



Everything is different. And nothing has changed.

Dear Friend of Pure Water,

As you have in your daily life, Brodhead Watershed Association has adapted to the times. With virtual meetings and working from home, we're doing more than ever to keep drinking water safe and pure.

In fact — necessity being the mother of invention — we've found new, surprisingly effective ways to fulfill our mission, deliver our clean-water message to even more people, and change minds and habits.

Maybe you've read about BWA's new green infrastructure projects that protect the Mill Creek ... Or seen some of two dozen artist-painted rain barrels throughout Mountainhome ... Or been inspired to hike a new creek trail by one of our video "virtual hikes" ... Or got to order exactly the native plants you wanted in our contactless native plant sale ...

All managed safely, and socially distanced!

We're the water watchdogs, thanks to our dedicated corps of volunteers. **But even with their help and hours of unpaid, donated work, we still need to raise \$30,000 every year to fulfill our mission.**

Your financial support makes work like this possible. Your donations stay right here, in the watershed, working to keep drinking water pure and safe — for all of us, and for generations yet to come.

In this season of hope, giving, and gratitude, your gift to BWA's annual appeal shows your personal commitment to clean water — and gives us all hope for the future!

Sincerely,


Kelly Gallo, BWA executive director

Don't forget the big tax break this year!

The Coronavirus Aid, Relief and Economic Security (CARES) Act provides new incentives for donors to contribute to their favorite charities this year.

*There is now a \$300 above-the-line (\$600 for couples!) charitable income tax deduction. If you make a donation in 2020, and don't itemize on your 2020 taxes, then you can give \$300 to charity and get a full \$300 tax break in addition to the standard deduction. **That means your donation is 100% deductible!***

You can still benefit even if you do itemize. The CARES Act allows for cash contributions to qualified charities to be deducted up to 100% of your adjusted gross income for 2020. There are also benefits for making a tax-free transfer from an IRA to a charity. Please check with your financial advisor regarding these policies.

 Please fill out this form and return with your donation.



Yes! For my children, grandchildren, and generations to come, I support BWA's work for clean, healthy water. Enclosed is my gift of:

\$25 \$50 \$75 \$100 \$ _____

Name _____

Address _____

City, state, zip _____

Email _____

Phone _____

Donate today!

The first 20 donors who contribute \$100+ will receive a free BWA reusable tote bag!



Please send my BWA tote bag if I am among the first 20 to donate least \$100.

I don't want a tote bag, but I still want to donate!

Bag is unbleached cotton; body of bag measures 15 by 15.5 inches.

Please send your check with this form to:
BWA, PO Box 339, Henryville, PA 18332

Or make your gift online at
brodheadwatershed.org/support

BWA

now streaming!



Here are some of the ways BWA made 2020 work, protecting the natural world, educating the public, and keeping drinking water pure. **Thank you for helping these good works continue with your donation!**

WATER WATCHING

- New data loggers have been installed to gather information on creek health (*Todd Burns and Michael Johnson on Swiftwater Creek, right*).
- Our dozens of vigilant, dedicated Streamwatchers continue to collect and analyze water samples from creeks and streams throughout the watershed, adding to a 30+ year history of water quality in the Brodhead watershed.



HANDS-ON VOLUNTEERING

- Volunteer cleanups get people outside safely together, doing good work.
- Our Greening Mountainhome project puts green infrastructure front and center. Ongoing projects demonstrate how pervious pavers prevent erosion and pollution, how rain barrels reduce stormwater runoff, how a carefully designed underground trench can slash erosion and pollution.
- With help from BWA, volunteers (*including Matt Dilger, left*) demonstrate “knocking out” knotweed along Mill Creek – an ongoing project to eliminate the invasive plant.

HONORING THE OUTDOORS

- Thousands of people have gone on our “virtual hikes” to Indian Ladder Falls, the Cherry Creek, and many more (*Carol Hillestad on a virtual hike at Cresco Heights, right*).
- Stories about hikes to creeks, waterfalls, and views help folks find new ways to spend time outdoors, brightening attitudes has been to mental health and physical health.



EDUCATING OTHERS

- Online workshops on setting up and maintaining rain barrels, gardening with native plants, and other topics help people stay engaged.
- Our invasive species series of stories appear in local media and online.
- Communicate with municipalities, elected officials, and agencies on issues affecting our shared water resources.