ambassador in the community.

Visit [www.georgesriver.org/white-oak](http://www.georgesriver.org/white-oak) for more information.

## **50+** Evergreen Circle Members

Evergreen Circle Members give their donation monthly. Monthly giving is one of the easiest ways to give and one of the most substantial ways to impact the work we do to protect our watershed. Recurring gifts even out our cash flow, and give us a base of support that we can count on for planning purposes. Visit [www.georgesriver.org/donate](http://www.georgesriver.org/donate) to sign up.

## Watershed Society Members **21**

Stewardship, the act of caring for the land and monitoring for environmental threats, as well as protecting these areas from legal challenges, is a responsibility that requires financial support just as permanent as the protection itself. Our Watershed Society members take that challenge to heart by including Georges River Land Trust into their estate plans.

Visit [www.georgesriver.org/plannedgiving](http://www.georgesriver.org/plannedgiving) to learn more about planned gift options.

## **62** Trail Landowners

Allow us to maintain trails on their land and ensure public access along the Georges Highland Path.

**50** Easement Donors **44** Preserve Donors

Have worked with us to protect and conserve the natural treasures in our Watershed.

# Stay Connected

*Join us at local events, tours and dinner parties to benefit the Georges River Land Trust!*

## BE THE FIRST TO KNOW

### 🌀 Sign up for *Ripples*, our monthly e-newsletter

Visit [www.georgesriver.org](http://www.georgesriver.org) and sign up online

### 🌀 Visit our website

Find trail maps, event listings, photos, videos and more

### 🌀 Follow us on Facebook

[www.facebook.com/GeorgesRiverLandTrust](http://www.facebook.com/GeorgesRiverLandTrust) is where we share the latest on events, fun info, photos and topical articles

### 🌀 Volunteer with us

There are many ways to help! Office skills, trails work, committee participation and event coordination are all needed

### 🌀 Become a member

You can impact conservation in the Georges River Watershed through membership, join us at [www.georgesriver.org/membership](http://www.georgesriver.org/membership)



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[www.georgesriver.org](http://www.georgesriver.org)