





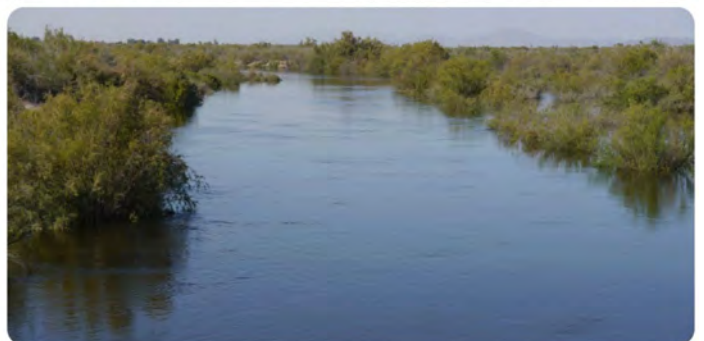
The pulse flow—the first of its kind in the Delta—sought to recreate the benefits associated with historical spring floods that had helped recharge groundwater, establish seedlings, and provide an extra boost to new plant growth.

All of these were initially evident as a result of the pulse flow. However, our ongoing monitoring and evaluation to assess the long-term effects has shown us that seedlings were successfully established only in prepared restoration sites where continued base flows of water were later delivered.

Two growing seasons after the 2014 pulse flow release of water into the Colorado River Delta, the International Boundary and Water Commission published their *Interim Report for the Environmental Flows* in October 2016, which demonstrated that birds, plants, and groundwater in the Delta benefited. However, by 2017 the groundwater was lower, and the vegetation was less green (less rigorous) than pre-pulse flow in most places along the riparian corridor.

The only places that still thrive are the restoration sites, due to base flow water deliveries. This indicates the importance of active restoration management.

One important outcome, as the accompanying photos illustrate, was the tremendous positive reaction from nearby communities, generations of whom had never experienced water flowing in the river. For many of them, the pulse flow demonstrated the value of restoring in the Delta and its broader social benefits.



*BEFORE: Stake 1/Delta 23,
March 20, 2014*



*DURING: Stake 12/Delta 23,
March 28, 2014*



EFFICIENT WATER MANAGEMENT

Less than 1 percent of the Colorado's historic flow to the Delta was returned by the flows sanctioned under Minute 319, yet the strategic timing and placement of the water supported the thesis that a small amount of water is sufficient to restore crucial habitat for the birds and wildlife that have historically lived in the Delta. It also provided lessons learned to be applied to future water deliveries.

-- From the "Minute 319 Colorado River Limitrophe and Delta Environmental Flows Monitoring Interim Report", published by the International Boundary Water Commission (IBWC), October 21, 2016.



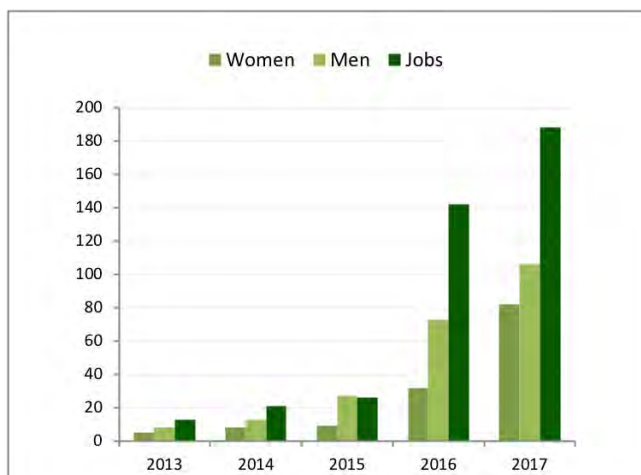
*AFTER: Stake 1/Delta 23,
September 28, 2014*



COMMUNITY

EMPLOYMENT GENERATED

From the start, local residents and leaders have helped build and manage the native plant nurseries, prepare and manage our restoration sites, and welcome visitors as birdwatching guides and hosts in their communities. Donor support for restoration provided the following employment and volunteer opportunities:



Raise the River coalition partners promote community engagement in restoration.

We believe that for conservation to endure, communities must have a strong role in, and benefit from, such efforts.

VOLUNTEERS

Local volunteers and visitors from the United States and other countries have worked alongside community members planting trees and doing other restoration work. We are deeply thankful for their critical assistance, especially during the busy spring growing season!



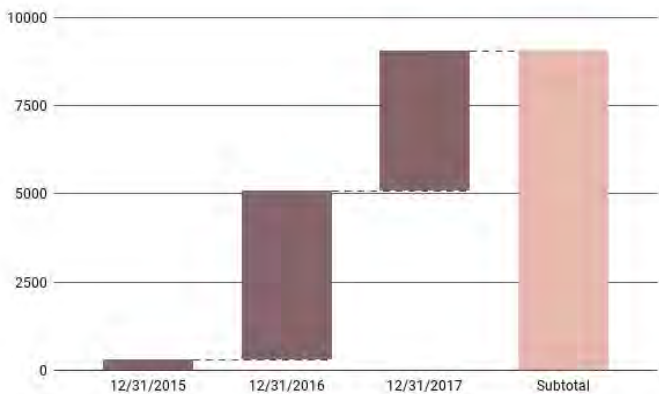


YOUTH PROGRAM PARTICIPATION

Students from local communities also have an opportunity to participate in restoration efforts, from river clean up days to on-the-ground restoration.

An "Adopt a River" partnership with local schools has been in operation since January 2015 involving an average of 300 students per year in field trips and environmental education programs in the Delta.

In addition, we reached over 2,800 students through in-class presentations, talks, and participation in Science Fairs during 2017.

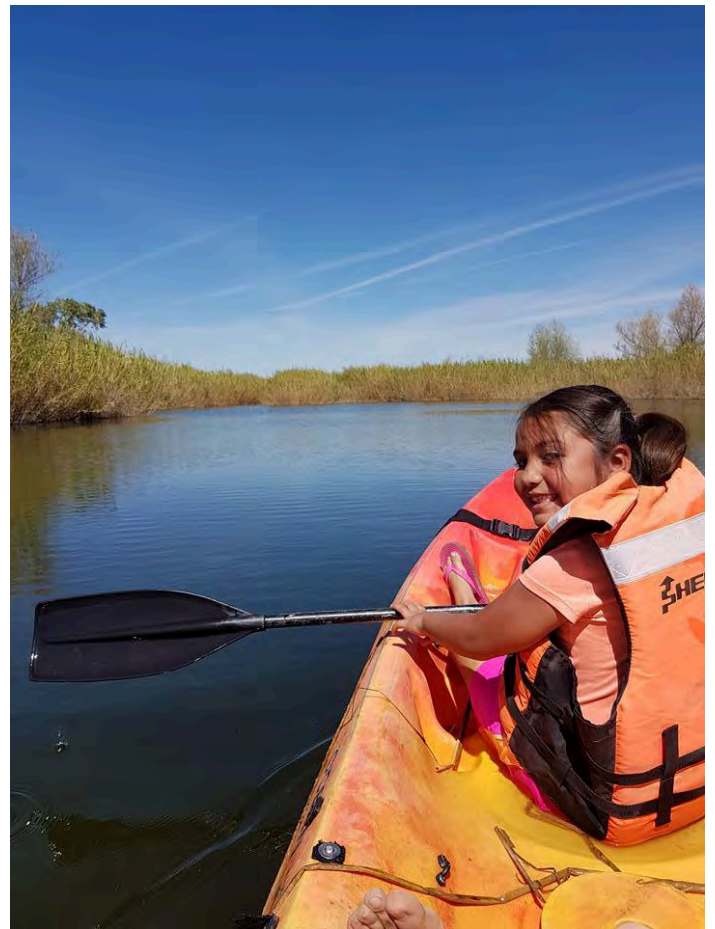


RECREATION/TOURISM

Tourism and recreation are thriving economic activities in the Delta, benefitting directly from restoration efforts. For example, where water is found in the river's tributaries, camps serve as destination points for those who enjoy recreation-based sports like fishing, hunting, boating, and bird watching.

On weekends and holidays, these camps draw hundreds of people who enjoy picnics and camping along the river. Income is generated from entrance fees and special events.

During 2017, a new community recreational program, *Sábados Familiares en Laguna Grande* was launched, which brings families to the restoration site for an interpretive tour, hiking through the restored native trees, and kayaking in the river channel. In 2017 more than 160 families participated, with all scheduled events fully subscribed prior to the event date.



raisetheriver.org

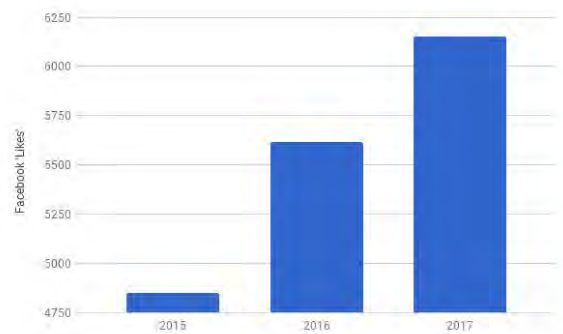


ADVOCACY/AWARENESS

SOCIAL MEDIA



Raise the River is using Facebook and Twitter as the principle outreach vehicles for the group's advocacy and awareness campaigns. In 2017 Raise the River's **Facebook** page had an average of over **93,700 monthly Impressions** and a **monthly Reach of over 60,857** – approximately 10 times its number of followers – demonstrating an exceptional rate of community engagement and social sharing. Regular updates are also posted to the Raise the River *Rally* and *GoFundMe* social fundraising pages, as well as to our website Blog.



VIDEO HIGHLIGHTS

- Our **"Report from the Field"** series of short videos, which launched in mid-2015, have attracted over 51,000 views on YouTube and Facebook.
- July 2014: 10-minute Raise the River film **RENEWAL**, narrated by Robert Redford
- December 2014: **Year in Review video**, narrated by Robert Redford, highlighting the Campaign's 2014 accomplishments

Facebook



- Followers: 6,149 (YE2017)
- Engagement: Average weekly 'Reach' of 60,857



Twitter

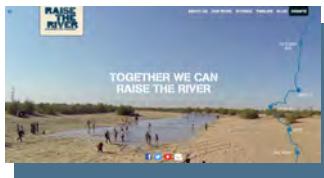


- Followers: 1,004 (YE2017)
- Engagement: Over 56,800 impressions during 2017

YouTube



- Subscribers: 451 (YE2017)
- Views, since January 2014: 248,000



Website

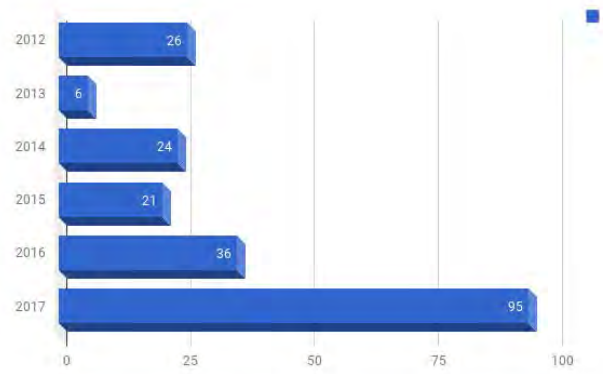
- Over 111,455 visits between July 2014-Dec 2017
- Average visits per month of 2,650



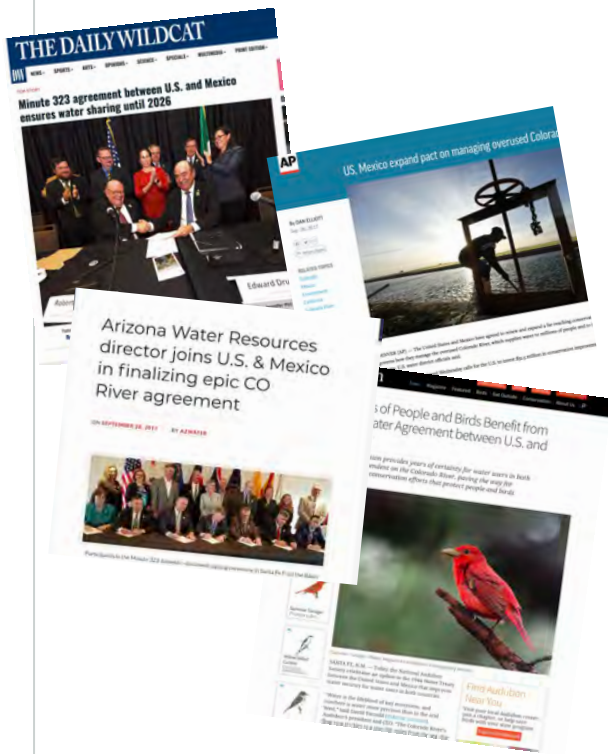
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PRESS/ARTICLES PUBLISHED

The adoption of Minute 323 in September 2017 – and the significant contribution that the Raise the River coalition played in its negotiations – resulted in more than 55 articles published on this story in the week following the signing of Minute 323.

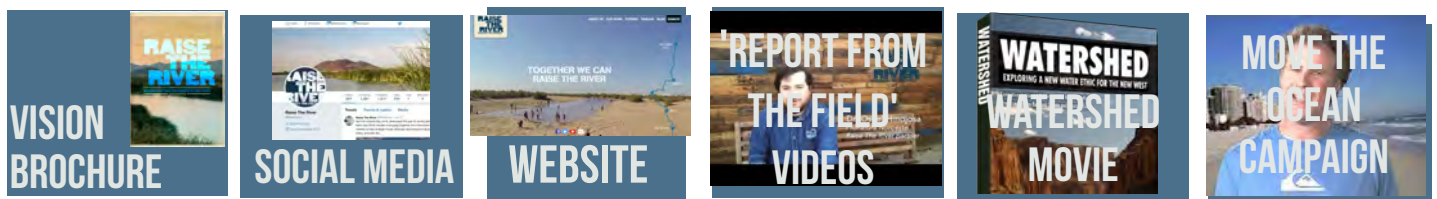


SELECTED ARTICLES:



- **Los Angeles Times**, September 27, 2017 -- [U.S., Mexico may be at odds, but they've reached agreement on managing the Colorado River](#)
- **Washington Post**, September 26, 2017 -- [US, Mexico reach deal to conserve Colorado River water](#)
- **The Associated Press**, September 26, 2017 -- [US, Mexico expand pact on managing overused Colorado River](#)
- **BBC**, November 1, 2016 -- [Two Years Later, Water Release Continues to Bring Life to Colorado River Delta](#)
- **Edible Baja Magazine**, April 2016 — [A River's Return](#).
- **Univision**, September 17, 2015 -- [Colorado river: Hispanics to the rescue](#).
- **National Geographic**, December 19, 2014 – [With Water Life Returns to the Colorado River](#)
- **Outside Magazine**, June 14, 2014 – [The Day We Set the Colorado River Free](#).
- **High Country News**, November 4, 2013 – [New Hope for the Delta](#).
- **The New York Times**: November 20, 2012 – [U.S. and Mexico Sign a Deal on Sharing the Colorado River](#).

ADVOCACY ASSETS





QUICK FACTS

Mission

To restore water and life to the Colorado River Delta region.

Organization

A coalition of six non-governmental organizations: Sonoran Institute, Pronatura Noroeste, A.C., The Nature Conservancy, National Audubon Society, The Redford Center, and Restauremos el Colorado, A.C.

Values

Efficient habitat conservation, environmental stewardship and education, accountability, due diligence, fiscal capability, efficiency.

Leadership

Directed by a Steering Committee of representatives of Raise the River partners. Steering Committee led by co-chairs John Shepard of Sonoran Institute and Jennifer Pitt of National Audubon Society.

Specialty

Raise the River is a model for cross-border watershed cooperation and conservation.

Year Founded

2012

Geographic Scope

Colorado River Delta region

Statistics

Over 245,500 native trees and shrubs have been planted to date, with more than 1,000 acres restored in the Colorado River Delta. Over \$10 million has been raised for restoration and conservation activities, including water deliveries for the environment totaling 57,362 acre-feet between November 2012 and December 2017.

Donations

Institutional donations are accepted through non-profit member organizations of the Raise the River coalition, while individual donations are accepted at the Raise the River Rally website: <https://rally.org/raisetheriver>.

Donations may be tax-deductible in either the U.S. or Mexico, via our corresponding non-profit status. Please ask us for details.

SPONSORS & SUPPORTERS

MAJOR SUPPORT PROVIDED BY:

Argosy Foundation	Mr. and Mrs. David Lane
Arizona Community Foundation	Fundación Tichi Muñoz
Austin Memorial Foundation	National Fish and Wildlife Foundation
Bonneville Environmental Foundation	JTS Fund @ NY Community Trust
Stuart and Joanna Brown	The David and Lucille Packard Foundation
W.L. Lyons Brown, Jr. Charitable Foundation Inc.	Ann Ray Charitable Trust
Comisión Nacional de Áreas Naturales Protegidas (CONANP)	Fundación Gonzalo Río Arronte
Gordon and Donna Crawford	Carlos Slim Foundation/World Wildlife Fund
Ann & Gordon Getty Foundation	Sonoran Joint Venture
Hunter Industries	Terra Foundation
Keurig Green Mountain, Inc.	U.S. Fish and Wildlife Service
	The Walton Family Foundation

ADDITIONAL SUPPORT OR SERVICES PROVIDED BY:

Arizona Science Center	LightHawk
Bianco Restaurants	Stephen McConahey Family Foundation
Butler, Shine, Stern & Partners	Mosaic Media Group, Inc.
CAVU	Park & CO
Change the Course	Rally.org
Cordova & Partners	Santa Barbara Catering
Funny or Die	Mr. James Scott Jr.
Gelato Spot	Instituto del Desierto Sonorense
Genuine Media	Sunka Entertainment
Idea Catalyst	Jonathan Waterman, Author & Photographer

RAISE THE RIVER

RECONNECT THE COLORADO

RAISE THE RIVER CHARTER

Raise the River is a unique partnership of six U.S. and Mexican non-governmental organizations committed to reviving the Colorado River Delta through activities that support environmental restoration for the benefit of the people and wildlife of the Delta.

The central activities of Raise the River are:

- Coordinate planning and implementation of the environmental component of Minute 323
- Coordinate on-the-ground restoration, acquisition of water rights to support habitat restoration, and critical operations; and
- Coordinate fundraising outreach to potential donors and the public in the U.S. and Mexico, communicating accomplishments to date, the benefits of restoration in the Delta, and opportunities for additional progress over the coming decade.

Raise the River is directed by a Steering Committee of representatives of Raise the River coalition partners.

