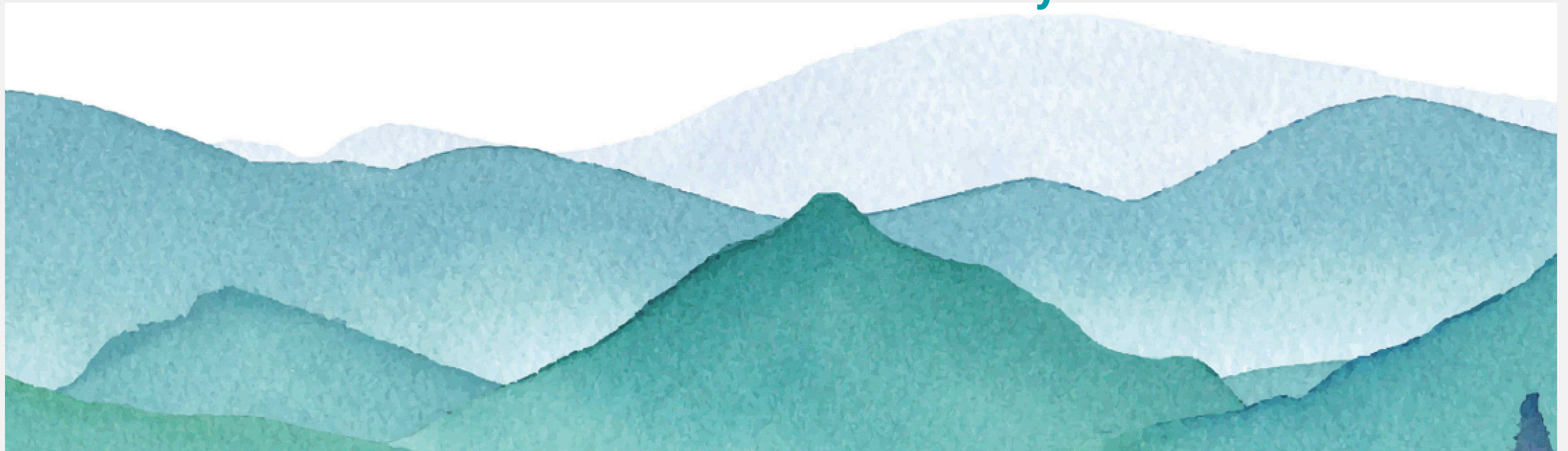


Saving Outdoor America:

**The Izaak Walton League Vision for
a Second Century of Conservation**



Reporting on Progress
July 2022-July 2024



Community-based Conservation and Volunteer Science

Leveraging Volunteer Science
Turning Data into Action
Driving Change from the Bottom Up



Advocacy for Common-Sense Conservation

A Comprehensive Approach to Conservation
Transforming Agriculture
Defending a Century of Progress



Connecting People to the Outdoors

Gateway to the Outdoors
Conservation for Everyone

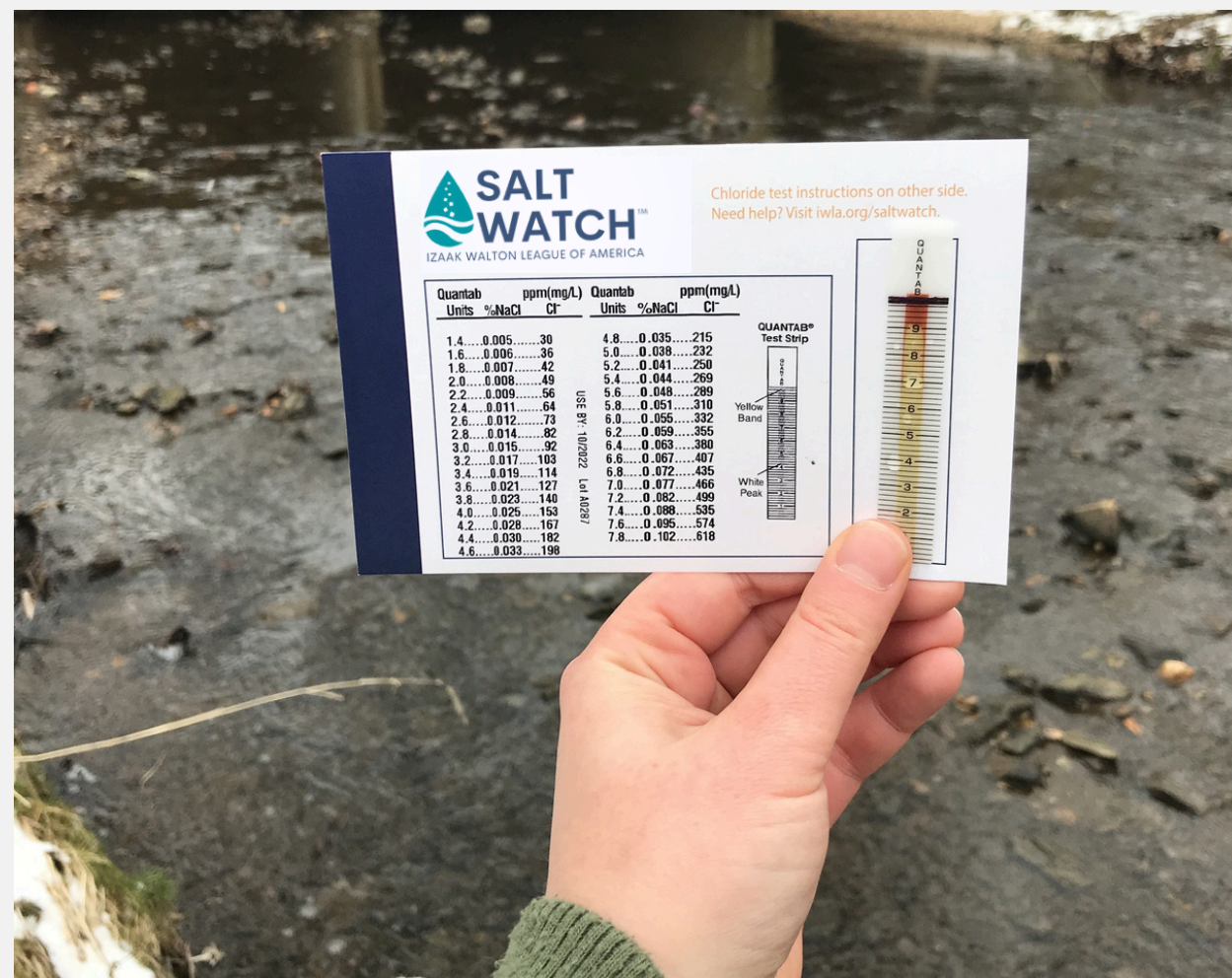


Community-based Conservation and Volunteer Science

Leveraging Volunteer Science

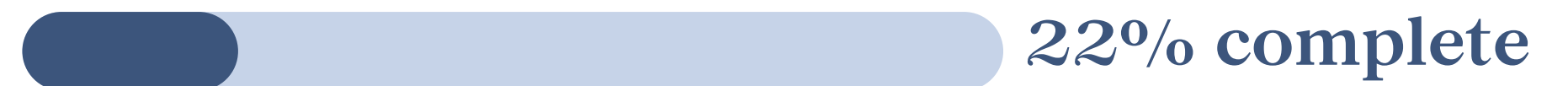
Goal:

Expand Salt Watch to include at least **5,500 volunteers** in 300 communities submitting **35,000 chloride test results** annually.



Progress:

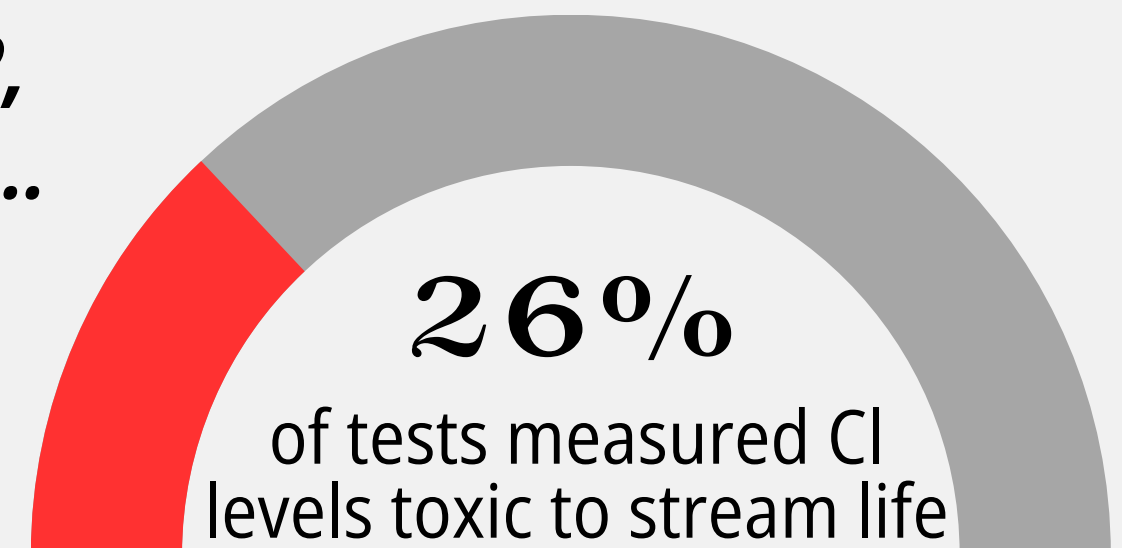
1,200 volunteers submitting test results annually



6,500 test results submitted annually



Since July 2022, approximately...



Community-based Conservation and Volunteer Science

Leveraging Volunteer Science

Goal:

Implement new crowd-sourced water quality campaigns focused on the most dangerous and persistent water pollutants, beginning with **Nitrate Watch**.

Progress:

Nitrate Watch launched Feb 2023



Community-based Conservation and Volunteer Science

Leveraging Volunteer Science

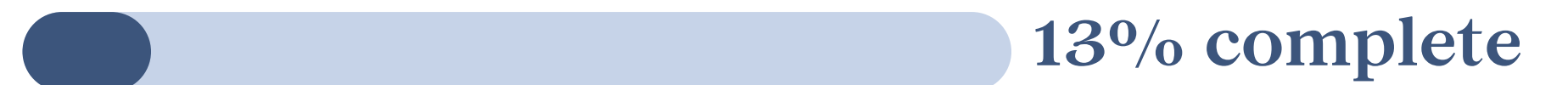
Goal:

Grow Nitrate Watch to engage **3,000 volunteers** and collect more than **10,000 nitrate test results** annually.



Progress:

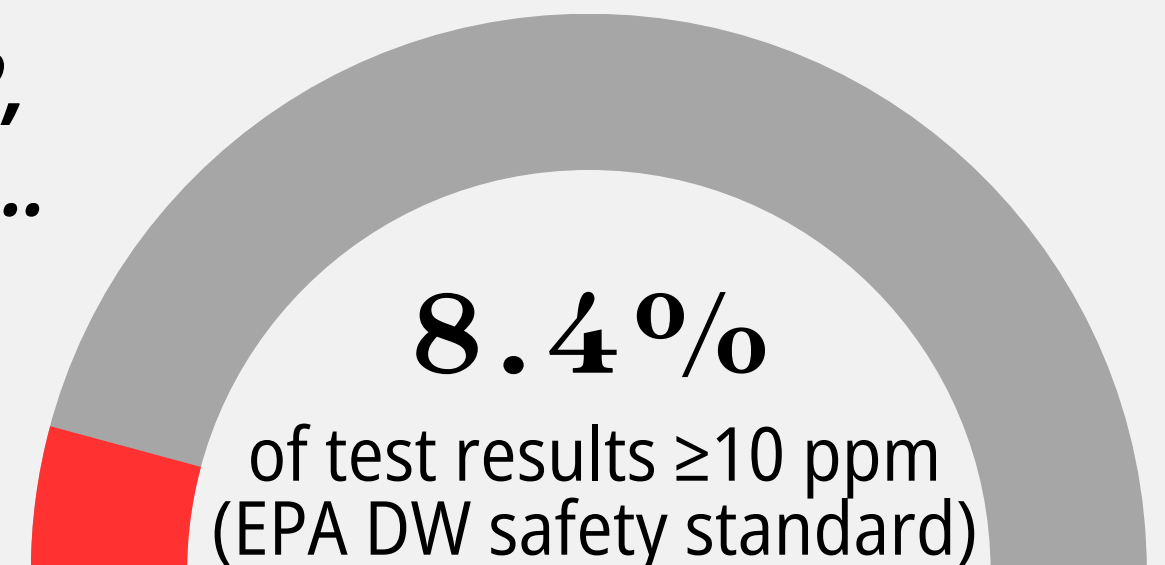
393 volunteers submitting test results via Nitrate Watch



3,250 test results submitted annually



*Since July 2022,
approximately...*



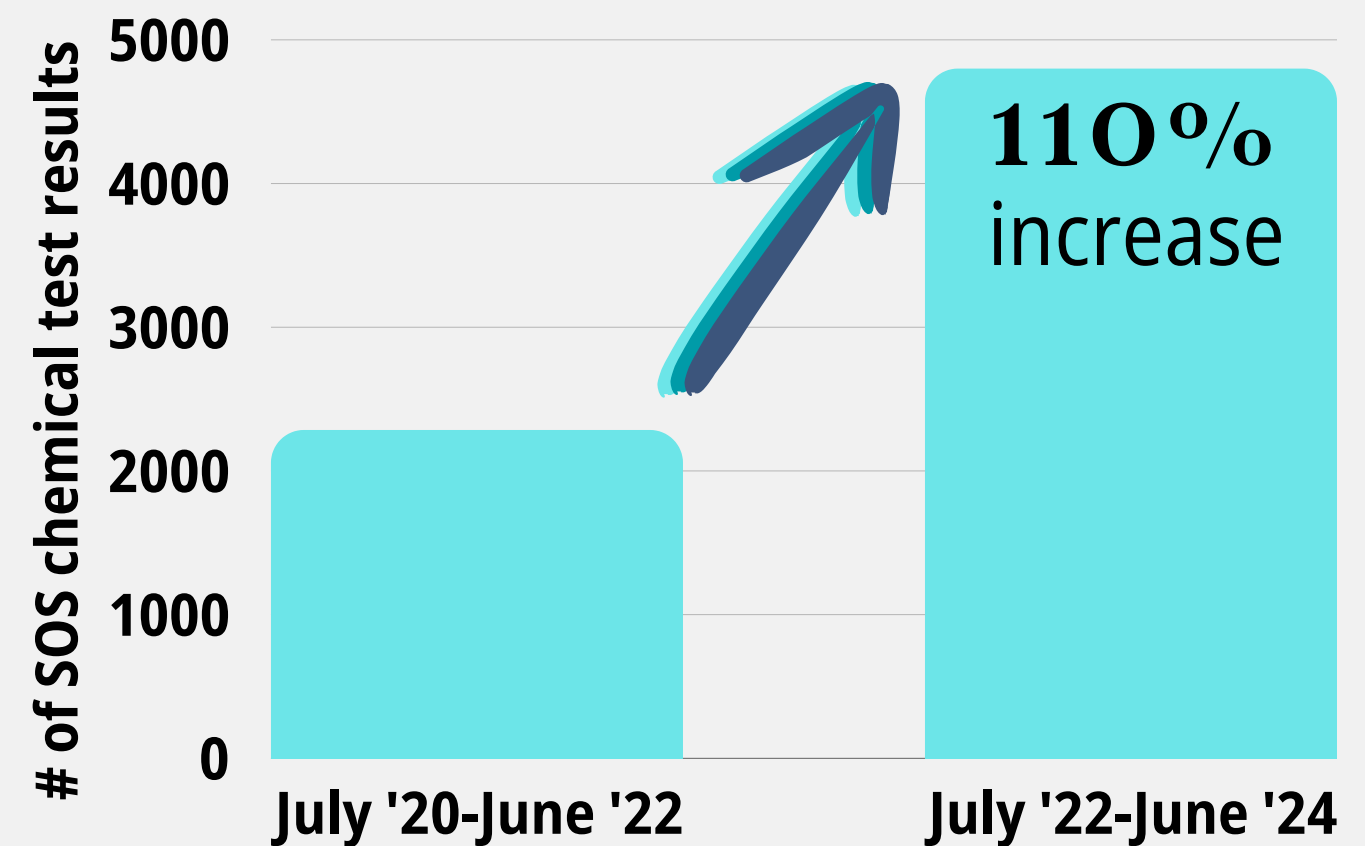
Community-based Conservation and Volunteer Science

Leveraging Volunteer Science

Goal:
Develop volunteer monitoring on a regional scale, beginning in the Mid-Atlantic and upper Midwest, with a priority on watersheds where an insufficient amount of data currently exists to accurately assess water quality.

Progress:
Expanded Save Our Streams chemical testing in the Midwest and Mid-Atlantic.

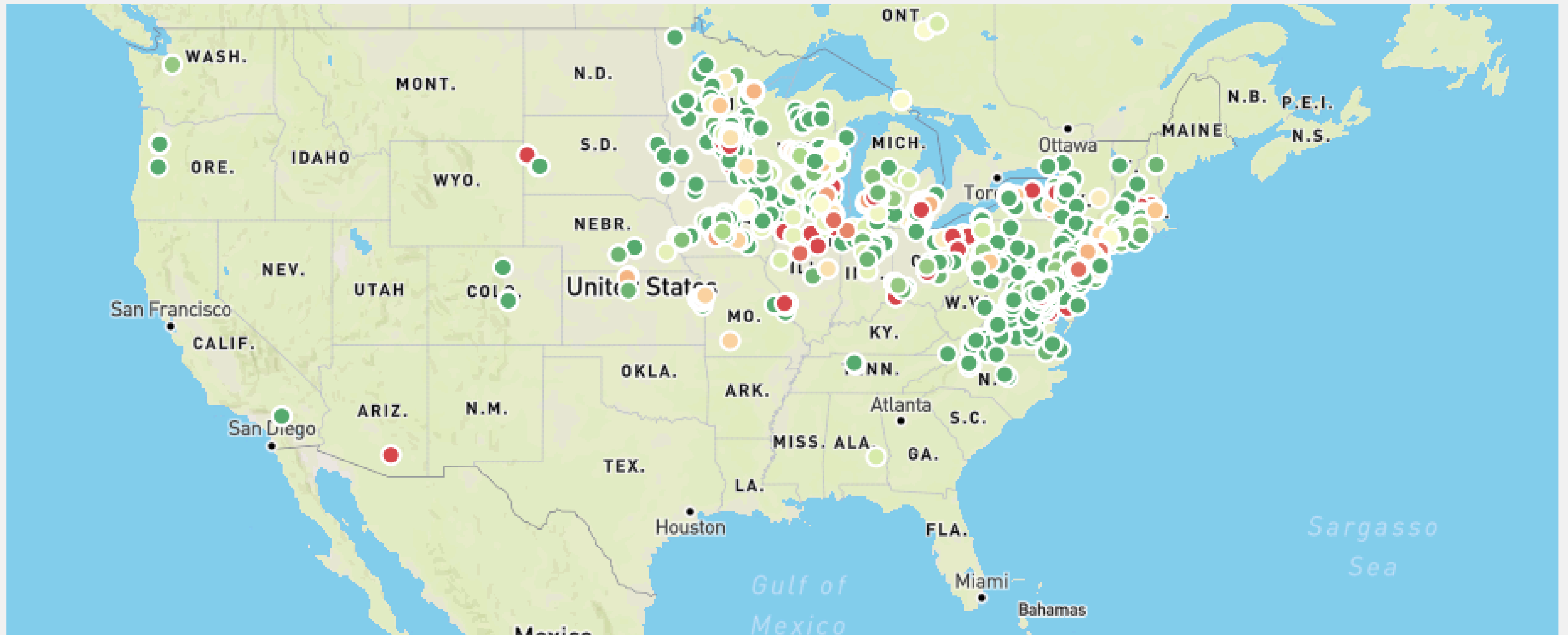
Since July 2022, approx. **4,800 SOS chemical results** have been submitted to the League.





Community-based Conservation and Volunteer Science

Turning Data into Action



Community-based Conservation and Volunteer Science

Turning Data into Action

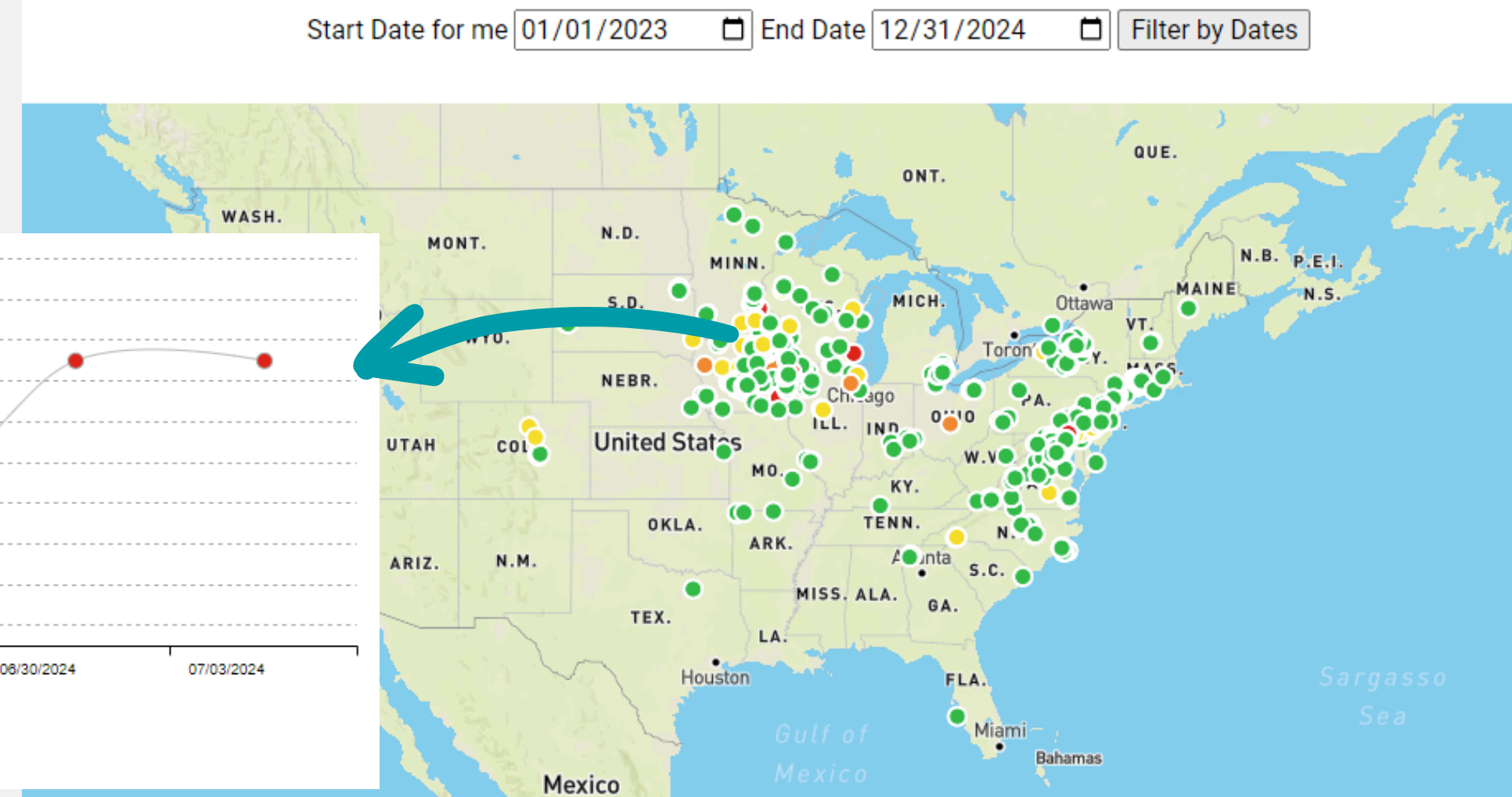
Goal:

Transform the Clean Water Hub website into the go-to resource for timely information about water quality at the community level by...

- providing **easy-to-understand maps and reports** showcasing water quality data.

Progress:

New **mapping features** available for displaying Salt Watch and Nitrate Watch data.



Community-based Conservation and Volunteer Science

Turning Data into Action

Goal:

Transform the Clean Water Hub website into the go-to resource for timely information about water quality at the community level by...

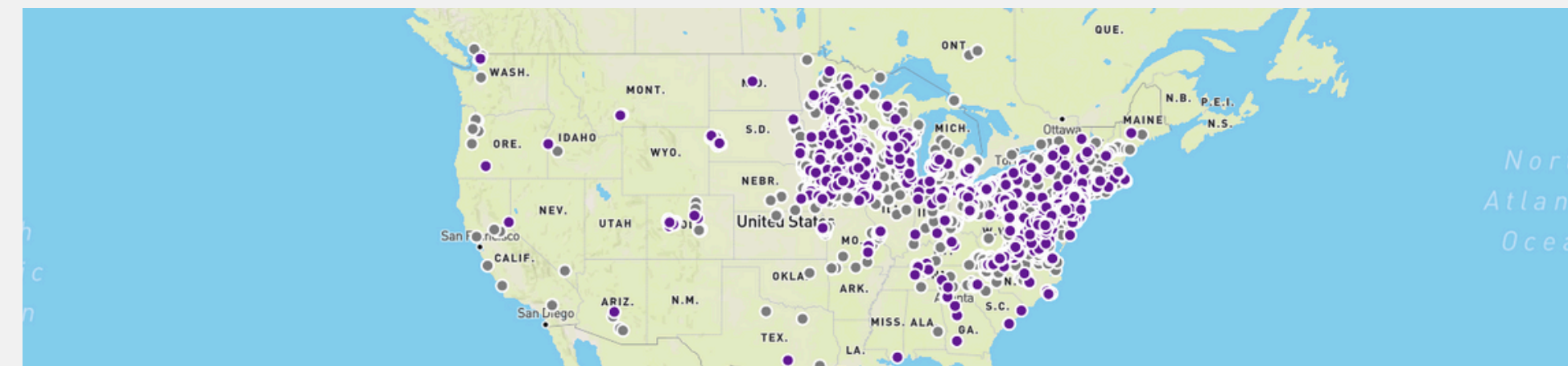
- **growing the base of volunteers** submitting test results from 100 to **300 groups** and as many as **10,000 individual volunteers.**

Progress:

over **265 organizations** using Hub



over **2,400 individual users**



17710

Stations

57505

Samples

267

Organizations

2428

Members

Community-based Conservation and Volunteer Science

Turning Data into Action

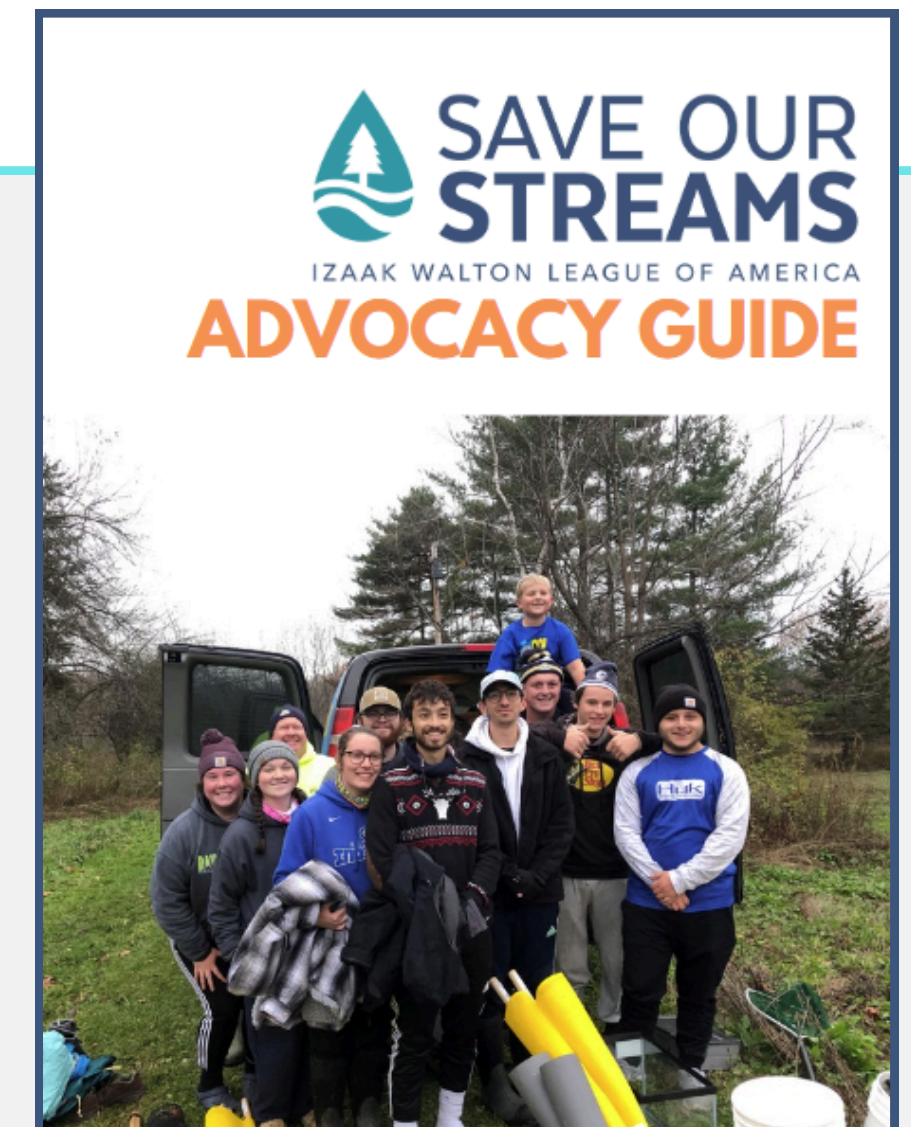
Goal:

Transform the Clean Water Hub website into the go-to resource for timely information about water quality at the community level by...

- augmenting advocacy resources, training and tools to **facilitate public communication with policymakers** about water quality issues in local communities.

Progress:

Staff produced and are regularly updating a comprehensive **Advocacy Guide** written specifically for volunteers and to support grassroots advocacy.



Community-based Conservation and Volunteer Science

Turning Data into Action

Goal:

Initiate robust **STEM education** (emphasizing science, technology, engineering and math) programs using Save Our Streams biological and chemical water quality monitoring in at least 10 high schools in the Mid-Atlantic and Midwest.

Progress:

With a grant from the Iowa Division, League staff shared information about community science programs and free test kits with **253 Iowa science teachers** in the fall of 2023.



Community-based Conservation and Volunteer Science

Turning Data into Action

Goal:

Facilitate **volunteers' engagement with private companies that apply salt** and other chemical deicers to request these companies reduce chemical use by at least 25 percent.

Progress:

League staff created a **Salt Watch Advocacy Guide** and **flyers in English & Spanish** for volunteers to utilize when reaching out to different groups of salt applicators.





Community-based Conservation and Volunteer Science

Driving Change from the Bottom Up



Community-based Conservation and Volunteer Science

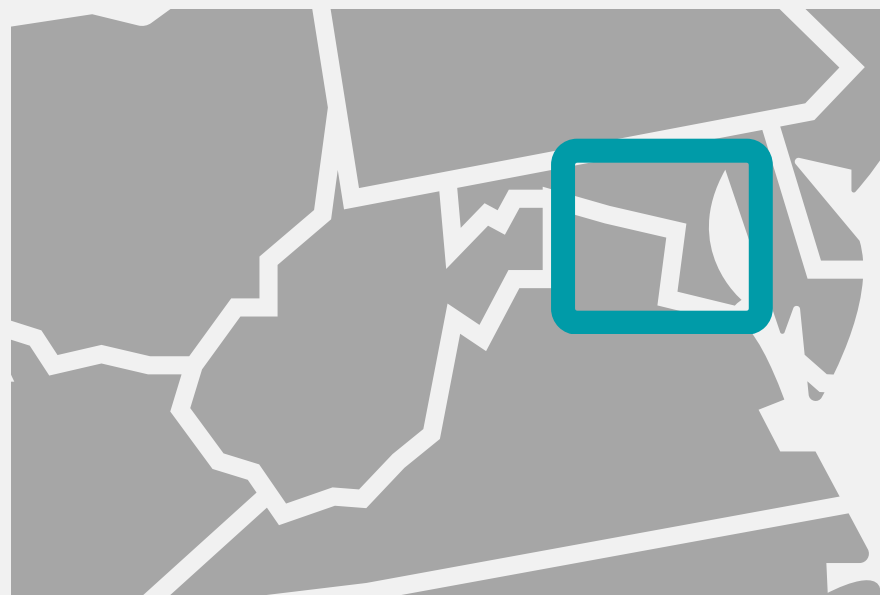
Driving Change from the Bottom Up

Goal:

Support development and implement of **grassroots advocacy campaigns** in 10 to 15 communities to reduce use of road salt and chemical deicers by at least 25 percent across the entire community.

Progress:

Priority regions identified for initial campaigns: **metro DC region**, including suburban Maryland and northern Virginia, and the **greater Cleveland area**.





Advocacy for Common-Sense Conservation

A Comprehensive Approach to Conservation



Advocacy for Common-Sense Conservation

A Comprehensive Approach to Conservation

Goal:

Safeguard drinking water supplies and wildlife habitat by pressing Congress to **amend the Clean Water Act** to reaffirm it protects all natural streams and wetlands in the United States.

Progress:

The League is strongly advocating for **Clean Water Act of 2023** in U.S. House of Representatives.



Advocacy for Common-Sense Conservation

A Comprehensive Approach to Conservation

Goal:

Increase advocacy for public policies and funding to **address the urgency of the climate crisis.**



Progress:

The League is advocating to renew the **North American Wetlands Conservation Act (NAWCA).**

The League is helping to craft **national grassland conservation legislation.**



Advocacy for Common-Sense Conservation

Transforming Agriculture



Advocacy for Common-Sense Conservation

Transforming Agriculture

Goal:

Advocate to:

- **Double conservation funding** to \$10 billion annually in the 2023 Farm Bill.

Progress:

Farm Bill proposals would **increase conservation funding by about 25%** - \$13 billion - over 10 years.



Advocacy for Common-Sense Conservation

Transforming Agriculture

Goal:

Advocate to:

- **Expand use of soil health practices,** with a goal of practices on tens of millions of acres in 10 years

Progress:

Farm Bill proposals include the League's **State and Tribal Soil Health Grant program.**



Advocacy for Common-Sense Conservation

Transforming Agriculture

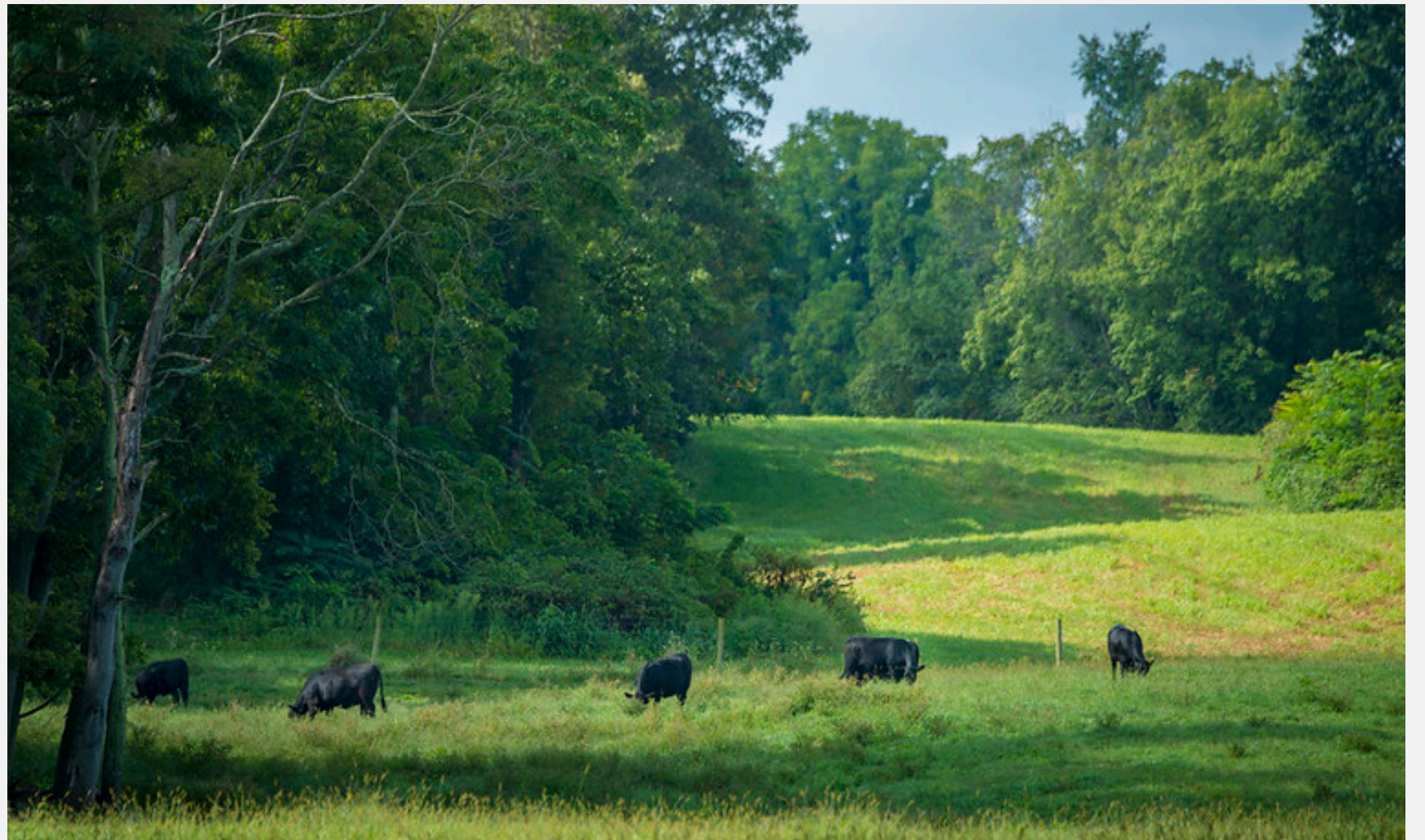
Goal:

Advocate to:

- Accelerate the transition to **regenerative agriculture** by passing targeted federal legislation, including the League's **Good Farmer Discount**.

Progress:

Senate draft **Farm Bill** includes elements of our Good Farmer Discount.





Advocacy for Common-Sense Conservation

Defending a Century of Progress



Advocacy for Common-Sense Conservation

Defending a Century of Progress

Goal:

The League will **defend bedrock principles and policies** that protect public health and conserve natural resources for all Americans.



Progress:

The League is especially focused on responding to the damaging U.S. Supreme Court decision in ***Sackett v. EPA***.

The League is advocating for passage of the **Clean Water Act of 2023**.

We are **mobilizing our growing volunteer network** to monitor wetland drainage and to specifically report changes in water quality in streams.



Connecting People to the Outdoors

Gateway to the Outdoors



Connecting People to the Outdoors

Gateway to the Outdoors

Goal:

Support chapters with shooting sports facilities in **proactively engaging audiences** that do not have a family history of participation.



Beloit, WI Chapter

Progress:

The National office promotes public events during **National Shooting Sports Month (NSSM)** each August and providing **mini-grants** to chapters that host public events during NSSM.

Connecting People to the Outdoors

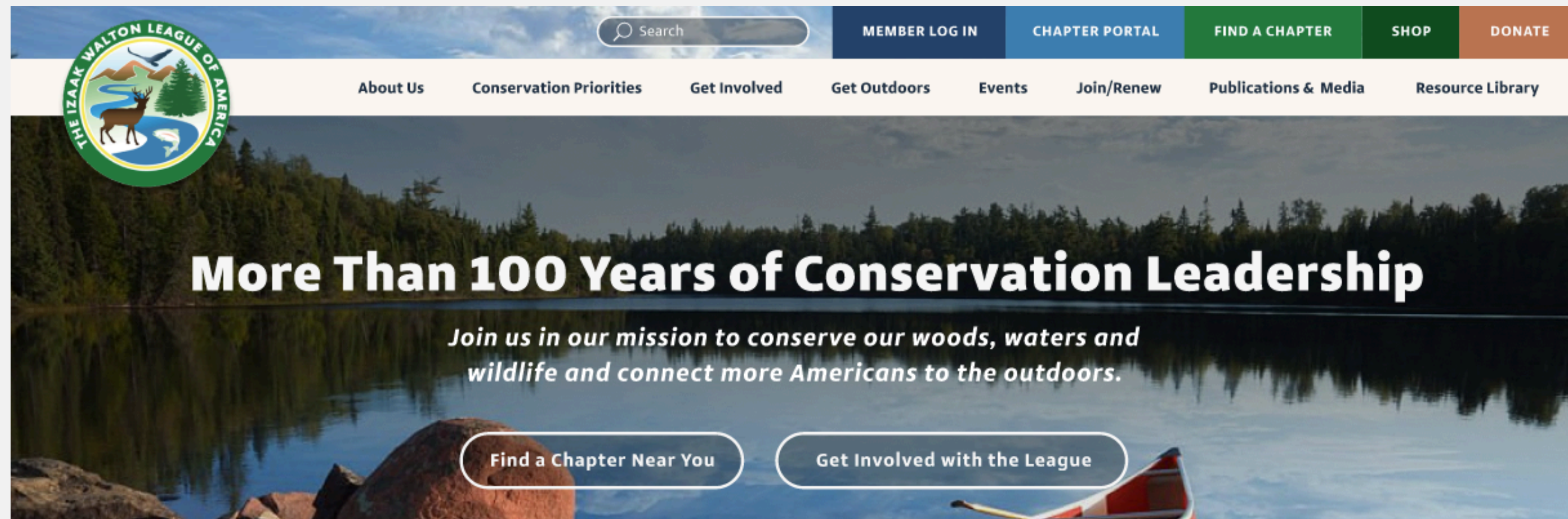
Conservation for Everyone

Goal:

Leverage virtual resources to more effectively inform audiences nationwide about how they can get involved in conserving natural resources.

Progress:

New national website is more purposefully designed and will be strategically managed to better communicate with general audiences.



Priorities Going Forward

Building on our momentum

Great progress

More work to do

Need everyone to **Act, Advocate, and Amplify**



Priorities Going Forward

Volunteer Science

Salt Watch:

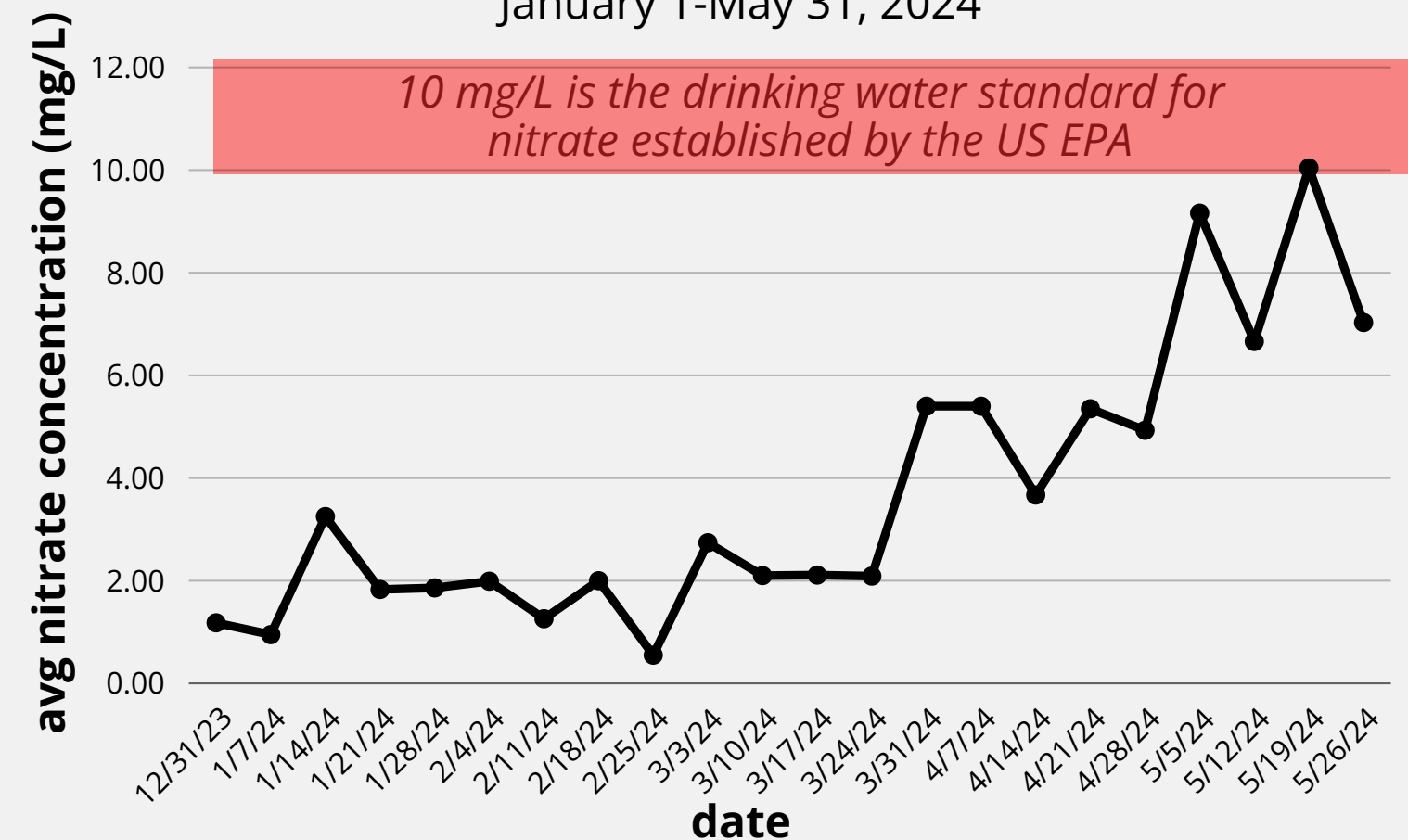
- Growing the volunteer base
- Proactively supporting the development of comprehensive, community-based campaigns

Nitrate Watch:

- Growing the volunteer base
 - Priority regions to engage next: WI, MN, Erie watershed
- Public education about the pollution problem using local data



Average nitrate concentration (mg/L) in surface water reported by Nitrate Watch volunteers nationwide
January 1-May 31, 2024



Priorities Going Forward

Public Policy

Advocacy is continuous, progress is incremental

Push a better Farm Bill over the finish line

Restore and strengthen protection for wetlands and streams



Priorities Going Forward

Connecting People with the Outdoors

Chapters are a gateway to the outdoors

- Making connections locally

Seize opportunities with millions of new gun owners

Engage your community in simple volunteer science



Get Involved

Act • Advocate • Amplify



Take at least one action

- Personally
- Chapter/Division
- Community

Get Involved

Act • Advocate • Amplify



Advocate for change

- Public policy at all levels
- Changing behavior does NOT require a law or ordinance
- Coordinate community-based campaigns using proven models

Get Involved

Act • Advocate • Amplify



Raise visibility of the League

- Share information about local environmental quality
 - Clean Water Hub
- Use resources
 - Salt Watch and Nitrate Watch Chapter Toolkits
- Collaborate

Saving Outdoor America:

The Izaak Walton League Vision for
a Second Century of Conservation



THANK YOU

for the role you play in
bringing this vision to life