Two Thousand Fourteen
ANNUAL REPORT
It is a pleasure to report that Wild Rivers Coast Alliance had another successful year of programs and projects supporting the South Coast of Oregon that align with our triple-bottom-line mission of conservation, community, and economy. After almost four years of grantmaking on the South Coast, the organizations which WRCA has supported are having appreciable impacts on our local communities.

These impacts are made possible by the hard work and commitment of our grantees who have provided a variety of services to the region. Examples of grantee activities include restoration initiatives that will benefit both agriculture and natural resources, educational programs to teach our youth about the importance of plant biodiversity, tourism programs that will attract travelers to enjoy recreational activities and local foods, and improvements to the natural and ecological values of our land by researching methods to control the area’s abundant noxious weed, gorse. These, and many more programs and projects which WRCA supports are providing the impetus for driving greater resources to the region to help WRCA accomplish its long-term goal of a thriving South Coast of Oregon community.

As we work toward driving resources to the region, forging partnerships, and strengthening the capacity of our local organizations to accomplish their goals, we continue to encourage others to join us in funding opportunities for our community. We hope you will visit our redesigned website at wildriverscoastalliance.com and consider joining us in supporting those organizations and programs that are impacting the South Coast.
WRCA

LEADERSHIP

We extend our gratitude for the incredible generosity and dedication of the Wild Rivers Coast Alliance leadership. Through their involvement in WRCA and their respective organizations, our leaders are committed to the South Coast of Oregon by working to preserve the health and integrity of its natural resources, drive economic development and sustainable tourism, and support and enhance local family legacies and community values.

EXECUTIVE COMMITTEE

Harry Hoogesteger - WRCA Chair, and South Coast Watersheds, Council Coordinator
Steve Denney - The Nature Conservancy, South Coast Conservation Director
Cam Parry - Parry and Associates, and Oregon Hatchery Research Center, Board Chair
Mary Wahl - Wahl Ranches, and Wild Rivers Land Trust, Board Member

STEERING COMMITTEE

Jena Carter - The Nature Conservancy, Oregon Marine and Coast Director and West Coast Regional Marine Coordinator
Leesa Cobb - Port Orford Ocean Resource Team, Executive Director
Mark Grenbemer/Renee Davis-Born - Oregon Watershed Enhancement Board
Hank Hickox - Bandon Dunes Golf Resort, General Manager, and South Coast Development Council, Vice Chair
Paul Heikkila - Coquille Watershed Association, Past President
Al Johnson - Land Use Attorney, Retired
Joe Whitworth - The Freshwater Trust, President

OUR FOUNDER

Mike Keiser, owner of Bandon Dunes Golf Resort, founded Wild Rivers Coast Alliance in 2010 after discussing the needs and opportunities for philanthropic investment in the South Coast with representatives from the community, the nonprofit sector, businesses, and local governments. WRCA is a continuation of his Oregon-focused philanthropy through the Oregon Community Foundation. In addition to the grants WRCA has made to South Coast organizations, the Mr. and Mrs. Michael L. Keiser Fund has donated over $3 million to the South Coast community since the opening of Bandon Dunes Golf Resort in 1999.
Our VISION

To support a thriving South Coast of Oregon

Our MISSION

To fund projects on the South Coast of Oregon that yield triple-bottom-line results (conservation, community, and economy) with a focus on approaches that blend innovative ecological initiatives and economic opportunity

Our PRIORITIES

To support and promote healthy fish and species habitats, working landscapes and seascapes, sustainable tourism, community collaboration, and sustainable businesses
Commitment To
LEARNING AND EVALUATION
In order to guide its work and grantmaking, in 2014 WRCA formed a learning and evaluation plan to provide the framework for WRCA to accomplish the following:

- **Make informed, evidence-based decisions** by analyzing data and performance measures, revealing the impact of its grantees and its internal initiatives and efforts

- **Hold itself accountable as both a grantmaker and community member** by measuring the organization’s contributions to the South Coast of Oregon

- **Continuously learn and adapt** by reviewing its work on a regular basis and, if needed, adjusting its strategies and initiatives to help achieve its goals

- **Contribute to the field** by sharing successes and lessons learned with community members, co-investors, and other key stakeholders

VOICES FROM THE COMMUNITY
As a part of our learning and evaluation process, we asked our grantees to provide candid feedback regarding the impact WRCA has had on their organizations and the South Coast community:

“The WRCA has become a pivotal partner for us and the other natural resource groups in the area by helping to strengthen partnerships and seek innovative solutions to the watershed issues we have. We appreciate their progressive viewpoints and support for working landscapes.”

“We are grateful for the funding from WRCA but also want to mention the non-monetary benefits of WRCA. The vision, passion, networking, can-do spirit, and great ideas that are exchanged, all of this is possible because of the leadership of Marie and Jim, and the commitment of Mike. Thank you!!”

“[The region needs] training for organizations... leadership, budgeting, communication, etc. [WRCA should] include grants to organizations for this type of capacity building in addition to regular grant giving.”

Wild Rivers Coast Alliance’s Theory of Change, visually depicted to the left, represents how our three regional objectives collectively support conservation, community, and economy. These regional objectives and WRCA’s long-term goals are described in more detail on the following page.
In its formative year, WRCA developed five regional objectives to provide a framework to guide its work. As part of the learning and evaluation process, WRCA narrowed its focus to three primary objectives to more accurately reflect the organization’s grantmaking priorities.

Throughout its ongoing learning and evaluation process, WRCA will assess its progress toward long-term goals by measuring its performance against regional objectives. Each of these regional objectives and associated long-term goals are listed below:

1. Strengthen economic stability, community assets, and the environment by supporting working landscapes and seascapes.
   - Local landowners have access to the resources they need to establish and sustain their operations in an economically sustainable and environmentally responsible manner
   - Prosperous and healthy terrestrial, freshwater, and marine habitats are a regional economic driver

2. Drive economic development and ecological enhancement by fostering local, sustainable businesses and nonprofit organizations.
   - Local economy is strengthened through more supportive market infrastructure and locally-owned businesses that sustain their operations in a fiscally and environmentally responsible manner
   - Regional tourism economy provides year-round employment opportunities and is a key driver of economic development in the region

3. Drive greater resources to the region, forge partnerships, and strengthen capacity to help local organizations better accomplish their goals.
   - Improved capacity and strategic partnerships attract greater resources to sustain the local economy and promote conservation
# Snapshot of WRCA’s Impact From 2011-2014

**REPORTED BY GRANTEES**

<table>
<thead>
<tr>
<th>$2,605,220</th>
<th>Amount grantees have received from the 14 additional funding opportunities WRCA helped to identify to support the grantees’ working landscape efforts on the South Coast</th>
</tr>
</thead>
<tbody>
<tr>
<td>29</td>
<td>Stream miles that have been restored and enhanced on the South Coast by projects supported by WRCA</td>
</tr>
<tr>
<td>2,029</td>
<td>Acres of working landscapes that WRCA has supported on the South Coast</td>
</tr>
<tr>
<td>173</td>
<td>Number of landowners that grantees have worked with to help them pursue funding for working landscapes and restoration projects during the period of their WRCA grants</td>
</tr>
<tr>
<td>24</td>
<td>Number of jobs directly supported by WRCA grants, in part or in full, totaling 18 full-time equivalents in the South Coast region</td>
</tr>
<tr>
<td>$752,674</td>
<td>Amount raised by grantee organizations as matching funds for their WRCA grants in addition to funds raised for working landscapes</td>
</tr>
</tbody>
</table>
2014 Grantmaking

CATALYZING ACTION AND INVESTMENT

WRCA continues to award grants to fund projects and build partnerships that advance conservation, community, and the economy on the South Coast. By drawing upon its local knowledge, relationships, and resources, WRCA seeks to leverage its funding to catalyze action.

WORKING LANDSCAPES AND SEASCAPES

<table>
<thead>
<tr>
<th>Organization</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Archangel Ancient Tree Archive</td>
<td>Reintroduce Old Growth Forests to the South Coast</td>
</tr>
<tr>
<td>Beaver Slough Drainage District</td>
<td>Muted Tidal Regulator Engineering Design</td>
</tr>
<tr>
<td>Coquille Watershed Association</td>
<td>Tide Gate Inventory and Project Development</td>
</tr>
<tr>
<td>Curry Soil and Water Conservation District</td>
<td>Gorse Mapping Project Management</td>
</tr>
<tr>
<td>David C. Smith Associates</td>
<td>Geographic Information Service for Gorse Mapping</td>
</tr>
<tr>
<td>Oregon Resources Research and Education Center</td>
<td>Science-Based Trials to Combat Gorse</td>
</tr>
<tr>
<td>Working Landscapes Consultants</td>
<td>Program Development, Rancher Outreach, and GIS Services</td>
</tr>
</tbody>
</table>

SUSTAINABLE BUSINESSES AND NONPROFIT ORGANIZATIONS

<table>
<thead>
<tr>
<th>Organization</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coos Bay-North Bend Visitors Center</td>
<td>Regional Cultural Itinerary Development</td>
</tr>
<tr>
<td>Redfish Rocks Community Team</td>
<td>SCUBA Tank Fill Station Infrastructure</td>
</tr>
<tr>
<td>Rural Tourism Studio</td>
<td>Regional Tourism Development and Action Teams Work</td>
</tr>
<tr>
<td>South Coast Development Council</td>
<td>Regional Foods System Development</td>
</tr>
<tr>
<td>South Coast Watershed Council</td>
<td>Regional Foods System Development</td>
</tr>
<tr>
<td>Wild Rivers Scenic Bikeway</td>
<td>Development of Wild Rivers Coast Designated Scenic Bikeway</td>
</tr>
</tbody>
</table>

CAPACITY BUILDING & INNOVATIVE PARTNERSHIPS

<table>
<thead>
<tr>
<th>Organization</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Port Orford Ocean Resource Team</td>
<td>Community Fishing Association Development</td>
</tr>
<tr>
<td>Washed Ashore</td>
<td>Community Outreach and Educational Workshops through Art to Save the Sea</td>
</tr>
<tr>
<td>Wild Rivers Forest Collaborative</td>
<td>Matching Dollars for Forest-Based Collaboration</td>
</tr>
<tr>
<td>Wild Rivers Land Trust</td>
<td>Land Trust General Operating Funds for Organizational Development</td>
</tr>
</tbody>
</table>
**Grantees In Action**

### WORKING LANDSCAPES AND SEASCAPES

Working landscapes and seascapes is a broad term that expresses the goal of working with people as partners to create landscapes and ecosystems that benefit humanity and nature. Wild Rivers Coast Alliance funds working landscapes and seascapes initiatives that promote economic stability, preserve community assets, and restore the environment. In 2014, WRCA’s investments helped propel tide gate restoration projects and fund research and projects to combat gorse.

### BEAVER SLOUGH DRAINAGE DISTRICT

The Beaver Slough Drainage District (BSDD) is developing an innovative conservation project in the Coquille River basin that will increase the productivity of agricultural lands and improve the health of critical salmon habitat. This project demonstrates the working landscapes concept which highlights a mutual benefit for both landowners and conservation.

Using funds provided by Wild Rivers Coast Alliance, BSDD will complete the engineering and design to secure permits in support of large-scale enhancement restoration activities for both agriculture and natural resources on 1,700 acres of the Coquille River floodplain. Lack of off-channel over-wintering habitat, and access to that habitat, have been identified as key limiting factors for Coquille River Coho salmon populations. The restoration of over-winter habitat and improving access for juvenile Coho Salmon are essential for Coho salmon recovery. In addition, the BSDD’s existing tide gate structures are failing and need to be replaced under new fish passage requirements. Replacing these old failing tide gate structures with new Muted Tidal Regulators (MTRs) will provide improved water management for agricultural landowners including much improved drainage, improved water quality, less maintenance, and a longer lifespan. The MTRs are also adjustable allowing more floodplain connectivity and improved access to fish during the winter period when juvenile salmon are searching for slow moving off-channel habitat that will maximize benefits to Oregon Coast Coho as well as Chinook salmon and other wildlife species.

“This project is a win-win situation for agriculture and natural resources. It is a perfect example of the Working Landscapes concept.”

– Steve Denney, Nature Conservancy’s South Coast Conservation Director

*Beaver Slough - Coquille, OR*
GORSE ACTION GROUP

Gorse (Ulex europeaus) is an Oregon State Class B Noxious weed found in abundance on the southern Oregon coast. Gorse was intentionally introduced into the southern Oregon coast in the late 1800s and is now rated one of the top 100 worst invasive species worldwide (World Conservation Union), and the #1 most invasive species on the south coast of Oregon (Oregon State Parks). The presence of gorse has negatively impacted the regional economy and, due to its flammable nature, has created a serious public safety concern. In 1936, gorse played a key role in the complete burning of the town of Bandon, OR (Oregon Historical Society).

Controlling gorse requires a collaborative, long-term effort to combine knowledge and resources. The Gorse Action Group (GAG) is a collaborative group of representatives from federal, state, and county agencies and nonprofit organizations seeking to work together to assess the extent of gorse and create a strategic plan for control on the southern Oregon coast. Initially a subgroup of the Curry Wildfire Preparation Team and funded by the BLM and National Fire Plan, it soon became apparent that the GAG should branch out to become its own focused initiative. The GAG is a great example of diverse groups pooling resources and working toward a common solution. The mission of the GAG is to:

- Restore natural and ecological values to the land
- Increase economic and recreational values in the region
- Increase public safety by reducing wildfire risk

In March & April 2014, David C. Smith & Associates, Inc. of Portland, OR flew over approximately 1.6 million acres in Coos, Curry, and Douglas Counties taking aerial photos at a 1-foot resolution in order to graphically assess the geographic coverage of gorse-covered land. Currently, teams are collecting data using environmental and spectral stratification inputs on groundcover to aid in calibrating the computer model for gorse presence and percent cover. The expected outcomes include percent cover of gorse, predicted spread, and a better understanding of the overall impact of the gorse.
In 2013, Wild Rivers Coast Alliance awarded a $30,000 challenge grant to the Bandon High School Go Native project. The challenge required the Go Native project to raise $30,000 from other sources before they were eligible to receive the grant from WRCA. With the determination and dedication of Darcy Grahek, the Bandon School District’s Indian Education coordinator and an experienced commercial gardener, Go Native’s fundraising efforts exceeded WRCA’s challenged amount in less than one year. The Go Native project was able to use the WRCA grant, in conjunction with the other sources of funding, to build a greenhouse, obtain a nursery permit, and procure supplies to teach propagation and plant nursery skills to students. Student participation in Go Native, a project-based learning program, is available through the school curriculum, an after-school program, and summer activities.

In August 2014, the Go Native nursery became the host site for 175 coastal redwood tree saplings that were cultivated by the nonprofit Archangel Ancient Tree Archive (AATA). AATA is creating living libraries of old-growth tree genetics by cloning old growth trees through traditional and advanced horticultural propagation. The Go Native students tended the tree saplings throughout the summer and planted the trees during the fall in locations throughout the city of Bandon.

In an effort to raise awareness for the Go Native project, 21 Bandon High school students, under the direction of local muralist Vicki Affatati, designed and painted seven panels that are displayed on the side of the Bandon Mercantile Company in Old Town Bandon. The mural depicts 12 native plants in blooming form to emphasize how important native plants and biodiversity are to the area. Many local businesses and individuals donated materials, money, and time demonstrating the amazing collaboration that makes the South Coast community so strong.

In future years, the native plants that are grown in the nursery will become assets that have the potential to be sold to watersheds, riparian property owners, cities, nurseries, landscapers, and homeowners. The students look for species grown for important cultural benefits, for beauty, and/or because they are attractive to pollinators. Money earned will be reinvested into the project to fund future supplies and personnel required to manage the project.
Wild Rivers Coast Alliance funds projects that strengthen the local economy through the creation of supportive market infrastructure that provides locally-owned businesses the ability to sustain their operations in a fiscally and environmentally responsible manner. WRCA’s investments in regional initiatives are focused on regional tourism and regional foods system developments that aim to drive and promote increased regional economic development.

**SUSTAINABLE BUSINESSES AND NONPROFITS**

Throughout the past two years, the Wild Rivers Coast tourism committee has been working with Travel Oregon on destination development that will increase regional economic expansion through tourism. The region’s desire to raise the regional profile has spurred collaboration between Travel Oregon and Wild Rivers Coast Alliance to co-fund part-time capacity to continue building a regional presence and help develop the region as a tourist destination.

**SCENIC BIKEWAY**

Oregon has the only Scenic Bikeways program in the nation, featuring routes that have been suggested, reviewed, ridden, and adopted by locals. Advocates of the Wild Rivers Scenic Bikeway are championing a plan for the Oregon coast’s first Designated Scenic Bikeway route.

The proposed 61-mile-long Wild Rivers Coast Bikeway starts at Battle Rock Park and passes through Port Orford, Elk River Road, Cape Blanco State Park, Port Orford Heads State Park, and Paradise Point State Park. Riders have the opportunity to enjoy the stunning natural landscape and to connect with cultural and historic landmarks, including Battle Rock, the Elk River fish hatchery, Cape Blanco Lighthouse, and the Port Orford Coast Guard Museum. This ride will provide a unique Summit-to-Sea Stack experience and will be the only route to run parallel to a Nationally Designated Wild and Scenic river, the Elk River. The proposed bikeway uses existing roads that can accommodate everyone from beginning to advanced riders who can choose to customize their experiences as day trips or extended adventures.

Wild Rivers Coast Alliance has assisted in coordinating the bikeway proponent group and has provided financial assistance to create the Wild Rivers Coast Designated Scenic Bikeway plan, a step in the designation process with the program’s coordinating agency, Oregon Parks and Recreation Department (OPRD). The route is scheduled to go to the OPRD board to become an officially Designated Scenic Bikeway in the summer of 2015.
CAPACITY BUILDING AND INNOVATIVE PARTNERSHIPS

Throughout 2014, Wild Rivers Coast Alliance served as a catalyst to drive greater resources to the region by forging partnerships and improving the capacity for local organizations to better accomplish their goals. This improved capacity attracts greater resources to the local economy and promotes conservation.

WILD RIVERS LAND TRUST (WRLT)

WRLT’s mission is to protect the natural treasures and working lands on Oregon’s Wild Rivers Coast in perpetuity. Partnering with landowners, the trust uses non-regulatory, free-market tools to safeguard the South Coast’s rural way of life.

Wild Rivers Coast Alliance has awarded grants to WRLT for four consecutive years, providing the trust with a significant portion of the necessary resources to expand its service area and increase staffing. WRLT has increased its staff from a volunteer Executive Director to two full-time paid staff members. With thoughtful guidance from the Land Trust Alliance, Coalition of Oregon Land Trusts, and dedicated local board members, WRLT now has the strategic direction to carry out its mission.

In the past year, WRLT hosted its inaugural fundraiser at Bandon Dunes Golf Resort and has secured additional capacity and project funds from Meyer Memorial Trust, Land Trust Alliance, Wild Salmon Center, South Coast Watershed Council, U.S. Fish & Wildlife Service, Craft3, and the Oregon Watershed Enhancement Board.

A continued focus for WRLT is the Summit-to-Sea Stacks initiative in Elk River watershed. In coordination with South Coast Watersheds, WRLT was awarded a Strategic Action Plan grant from the Wild Salmon Center that will provide technical assistance to help develop and prioritize future projects in Elk River watershed. This is a Coho-recovery pilot project that will create a template for 28 other Oregon coastal watersheds.

WRLT offers land trust services to South Coast communities to protect and preserve the open spaces that make our region unique. In 2014 private landowner, Camp Myrtlewood, donated a conservation easement to WRLT, making it the first the trust will oversee. The conservation work is driven by the belief that stunning scenery, clear waters, and thriving fisheries can successfully co-exist with productive ranchlands and forestlands. WRLT’s work supports vital rural communities for current and future generations.
Community members of all ages work together to clean up beaches and process the debris into art supplies that are used to construct giant sculptures of the sea life most affected by plastic pollution. This community effort is led by founder and Executive Director, Angela Haseltine-Pozzi, who also serves as the lead artist at Washed Ashore based in Bandon, Oregon. Thousands of pounds of debris have been removed from local beaches and turned into works of art which teach the public about marine debris. During the past two years, 64 of these unique art sculptures and accompanying educational signage have toured as exhibitions around the country to aquariums, zoos, museums, and theme parks in San Francisco, San Diego, San Antonio, Orlando, Washington D.C., Virginia Beach and Mystic, Connecticut. Wild Rivers Coast Alliance has provided much-needed financial support for the project to operate in Bandon and to travel across the country with its art and educational exhibits.

WRCA funded the refurbishment and remodeling of the five-year-old mascot of Washed Ashore, Henry the Fish. Henry, the first sculpture created, has traveled over 2,000 miles and has been seen by thousands of people. For Henry’s 5th birthday, WRCA sponsored the “Heal Henry Campaign” which will allow him to have a long-term home in Old Town Bandon. After extensive plastic surgery, he will be showing his completely new face, fins, body and tail for all the summer tourists to enjoy, luring travelers off Highway 101 to explore all the sites of Old Town Bandon-by-the-Sea.

**FIRST YEAR IN OPERATION (2011)**
- 1,000+ volunteers participated
- 1,000+ students involved
- 18 sculptures created
- 3+ tons of debris processed
- 1.0+ million people viewed the exhibits

**FOURTH YEAR IN OPERATION (2014)**
- 10,000+ volunteers participated
- 8,000+ students involved
- 30 sculptures created
- 15+ tons of debris processed
- 15+ million people viewed the exhibits

“Washed Ashore involves thousands of people, all coming together to save the sea. We are a tangible illustration that “Every Action Counts!”

- Angela Haseltine-Pozzi, Founder and Executive Director
Since 2011, Wild Rivers Coast Alliance has been making grants to organizations that serve the South Coast of Oregon.

Wild Rivers Coast Alliance focuses on conservation, community, and the economy and has a unique formula for sustainability. Our grantmaking opportunities are all made possible through the net proceeds from the fifth golf course at Bandon Dunes, Bandon Preserve, the “Course with a Mission”.

Wild Rivers Coast Alliance would like to thank the support of Bandon Dunes Golf Resort and its staff, private contributors, the Steering Committee, and the other stakeholders who together have made its work possible.