



# 2022 IMPACT REPORT



# Message from the Board Chair & Executive Director

## Dear Supporters,

Clean Lakes Alliance envisions a community renowned for its healthy lakes, lands, and waters. The more people who share in this vision, the more that clean, safe, and vibrant lakes will become a priority. Making lakes Mendota, Monona, Wingra, Waubesa, and Kegonsa top priorities is, therefore, foundational to everything we do.

In concert with building a stronger alliance and positive voice for our lakes, we remain laser-focused on reducing phosphorus pollution—the leading contributor to algal blooms and poor water quality. We also work to expose other threats while leveraging opportunities that will further our mission.

2022 was another year characterized by strong partnerships, driven team members, and a growing base of support helping us to successfully “champion the lakes and watershed stewardship for the benefit of all.” With renewed attention to core program services, new event formats, and the power of volunteerism, we successfully completed another year even healthier and more focused than ever.

Since our founding in 2010, Clean Lakes Alliance has grown to become one of the largest and most influential nonprofit lake organizations in the nation. Additionally, we ended the year on a strong financial footing as we continue to diversify and shift our revenue streams to earlier fiscal quarters.

Thank you for helping us further the goal of achieving a better water quality future for our lakes.

Respectfully,



Linda Nedelcoff  
Board Chair



James Tye  
Founder & Executive Director



James Tye (3rd from left) and Linda Nedelcoff (4th from left) pictured with members of the Ho-Chunk Nation at the 2023 Clean Lakes Alliance Community Breakfast



**Our Vision:**  
We envision a community renowned for its healthy lakes, lands, and waters.

**Our Mission:**  
It is our mission to champion our lakes and watershed stewardship for the benefit of all.

# Donor Impact

Clean Lakes Alliance is dedicated to improving and protecting our local lakes, rivers, and wetlands. Our efforts are made possible thanks to the financial and human resource support of individuals and businesses in our community. Whether you are an individual lake lover or a business that sees the economic value in our waters, Clean Lakes Alliance has an opportunity for you to give to our cause.

## Friends of Clean Lakes

Friends of Clean Lakes is the individual-driven fundraising opportunity for supporters of Clean Lakes Alliance, dedicated to building a larger community of people who support our lakes. As a Friend of Clean Lakes, your tax-deductible donation directly benefits work to clean up our lakes.

## Lake Partners

Lake Partners are businesses, organizations, and local governments that support Clean Lakes Alliance through an annual donation made independent of events, sponsorships, or programs. Lake Partners also choose to demonstrate their commitment to clean lakes by making improvements on their properties, educating staff about watershed sustainability, and participating in volunteer opportunities.

## 63Club

The 63Club is a monthly donation program. 1963 was the year that the Mad-City Ski Team was founded. In the 2000s, the team held the Clean Lakes Festival which led to the creation of Clean Lakes Alliance. Additionally, Lands' End — a company whose heritage is rooted in water — was also founded in 1963 and now serves as a Sustaining Founder to Clean Lakes Alliance.

## Yahara Society

Yahara Society individual and business members believe that cleaning up our lakes should be one of our community's top priorities, affirming that belief by giving \$1,000 or more in a calendar year independent of sponsorships or ticket purchases.



ATC and Shive-Hattery Volunteer Day at Warner Park



Foley & Lardner and John Deere Volunteer Day at UW Lakeshore Nature Preserve



Lands' End Volunteer Day at Pheasant Branch Conservancy



Hy Cite Enterprises and Illumina Volunteer Day at Lake Farm County Park

## Sustaining Founders



## Sustaining Partners - \$25,000+



## Community Partners - \$10,000-\$24,999





# Board & Staff

## Executive Board (2023)

Linda Nedelcoff, Chair, TruStage • Hollie Kemmer, Treasurer, Baker Tilly US • Paul Wrycha, Secretary, Foley & Lardner LLP  
James Tye, Executive Director, Clean Lakes Alliance • Pam Christenson, Madison Gas and Electric  
Angie Rieger, Lands' End • Courtney Searles, Johnson Financial Group • Sopen Shah, Perkins Coie LLP  
Lloyd Eagan, Director Emerita, Wisconsin DNR, Retired • Jeff Endres, Director Emeritus, Endres Berryridge Farms  
Matthew Frank, Director Emeritus, Murphy Desmond S.C. • Colleen Johnson, Director Emerita, Wealth Enhancement Group

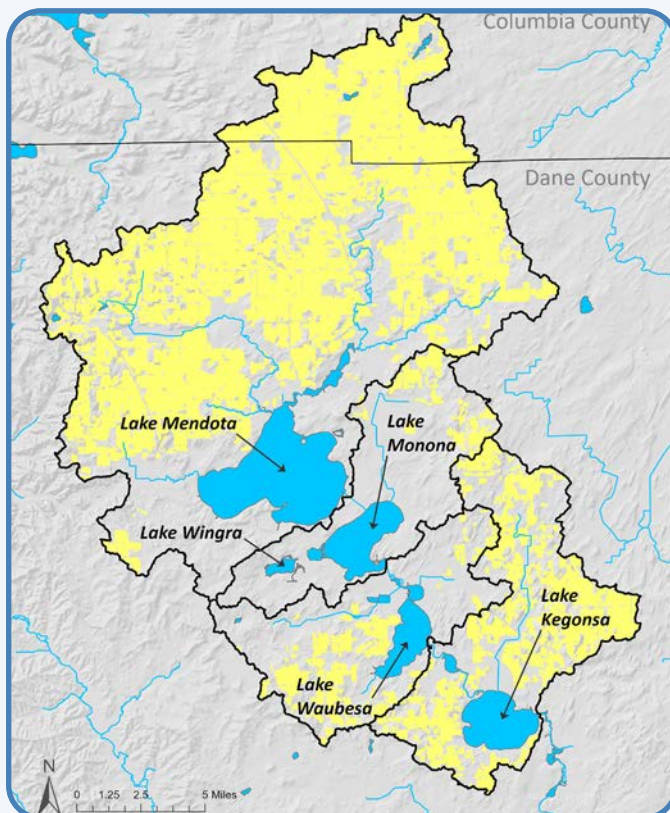
## Community Board (2023)

Bruce Briney, WKOW 27 News • Daniel Chovanec, CG Schmidt • Bryan Dow, Understory • Scott Duche, Lake Ridge Bank  
Brenda González, University of Wisconsin – Madison • Mark Guthrie, University of Wisconsin – Madison & Wisconsin Union  
Dr. Jana Gyurina, Oak Park Dental • Chris Henderson, M3 Insurance • Nathan Jandl, Capitol City Chapter of Muskies Inc.  
Janice Kellogg, Friends of Lake Kegonsa Society • Tamara Knickmeier, Lake Waubesa Conservation Association  
Courtney Kruger, Fiore Companies • Andy Kurth, Weed Man Lawn Care - E3 Group • Dan Lee, First Weber Inc.  
Chas Martin, Sprinkman Real Estate • Brendon Perry, Mad-City Ski Team • Darren Port, Tota Vita Financial Associates  
Jason Potter, FarWell • Sam Robertson, Foley & Lardner LLP • Sen. Kelda Roys, WI State Senator, 26<sup>th</sup> District & OpenHomes Realty  
Robert Rozmiarek, Virent • Michael Rupiper, Capital Area Regional Planning Commission  
Kimberly Shaul, National Guardian Life Insurance Company • Trey Sprinkman, Sprinkman Real Estate  
James St. Vincent, Yahara Lakes Association • Susan Thomson, ActionCOACH Business & Executive Coaching  
Jake Vander Zanden, UW-Madison Center for Limnology • Tom Wilson, Yahara WINS & Madison Metropolitan Sewerage District  
Gregory Levesque, Director Emeritus, American Transmission Company • Amy Supple, Director Emerita, The Edgewater  
Christie Baumel, Ex Officio, City of Madison, Office of the Mayor • Martin Griffin, Ex Officio, Madison Metropolitan Sewerage District  
Laura Hicklin, Ex Officio, Dane County Land & Water Resources Department • Patrick Miles, Ex Officio, Dane County Board of Supervisors  
Mark Riedel, Ex Officio, Wisconsin DNR • Lyle Updike, Ex Officio, Dane County Towns Association

## Staff (2023)

James Tye, Founder & Executive Director • Paul Dearlove, Deputy Director & Chief Science Officer  
Adam Sodersten, Marketing & Communications Director • Alex Vitanye, Development Director  
Karin Swanson, Marketing & Communications Manager • Caitlin McAleavey, Watershed Engagement Specialist  
Brian Shorey, Finance & Business Manager • Becky Mitchell, Annual Giving & Administration Sr. Manager • Jason James, Engagement Analyst

# Impact Zone



Clean Lakes Alliance focuses effort and resources within areas that directly impact the Yahara lakes (Mendota, Monona, Wingra, Waubesa, and Kegonsa).

This 385-square-mile watershed drains surface runoff and streamflow to the lakes, affecting their overall health and water quality. Agriculturally dominated (yellow areas on map) but with an urban core, the watershed spans two counties and intersects with 28 towns, cities, and villages.



A homeowner removes fall leaves from the street gutter to limit algae-producing phosphorus runoff

# 2022 Highlights

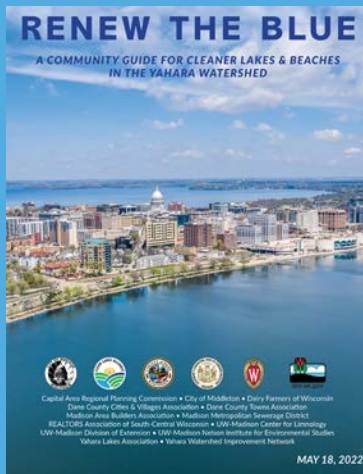


Engaged with nearly 10,000 volunteers and event participants through programs such as Volunteer Days and Clean Lakes 101 Science Cafés, as well as through various festivals and events like Frozen Assets and Loop the Lake.



Awarded \$86,718 in Clean Lakes Grants, totaling \$1.4 million since 2011, to catalyze project action around the watershed. Recently funded projects include the creation of a "platinum prairie" on a 160-acre addition to Pheasant Branch Conservancy.

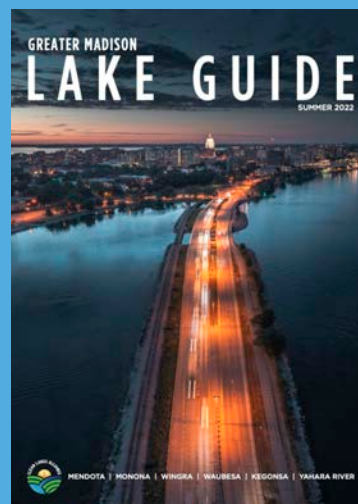
Directed the completion, signing and public launch of **RENEW THE BLUE: A Community Guide for Cleaner Lakes & Beaches in the Yahara Watershed**. This product of the Yahara CLEAN Compact led to successfully advocating for millions of dollars in lake-improvement initiatives in the Dane County budget.



Grew water quality monitoring to nearly 100, real-time, data-reporting stations across all five lakes. Volunteer-collected information powers the free LakeForecast app and supports the development of our annual *State of the Lakes*.



Initiated the expansion of the Clean Boats, Clean Waters boater-education program to prevent the spread of aquatic invasive species, leading to over 3,600 boat-launch interactions over a single season.



Published the annual Greater Madison Lake Guide, supplementing both print and electronic Lake-O-Grams, to help raise awareness and build a community of watershed stewards.



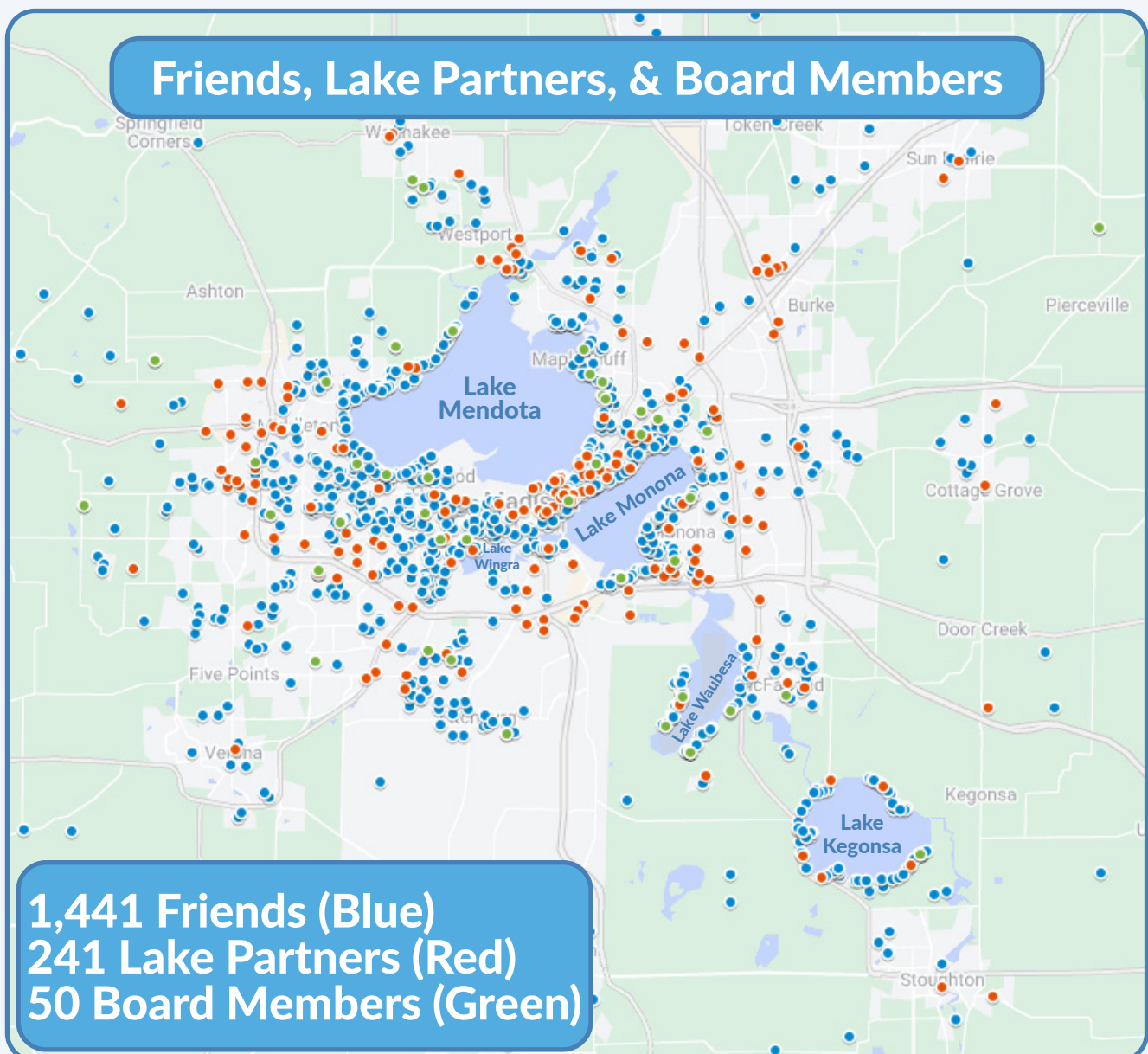
# Donor Dollars at Work

Our ability to positively impact the Yahara lakes and surrounding communities is fueled by the generosity of our donors. In 2022, annual donor dollars were directed to the following core service areas. Each plays a reinforcing role in sustaining the work we do to champion the lakes and generate stewardship action throughout our watershed.

## Watershed Actions & Programs

Clean Lakes Alliance's work is geared toward catalyzing project action while spearheading new initiatives that generate real results. We awarded more than \$1.4 million in grants from 2010-2022 to leverage the good work of our partners. For the past ten years, we have also operated our LakeForecast water quality monitoring program, a volunteer-powered effort delivering real-time condition reports from over 80 points around all five lakes.

Other watershed actions include our targeted advocacy that leads to important policy improvements; our *State of the Lakes* that provides an annual synopsis of lake conditions, trends, and the health of the watershed; and our leadership of the Yahara CLEAN Compact, a cross-sector coalition of 19-member organizations working to move needed actions forward.





## Education

One of the most important aspects of building a lake-centered community is helping people understand values and threats, and what is needed to achieve cleaner waters. Clean Lakes Alliance has developed educational opportunities for kids, including immersive summer youth camps and online learning modules. We also provide learning experiences for adults through our monthly Clean Lakes 101 Science Cafés, Lakeside Chats, Lunch & Learns, and the Clean Boats, Clean Waters program to raise awareness about aquatic invasive species. Greater awareness and understanding are the building blocks of true cultural change. The more we know, the more we will account for the impacts of our daily decisions and actions.



Clean Lakes Alliance teaches about water quality during a 4th grade field trip to San Damiano on Lake Monona in 2022



2022 Loop the Lake Bike Ride around Lake Monona

## Outreach & Resource Development

We are an alliance of individuals, local businesses, nonprofit organizations, and governmental entities working together for positive change. Growing the alliance helps propel us toward our vision of a community renowned for its healthy lakes, lands, and waters.

Clean Lakes Alliance uses many tools to connect with friends, raise funds, and build a larger network of supporters. Major events like Frozen Assets week, the Clean Lakes Community Breakfast, Loop the Lake, and the Fore! Lakes Golf Outing help raise important funds and awareness. Additionally, we continue to bend the ear of decision-makers about the challenges we face and the opportunities for improvement.

Clean Lakes Alliance participated in and helped raise funds for a native shoreland planting at the Executive Residence on Lake Mendota in 2022



## Administration

To ensure donation dollars are effectively invested and tracked, Clean Lakes Alliance retains qualified experts to manage our incoming funds, external audits, insurance coverages, and operating policies. We also regularly report on key performance metrics, earning Clean Lakes Alliance the GuideStar/Candid Platinum Seal of Transparency for several years running. This exceptional designation sets us apart from other nonprofits, demonstrating our trustworthiness to the public and how our work exceeds national nonprofit standards. It also shows we provide donors with the information necessary to make smart giving decisions.

Platinum  
Transparency  
2022

Candid.



# Historical Milestones

BEFORE Clean Lakes Alliance	BECAUSE OF Clean Lakes Alliance
1. No nonprofit connecting people to the lakes	<p>A growing alliance of nearly 2,000 donating individuals and groups, guided by a 50-member Community Board, offering lake-centered festivals and events drawing more than 11,000 participants each year.</p> 
2. No nearshore water quality monitoring	<p>Since 2014, near-real-time condition reports are uploaded to the LakeForecast app by nearly 100 trained monitors stationed at 80+ nearshore locations.</p> 
3. No community lake-cleanup plan	<p><i>RENEW THE BLUE: A Community Guide for Cleaner Lakes &amp; Beaches in the Yahara Watershed</i> (2022) was drafted and formally adopted by the 19 organizations of the Yahara CLEAN Compact.</p> 
4. No lake-health progress reporting to the public	<p>Initiated in 2013, the <i>State of the Lakes</i> provides an annual synopsis of conditions, trends, and water quality drivers affecting the five Yahara lakes while drawing attention to major watershed-improvement actions.</p> 
5. No farmer-led conservation group	<p>In 2011, Clean Lakes Alliance helped create and continues to financially support the farmer-led Yahara Pride Farms, a nonprofit encouraging the adoption of land-conservation practices.</p> 



## BEFORE Clean Lakes Alliance

6. No Yahara lakes-focused grant program to leverage partner action

Since 2010, \$1.4 million in Clean Lakes Grants have been awarded to help fund programs, buy equipment, perform land restorations, and move projects forward.



7. No organized business involvement

Business involvement has grown to 241 donating “Lake Partners,” with many joining weekly, Clean Lakes Alliance-hosted Volunteer Days and Lunch & Learns.



8. No Clean Lakes Alliance program & event impacts

As of 2022, annual Clean Lakes Alliance outreach “connections” have grown to 174,755 individuals, including thousands of people directly involved as event participants or volunteers.



9. No lake-science presenter series open to the public

Monthly Clean Lakes 101 Science Cafés and special-edition field trips draw an average of 80-90 virtual and in-person attendees.



10. No organized advocacy specifically focused on improving our lakes

Lake-protective local policies and budgets are promoted and adopted through targeted advocacy campaigns.





# 2022 Highlights by Focus Area



**320  
Attendees**

**19  
Signatories**

2022 Clean Lakes Alliance Community Coffee & Annual Meeting at The Edgewater

## Yahara CLEAN Compact

After two-and-a-half years of collaborative planning, the leaders of 19 organizations and governmental bodies celebrated the signing and public release of an updated lake-cleanup initiative. Major scientific findings and stakeholder recommendations in *RENEW THE BLUE: A Community Guide for Cleaner Lakes & Beaches in the Yahara Watershed* were presented to more than 320 attendees at the Clean Lakes Community Coffee & Annual Meeting in May of 2022.

Renewed implementation progress sparked by the publication's release includes:

- Initial funding and planning to quadruple manure-processing capabilities
- Significant increases in cost-sharing support to help farmers adopt conservation practices
- Strengthened municipal stormwater & erosion-control policies

*"The [Compact] timeline had me skeptical at the start, but it turns out that slow work into a plan has helped to build trust and respect. I've been a part of many public policy brainstorming sessions and think tanks and have often come away feeling like nothing was accomplished. Not the case here. I feel encouraged that our rag tag team is finding solutions that will help and doing so in a kind and respectful way."*

-Ruth Hackney, CEO,  
REALTORS of South-Central  
Wisconsin & member of the  
Compact Steering Team





# 2022 STATE OF THE LAKES

Initiated by Clean Lakes Alliance in 2013, the *State of the Lakes* provides an annual synopsis of conditions, trends, and water quality drivers affecting the five Yahara lakes (Mendota, Monona, Wingra, Waubesa, and Kegonsa). This yearly report distills the relevant science while drawing attention to major efforts reported by community partners working toward cleaner lakes and a healthier watershed.

While authored by Clean Lakes Alliance Deputy Director and Chief Science Officer Paul Dearlove, all findings and conclusions are a product of collaboration involving multiple governmental partners and scientific contributors. We especially thank the following organizations and individuals for their data and analytical contributions to this 2022 *State of the Lakes*: UW-Madison Center for Limnology (Richard Lathrop), UW-Madison Departments of Agronomy and Civil & Environmental Engineering (Eric Booth), U.S. Geological Survey (Todd Stantkebeck and Matthew Diebel), Dane County Land & Water Resources Department (Kyle Minks), Public Health Madison & Dane County, and Wisconsin Initiative on Climate Change Impacts.

Welcome to the 10-year-anniversary edition of the *State of the Lakes*. Along with the original release of the Yahara CLEAN Strategic Action Plan for Phosphorus Reduction (2012), Clean Lakes Alliance has brought key implementation partners together to collaborate on advancing recommended actions and tracking our collective progress. Yearly updates are then reported as part of this annual snapshot, raising public awareness about the health of our waters and the major factors driving those conditions.

A lot can happen over a decade: floods, droughts, major project completions, new research discoveries and understandings, technological advancements, land-use change, and even aquatic invasive species infestations (see pages 66-67 for a Clean Boats, Clean Waters program update). The list goes on and on. Like canaries in a coal mine, our lakes respond to these changes in good ways and bad, signaling what is working and where we might be falling short on the path to improvement. While some of these lake responses can unfold quickly, others can take years to materialize.

Now, after 10 years of implementing the action plan, a fully updated and amended version is steering our collective efforts. Called *RENEW THE BLUE: A Community Guide for Cleaner Lakes & Beaches in the Yahara Watershed* (2022), this latest body of work by the Yahara CLEAN Compact recalibrates the roadmap for achieving healthy waters. Its recent signing by the leaders of 19 partnering organizations is a credit to the power of shared values, science-based planning, and broadly inclusive participation in solution-making. (See page 56 for early examples of leadership around recommended actions.)



In 2022, the Yahara chain of lakes generally fared well. Comparatively less runoff and phosphorus pollution were aided by a span of unusually dry weather and the continued adoption of conservation practices across the watershed. These factors, along with others, contributed to mostly good water clarity, fewer cyanobacteria-bloom sightings, and a lower number of beach closures.

## IMPACT ZONE

Our Yahara chain of lakes lies within the lower reaches of a 385-square-mile watershed, a land-drainage basin beginning at the southern edge of Columbia County and extending south through much of Dane County, including Wisconsin's capital city of Madison. Precipitation falling over this land area either soaks into the ground or runs off and into a network of streams or storm sewers toward the lower-elevation lakes.

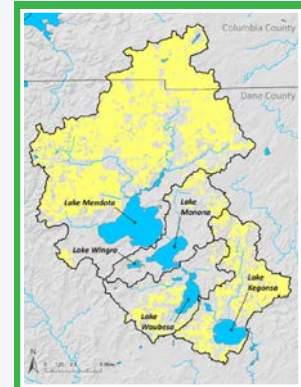


Figure 1: Yahara lakes watershed showing land areas that drain directly to each lake. Yellow denotes agricultural areas that comprise most of the watershed.

Water that is able to soak into the ground recharges groundwater which feeds springs, providing dry-weather "baseflow" to streams or direct springwater to the lakes. The lakes collect and temporarily hold the inflowing surface and ground water before it exits the Yahara lakes watershed and continues its journey through the Yahara River and into the Rock River near the southern edge of Dane County. The water then enters the Mississippi River where it is sent to the Gulf of Mexico.

The largest four of the five waterbodies—lakes Mendota, Monona, Waubesa, and Kegonsa (in downstream order)—are interconnected by the Yahara River. Figure 1 shows the Yahara lakes watershed divided into smaller subwatersheds, also called subbasins or direct drainage areas, that funnel water to a specific waterbody.

Lake Mendota's comparatively large, direct drainage area is predominantly agricultural while Lake Monona's is mostly urban. Lake Waubesa's is a mix of urban and agricultural, whereas Lake Kegonsa's is predominantly agricultural. The much smaller and shallower Lake Wingra, which drains east to Lake Monona, is contained within an entirely urbanized subbasin. Together, these subbasins gather and direct surface water that then moves from one lake into the next.

The time it takes each lake to completely cycle through its volume of water ranges from 4.3 years for deeper Lake Mendota to just 2.8 months for shallower, downstream Lake Waubesa. These flushing rates for each lake increase during wet, high-runoff years and decrease during drought years.

The five Yahara lakes have a complex relationship with their surrounding watershed. Much has been learned about this relationship and the land conditions needed to sustain it. But because many variables are at play (i.e., climate, geology, soil health, land cover, land use, lake ecology, etc.), teasing out the precise causes of water quality change can often prove complicated. And because the lakes themselves exhibit their own unique characteristics, each lake can behave somewhat differently in response to internal (in-lake) and external (watershed) influences.

## ASSESSMENT METHODOLOGY

This report looks at five, interconnected areas of interest that represent vital pieces of the larger water quality puzzle (Figure 2). Progress-tracking metrics include a combination of outputs (i.e., actions taken, or areas affected) and outcomes (measured water quality responses), with phosphorus management as a central theme given its dominant role in generating algal growth. In general, we track phosphorus and its impact on algal abundance, water clarity, and beach closures, factors that influence the perception of water quality and the recreational suitability of the lakes.

## WHY PHOSPHORUS?

Too much phosphorus harms water quality and turns the lakes green. It can be found in fertilizers (note: phosphorus lawn fertilizers are banned in Dane County), soil, animal waste, and organic material. With one pound of phosphorus capable of generating up to 500 pounds of algae, every pound matters.

Whenever applicable, the 2022 condition status is described relative to a particular water quality goal or target. Status is also compared to historical findings to provide context and reveal potential trends. This allows us to make more informed judgments regarding lake conditions, the possible factors affecting those conditions, and the overall state of progress toward our goals. Finally, each of the five areas of analysis is assigned two, color-based "scores," one for 2022 status and one for the longer-term trend.

## AREAS OF ANALYSIS

- 1 Weather and climate drivers
- 2 Watershed phosphorus mass balance
- 3 Land conservation practices
- 4 Phosphorus delivery to the lakes
- 5 In-lake water quality responses

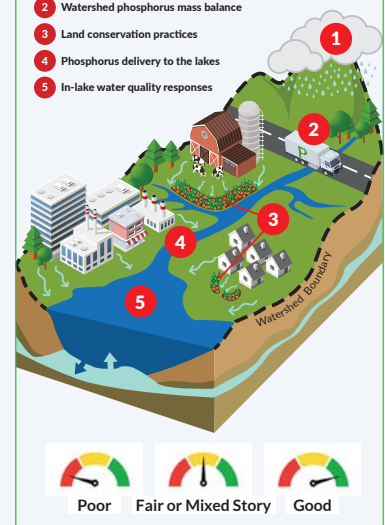


Figure 2: Cross-section illustration of an example watershed showing five areas of analysis. Example scoring dials represent condition status and trend for each area of analysis.

## State of the Lakes

The *State of the Lakes* provides an annual synopsis of conditions, trends, and water quality drivers affecting the five Yahara lakes (Mendota, Monona, Wingra, Waubesa, and Kegonsa). This yearly report distills the relevant science while drawing attention to major efforts reported by community partners working toward cleaner lakes and a healthier watershed.

Authored by Clean Lakes Alliance, all findings and conclusions are the product of a collaboration involving multiple governmental partners and scientific contributors. Data and analytical contributors include UW-Madison, U.S. Geological Survey, Dane County Land & Water Resources Department, and Public Health Madison & Dane County.

Read the entire *State of the Lakes*:  
[cleanlakesalliance.org/state-of-the-lakes](https://cleanlakesalliance.org/state-of-the-lakes)

**"Thirty years of stream-monitoring data show phosphorus concentrations in the water entering our lakes are going down. That suggests land-conservation practices are working at controlling the amount of fuel available for cyanobacteria blooms that close our beaches. Unfortunately, the total volume of water, thanks to heavier rainstorms, has been going up - which is why more phosphorus is getting delivered in total and why we need to do even more to achieve clean and healthy water."**

**-Paul Dearlove, Clean Lakes Alliance Deputy Director & Chief Science Officer**

**"In 2022, the Yahara chain of lakes generally fared well. Comparatively less runoff and phosphorus pollution were aided by a span of unusually dry weather and the continued adoption of conservation practices across the watershed. These and other factors contributed to mostly good water clarity, fewer cyanobacteria-bloom sightings, and a lower number of beach closures."**

**-2022 State of the Lakes**





**\$86,718  
Awarded**

Clean Lakes Alliance provided funding for 3rd graders from One City Schools to gather at Holy Wisdom Monastery for an end-of-year field trip

## Clean Lakes Grants

**\$1.4 million in Clean Lakes Grants were awarded since 2010 to catalyze partner action and provide seed money to advance innovative projects. In 2022 alone, \$86,718 in grant support went to several agricultural, urban, and educational partners whose funding requests aligned with Clean Lakes Alliance's strategic priorities. Examples include:**

- Establishing a "platinum prairie" on a 160-acre addition to Pheasant Branch Conservancy
- Facilitating outdoor educational experiences and fishing excursions benefiting youth from underrepresented communities
- Providing direction and funding for the Yahara CLEAN Compact's *Renew the Blue* stakeholder-planning initiative
- Supporting lakeshore improvements through UW Engineering student capstones, the Lake Monona Waterfront Design Challenge, the Executive Residence native shoreland restoration, and the San Damiano community-engagement and master-planning process
- Cost-sharing a Precision Ag Specialist position at Pheasants Forever to help farmers convert marginally productive cropland into perennial cover to improve water quality and wildlife habitat



## Advocacy

Clean Lakes Alliance is advised by an Economic Impact & Policy Committee and a 50-member Community Board on matters related to policy positions and focused advocacy. Whenever appropriate, we encourage action on specific issues, policies, or budget items that could materially impact lake and watershed health.

In 2022, targeted advocacy helped energize support contributing to the successful adoption of lake-friendly investments in the Dane County budget. Among those investments was \$3 million in initial funding to start laying the groundwork for enhanced manure treatment in the watershed.

**\$28,674,000 in lake-related items adopted in the Dane County budget!**

- **\$15M for the Conservation Fund to protect lands for water quality**
- **\$3M to evaluate and acquire land for a new manure-processing facility**
- **\$2.5M for the Continuous Cover Program**
- **\$750K for urban water quality grants**
- **\$750K for conservation practices in the Yahara Watershed**
- **\$750K for conservation practices outside the Yahara Watershed**
- **\$3M for Yahara River flow enhancement**
- **\$2.5M for legacy sediment removal**
- **\$424K for added staffing to support related initiatives**

James Tye, Executive Director of Clean Lakes Alliance, speaks at an announcement about a new Dane County manure processing facility

**\$28,674,000  
Dane County "Lakes Budget"**



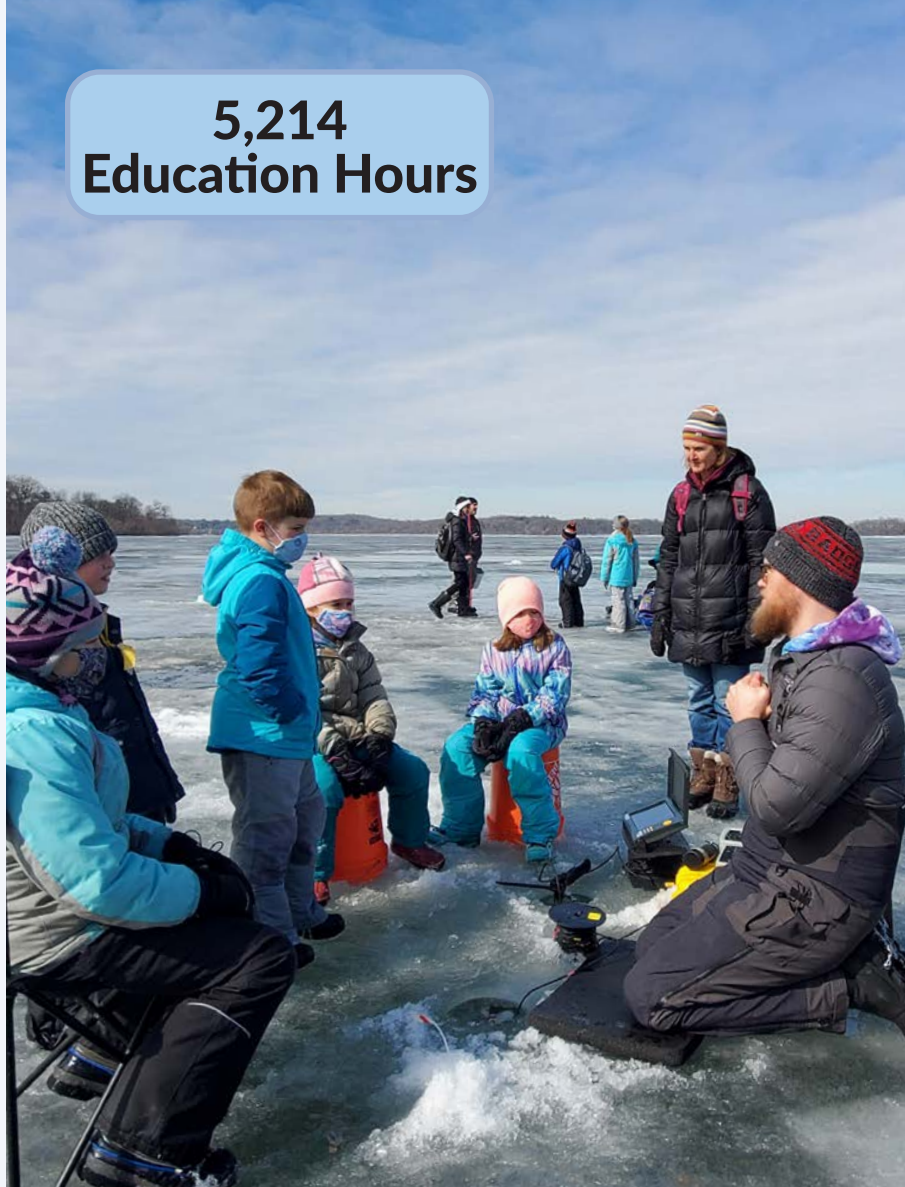


## Education

Raising awareness about our lakes, lands, and waters helps transform disconnected stakeholders into caring and inspired watershed stewards. We host recurring Clean Lakes 101 Science Cafés, Lakeside Chats, Lunch & Learns, field trips, pontoon boat tours, and other fun events to connect as many people to the lakes as possible. We also engage the community through print and digital Lake-O-Gram newsletters and the Greater Madison Lake Guide.

In addition to providing our own educational programming, we help leverage the work of partners through grants and co-sponsored workshops and learning experiences. Clean Boats, Clean Waters represents our newest partnership effort, resulting in 3,615 boater interactions and courtesy watercraft inspections to control the spread of aquatic invasive species.

**5,214**  
**Education Hours**



Students from New Century Charter School in Verona learn about the lakes from Clean Lakes Alliance during a field trip to Lake Mendota

**3,615**  
**Boater Interactions**



*"I enjoyed how much I learned about invasive species management, as well as the specific issues that face the Yahara Watershed. I'm someone who likes to learn and then be able to effectively communicate with others about these types of issues, and the Clean Boats, Clean Waters program gave me the information to do that."*

**- Chloe Czachor, Clean Lakes Alliance Watercraft Inspector**

Clean Lakes Alliance Watercraft Inspector interacts with boaters through the Clean Boats, Clean Waters Program

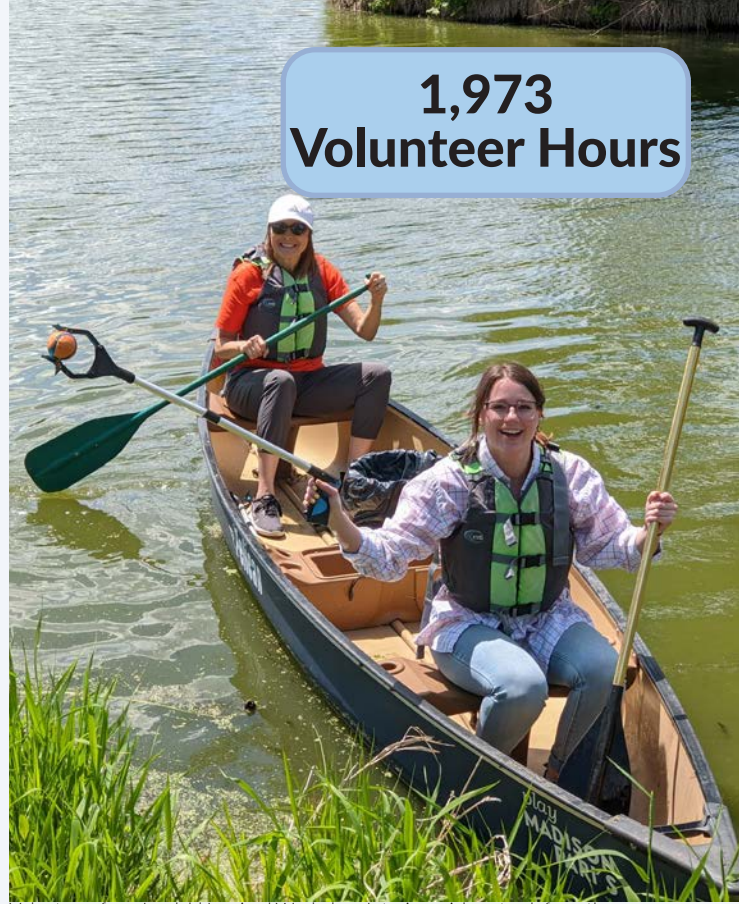


## Volunteerism

Passionate volunteers are the engines that run many of our programs and events, helping to magnify our impact across the watershed. We are grateful for their devotion to a greater cause. It is through the commitment of volunteers that allows us to conduct near-real-time water quality monitoring, host large festivals, and perform restorations and cleanups all year round.

Thanks to volunteerism, 338 individuals and 28 different businesses and organizations participated in weekly Volunteer Days. Volunteers also served on our boards and committees, powered our LakeForecast monitoring app, and helped us pull off events like the Frozen Assets Festival and Loop the Lake.

**1,973**  
**Volunteer Hours**

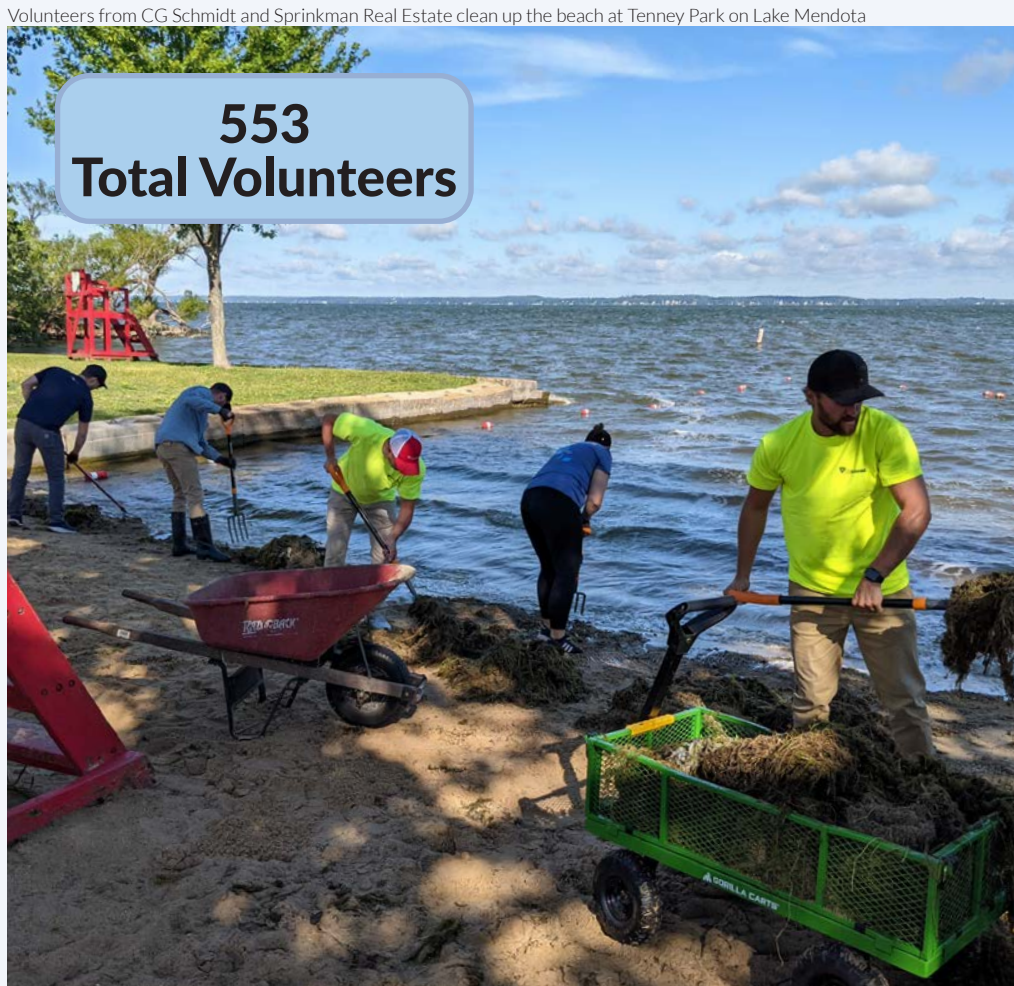


Volunteers from Lerdahl Inspired Workplace Interiors pick up trash from the lagoon at Warner Park

**553**  
**Total Volunteers**

*"Clean Lakes Alliance has had so much success with the Yahara lakes. The fact that you have built an alliance from such diverse backgrounds is outstanding. I think that our lakes would be unusable if we did not have Clean Lakes Alliance and UW Center for Limnology. [My husband] Jeff and I are grateful for all your hard work and accomplishments! Driving for clean water is a continuous process."*

**-Arlene Koziol, LakeForecast Volunteer**







**2,094**  
**Condition Reports**

**94**  
**Monitoring Stations**

**7,391**  
**LakeForecast App Users**

Clean Lakes Alliance volunteer water quality monitors in 2022

## Monitoring

Prior to 2013, nearshore monitoring was not regularly happening on any of the five Yahara lakes. Today, over 100 trained volunteers report near-real-time water quality conditions across the entire chain. The latest on water clarity, temperature, algal bloom presence, and beach closures can be found on the free LakeForecast app. Using interactive, smartphone-enabled maps, condition reports are readily accessible from Memorial Day through Labor Day.

Thanks to our network of trained, citizen monitors, finding the best spots to enjoy the lakes on any given day is now quick and easy. The LakeForecast app also provides an early warning system for when potentially toxic cyanobacteria (blue-green algae) blooms are forming in certain areas. At the close of each season, water quality data are made available for research purposes and contribute to the development of Clean Lakes Alliance's annual *State of the Lakes*.

***"Volunteering for the Lake Forecast Program has been a wonderful experience. It provides valuable information to the community, as well as the scientists who are working hard to address lake water quality issues."***

**- Robert Bertera, Clean Lakes Alliance Volunteer Water Quality Monitor**



## Celebrating & Growing the Alliance

Because of our beautiful lakes, lands, and waters, Greater Madison is routinely listed among the most desirable places in the nation to live and visit. We also know how to have fun while working to protect these amenities. Community events like Frozen Assets, Loop the Lake, Waubesa Surf 'n Turf, and the Fore! Lakes Golf Outing are growing in popularity every year. Thousands of participants enjoy these opportunities to help raise awareness and money for the lakes in every season.

2022 was a record-setting year with 1,130 registrants biking, walking, running, or kayaking in support of our lakes. We also had 241 donating businesses, organizations, and government partners (called "Lake Partners"), reaching a new high for this giving category. Other records were set on the digital media front, with more than 82,000 website users and several thousand social media followers.



LakeForecast  
Volunteer  
Appreciation



Frozen  
Assets



Fore! Lakes  
Golf Outing



Clean Lakes  
Community Coffee &  
Annual Meeting

2022 Loop the Lake Bike Ride around Lake Monona, starting and ending at Olbrich Park

**9,874**  
**Program/Event**  
**Participants & Volunteers**





## Partnered Events

Hop Haus Brewing Company and Honeybee Cannabis Company teamed up to raise funds for Clean Lakes Alliance and our lake-improvement work. The two collaborated on spring and fall, limited-edition ales to benefit Clean Lakes Alliance.

Other 2022 partnered events included whiskey raffles at The Tasting Room and Athens Bar & Grill, an Earth Day fundraiser at Hop Haus Brewing Company, a summer pizza party organized by Buck & Honey's, and a charity golf event hosted by Stokes & Associates Inc. of American Family Insurance. Additional proceeds were raised through a Giving Tuesday giveaway by Good Foods Group LLC, a bake sale hosted by Girls on the Run of South-Central Wisconsin, and sticker sales from Eliza Makes Art.

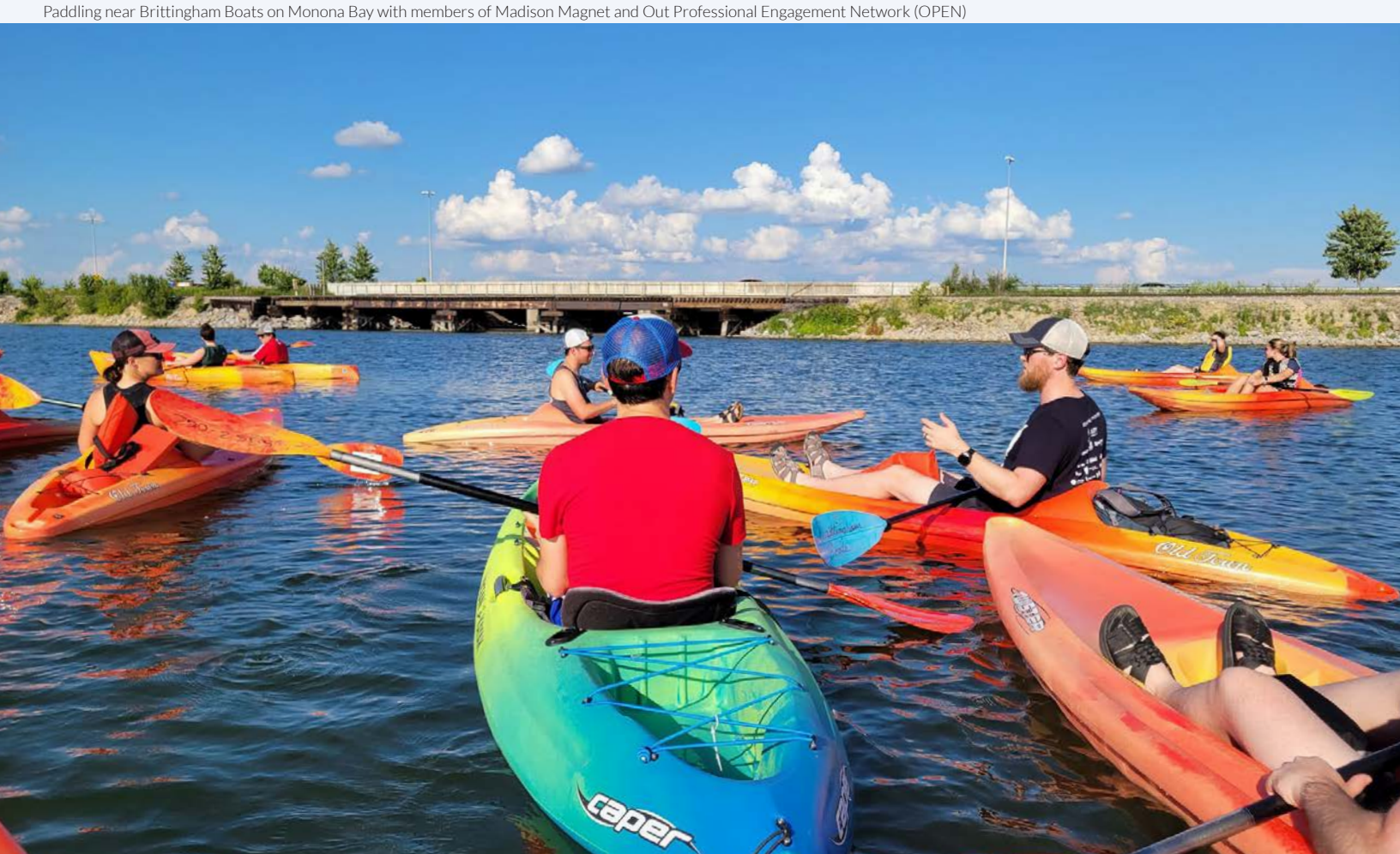
A big THANK YOU to these supporting businesses and individuals that helped raise more than \$26,000 for our lakes!



Golf event organized by Stokes & Associates Inc. of American Family Insurance raised funds for Clean Lakes Alliance



One of two limited-edition beers created by Hop Haus Brewing Company and Honeybee Cannabis Company in 2022 to benefit Clean Lakes Alliance



Paddling near Brittingham Boats on Monona Bay with members of Madison Magnet and Out Professional Engagement Network (OPEN)

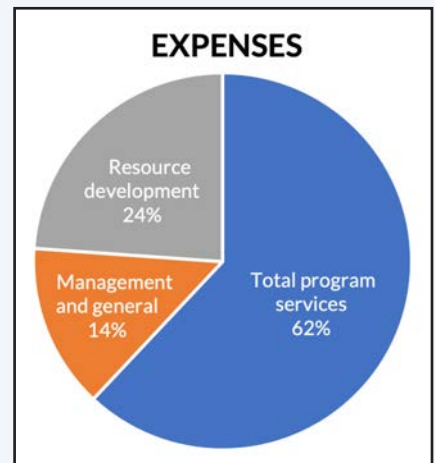


# 2022 Financials

NET ASSETS WITHOUT DONOR RESTRICTIONS		2022	2021
<b>Support and Revenue</b>			
Programs & sponsorships	\$	317,182	\$ 239,985
Individual (Friends)		373,517	415,727
Business/organization (Lake Partners)		212,076	180,842
Grants		110,498	497,604
In-Kind			
Occupancy		66,582	66,582
Legal		0	0
Professional Services		90,691	15,833
Program supplies and services		52,145	22,973
Investment return - net		1,415	1,155
Change in beneficial interest in assets at Madison Community Foundation (MCF)		(6,191)	4,894
<b>Total support and revenue without restrictions</b>	<b>\$</b>	<b>1,217,915</b>	<b>\$ 1,445,595</b>
<b>EXPENSES</b>			
<b>Program services</b>			
Education and outreach	\$	522,636	\$ 434,594
Watershed programming		472,504	504,816
<b>Total program services</b>		<b>995,140</b>	<b>939,410</b>
<b>Supporting activities</b>			
Management and general		227,158	127,360
Resource development		383,261	222,558
<b>Total expenses</b>		<b>1,605,559</b>	<b>1,289,328</b>
Net assets released from restrictions		205,525	207,525
<b>Change in net assets without donor restriction</b>	<b>\$</b>	<b>(182,119)</b>	<b>\$ 363,792</b>
<b>NET ASSETS WITH DONOR RESTRICTIONS</b>			
Contributions	\$	429,143	\$ 136,181
Net assets released from restrictions		(205,525)	(207,525)
<b>Change in net assets with donor restriction</b>		<b>223,618</b>	<b>(71,344)</b>
<b>Change in net assets</b>		<b>41,499</b>	<b>292,448</b>
<b>Net assets at beginning of year</b>		<b>963,639</b>	<b>671,191</b>
<b>Net assets at end of year</b>	<b>\$</b>	<b>1,005,138</b>	<b>\$ 963,639</b>



STATEMENT OF FINANCIAL POSITION - December 31st			
<b>ASSETS</b>			
Cash	\$	527,681	\$ 700,101
Unconditional promises to give		485,145	283,971
Prepaid expenses		19,070	6,881
Frozen Assets Fund, held by MCF		28,986	31,856
Investments		31,140	15,646
Financing lease right-of-use asset		13,333	0
<b>Total assets</b>	<b>\$</b>	<b>1,105,355</b>	<b>\$ 1,038,455</b>
<b>LIABILITIES</b>			
Accounts payable	\$	20,803	\$ 16,405
Accrued payroll		10,996	37,340
Deferred compensation		31,140	15,646
Grants payable		5,425	5,425
Deferred revenue		18,500	0
Financing lease liability		13,353	0
<b>Total liabilities</b>	<b>\$</b>	<b>100,217</b>	<b>\$ 74,816</b>
<b>NET ASSETS</b>			
Undesignated	\$	307,113	\$ 486,362
Designated for agency endowment held at MCF		28,986	31,856
<b>Total net assets without donor restrictions</b>		<b>336,099</b>	<b>518,218</b>
Net assets with donor restrictions		669,039	445,421
<b>Total net assets</b>		<b>1,005,138</b>	<b>963,639</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$</b>	<b>1,105,355</b>	<b>\$ 1,038,455</b>



Statement of activities for the years ended December 31st, 2022 and 2021.

The 2022 and 2021 Statements of Activities and Statements of Financial Position have been audited by Wegner CPAs. Additional copies of the complete 2022 Impact Report are available at Clean Lakes Alliance's offices or online at [cleanlakesalliance.org](http://cleanlakesalliance.org).



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View of the southern end of Lake Waubesa, courtesy Robert Bertera



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