

# **FRIENDS OF VERDE RIVER GREENWAY**

## **2016 ANNUAL REPORT**





## FRIENDS' STAFF FY16

Anna Schrenk  
Laura Jones  
Sara Van Marel  
Riley Scantlebury  
Laurie Parker  
Robbie Bryson  
Melissa Robinson

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OUTREACH & DEVELOPMENT DIRECTOR  
VRWC FIELD SUPERVISOR  
VRWC FIELD ASSISTANT  
PROGRAM ADMINISTRATOR  
GIS SPECIALIST  
ONE FOR THE VERDE COORDINATOR

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FRIENDS OF  
**VERDE RIVER**  
GREENWAY

[verderivergreenway.org](http://verderivergreenway.org)



# Restore - Protect - Promote

Working Collaboratively for a Healthy Verde River

**We are all  
Friends**



## LETTER FROM THE PRESIDENT

*Dear Friends,*

It is inspiring to witness how effectively community leaders and engaged citizens in the Verde watershed work together on projects that achieve conservation goals and support local economies. FY 2016 was full of examples of how investment in conservation, specifically river conservation, yields significant community benefits, both immediate and long-term.

The Verde Watershed Restoration Coalition partners invested in riparian restoration throughout the Verde Watershed. This investment improved fish and wildlife habitat, private property values, and water quality. One for the Verde business partners invested in worthy river recreation, restoration, and education projects that attract visitors and improve quality of life for residents. Farmers invested their time and equipment to improve irrigation efficiency and keep more water in the Verde River, and in return received Farm Bill and charitable foundation funding for conservation easements and capital improvements.

The Verde Valley business leaders that participated in the inaugural Verde River Exchange are role models in sustainable groundwater use, recognizing that conservation is a good business practice that will protect their financial investment in the long term. Yavapai County, municipalities, Yavapai Apache Nation, public land managers, business leaders, and NGOs of the Verde Front invested in sustainable river recreation and tourism projects that will provide an economic benefit to all the communities in the Verde Valley.

My sincere thanks to the individuals, organizations, and governmental entities that invested their time, talent, and financial resources to preserve, protect, and promote the Verde River and its tributaries.

*Best regards,*

A handwritten signature in black ink, appearing to read "Chip Norton".

Chip Norton  
President, Friends of  
Verde River Greenway





# what a difference...



67,172 + hours

13 public  
partners

221 private  
landowners

\$301,049

in-kind

100+  
jobs

total acres

7,800

**40 river miles**

2283 riparian acres

...Four years of VWRC makes.

## Changing the Landscape of Restoration:

The Verde Watershed Restoration Coalition has been hard at work since 2012 removing invasive plant species from the Verde River Watershed, as a program of Friends of Verde River Greenway. As of 2016, VWRC has built a coalition of 221 private landowners and 13 public partners, working on a total of 2,283 riparian acres and 7,800 acres of public and private lands to restore the health of the Verde River Watershed. In 2016 alone, VWRC and Friends oversaw 2,150 volunteer hours, for a total in-kind value of \$61,327.18.

Since VWRC began in 2012, a total of 39 river miles of the

Verde River have been restored by treating invasive plant species, including Tree of Heaven, Tamarisk, Russian Olive, and Giant Reed. This impressive volume of work has created over 100 jobs locally for restoration crews, staff, and consultants through FVRG. Their work together has accumulated to 67,172 hours over four years.

Restoring the health of the Verde River Watershed is more than just an environmental effort: it is becoming an economy of scale too. The economics of restoration consider financial and in-kind investments, regional job creation, professional training and services, surface and groundwater savings, value of water quality and habitat, and the sales of native plant materials. The Verde Valley's regional efforts for restoration are well underway, and VWRC is leading the way in growing the size, scale, and impact of a local restoration economy.

Recent studies on restoration economics show that for every \$1 million invested, there is an economic output





# Verde Watershed Restoration Coalition - VWRC

VWRC is a collaborative effort uniting landowners, organizations, and agencies in their common interest, the health of the Verde River Watershed.  
[verdewrc.org](http://verdewrc.org)



## Growing a Restoration Economy

of 140-380% for restoration activities, with invasive plant species removal showing the highest rate of economic output. In other words, for every dollar invested in restoration activities, there is a financial return of \$1.40-\$3.80. The financial growth and achievements of VWRC underline this value here in the Verde Valley.

The economic, social, and environmental value of the restoration work achieved by VWRC is a benchmark of success locally for the Verde Valley, as well as regionally, as VWRC continues to grow as a restoration leader for the Southwest. The humbling news is that the good work of restoring a healthy Verde River is not done yet... As 2016 ends, VWRC has set its mark to “move beyond the weeds,” and expand restoration activities in the Verde Valley. This will include revegetation efforts, such as native seed agriculture and pollinator gardens, as well as erosion control and water quality improvement projects. Overarching these restoration activities are positive effects on native fish and wildlife habitat and the health of the Verde River, all of which benefit our local communities where we live, work, and play.

## Steering Committee

**CHIP NORTON**

FRIENDS OF VERDE RIVER GREENWAY

**ANNA SCHRENK**

FRIENDS OF VERDE RIVER GREENWAY

**STEVE ESTES**

VERDE VALLEY LAND PRESERVATION

**\*BONNIE SWEENEY**

FRIENDS OF VERDE RIVER GREENWAY

**LAURA JONES**

FRIENDS OF VERDE RIVER GREENWAY

**TAHNEE ROBERTSON**

SOUTHWEST DECISION RESOURCES

**HEATHER ENGLISH**

SALT RIVER PROJECT

**WADE ALBRECHT**

ARIZONA GAME & FISH DEPARTMENT

**DUSTY HUMPHREYS**

ARIZONA STATE PARKS

**DAVID LEWIS**

YAVAPAI-APACHE NATION

**LAURA MOSER**

COCONINO NATIONAL FOREST

**\*AMINA SENA**

COCONINO NATIONAL FOREST

**\*MICHAEL KELLETT**

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**CHRIS THIEL**

PRESCOTT NATIONAL FOREST

**DOROTHY BAXTER**

PRESCOTT NATIONAL FOREST

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TAMARISK COALITION

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THE NATURE CONSERVANCY

**ERIN CODY**

NRCD EDUCATION CENTER

**CHRIS JENSEN**

VERDE NATURAL RESOURCE

CONSERVATION DISTRICT

*\*INDICATES FY 2017 COMMITTEE MEMBER*



# All the Buzz: Pollinator Waystations



In FY 2015-2016, VWRC partnered with the U.S. Fish and Wildlife Service, SW Monarch Watch, The Nature Conservancy in Arizona, the Town of Camp Verde, Verde Valley School in Sedona, and Northern Arizona University (NAU) master's student Molly McCormick to create pollinator waystation gardens around the Verde Valley and its greater watershed using native wildflowers and milkweeds. These gardens serve as important habitat for migrating monarch butterflies, native bees, and other pollinator species that are critical to the health of the Verde River Watershed.

VWRC and McCormick have led many groups of volunteers to assist with necessary maintenance of the gardens: including tasks of watering, weeding, mulching and fencing pollinator gardens. At the Nature Conservancy's Shield Ranch, McCormick has developed

"pollinator mandala garden" research plots as part of an experimental design to re-introduce pollinator-friendly plants on working agricultural lands for the benefit of both farmers and pollinators.

Monarch Butterflies (*Danaus plexippus*), a rare and critically threatened pollinator, have been spotted at Shield Ranch. Seen as caterpillars feeding on milkweed plants, McCormick was thrilled at the sight of Monarchs making habitat in the Shield Ranch pollinator garden. Monarchs are yet to be federally listed as an endangered species, despite losing 80% of their native habitat in the past two decades, according to the Center for Biological Diversity.

## Seeds for the Future:

### The Verde Native Plant Materials Cooperative

The Verde Native Plant Materials Cooperative is the latest restoration market-mechanism to be implemented for a healthy Verde River. The Cooperative is a small collective of buyers and growers of native plant materials in the Arizona-New Mexico, Montane, and Sonoran ecoregions, who share the goal to meet local demands for native seed, while diversifying income for agricultural producers in our region. By using science and seed transfer zones (as indicated by the National Seed Strategy), the Cooperative will successfully produce, clean, store, and ship enough weed-free native seed to meet the demand of regional small-scale restoration projects.

The Cooperative has brought together local non-profits, environmental consulting agencies, federal and state agencies, Northern Arizona University, the Yavapai-Apache Nation, and local farmer Zach Hauser. These regional stakeholders are working to identify and produce appropriate native plant materials in the Verde Valley for restoration work across the

watershed. These projects include public land, riparian, and common garden restoration, as well as pollinator conservation. Working together, these stakeholder projects will achieve coordinated production to increase the availability and diversity of plant materials, stimulate the native seed industry, stabilize the seed market, reduce restoration costs, and ultimately improve restoration success.

In 2015-2016 the Cooperative kicked off with a 14 acre pilot project for native grass and seed production at The Nature Conservancy in Arizona's Shield Ranch in Camp Verde, Arizona. Local farmer and neighbor Zach Hauser worked with TNC and Friends staff to launch this pilot project for native grass production in the Verde Valley. The grasses grown were baled and used for mulch at pollinator gardens across the Verde Valley. In 2017, Tonto National Forest will host a one acre grow-out pilot project with the support of the Southwest Seed Partnership.



According to the National Pollinator Garden Network, pollinators are responsible for 1 out of 3 bites of food we take each day, yet pollinators are at critical point in their own survival. To protect pollinator populations, more nectar and pollen sources provided by more flowering plants and trees are needed. By planting pollinator friendly gardens and landscapes in backyards across the country, we can revive the health of bees, butterflies, birds, bats, and other pollinators.



# The Verde Front

[verdefront.org](http://verdefront.org)

The Verde Front is a regional collaborative in the Sedona-Verde Valley that fosters proactive dialogue, coordination and collective action on stewardship of natural and cultural resources.

As a collaborative movement, citizens, organizations, agencies, and local governments are invited to work together for the Verde Front to protect ecosystem health, natural and cultural resources, and promote robust economies in the Verde Valley. The Verde Front Focuses on well-managed recreation and restoration activities that sustainably connect people to the Verde River Watershed. To do the important work of strengthening the nexus between restoration and recreation, the Verde Front engages participants with six working groups:



- **River Recreation** This group takes a regional approach to stewardship and recreation that identifies 34 recreation hotspots in the Verde River watershed, called the "String of Pearls." The String of Pearls will be connected through regional recreation planning, as well as education and outreach campaigns that create story-telling opportunities that frame recreation as a valued asset for the region.
- **Fossil Creek** Creates participation and collaboration in discussions surrounding the protection and restoration of Fossil Creek as one of our region's most valued places for cultural heritage, natural resources, and recreation.
- **Economic Development & Geotourism** The Sedona-Verde Valley Geotourism Council engages the wider Verde Valley community by supporting local businesses who make it their goal to build regional economic resilience through environmental conservation and sustainable tourism.
- **Youth Pathways** Creates pathways that connect our community and youth through environmental education, stewardship, and college and career opportunities.
- **Verde Valley Outdoor Volunteer Network** This group cross-markets volunteer opportunities and promotes local jobs that ensure the resilience of the Verde River Watershed and its communities.
- **Trails** Develops and manages a longer-term, comprehensive strategic action plan for trail-related issues in the Verde region, including new trail and trailhead construction, maintenance, signage, and regional outreach and education, from planning to completion.



# Pilot Projects

In the first year of its existence, the Verde River Exchange successfully developed two pilot projects in the Verde Valley. Page Springs Cellars and Vineyards and Caduceus Cellars and Merkin Vineyards were the first Buyers with the Exchange, reducing their water “footprints” and leading the way in water stewardship.

Page Springs Cellars and Vineyards is a family owned vineyard and winery that crafts fine Arizona wines. Overlooking pristine Oak Creek as it flows into the Verde River, Page Springs Cellars and Vineyards offers delicious Rhône style wines, gourmet food selections, and breathtaking views. Eric Glomski is both the owner and winemaker at Page Springs. He sees wine as an expression of landscape, meaning every taste and smell in a bottle represents the land where the grapes were cultivated. He is involved in the Verde River Exchange because he deeply values the Verde River and believes maintaining its health is a community effort.

“In the big picture, the river to me is a gigantic indicator and metaphor for the condition of our landscape and our relationship to it.”

–Eric Glomski, Page Springs Cellars and Vineyards

Caduceus Cellars and Merkin Vineyards is a roughly 6000 case family owned and operated facility. With its tasting room and winery perched on the southeast facing slopes of Jerome, AZ, Caduceus Cellars and Merkin Vineyards grow grapes in the Verde Valley, as well as the Willcox Bench in Cochise County. At these locations, they produce high elevation wines out of predominantly Italian and Spanish varietals. Maynard James Keenan is both the owner and winemaker of Caduceus Cellars & Merkin Vineyards. Keenan hopes his involvement in the Verde River Exchange will raise awareness that grape growing efforts can be sustainable in terms of long term water con-

## Project Partners

The Nature Conservancy in Arizona  
Environmental Defense Fund  
Bonneville Environmental Foundation  
Walton Family Foundation

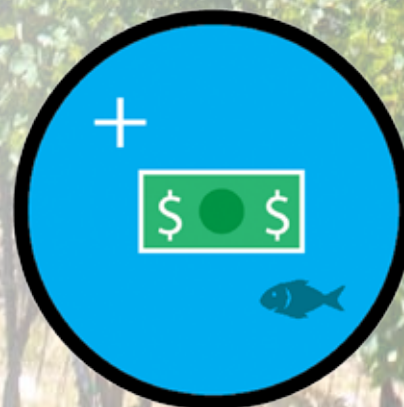
## How It Works:



1. Groundwater pumping from wells lowers the Verde River's surface water flows.



2. A Seller (usually a private landowner) voluntarily agrees not to consume a certain amount of water on their land.



3. The Seller's reduced water consumption is converted into Water Offset Credits that may be purchased by Buyers.



# Verde River Exchange



4. A Buyer purchases Water Offset Credits, reducing their “water footprint” and the impact of their groundwater use.



5. The result: The Verde River Exchange balances total water use, and reduces the impact of groundwater pumping on the Verde River’s surface water flows.

In 2016, Friends of Verde River Greenway and a diverse group of partners came together to launch the “Verde River Exchange” Water Offset Program. The program, the first of its kind in Arizona, is aimed at protecting Verde River flows and promoting sustainable economic development, all through collaboration and cooperation among non-profits, businesses, and residents.

## Why we need a Verde River Exchange

The Exchange was created in response to one of the most vexing of Arizona’s long-term water challenges: the impacts of groundwater pumping on the long-term health of rivers and streams—not to mention the security of future water supplies and the economic sustainability of Arizona’s groundwater-dependent rural areas.

“If nothing is done, there is the potential for water levels and river flows to continue to decline. But we as a community have the potential to shift this outcome, preserving a flowing river and protecting water supplies, while promoting sustainable economic development.” - Jocelyn Gibbons

**The Verde River Exchange** provides a market-driven vehicle for current and potential water users to balance the impacts of groundwater use on the Verde River. The Exchange reduces the amount of water removed from the Verde River and connected groundwater systems through an “offset” mechanism involving “Sellers” and “Buyers.” Each Water Offset Credit is tracked in the Exchange’s internal registry to ensure that the benefits associated with the Credit are attributed only to one unique Buyer.

## Advisory Council

- Steve Ayers
- Nikki Bagley
- Linda Buchanan
- Dan Campbell
- Peter Culp
- Chip Norton
- Steve Olson
- Kim Schonek
- Doug Von Gausig
- Laura Jones

[verderiverexchange.org](http://verderiverexchange.org)



# One for the Verde serves as a local business partnership that supports a healthy Verde River.



## Geotourism

Tourism is an important component of the economic life of the Verde Valley region and if done well can help sustain local livelihoods, culture, and the natural environment. Geotourism is tourism revisioned to support local communities, economic development, and natural resources. In the Sedona-Verde Valley area, Geotourism raises awareness of the Verde River as an economic asset and major contributor to the quality of life that makes our communities unique.

One for the Verde has partnered with Sedona-Verde Valley Geotourism to promote the heritage and diversity of the people and places within the Verde Valley through local voices and stories. Community members can express in their own words what's unique about their backyard treasures through the National Geographic Society's Sedona-Verde Valley Geotourism website, [www.sedonaverdevalley.natgeotourism.com](http://www.sedonaverdevalley.natgeotourism.com).

## Conservation Partners

One for the Verde's business partnership is formed from local businesses in the Verde Valley, who are Conservation Partners. Conservation Partners donate to One for the Verde grant projects for restoration.

### Adventures and Sightseeing

South by Southwest Adventures  
Clarkdale Kayak Co.

### Arts & Crafts

Art Institute Glitter, Inc.  
Kyla Allen – Twin Wolf Designs

### Art Galleries

The Melting Point

### Banking and Investments

Taylor and Huntley Financial Group

### Beer, Spirits & Wine

10-12 Lounge  
Arizona Stronghold Vineyards  
Bootleggers Saloon  
Cellar 433  
Chateau Tumbleweed Winery  
Desert Diamond Distillery  
Fire Mountain Wines  
Four Eight Wineworks  
Kactus Kate's Saloon  
Old Corral Bar  
Page Springs Cellars  
THAT Brewery

### Building & Construction

Grey Fox Ridge  
Kenny's Plumbing

### Business & Technology

National Processing Solutions  
Spin Widgets Digital Marketing Agency

### Furniture

Western Heritage Furniture

### Feed Stores

Olsen's Grain, Inc.

### Hotels

Iron Horse Inn

### Legal Services

Aspey, Watkins and Diesel, PLLC

### Markets

Indian Gardens Oak Creek Market  
Market Place – Yavapai Apache Nation  
Chevron – Yavapai Apache Nation

### Real Estate

Century 21 – Sexton Real Estate  
Coldwell Banker – Mabery Real Estate  
Di Vinci Realty

### Restaurants & Dining

Annie's  
Babe's Roundup  
Blazin' M Ranch  
Bobby D's BBQ  
Boat House Bar & Grill  
Far Side Bistro  
Firehouse Donuts  
CiCi's Kitchen  
Nate's Cowboy Café  
Wild Rose Tea House  
Paradise Point Café  
Old Town Red Rooster Café  
Su Casa Mexican Restaurant & Cantina





# One for the Verde is a program of Friends of Verde River Greenway.

## Salons & Spas

Hair by Maya  
– At the Patricia Vega Salon

## Services

Zoomer's Bike & Gear

## Shopping & Boutiques

All Things Creative  
Cat's Meow

Old Town Pepper Company  
Red Geranium Boutique  
River's Edge  
Treasure Junkies  
Verde Valley Oil Traders

## In Kind Contributions

KAZM Radio  
KNAU AZ Public Radio  
Verde Independent  
The NOISE



## One for the Verde Protects Water Quality Education on Oak Creek

Oak Creek Watershed Council led Water Sampling Week April 11-15, 2016, educating over 264 students from 10 regional schools on the importance of water quality, Leave No Trace ethics, and water sampling techniques. OCWC hosted this educational event on site at Slide Rock State Park. Students were trained by regional water quality professionals and successfully completed tests for E. coli, turbidity, electrical conductivity, total dissolved solids, pH, air/water temperature and flow. In addition to the students, OCWC engaged 46 school teachers, chaperones, volunteers, and local and regional professionals.

"We had an overwhelmingly positive response from participating schools in Water Sampling Week," stated Marie McCormick, Executive Director of the OCWC. "I have been receiving numerous emails and phone calls from teachers asking to sign up again—we are ecstatic to have adequate funding to offer this! I remember one student last year who stopped me at the end of the day; He said 'this is the best field trip I have ever been on in my life, thank you so much.' "



# One for the Verde

By participating in One for the Verde, local businesses and their customers support the conservation projects funded by One for the Verde's grant program. Annual grant fundings are used to support sustainable recreation, environmental education, habitat restoration, and water quality projects. One for the Verde invites local non-profits, governments, tribes, and other entities to apply for the Verde River Conservation Fund with proposals for projects that will benefit the health of the Verde River. Funded projects have included trail improvements, educating local students in stream health, and installing signage to educate the general public about the value of our rivers and creeks. All of these efforts bolster our natural resources and our local economy.

## One for the Verde 2016 Grant Projects

- Arizona State Parks
- Town of Clarkdale
- Town of Camp Verde
- Oak Creek Watershed Council
- Verde Natural Resource Conservation District
- Verde River Valley Nature Organization

## Advisory Committee

Harry Sweet  
Bob Rothrock  
Marie McCormick  
Lori Mabery  
Jeff Hendricks  
Wendy Edwards  
Tom Taylor

[onefortheverde.org](http://onefortheverde.org)



In 2016,  
Over 100 volunteers  
*gave* 2,150 hours

## Cheers to our Volunteers!

Erin Achenbach

Juan Alcantarala

Martin Ball

Ben Bishop

Will Blume

Cheryl Blume

Dan Boyle

Linda Brigham

Madeline Brozka

Max Castillo

Peggy Chaikin

Hank Chaikin

Felicia Coates

Ron Condon

Miranda Curtis

Hank Dingemans

Jo Ann Forristal

Larry Forristal

Marsha Foutz

Robby Bryson

Jocelyn Gibbon

Charlie Hawken

Rinko Hayakawa

Abby Hoffman

James Mast

Chris Jensen

Kim Hai

Callie Luna

Sharon Masek-Lopez

Molly McCormick

Matt McKeown

Andrew Meek

Bob Morris

Gayle Morris

Chip Norton

Cathy Davis

Kim Poucher

James Quinn

Ali Raza

Anna Schrenk

Cole Stirewalt

Sara Van Marel

Anthony Villalobos

Katie Yaeger

Yavapai County Adult Probation

Arizona Conservation Corps

## University of Missouri at the Verde River:



You might ask, what in the world could motivate 12 college students to cram into a van together, and drive 1,200 miles to volunteer in the desert, far from their home in Missouri? Well, when 12 students from the University of Missouri (affectionately called Mizzou) arrived in the Verde Valley on a cool January morning, they told us they came to make a difference, explore the Southwest, and have an adventure! The group of college Juniors and Seniors spent a week volunteering with Friends and the Verde Watershed Restoration Coalition (VWRC) learning firsthand about our programs, the importance of healthy riparian habitat and the unique qualities of the Verde River and its tributaries.

Students worked with VWRC and the Arizona Conservation Corps to pull Tree of Heaven and swamp Tamarisk trees, improve trails, and pick-up trash, all along the Verde River at Dead Horse Ranch State Park, the Jail Trail, and other river access points. The students



# Students give back during Alternative Spring Break

all were impressed with the deep local history that is embedded in the scenic landscape of the Verde Valley, and were able to tour Tuzigoot learning about the Valley's earliest inhabitants.

Students shared their thoughts and thanks for the volunteer opportunity, stating that they felt the experience was incredibly rewarding. "Having the chance to speak with and learn from the volunteers' experience (AZCC Crew Members) was incredibly insightful. Many of us are in our last year of education and we saw this week and these volunteers as important reminders of chasing our own dreams and goals."

"We had such an awesome week working with Sara and the Friends of Verde River Greenway and learned a ton about the environment. We can't wait to bring it home!"

Mizzou Alternative Break students included: Cole Stirewalt, Kim Hai, Calli Luna, Ali Raza, Miranda Curtis, Rinko Hayakawa, Abby Hoffman, Erin Achenbach, Andrew Meek, Katie Yeager, Matt McKeown, and Madeline Brozka.

**"But there's something distinctive that happens when givers succeed; it spreads and cascades."**  
- Adam Grant

## Volunteer Support

Friends' volunteers are infamous for their love of the Verde River and its tributaries. They do the hard and dirty work to remove invasive plants, conduct river clean ups, and impart their love for our river with the community. The reward for their effort is evident: a healthy landscape that we can all enjoy by kayaking, hiking, fishing and being close to nature!

Friends wants to recognize the amazing support of our volunteers for all of our programs: VWRC, One for the Verde, and the Verde River Exchange. Many of our volunteers give us continuous support, spending weekends regularly doing the important restoration work needed on the Verde River. A sincere thank you is given, from us at Friends of Verde River Greenway, to you, our community of helping hands. We couldn't do this very important work of restoring, protecting, and promoting the Verde River Watershed without you!

Photo: Linda Brigman and Laura Jones



## Volunteer of the Year

Linda Brigman

## Landowner of the Year



Wally Coats & Margaret Thede

Photo: George Christianson and Anna Schrenk



## Partner of the Year

Arizona State Parks

## President's Award

Laura Moser, USFS





# Our Friends

## Individual, Foundation, and Organization Donations

### FREMONT'S COTTONWOOD Over \$5000

Chip Norton  
Arizona Community Foundation  
Walton Family Foundation  
Bonneville Environmental Foundation  
National Forest Foundation  
Environmental Defense Fund  
The Nature Conservancy

### DESERT WILLOW \$1000 - \$2499

Coldwell Banker Mabery Real Estate\*  
Kactus Kate's\*

### BLACK HAWK \$500 - \$999

Anonymous  
Christy Beeger  
Blazin' M Ranch\*  
Bootleggers\*  
Grey Fox Ridge LLC\*  
Indian Gardens Market\*  
Laura Jones  
Kenny's Plumbing\*  
The Melting Point\*  
Nate's Cowboy Café\*  
Old Corral\*  
Olsen's Grain\*  
Page Springs Cellars\*  
Red Rooster Café\*  
Anna Schrenk  
Verde Adventure Tours\*

### BEAVER \$100 - \$499

Wade Albrecht  
Annie's Restaurant\*  
Arizona Stronghold\*  
Jodi Allen  
Babe's Roundup\*  
Victoria Bacon  
Will Blume  
Burning Tree Cellars\*  
C & B Custom Homes\*  
Tim Carlson  
Century 21 Sexton Realty\*  
Peggy Chaikin  
Mary Chicoine  
Susan Culp  
Kathy Davis  
Desert Diamond Distillery\*  
John DiGregoria

Kathy Dunham  
Susanne Durling  
Joel Eide  
Far Side Bistro\*  
Fire Mountain Wine\*  
Four Eight Wineworks\*  
Dr. Doug Gilbert\*  
Steven Hahn  
Dale Harvey  
Dee Hodson  
Sheryl Houston  
Iron Horse Inn\*  
Junk-tion\*  
David Jones  
Daniel Eric Kates  
Diane Knox  
Robert Kohnen  
Mai Thai on Main\*  
Main Stage Theater\*  
Alison Marino  
James Mast  
Maya's Hair Style\*  
Laura Moser  
Jamie Nielsen  
Leann Norton  
Jeni O'Callaghan  
Lisa O'Neil  
Page Springs Tractor\*  
PJ's Village Pub\*  
Heather Reading  
River's Edge\*  
Carla Rueck  
Kimberly Schonek  
George Simkins  
James Slingluff  
South By Southwest Adventures\*  
Susan Sullivan  
Melinda Szatlocky  
That Brewery\*  
Denise Van Marel  
Steve Van Marel  
Verde Lea Market\*  
Verde Valley Olive Oil Traders\*  
Jacqueline Whitbeck  
W. C. Weeks\*  
Wild Rose Tea House\*  
10 - 12 Lounge\*

### DRAGONFLY Up to \$99

All Things Creative\*  
Amazon Smile Foundation  
Anonymous\*

Margaret Arroyo  
Art Glitter\*  
Aspey, Watkins & Deisel\*  
B & G Construction\*  
Beads with Benefits\*  
Stacy Beaugh  
Tina Blake  
Ramsey Boehner  
Alexandra Boothe  
Estep Britton  
Rae Byars  
Cat's Meow\*  
Chateau Tumbleweed\*  
Checkered Past\*  
Ci Ci's Kitchen\*  
Peggy Cole  
Ron Condon  
Marianne Davis  
Liz Deppe  
Robert Donahue  
Paula Donis  
Walter Evans  
Lorraine Fawcett  
Katherine Ferris  
Fire House Donuts\*  
Todd Firth\*  
Marsha Foutz  
Patricia George  
Molly Golemo  
Taylor Haga  
Robert Horton  
Leslie Hoy  
Lousia Jaskulski  
Chris Jensen  
Kristen Jespersen  
Diane Joens  
Rebecca Kagan  
Tariq Kham  
Nia Kiel  
Amy Kohler  
Stephanie Kreunen  
Rusty Lloyd  
Jeanne MacKenzie\*  
Main Street Café\*  
Marie McCormick  
Linda Miller  
Pam Morris  
Samantha Neumann  
Jeni O'Callaghan  
Old Town Pepper Company\*  
Steven Olson  
Paradise Point Café\*  
Laurie Parker



Alicia Parrish  
 Dean Patterson  
 Pawz on Main\*  
 Robyn Prudhomme-Bauer  
 Jack Rathjen  
 Red Geranium\*  
 William Regner  
 Elisa Rios  
 Bob Rothrock  
 Donna Ruhlman  
 Betty Scroggins  
 Lora Siebert  
 Ladonna Smith Household\*  
 Spin Widgets\*  
 Craig Stevens  
 Su Casa\*  
 Laurie Sudol  
 Deb Thomas  
 Rene Van Marel  
 Sara Van Marel  
 Laura Vecsey  
 Larry Watkins  
 Kate Watters  
 Allen Welch  
 Michael Wellborn  
 Wind Water Day Spa\*

\*INDICATES ONE FOR  
 THE VERDE CONSERVATION PARTNER

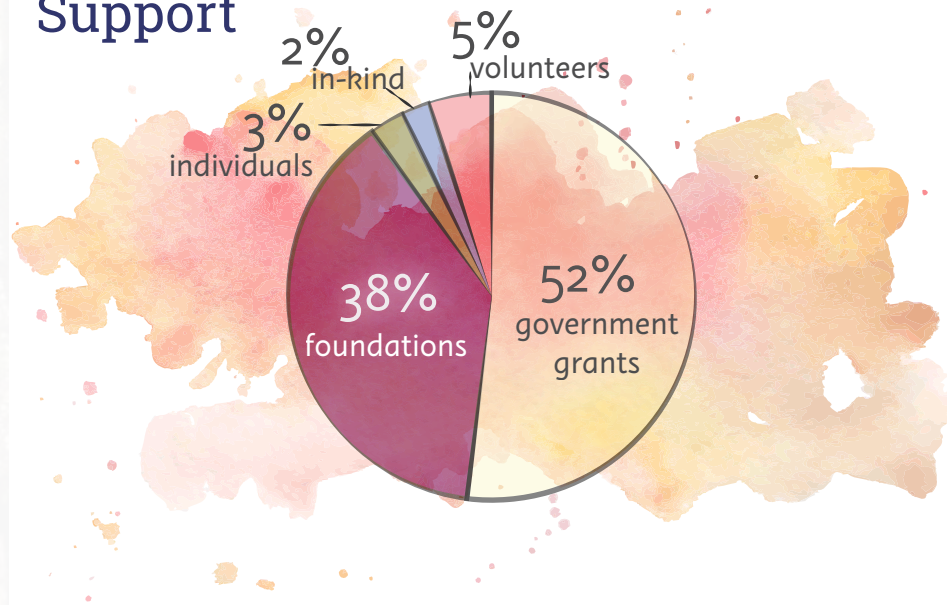
## Public Partners

Arizona State Parks  
 Arizona Department of Forestry  
 & Fire Management  
 Arizona Game & Fish Department  
 U.S. Fish and Wildlife Service  
 Coconino National Forest  
 Prescott National Forest  
 Yavapai County  
 Yavapai County Gaming Revenue Funds  
 Arizona Veterans Donation Fund  
 Arizona Water Protection Fund  
 Yavapai-Apache Nation  
 Town of Clarkdale  
 Town of Camp Verde  
 Town of Jerome  
 City of Sedona  
 City of Cottonwood

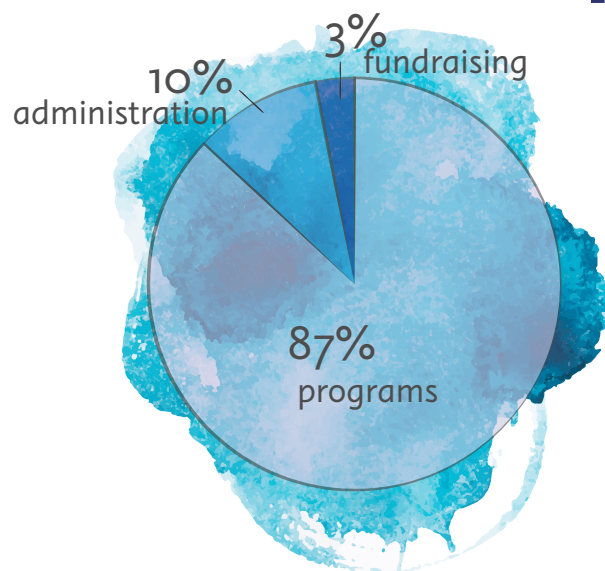
# The Impact of Friends

## FY 2015-2016 Financials

### Contributed Support



### Organizational Expenses



Friends of Verde River Greenway has exceeded the national average and efficiency expectations in the amount of funding committed to program support. During the 2016 fiscal year (July 1, 2015 through June 30, 2016) Friends spent 87 percent of its income on programs. This information has been consistently verified through its audited financial statements.





**MAILING ADDRESS**

P. O. Box 2535  
Cottonwood, AZ 86326

**OFFICE ADDRESS**

115 S. Main St  
Suite 1  
Cottonwood, AZ 86326

PHONE (928) 301-4934 • FAX (928) 634-6355  
[www.verderivergreenway.org](http://www.verderivergreenway.org)