

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 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

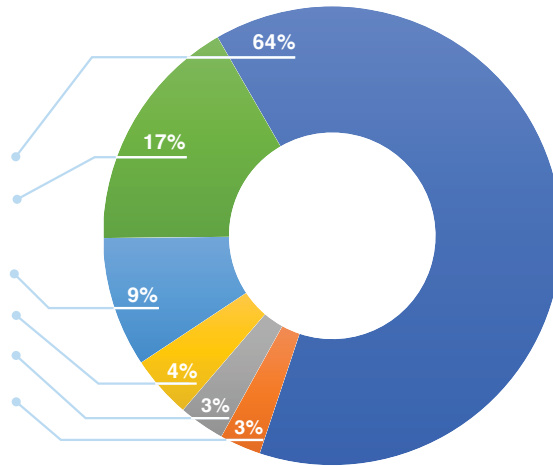
In the Field



Financials

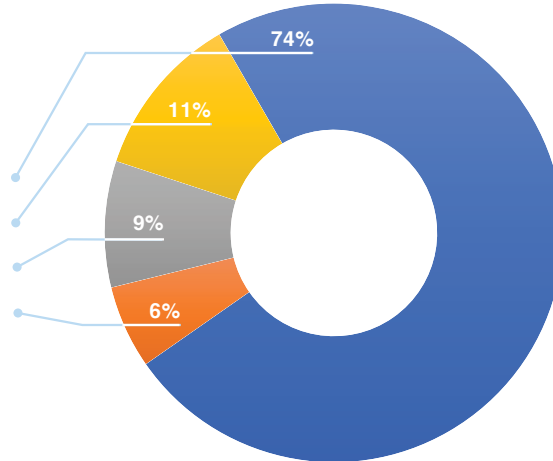
Revenue

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.