

# 2024 Annual Report



Overview & Financial Reporting for Canandaigua Lake Watershed Association.



# A MESSAGE FROM OUR BOARD PRESIDENT

Dear **Friends, Members, and Partners,**

I'm proud to reflect on a year of progress and shared commitment. In 2024, our Harmful Algal Bloom (HAB) **volunteer network** comprised 70 citizen scientists who submitted 922 bloom reports, expanding our monitoring capacity. At the same time, 36 **educational programs** connected with 1,500 residents, and more than 2,500 students gained hands-on experience in watershed science.

These milestones were made possible by our incredible **volunteers, members, and partners**. Your involvement, whether on the shoreline, in the classroom, or through ongoing support—is the heart of everything we do.

We also made strides in organizational strength. Our financial position remains sound, **board leadership** was bolstered, and we prepared to take on ambitious goals in 2025, including expanded stream sampling, invasive species management, and increased data sharing with more than 2,400 stakeholders.

A major highlight for this coming year is the arrival of our new **Executive Director, Emily DeBolt**. Her deep expertise and energy come at just the right time as we build on this momentum.

Together, we face real **challenges**—but with your support, we're ready. **Thank you** for standing with us in the work of protecting Canandaigua Lake.

With gratitude, *Susan*

## Board of Directors



**Susan Martenson**  
President



**Neil Atkins**  
Board Member



**Katrina Busch**  
Board Member



**Dee Crofton**  
Board Member



**Lynn Klotz**  
Past President



**Marty Lasher**  
Secretary



**Douglas Merrill**  
Board Member



**Joel Pasternack**  
Board Member



**Shaynee Rainbolt**  
Treasurer



**Karen White**  
Board Member



**Casey Wood**  
Board Member

## CLWA Team Members



**Emily DeBolt**  
Executive Director



**Lindsey Ayers**  
Program Manager



**Kathy Conezio**  
Watershed Educator

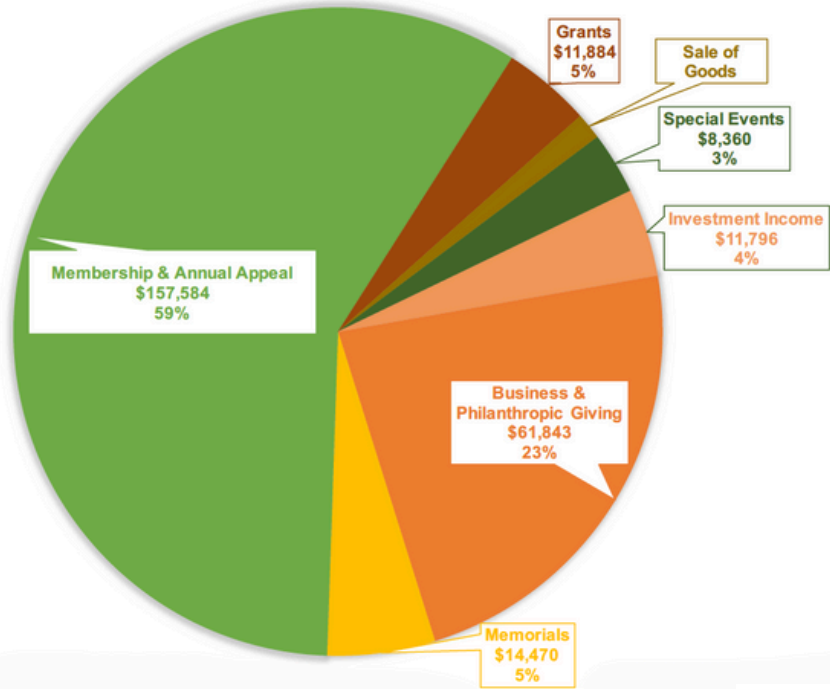


**Lynn Ocorr**  
Watershed Educator

# FINANCE REPORT

2024 FISCAL YEAR | JAN 1 2024 - DEC 31, 2024

## 2024 REVENUE: \$269,526



## MEMBERSHIPS INCREASED 11%

2024: 483 vs. 2023: 434

## 2024 INFLOWS: \$269,526

2024 vs. 2023

- Inflows: Flat Y-Y
- Overall Revenue: \$269,526 vs \$271,398 (2023)

## 2024 BUDGET TO ACTUAL

- Raised 3.5% less than projected for budget
- Net Operating Revenue 205% under budget

## 2024 EXPENSES

## CLWA 2024 OUTFLOWS: \$245,632

2024 vs. 2023 Actuals

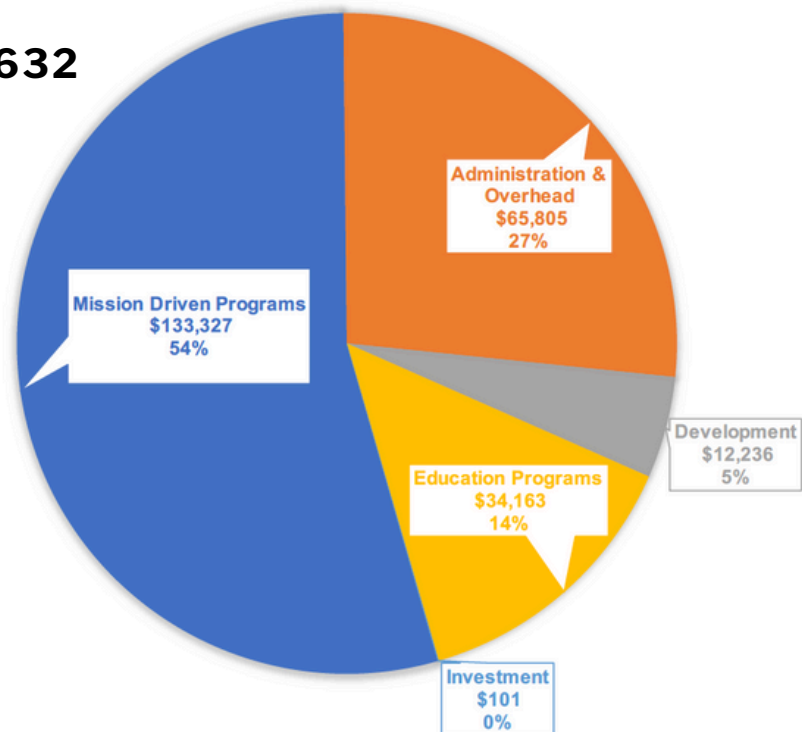
- Expenditures: Down 9%

## 2024 BUDGET TO ACTUAL

- Spent 15% less than budgeted
- Net Operating Revenue 205% under budget
- Overall Expenses:
  - \$245,632 vs. \$290,630 (2023)
  - 15% under budget

## 2024 ASSETS, LIABILITIES & EQUITY

- Total Unrestricted Cash & Investments:
  - As of Dec 31, 2024: \$428,353
- Restricted Cash as of Dec 31, 2024: \$30,811



ASSETS  
Up 6%



LIABILITIES  
Up 14%



EQUITY  
Up 5.5%

# 2024 IMPACT

by the **NUMBERS**



Here is a snapshot of what we've accomplished together.

2024 proved to be a major growth year for CLWA, with big focus on expanding our capacity to impact existing and emerging watershed concerns. Thanks to the support of the CLWA board, volunteers, and staff, we aligned our efforts on the below guiding principles. Through innovative partnerships with like-minded organizations, we feel strongly that our watershed community is headed towards positive, meaningful change.

**1** Increasing the impact of our educational efforts to influence positive behaviors that support watershed health.

**2** Enabling scientific research that pinpoints the causes of water quality concerns - leading to solutions

**78** 

VOLUNTEERS TRAINED FOR OUR CITIZEN SCIENCE PROGRAMS

**9,571**

BOATS INSPECTED FOR AQUATIC INVASIVE SPECIES



**10** 

RESEARCH & MONITORING PROJECTS INVESTIGATING EMERGING LAKE & WATERSHED CONCERNS

**288** 

PLEDGES FOR LAKE FRIENDLY LAWN CARE

**1,583** 

PEOPLE ATTENDED 36 EVENTS TO LEARN ABOUT WATERSHED TOPICS

**5,041** 

VOLUNTEER HOURS POWERED OUR CLWA ACTIVITIES

**2,500**

STUDENTS RECEIVED WATERSHED EDUCATION EXPERIENCES



**35** 

E-NEWSLETTERS SENT TO EDUCATE THE COMMUNITY ON LAKE ISSUES

**483** 

CLWA MEMBERS WHO CARE ABOUT PROTECTING THE LAKE

**20+** 

PARTNER ORGANIZATIONS SUPPORTING THE SAME MISSION TO PROTECT THE LAKE AND WATERSHED

**Be sure to follow us on social media and stay up to date.**

