

mountaintrue. 2024 ANNUAL REPORT

Stronger Together

This year, we needed to be nimble. 2024 was set to be another year of success and progress. Our litigation against the Southside Project successfully protected the Whitewater Special Interest Area. The Healthy Communities team helped secure new regulations protecting Madison County communities from large biomass facilities and crypto-mining operations. We removed the Shulls Mill Dam on the Watauga River, cleared an invasive plant that posed a serious threat to Lake Chatuge, and coordinated over \$400,000 in septic repairs for homeowners who were financially unable to repair or maintain their systems, resulting in immediate water quality improvements.

Then Helene arrived and changed everything.

But MountainTrue didn't flinch. When Helene devastated our region, our staff and volunteers were on the front lines providing much-needed food and water, participating in search and rescue operations, and using our Saluda office as the community supply hub, among other relief efforts. We tested more than 300 drinking wells, cleaned up over 100,000 pounds of debris, and coordinated the most thorough watershed-wide analysis of contaminants and sediments post-Helene. This work will evolve as our communities recover and rebuild.

Rolling into 2025, we continue to lead efforts on critical issues like cleaning up our rivers, forest protection, community planning, and housing. Your support makes this vital work possible!

Bob

Bob Wagner,
MountainTrue Executive Director

Celebrating the Wins



Advocacy & Engagement

In 2024:

- 300+** Volunteers Worked More Than 5,700 Hours
- 150+** CCA Symposium Attendees
- 22** Advocacy Actions Taken

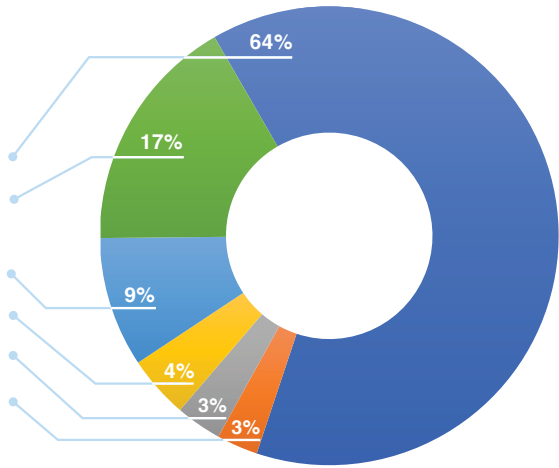
In the Field



Financials

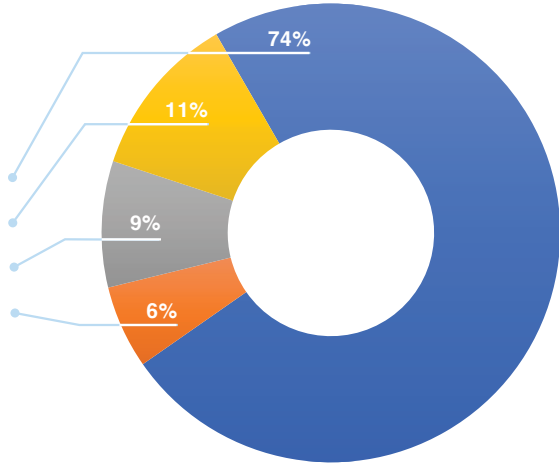
Revenue

Members and Individual Donations	\$1,928,253
Grants	\$511,235
Business and Organizational Giving	\$278,524
Contract Services	\$133,818
Event Income	\$98,490
Misc	\$88,528
Total:	\$3,038,848



Expenses

Clean Water, Resilient Forests, and Healthy Communities	\$1,841,988
Fundraising	\$290,102
Administration	\$222,690
Communications	\$146,784
Total:	\$2,501,564



*Unaudited numbers

Board of Directors

- Harlie Palme, Chair
- Nicholas Holshouse, Vice Chair
- Miller Williams, Treasurer
- Jane Margaret Bell, Secretary
- Kareen Boncales, At-Large Executive Committee Member
- Stevie Brooks
- Sarah Cooper
- Jenny Dissen
- Lucia Ibarra
- Trevor McKenzie
- Duncan McPherson
- Enrique Sanchez
- Katherine Taaffe
- Stephen Tillotson

Staff

- Anna Alsobrook, French Broad Riverkeeper
- Susan Bean, Housing and Transportation Director
- Adam Bowers, Development Director
- David Caldwell, Broad Riverkeeper
- Hartwell Carson, Water Team Director
- Emma Crider, High Country Outreach Coordinator
- Nancy Diaz, Healthy Community Organizer
- Amy Finkler, Development & Engagement Manager
- Jack Henderson, French Broad Paddle Trail Manager
- Andy Hill, High Country Regional Director & Watauga Riverkeeper
- Gray Jernigan, Deputy Director & General Counsel
- Chris Joyell, Healthy Communities Director
- Josh Kelly, Resilient Forests Director
- Julie Mayfield, Senior Policy Advisor
- Callie Moore, Western Regional Director
- Karim Olachea, Deputy Director of Strategy and Communications
- Erica Shanks, Green Riverkeeper and Watershed Outreach Coordinator
- Katherine Stahl, Resilient Forests Engagement Manager
- Jon Stamper, River Cleanup Coordinator
- Sydney Swafford, Development & Operations Coordinator
- Bob Wagner, Executive Director
- Tony Ward, Western Region Program Coordinator
- Maddy Watson, Communications Manager
- Hannah Woodburn, High Country Watershed Outreach Coordinator

Ways to Give



Online or by Mail

Visit mountaintrue.org/donate to give today, or mail a check made out to MountainTrue to 29 N. Market St., Suite 610, Asheville, NC 28801.

Monthly Giving

Become a monthly donor and your small regular gift can make a large cumulative impact. Sign up by following the QR code above.

Gifts of Stock

A gift of stock supports MountainTrue and offers you financial benefits. Your broker can transfer securities directly to MountainTrue. Contact members@mountaintrue.org for more information.

Create a Legacy

Giving through your will, IRA, or any number of planned giving vehicles can make a deep and meaningful impact for future generations. Contact Development Director, Adam Bowers at adam@mountaintrue.org for more information or visit mountaintrue.org/planned-giving.