



IMPACT REPORT 2021





“
Our organization
relies on the hands
and voices of others
to make a difference.
The more people
who join us, the
bigger the impact
we will make.”

- Sarah Nelson

EXECUTIVE DIRECTOR STATEMENT

Thank you for supporting us, believing in us, and connecting with us during our first year as a nonprofit organization. It has been quite the journey, and our team and I are so very grateful for your love and support.

I am writing this with a warm heart. This year has reinforced that our mission is unique, and we are making a difference. In addition to removing harmful waste from waterways, our cleanup events are opportunities for people to connect with rivers and see firsthand their beauty and the problems threatening them today. These events also generated more awareness than we expected. As people notice us, protecting rivers becomes something on their minds too.

Protect Our Rivers will continue to be a movement that connects people to rivers through hands-on conservation projects and experiences that inspire action, making a positive, long-lasting impact on river health.

Read on to learn about our plans for the new year. We ask that you continue to support us and spread the word about Protect Our Rivers.

Thank you all so much,

SARAH NELSON

Founder, Executive Director

PROTECT OUR RIVERS

OUR MISSION

Our mission is to connect people to rivers through hands-on conservation projects and experiences that inspire action, thus making a lasting positive impact on river health.

OUR PURPOSE

As individuals, we are inspired by rivers, and we believe in the transformative power that rivers have on all of us. We work to protect them so future generations retain access to rivers as critical resources and have opportunities to discover the solace, adventure, and harmony that healthy rivers provide us all.

2021 IMPACT



11,247 pounds
of trash
removed



28 cleanup
events hosted
by Protect Our
Rivers



Across 8
waterways in
Colorado



709 individuals
volunteered
their time



Totaling 3,415
volunteer
hours

2021 HIGHLIGHTS

We are proud of what we accomplished together in 2021. Here are some highlights:

- Secured status as a 501(c)(3) nonprofit organization.
- Planned and hosted 28 cleanup events across 8 watersheds in Colorado, resulting in removing 11,245 lbs of trash from rivers, streams, and nearby beaches.
- Empowered 16 communities in 8 states and 2 countries to clean up an outdoor place on their own by providing tools and resources to do so safely.
- Utilized a watershed education model and developed a program to help educate young river stewards about the causes and ways to prevent point source and non-source pollution.
- Brought on 4 Founding Partners who are passionate about our cause and have committed to help sustain us in 2022.
- Received support from 709 volunteers and 64 individuals who donated to Protect Our Rivers.





10.6 MM

Individuals reached with our mission in 2021



THANK YOU PARTNERS!

FOUNDING PARTNERS

These organizations are recognized as Founding Partners of Protect Our Rivers. In addition to partnering with us on cleanup events, they have made significant donations to our organization and go above and beyond to sustain us.



ADDITIONAL PARTNERS

These organizations partnered with us on a cleanup event or provide discounts to our Tributary Members. They are incredible organizations run by amazing people and offer tremendous support.



2022 GOALS

“ We all care, but as individuals, we don't always know what we can do to make a difference or that the difference we make matters. We do make a difference, and we're going to make an even more significant impact next year. ”

- Sarah Nelson

Expand Cleanup Events Regionally

Expand cleanup events regionally, hosting a handful of cleanups in Montana, Oregon, West Virginia, and North Carolina - top river recreation destinations in the U.S.

Host 25 cleanup events across Colorado.

Increase the number of on-water cleanups in which the community can participate

Protect Our Rivers is solidifying dates for 4-5 on-water rafting cleanup events in which our donors, volunteers, and partners can participate.

Divert more trash from landfills

Increase the amount of trash collected at cleanups that is diverted from landfills through composting, recycling, and increased resources.

Empower people to take action in their own communities

Empower people to lead river cleanups across the country and teach stewardship in their own communities by providing them with support, toolkits and resources to do so.

Increase interactive education programs

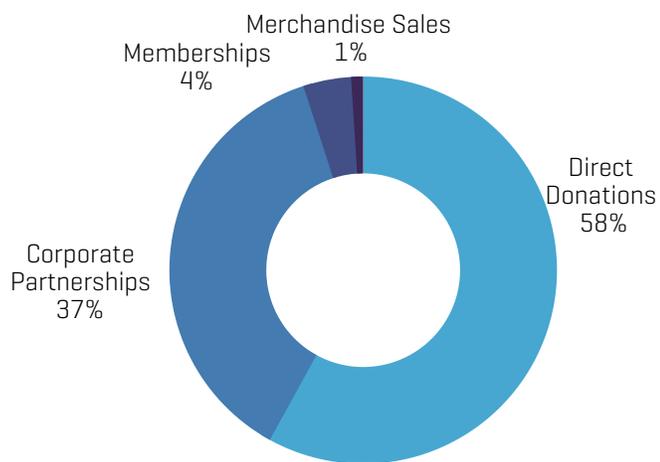
Better utilize river cleanup events as opportunities to educate volunteers about watersheds and ways we can work together to protect them.

Increase efforts to educate new river runners on how to minimize their impact.

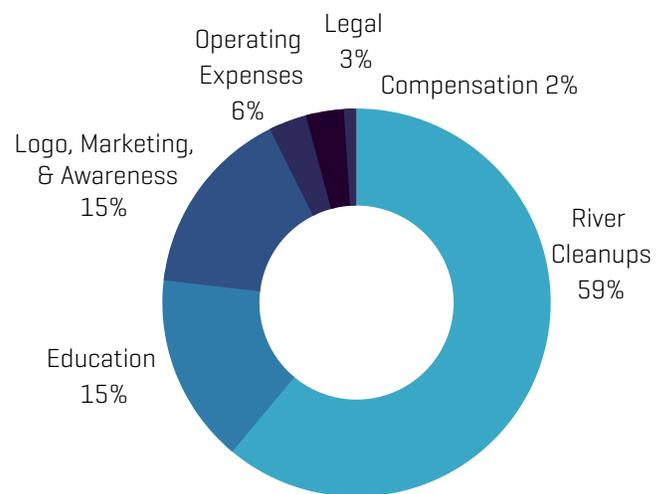
Create a new program to educate young stewards about river ecosystems through hands-on and interactive learning opportunities.

FINANCIAL SUMMARY

INCOME: \$51,866



EXPENSES \$43,327



Note: Protect Our Rivers' Fiscal Year is January through December.



THANK YOU!

CONTACT INFO

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