



WATER EDUCATION
FOUNDATION

*Working to create a better
understanding of water issues and
help resolve water resource problems
through educational programs*



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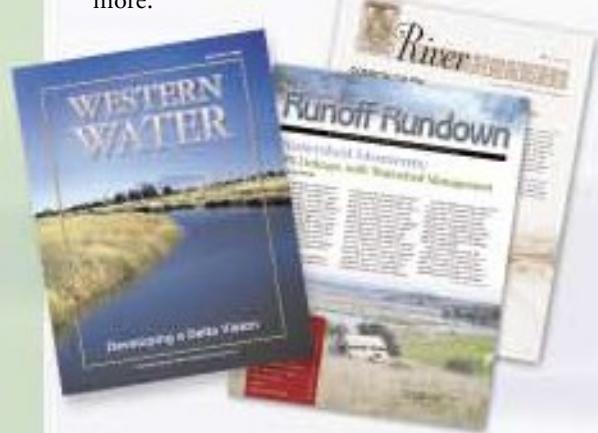
For more than 30 years the Water Education Foundation has been a unique resource for unbiased information about water issues. A nonprofit, impartial organization, the Foundation maintains a strong commitment to high standards of objectivity and balance in all its publications and programs, earning respect from all sides in the debate over water in California and the Southwest. The Foundation's mission is to create a better understanding of water issues and help resolve water resource problems through educational programs.

Leading this effort is a 30-member, voluntary Board of Directors comprised of individuals from a broad cross-section of the business, agricultural, municipal, environmental and public interest communities. Past and current members have hailed from a long list of agencies and organizations including:

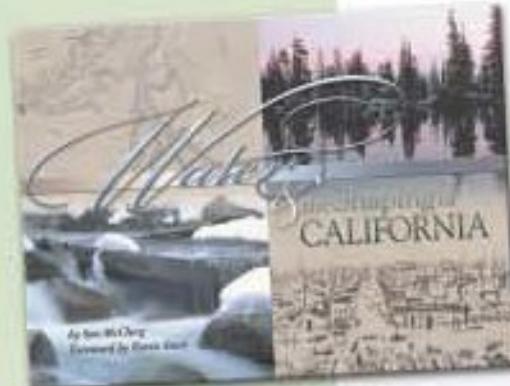
- Bank of America
- Bay Institute of San Francisco
- California Urban Water Agencies
- Chevron USA
- CH2M Hill
- Colorado River Indian Tribes
- East Bay Municipal Utility District
- Glenn-Colusa Irrigation District
- Groundwater Resources Association of California
- Imperial Irrigation District
- League of Women Voters
- Lundberg Family Farms
- Metropolitan Water District of Southern California
- Mono Lake Committee
- MWH
- National Audubon Society
- The Nature Conservancy
- Pacific Coast Federation of Fishermen's Association
- Paine Webber
- San Luis and Delta-Mendota Water Authority
- University of California
- Wells Fargo Bank

Publications

The flagship of the Foundation is *Western Water*, a bimonthly magazine through which readers learn the latest about water supply, water quality, the Colorado River, the Sacramento-San Joaquin Delta, groundwater, endangered species and more.



The Colorado River Basin is the focus of *River Report*, the Foundation's biannual newsletter that explores such issues as the Colorado River Delta, fish recovery and water supply. The titles in the Foundation's *Layperson's Guides* series reflect a textbook on water: Drinking Water, Environmental Restoration, Flood Management, Groundwater, Water Marketing and more. These easy-to-understand primers are regularly updated and revised.



The Foundation's book, *Water & the Shaping of California*, has received critical acclaim.



Tours and Briefings

The Foundation's annual action-packed water tours offer participants a firsthand look at the sites that make water a complex topic in the West and the opportunity to hear directly from leading water stakeholders. Top policy-makers and cutting-edge topics are featured at our annual briefings, which attract hundreds of business executives, legislators, attorneys, news reporters, water board members, state and federal employees and others.



In the Classroom

The Foundation offers a variety of programs to teach students, our future voters and leaders, about water. Students in grades K-14 learn about the history, geography and science of water. All Foundation classroom materials are consistent with the standards of the California State Frameworks for Science and History/Social Science and are designed to correlate with grade-level teaching requirements. The Foundation also serves as the California coordinator for Project WET (Water Education for Teachers), an international K-12 program designed for formal and non-formal educators.

Partnerships

Partnerships with federal, state and local governmental agencies, other nonprofits, water districts, and private industry allow the Foundation to produce Emmy-award winning public television documentaries, poster maps of critical water regions, educational videos, radio campaigns about water conservation and much, much more.

Through such support the Foundation has established special programs such as the Colorado River Project and the William R. Gianelli Water Leaders Class, a year-long program that identifies young community leaders from diverse backgrounds and educates them about water issues.



Problem Solving and Consensus Building

Foundation programs offer often-competing water-interest groups the opportunity to learn more about other views. The Foundation has partnered with many organizations to develop special conferences and briefings and tours to foster collaboration and problem solving among the agricultural, environmental and urban water stakeholders.



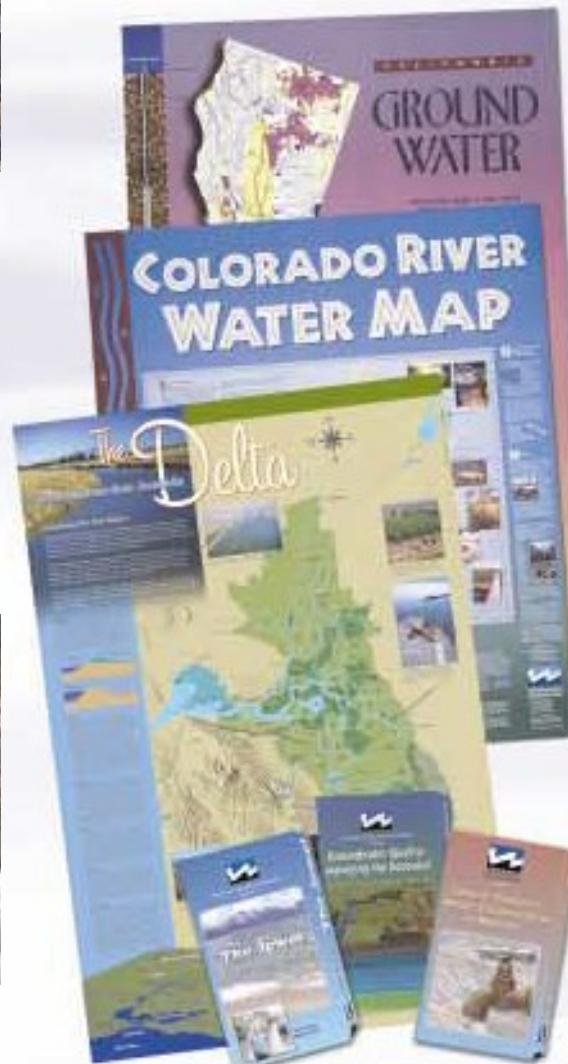
How You Can Help

Your personal, corporate or foundation gift will help the Water Education Foundation further its mission and continue its production of these exciting and informative programs and publications. Financial support is vital to the Foundation, a nonprofit, tax-exempt organization.

How We Can Help You

Your support can help us meet the current water education challenges and reach out and explain the facts about one of our most important issues – water. In return for your support, we offer a special **"Giving Back" benefits program** to keep you informed about water issues. With your generous support of our work, you can receive:

- FREE subscription to *Western Water* magazine
- FREE subscription to *River Report* newsletter
- FREE *Layperson's Guides*
- FREE water maps and posters
- FREE school programs for schools of your choice
- FREE videos



What Others Say About the Water Education Foundation

“The Water Education Foundation really does fill a unique role. They don’t represent an interest group.”

— *Steve Hall
Association of California Water Agencies*

“The Foundation is very dedicated to accurate information, to being fair to all sides, to being balanced in its information and to helping people understand tough, complicated and critical water issues.”

— *Michael George
Western Water Company*

“I think all the materials are very well done, very thorough, very accurate and overall represent a very balanced perspective. But I think the tours are how you really reach people. It’s one thing to read a written word. It’s another to go out and see the Sacramento River at Knights Landing.”

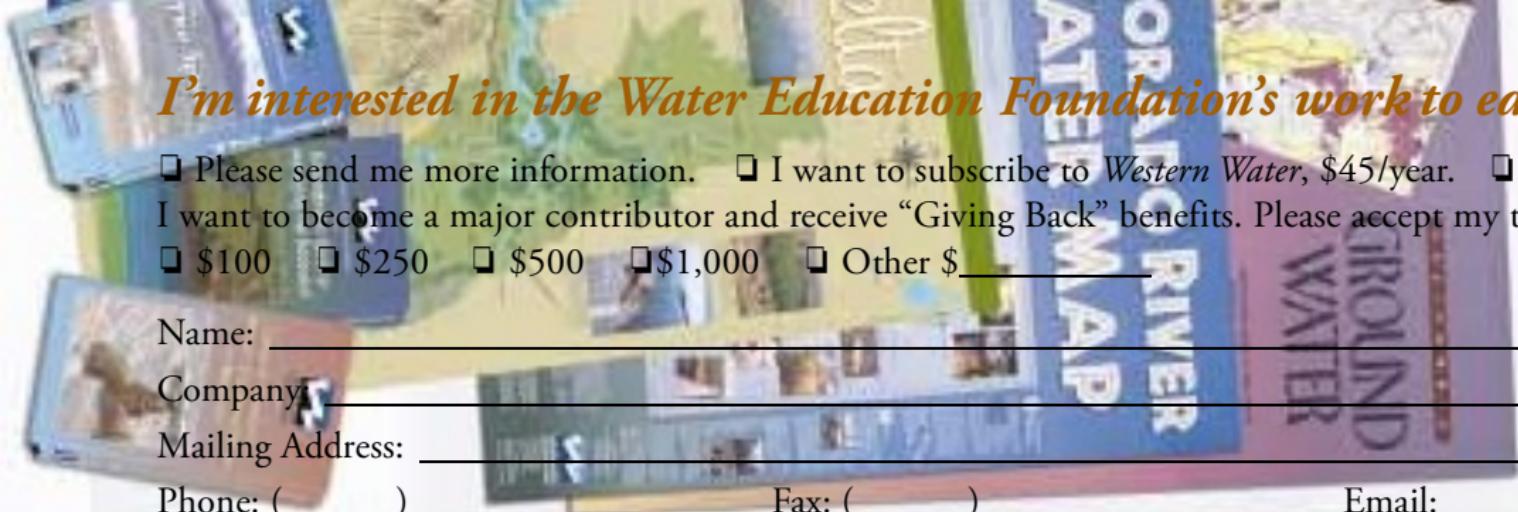
— *David Guy
Northern California Water Association*

“*Water & the Shaping of California.* I go to that reference book so often. I use it in speeches. I use it in my own writing. It is so accessible. It’s colorful. It’s creative. It’s interesting.”

— *Betsy Reifsnider
Friends of the River*

“All of us who have a finger in water – from an editorial writer like myself to the agency staffers in the field – use *Western Water* as a way to catch up on what’s going on with an issue that might not be in your direct backyard.”

— *Tom Philp
The Sacramento Bee*



I'm interested in the Water Education Foundation's work to educate the public about water issues.

Please send me more information. I want to subscribe to *Western Water*, \$45/year. I want to subscribe to *River Report*, \$25/year.

I want to become a major contributor and receive "Giving Back" benefits. Please accept my tax-deductible contribution of:

\$100 \$250 \$500 \$1,000 Other \$_____

Name: _____

Company: _____

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Phone: (_____) _____ Fax: (_____) _____ Email: _____

Method of payment: check credit card please send invoice

Credit card information: Visa MasterCard American Express

Credit card number: _____ Exp. Date: _____

Signature: _____ (Must be signed to process credit card order)

The Water Education Foundation is a nonprofit, tax-exempt, 501(c)3 organization. Federal tax ID #942419885.

All contributions to the Water Education Foundation are tax-deductible as allowed by law.



WATER EDUCATION FOUNDATION

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There is no other organization providing the education services offered by the Water Education Foundation – now for over 30 years. Please take this opportunity to generously support our unique and important work and stay informed about water issues.

Over 80% of contributions to the Water Education Foundation go toward the educational programs described in this brochure.

The Foundation is a 501(c)3 organization and contributions to the Water Education Foundation are tax-deductible to the fullest extent allowable by law.

The Water Education Foundation is your resource for information about water resource issues. Contact us if you have any questions about our materials, tours and briefings, or need further assistance with research.



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