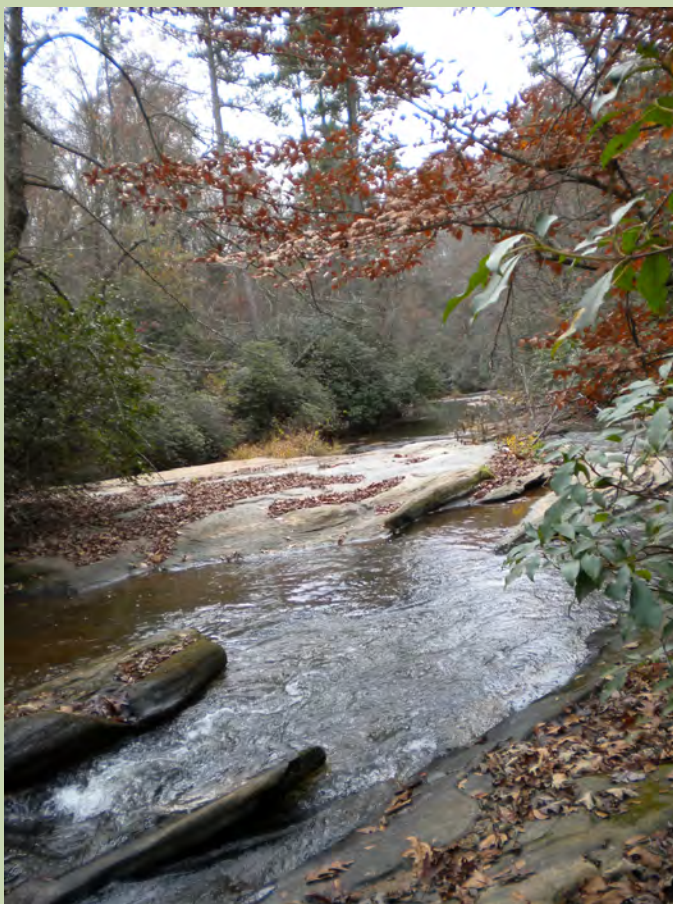


UPSTATE FOREVER
ANNUAL REPORT
2010



OUR MISSION

To promote sensible growth
and protect special places
in the Upstate region
of South Carolina.



Ramsey Creek Preserve Tract II in Oconee County, one of the important places protected by Upstate Forever in 2010

Upstate Forever

2010

Board of Directors

Paul Agnew
Dick Carr
Allen Creighton
Dianne Culbertson
Jimmy Grantham
Marianna Habisreutinger
Brice Hipp
Wes Hulsey
Joe James
Tom Kester
Drew Lanham
Joe Lesesne
Erwin Maddrey, Chair
Patrick McMillan
Marshall Meadors
Mary Miller
Scott Montgomery
Leon Patterson
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Russell Harris
George Dean Johnson, Jr.
John Knott
John Lane
Mike Nicklas
Sue Priester
David Shi
Gus Speth
Bill Workman
Neal Workman

Staff (at year end)

Sherry Barrett, *Sustainable Communities Program Associate*
Kirbie Crowe, *Membership and Special Events Director*
Clyde Eldridge, *Development Coordinator*
Nancy Fitzer, *Education Director*
Laura Garrett, *Rural Waters and Conservation Stewardship Associate*
Lisa Hallo, *Urban Rivers Project Senior Associate*
Erika Hollis, *Urban Rivers Project Associate*
Erin Jordan Knight, *Co-Director of Land Trust Program*
Dana Leavitt, *Land Trust Special Projects Director*
Heather Bergerud Nix, *Co-Director of Clean Air and Water Program*
Peg O'Donoghue, *Financial Director*
Jacqueline Oliver, *Co-Director of Land Trust Program*
Shelley Robbins, *Sustainable Communities and Clean Air Associate*
Chris Starker, *Rural Waters Project Associate*
John Tynan, *Co-Director of Clean Air and Water Program*
Angela Viney, *Director of Sustainable Communities Program and Director of Spartanburg Office*
Mary Walsh, *Urban Rivers Project Associate*
Gretchen Wilson, *Office Manager*
Ed Winkler, *Assistant Financial Director*
Brad Wyche, *Executive Director*

Front cover photos: Chatooga Belle Farm, Oconee County (photo courtesy of Edward Land); cyclists on the Swamp Rabbit Trail, Greenville County
Back cover photo: River Ridgeline Tract II in Pickens and Greenville Counties, protected by Upstate Forever in 2010

2010 ANNUAL REPORT

Upstate Forever had another successful year in 2010! Some of the highlights include:

- After more than a year of productive discussion, we completed a five-year strategic plan for 2011-2015 as well as a five-year membership and development plan.
- We released a Special Places Inventory for Spartanburg County.
- The hugely popular Swamp Rabbit Trail, which we played a key role in establishing, had its grand opening.
- We continued our involvement in monitoring the dredging of sediments and upcoming removal of two dams from Twelve Mile River and were awarded funding for a study of sediments behind the third and final one.
- We reached a compromise with the Cliffs Communities to reduce negative impacts of a new development on the North Saluda River.
- We worked with Clemson University researchers to publicize an important study showing that the Upstate lost 700,000 acres of forest cover from 1992 to 2010.
- We permanently protected over 500 additional acres of important lands in the Upstate and continued active landowner outreach efforts in Anderson, Oconee, and Pickens Counties.
- Successful events included our 1st Annual ForeverGreen Annual Awards Luncheon, our 4th Annual Art & Conservation Celebration, Outdoor Family Adventure Day, a presentation by ocean rower Roz Savage, Green Screen and Flicks for Thought film series, field trips, and our Annual Meeting.
- We published our *Upstate Advocate* newsletter, *Upstate Update* bulletin, a monthly events listing, events notices, and more.
- We continued our participation in the South Carolina legislative process, supporting and shaping many statewide conservation policy initiatives.
- More than 90 volunteers donated over 1,300 hours of their time to a wide variety of projects.
- *Upstate Forever* ended 2010 with 1,970 members. None of this vital work would be possible without the generous support of our members and other donors. Thank you!



Upstate Forever volunteers at the Swamp Rabbit Trail's "Grand Hopping"



Vardy McBee's Brushy Creek Farm in Greenville, protected in 2010



Dick Carr

Upstate Forever's Annual Meeting



Upstate Forever's ten-county program area

On the following pages is more information about these and other 2010 highlights, organized by program area.

www.upstateforever.org

SUSTAINABLE COMMUNITIES PROGRAM

- With the goal of promoting better land use and infrastructure planning throughout the Upstate, our staff monitors planning activity in all ten Upstate counties. In 2010, we were actively involved in the comprehensive planning process in Pickens and Oconee Counties as well as in other local planning initiatives, providing encouragement and information for members wishing to get involved.

- We received a grant from the Mary Black Foundation to continue our work in Spartanburg County on land use planning with a focus on the public health impacts.

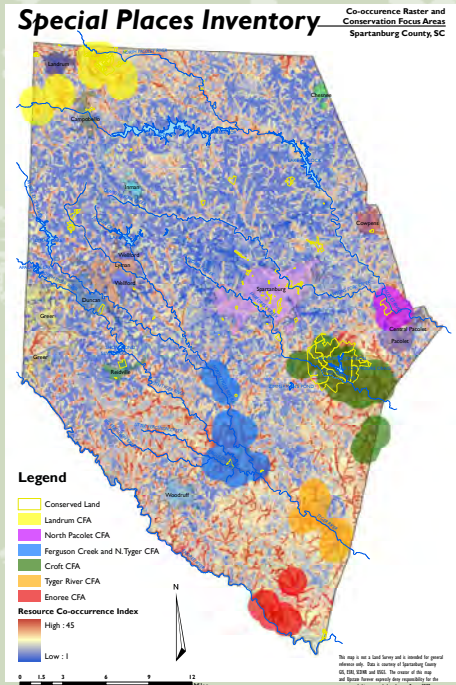
- We released a groundbreaking inventory of Spartanburg County’s most ecologically sensitive lands. A *Special Places Inventory for Spartanburg County* identifies six “Conservation Focus Areas” worthy of protection and special attention. This inventory is a resource not only for *Upstate Forever* in our Land Trust work but also can serve as a guide for our local governments in their planning and development programs.

- In a partnership with the Center for Humans and Nature, Audubon of SC and Wofford College, we held a forum to introduce the faith community to the concept of “Creation Care.” Over 40 participants, representing a diversity of faith communities in the Upstate, learned about starting green initiatives at their places of worship.

- *Upstate Forever* continued to provide leadership in the effort to strengthen South Carolina’s laws and regulations in fighting unnecessary landfill projects and promoting waste reduction through recycling.



Tyger River Clean-up Day

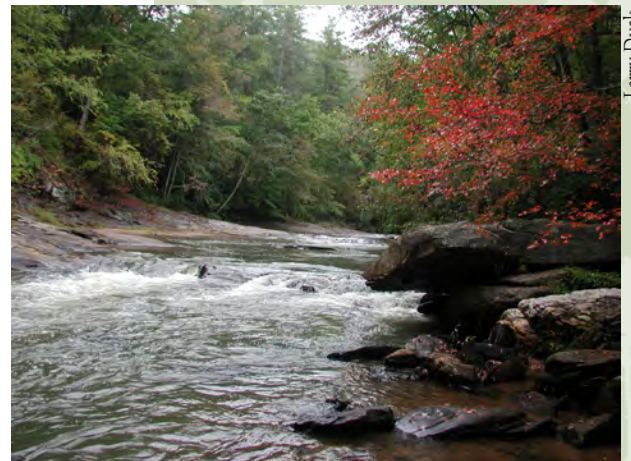


Conservation Focus Areas in Spartanburg County

CLEAN AIR AND WATER PROGRAM

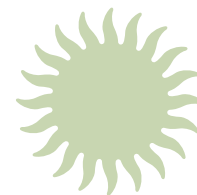
- In preparation for the removal of two dams on Twelve Mile River, dredging of PCB-laden sediments began in 2010 after strong advocacy by *Upstate Forever* and our partners. We also worked toward the restoration of the entire river system by advocating for removing the third and last dam. We secured funding for an assessment of the sediment above this dam.

- We continued our work with “The Air We Breathe,” a collaborative effort of *Upstate Forever*, the Spartanburg Area Chamber of Commerce, the Spartanburg Development Association, and Spartanburg County government to inform the public about the impacts of ground-level ozone on health, economic development and quality of life. In 2010, we conducted three educational workshops on cleaner diesel technology, the health and economic impacts of poor air quality, and air-quality activities for families.



Twelve Mile River, Pickens County

Larry Dyck



CLEAN AIR AND WATER PROGRAM, *continued*

- We continued our work on the Targeted Watershed Grant funded by the USEPA and the V. Kann Rasmussen Foundation, which includes the development of a Floodplain Restoration Bank (FRB), Stormwater Banking Program (SBP), and Decision-Making Tool (DMT). In 2010, we continued refining the details of the FRB and completed a related peak-demand parking study and analyzed the results. We also finalized the proposed details of the SBP for Greenville County staff. Our staff introduced the SBP and/or FRB to the Cities of Mauldin, Fountain Inn, Travelers Rest, Greer, and Greenville for potential future adoption by these municipalities. The DMT, which enables developers to evaluate the water quality impacts of projects at the site, neighborhood, and regional levels, was tested and finalized in 2010 and presented to targeted individuals and organizations.



Parking demand study

- We hosted numerous educational forums for engineers, developers, local officials, and interested citizens: six stormwater educational events in Anderson and Pickens, two Low-Impact Development (LID) workshops in Laurens and Greenwood (in partnership with SC Rural Watershed Association), and two Water: Securing Our Future speaker series events in Spartanburg (made possible by a grant from the JM Smith Foundation). We also installed educational signage at three stormwater wetlands demonstration sites throughout the Upstate.



Stormwater education event, Anderson County

- We achieved a huge milestone in our “Saving Lake Greenwood” campaign with DHEC’s commitment to establish phosphorus limits on the wastewater treatment plants discharging into the Saluda River.

- *Upstate Forever* reached a settlement with the Cliffs Communities to reduce impacts of a development on the North Saluda River.

- We participated in state, regional, and national discussions with a variety of stakeholders on how to improve stormwater regulations.



Rain Garden installation, City of Greenville

- We coordinated the installation of eight rain gardens in Cleveland Park in Greenville and one at Christ Church Episcopal School.

- We signed the stakeholder charter for the relicensing process for Duke Energy on Lakes Keowee and Toxaway and continued to work to ensure that conservation concerns are addressed.

- We partnered with Spartanburg County on a program to retrofit nine diesel fleet vehicles to reduce particulate emissions by up to 85 percent.

- We began work on our Sustainable Skylines Initiative grant from US EPA to study and promote specific transportation, energy, land use, and air pollution control initiatives to improve air quality and reduce greenhouse gas emissions in the Upstate.



Diesel truck retrofit, Spartanburg County

LAND TRUST PROGRAM

• During 2010, *Upstate Forever* added six new conservation agreements with private landowners, protecting 541 acres in Abbeville, Greenville, Oconee, and Pickens Counties.



• Our Land Trust Program has placed a total of 14,835 acres of critical farm, forest, and historic lands under permanent protection. We achieved a 99 percent compliance rate

among landowners with our conservation agreements.



Broad Mouth Creek Farm in Abbeville County, protected in 2010

• Volunteer outreach groups are active in Anderson, Oconee and Pickens Counties, educating fellow landowners about the benefits of land conservation through numerous social events and personal contacts. Work began on the formation of a new outreach group in Cherokee County.

• The Oconee outreach group, Oconee Forever, continued to advocate for a local conservation bank to fund projects in the county, and a bill to establish such a bank was drafted for County Council.



Land Trust Outreach event in Pickens County with Rudy Mancke

2010 ANNUAL AWARD WINNERS

Upstate Forever's second ForeverGreen Annual Awards Luncheon on February 3, 2011 honored distinguished individuals and organizations in several areas and featured "Ultimate Keynote" Chuck Leavell, keyboard player for The Rolling Stones. Congratulations to our award winners, pictured below:

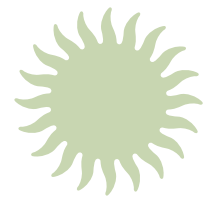
Standing, left to right:

- Mayor Rick Danner: Public Servant of the Year
- Dr. Dave Hargett: Clean Water Champion
- Rick Huffman: Volunteer of the Year
- Hon. Jennifer Willis, representing Pickens County: Clear Skies Champion

Sitting, left to right:

- Frank Holleman, representing Naturaland Trust: Land Conservation Champion
- Dr. Frank Powell: Sustainable Communities Champion
- Tommy Wyche: Extraordinary Achievement Award





FINANCIAL REPORT

Years Ended December 31, 2008, 2009 and 2010

Unrestricted and Temporarily Restricted Funds

Public Support and Revenue	2010	2009	2008
Restricted Grants			
Clean Air & Water Program	\$284,434	\$482,781	\$298,308
Spartanburg Office/Sustainable Communities Program	\$143,816	\$99,100	\$132,000
Land Trust Program	\$70,000	\$102,500	\$57,000
Conservation Easement Grant	\$0	\$750,000	
Total Restricted Grants	\$498,250	\$1,434,381	\$487,308
Major Donor and Other Contributions	\$304,582	\$269,782	\$367,815
Membership	\$131,840	\$134,932	\$125,159
Other	\$54,772	\$105,939	\$332,268
Investment Income (Loss) from Land Trust Endowment Temporarily Restricted Funds	\$82,740	\$134,520	(\$179,968)
TOTAL PUBLIC SUPPORT AND REVENUE	\$1,072,184	\$2,079,554	\$1,132,582

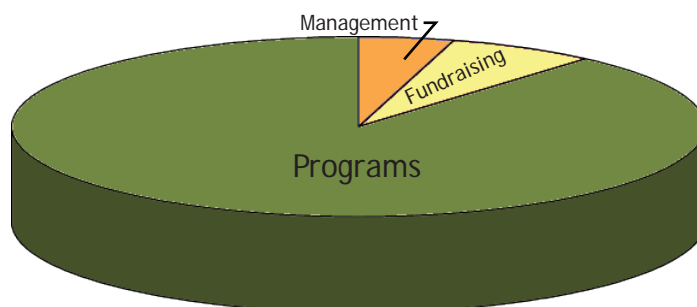
Expenses	2010	2009	2008
Program			
Subcontractor Costs/Clean Air and Water Program	\$91,881	\$236,230	\$190,840
Conservation Easement Acquisition	\$0	\$750,000	
Other Program Costs	\$803,235	\$879,460	\$1,219,331
Management	\$90,443	\$57,379	\$72,497
Fundraising (including membership records)	\$105,521	\$94,318	\$109,948
TOTAL EXPENSES	\$1,091,080	\$2,017,387	\$1,592,616

CHANGE IN NET ASSETS	(\$18,896)	\$62,167	(\$460,034)
CUMULATIVE EFFECT OF ACCOUNTING CHANGE			\$231,285
NET ASSETS, BEGINNING OF YEAR	\$1,470,655	\$1,408,497	\$1,637,246
NET ASSETS, END OF YEAR	\$1,451,769	\$1,470,665	\$1,408,497

NOTE: Click [here](#) to view our audited financial statement for 2010.

NOTE ON CONSERVATION EASEMENT VALUATION CHANGE: Effective January 1, 2009 Upstate Forever changed its policy regarding the valuation of conservation easements and restated the 2009 financial statements. Since conservation easements do not have any market value in the hands of the organization, a zero valuation method was adopted to better reflect the organization's financial position. All previously stated values were deducted from permanently restricted net assets and the 2009 acquisition of a conservation easement for \$750,000 was recorded as revenue and expense. A list of easements, their acreage and estimated values are included in the notes to the audited financial statements. See notes to the audited financial statements for a more detailed discussion of this change in policy.

NOTE ON LAND TRUST ENDOWMENT ACCOUNTING CHANGE: In 2008, a change in the policy related to the accounting for endowment funds was announced. Upstate Forever adopted the policy in 2009 and recorded a \$231,285 cumulative effect of accounting change in 2008. In 2010 Upstate Forever reported investment gains of \$82,740 and at year end the balance of the permanently restricted endowment account was \$613,487 in marketable securities and \$35,910 in accounts receivable to the endowment fund. See notes to the audited financial statements for a more detailed discussion of this change in policy.



In 2010, program work accounted for 82 percent of total expenses.



Upstate Forever

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