

[The Clean Lanier Equation.]

OUR RIVER +
OUR LAKE =
EVERYONE'S
FUTURE

CHATTAHOOCHEE
RIVERKEEPER[®]



THE NEED

At full pool (1,070 feet above sea level), Lake Lanier contains 60% of all the water storage in the Apalachicola-Chattahoochee-Flint Basin. Millions of people depend on Lake Lanier for water supply, flood protection, and recreation. It supports metro-Atlanta's explosive growth and acts as a catch-all for the pollution flowing in from industrial facilities, agricultural practices, and rapid land development in the surrounding communities.

Lake Lanier is resource stretched thin.

Chattahoochee Riverkeeper has been working to protect the Chattahoochee Watershed for more than 25 years. Our work includes water quality monitoring, educational programs, trash cleanups, pollution investigations, and much more. Our success results in cleaner water, protects public health of people, fish and wildlife, and supports the economic prosperity of the region. Our efforts are far from over, and we need your help to continue.

Lake Lanier's future will depend on an engaged network of individuals, businesses, local and state government agencies coming together to be a part of the solution. The Clean Lanier Equation brings these interests and communities together so we can maximize our impact and ensure Lake Lanier stays clean for the generations to come.

Will you be a part of the equation?

GOALS



POLLUTION

Monitoring. Tracking. Prevention.

Identify and address point and non-point source pollution that threatens the health of Lake Lanier through proven water testing programs and advanced research.



EDUCATION

Inspiring the next generation.

Provide engaging, inspiring and educational programs in and out of the classroom to connect students to Lake Lanier and the natural world.



RESILIENCE

Ensuring a sustainable supply.

Identify and promote opportunities for water conservation and efficiency to ensure a plentiful supply for years to come.

POLLUTION: CRK'S RESPONSE



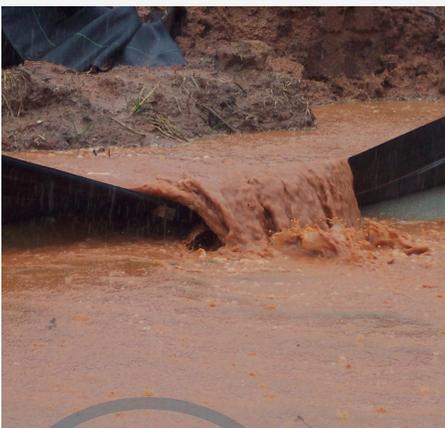
NEIGHBORHOOD WATER WATCH

Neighborhood Water Watch (NWW) is a volunteer-driven water quality monitoring program. Dozens of samples are collected from streams that flow into Lake Lanier and analyzed for harmful pollutants. Through NWW, CRK protects public health by tracking, identifying, and stopping pollution in a timely and transparent manner.



LAKE LANIER MONITORING

CRK measures nutrient levels in Lake Lanier from April to October, to monitor water quality and protect our drinking water supplies. Our data triggered a federally required cleanup plan to control stormwater runoff, a major source of nutrient pollution. We are now working to ensure that local governments implement necessary measures to prevent 70 tons of phosphorus from flowing into the lake every year. Recent data reveals that nutrient pollution continues to threaten Lake Lanier.



ENFORCEMENT

Lake Lanier is surrounded by rapid development and industrial facilities. Because of CRK's monitoring and patrolling efforts, hundreds of violations have been identified and millions of dollars have been invested in restoration along streams that flow into Lake Lanier. From industrial stormwater to sedimentation, CRK works to identify, address, and prevent pollution from entering Lake Lanier.

35

Average number of Neighborhood Water Watch samples collected and analyzed every week

65

Lake Lanier nutrient samples collected and analyzed every year

27

Average yearly enforcement actions resulting from investigations

EDUCATION: CRK'S RESPONSE



LAKE LANIER AQUATIC LEARNING CENTER

The Lake Lanier Aquatic Learning Center (LLALC) is a partnership between CRK, Elachee Nature Science Center and Hall County Parks and Leisure. This floating classroom is operated out of Hall County's River Forks Park in Gainesville. From water quality testing to identifying freshwater plankton and wildlife, experiences aboard the floating classroom allow students to learn first-hand how the lake is connected to the drinking water that flows from their faucets. These experiences give students the opportunity to develop a deeper understanding of and a deeper connection to the water that is so important to our lives—all while having fun.



COMMUNITY EVENTS

CRK understands the importance of community engagement and outreach. Staff are frequently connecting with river-users at weekend events, sharing our mission to protect the Chattahoochee, raising awareness about important and timely local water issues, and raising much needed funds..



INTERNSHIPS

Through internships, each semester we bring college and high school students into our office to work side-by-side with knowledgeable professionals. Interns receive valuable real world and professional experience, are essential assets to CRK's work, and help to expand water protection efforts throughout the region.

65,000

Students and teachers hosted on the Lake Lanier Aquatic Learning Center since its inception.

RESILIENCE: CRK'S RESPONSE



RAINWATER HARVESTING

Since 2009, CRK has worked with The Coca-Cola Company to promote harvesting rainwater. The Coca-Cola Company provides CRK with repurposed 60-gallon syrup containers, which are distributed to homeowners, community and school gardens. CRK teaches about water conservation, water-wise gardening and how to install and use a rain barrel.



FILLING THE WATER GAP

This report offers answers to tough questions: Is Georgia ready for the next drought? How much water do we have, and how much do we need? After a review of utility water loss audits, current policy, and best practices in communities across the country, the report offers 11 recommendations to help put the water supply puzzle together as the state prepares to enter another round of regional water planning.



ACF STAKEHOLDERS GROUP

CRK is an active member of the ACF Stakeholders—a group representing, agricultural, municipal, industrial, environmental, and other sectors from the three affected river basins in Alabama, Florida, and Georgia. With a goal to resolve the 'water wars' outside of a courtroom in mind, the group produced a plan to improve water management in the Apalachicola-Chattahoochee-Flint River Basin.



ADVOCACY

CRK educates elected officials and policy makers at all levels of government on matters related to the protection and restoration of the Chattahoochee River Basin. Since 1994, CRK has helped promote important river protection legislation at the state level, while also working to defeat anti-environment bills.

WILL YOU BE A PART OF THE CLEAN LANIER EQUATION?

\$7,500 - LAKE LANIER SUSTAINER

- Below level benefits, PLUS
- Listing as a River Advocate Sponsor (\$2,500) for WILD AND SCENIC FILM FESTIVAL (with associated benefits)
- MEMBER CELEBRATION: Two additional tickets (10 total)
- Exclusive three-hour boat tour for 20 people on the Chota Princess II
- Lunch and Learn program with CRK at your workplace
- Private PADDLE CLEANUP event in the headwaters for 5 volunteers

50 NUTRIENT SAMPLES
TAKEN FROM LAKE
LANIER



\$5,000 - LAKE LANIER DEFENDER

- Below level benefits, PLUS
- Listing as a River Conservator Sponsor (\$1,000) for WILD AND SCENIC FILM FESTIVAL (with associated benefits)
- PATRON DINNER: Two (2) tickets
- Headwaters river tour with Chattahoochee Riverkeeper, Jason Ulseth, for four (4) guests

150 STUDENTS FROM TITLE I
SCHOOLS ONBOARD THE
FLOATING CLASSROOM
FREE OF CHARGE



\$2,500 - LAKE LANIER ADVOCATE

- Below level benefits, PLUS
- Listing includes link to your website
- Listing as a River Steward Sponsor (\$500) for WILD AND SCENIC FILM FESTIVAL (with associated benefits)
- MEMBER CELEBRATION: Two additional tickets (8 total)
- Clean Water Campaign headwaters land-based RIVER CLEANUP event: Two additional volunteer spots (8 total)
- DOWN THE HATCH FILM FESTIVAL: Two (2) tickets

TWO REAL-TIME WATER
MONITORING DEVICES
(CASSI) DEPLOYED IN
LAKE LAKE LANIER



\$1,000 - LAKE LANIER CONSERVATOR

- Below level benefits, PLUS
- Listing as a Friend of the River Patron (\$500) for WILD AND SCENIC FILM FESTIVAL (with associated benefits)
- MEMBER CELEBRATION: Two additional tickets (6 total)
- Clean Water Campaign headwaters land-based RIVER CLEANUP event: Six (6) volunteer spots

ONE NEIGHBORHOOD
WATER WATCH SITE
MONITORED FOR 1 YEAR



\$500 - LAKE LANIER PATRON

- Listing as a CLEAN LANIER EQUATION sponsor on website
- Listing as a Friend of the River sponsor (\$250) for WILD AND SCENIC FILM FESTIVAL (with associated benefits)
- WILD AND SCENIC FILM FESTIVAL: Two (2) tickets
- MEMBER CELEBRATION: Four (4) tickets
- "FRIEND OF CRK" decal

100 LBS OF TRASH
REMOVED FROM THE
WATERSHED



2020 CLEAN LANIER EQUATION PARTNER FORM

Please check the level at which you would like to offer your support:

- Lake Lanier Sustainer \$7,500
- Lake Lanier Defender \$5,000
- Lake Lanier Advocate \$2,500
- Lake Lanier Conservator \$1,000
- Lake Lanier Patron \$500

Company/Organization Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

| | | | | |
|-----------------------|-------------------------------|--------------------------------|--------------------------------------|--|
| Payment Amount: _____ | Please select a payment type: | <input type="checkbox"/> Check | <input type="checkbox"/> Credit Card | <input type="checkbox"/> Please Invoice Me |
|-----------------------|-------------------------------|--------------------------------|--------------------------------------|--|

PAYING BY CHECK:

Please make all checks payable to Chattahoochee Riverkeeper.

Please include a copy of this form.

Address:

Chattahoochee Riverkeeper
Dale Caldwell
104 Washington Street SE
Gainesville, GA 30501



PAYING BY CREDIT CARD:

Please select a card type:



Name on Card: _____

Card Number: _____

Security Code (3-4 digit number): _____

Expiration Date: _____

Billing Address: _____

Authorized Signature: _____