



**2017**  
**ANNUAL REPORT**

## MESSAGE FROM LEADERSHIP

Wild Virginia's vision is to preserve and support the complexity, diversity and stability in natural ecosystems by enhancing connectivity, water quality and climate in the forests, mountains, and waters of Virginia through education and advocacy. In 2017 we hit our stride as a mobilizing force for opposition to the Mountain Valley and Atlantic Coast Pipelines. Through action alerts, our outreach efforts, and significant media coverage, we keep up the pressure and hold regulators accountable for protecting our lands and waters. Wild Virginia helps citizens to understand what's going on, and how they can get involved, and we channel the energies of hundreds of committed volunteers into meaningful results for our forests and waters.



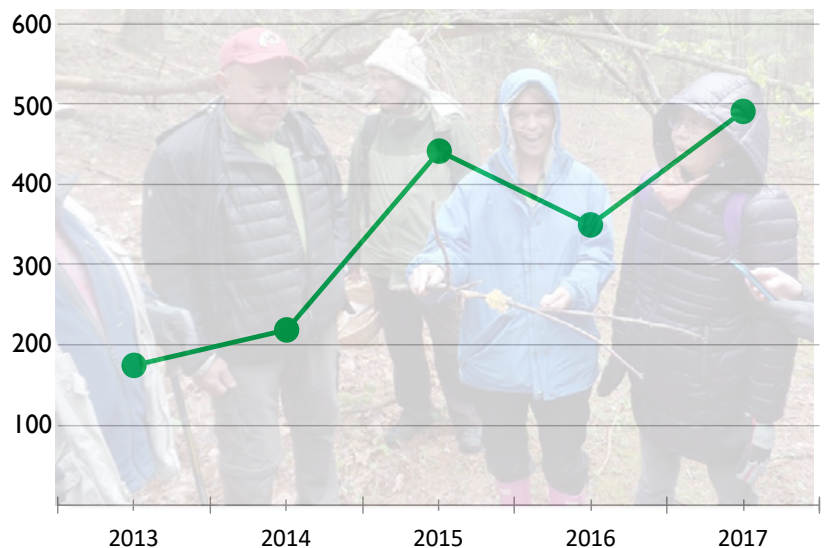
Wild Virginia rose to new challenges this year, and as the numbers in this report show, became a stronger organization overall. We are committed to finding ways to both connect and protect Virginia's wild lands and waters in 2018, and beyond.

--Misty Boos  
Director, Wild Virginia

**140**  
new members  
gained in 2017



## MEMBERSHIP GROWTH



## 2017 HIGHLIGHTS

- Lead over 40 outings to Virginia's National Forests and wild places - including hikes, kayaking trips, and interpretive outdoor experiences for all ages
- Trained 20 existing and new volunteer leaders in various fields including how to test water quality at priority sites along both pipeline routes
- Expanded youth program by partnering with nine schools and after-school programs ultimately providing outdoor education to several hundred students.
- Hosted the Wild & Scenic Film Festival for the 8th year with sold-out shows in Charlottesville and Staunton
- Continued Window to the Woods photo series bi-weekly offering a look at the work captured by conservation photographer Steven David Johnson
- Participated in 45 outreach events like festivals, fairs, and school visits, including tables at Lockn', Wanderlust, and RedWing Roots Festival

## RIVER HERO AWARD

In May Wild Virginia's Conservation Director, David Sligh, was named a winner of the 2017 River Hero Award through the River Network!

One of only five awardees across the United States, David was nominated for his environmental enthusiasm and commitment to preserving water bodies and water quality. He has worked with perseverance and enthusiasm for more than 35 years to protect streams and water quality and to make government regulators responsive to the public. We are proud to have him as one of our own!



## PIPELINE OPPOSITION

2017 was an incredibly vital year for our work in opposing the Atlantic Coast Pipeline and Mountain Valley Pipeline. Wild Virginia worked hard alongside our allies to educate the public and decision makers about the destructive consequences of the pipeline infrastructure. Our influence behind the scenes and in public forums helped efforts to push the state of Virginia to do its duty under the Clean Water Act. One ACP board member cited the testimony of our Conservation Director as one of the deciding factors that led him to change his ACP vote to a no. While the overall board decision was not what we had hoped,

we will continue to stand against the pipelines and join our allies through the region to challenge the approval.



Thanks to our vibrant volunteer program and team of interns, we **reached over 6,000 people** through our in-person public presentations and outreach events, sent 8 action alerts, and gathered **over 5,800 signatures** to fight pipeline infrastructure projects in Virginia's national forests this year.

"WE AND THE MANY THOUSANDS OF VIRGINIANS FIGHTING TO PROTECT OUR PUBLIC LANDS, OUR WATERS, AND OUR COMMUNITIES WILL NOT ACCEPT THE FEDERAL OR STATE RESOURCE AGENCIES' ABDICATION OF THEIR DUTIES. WE WILL CHALLENGE EVERY FLAWED PROCESS AND DECISION EVERY INCH OF THE WAY."

- DAVID SLIGH, CONSERVATION DIRECTOR OF WILD VIRGINIA

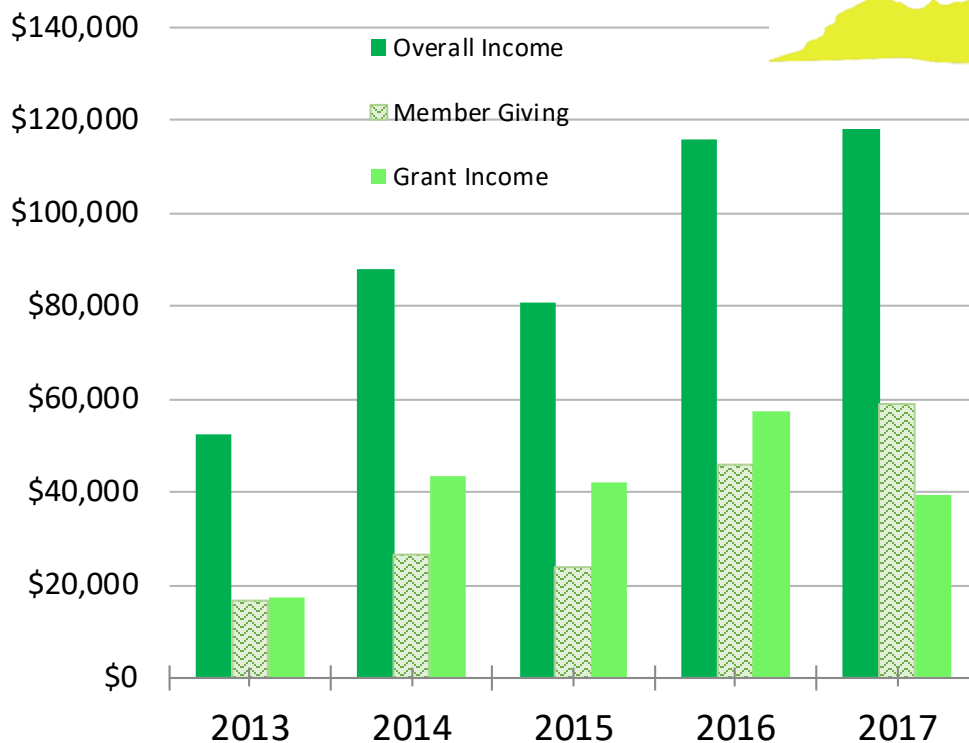


**This year** we experimented with new advertising and outreach methods to increase our reach. Focusing our volunteer energy, we built a team of volunteers and interns who helped us in all aspects of the Wild and Scenic film



festival. One of the things they did was recruit business sponsorships to help offset the significant costs of the film festival. Our goal was to raise \$10,000 in sponsorships and we received \$10,600 in cash and in-kind donations (such as free screening rooms at the Violet Crown Movie Theater). We also offered a specific donation to support the festival this year and received \$300 in personal donations.

## 2017 METRICS



DONATIONS FROM  
**165**  
VIRGINIA CITIES



**29%**  
MEMBER  
GIVING  
INCREASE

In 2018 you can rely on Wild Virginia to continue providing the access, the tools, the knowledge and the confidence for citizens to act effectively to protect natural ecosystems and to promote stewardship of Virginia's 1.8 million acres of forests and other wild spaces.

ACT




Images courtesy of Steven David Johnson (pages 4, 5) and Jarrod Hamm (Pages 1, 5).



## WE CAN USE YOUR HELP!

- Tell another person about Wild Virginia today!
- Share with us how Wild Virginia has touched your life.
- Consider a financial gift or increasing the amount of your annual contribution.
- Support our cause by purchasing Wild Virginia merchandise.
- Volunteer!

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