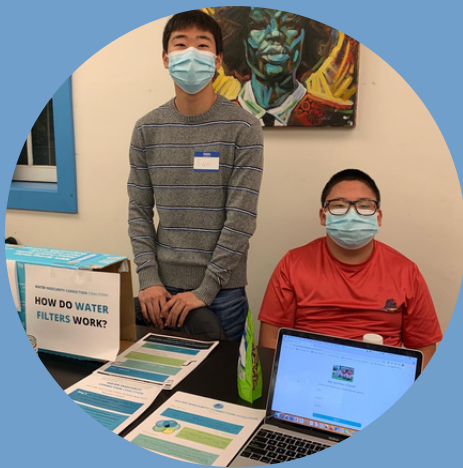


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YEAR 3



ANNUAL IMPACT REPORT



PREPARED BY :
Annabel Gregg, President
Arianna Trapp, Executive
Director



REVIEWING ACTIVITIES FROM:
August 11th, 2021 to
August 10th, 2022

THE LETTER

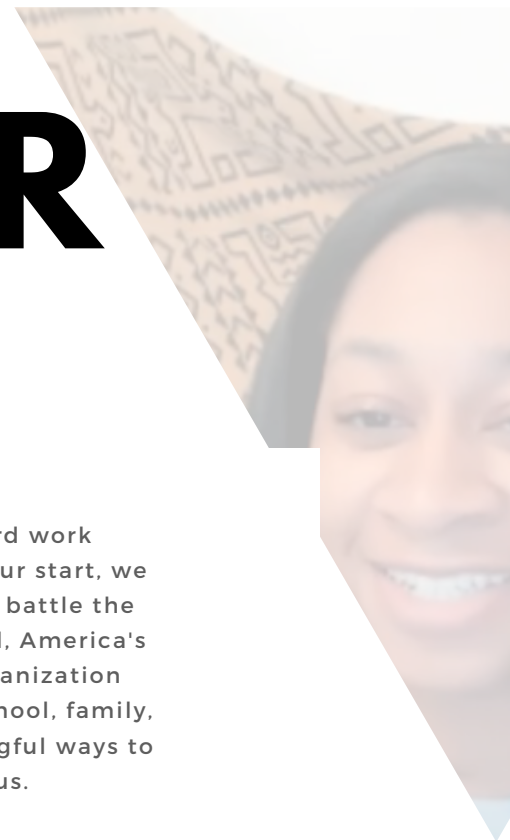
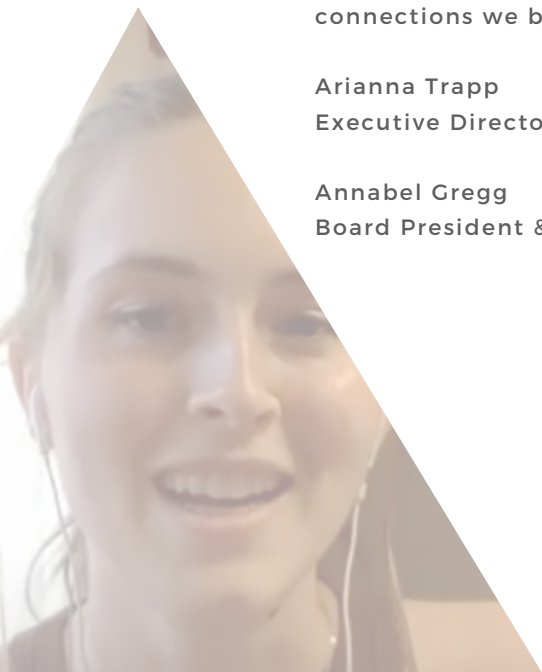
This report is the culmination of a great group of people's hard work throughout our third year of operation as a nonprofit. Since our start, we have been committed to uplifting and educating youth as we battle the country's water issues. From PFAS to drought, from lead to oil, America's water is at risk. The fact that we have a team of volunteer organization members that work tirelessly -- making time around work, school, family, extracurriculars, and everything in between -- to find meaningful ways to address a variety of different water issues means so much to us.

This report is reflective of a year's worth of effort, but even as we wrote it, we knew that more was coming. Since becoming a 501c3, we have utilized our organization's momentum to expand projects in different areas all over the country, brought on new team members and promoted old ones, and upped our impact and fundraising goals immensely. This year saw a lot of transition within the WICC team. That is leading to a lot of growth and helping to develop our small nonprofit into an even more effective and impactful organization.

We would like to thank our donors for supporting our grassroots efforts throughout the year, and our entire team for working so hard to make the numbers you see on this impact report happen. As we look back at Year 3, we can already predict that Year 4 will have over double the impact on the people we work with and for, the projects we hope to execute, and the connections we build. Here's to a promising past and an impactful future.

Arianna Trapp
Executive Director as of July 2022

Annabel Gregg
Board President & Founder



THE FALL

WICCourse: How the Other Half Flows

[8.21.2021](#)

WICC Advocate Jackson McGough led a panel event about Youngstown, Ohio and the American wastewater crisis. McGough discusses the history of Youngstown and the wastewater catastrophe they've endured. A local official from the city discussed insight and thoughts on the implications of the crisis.

Town Hall Event with Charles Thompson

[9.12.2021](#)

The WICC team invited TX-18 Congressional candidate, Charles Thompson to have an open and honest discussion about water insecurity in the Houston, TX area. Conversation topics included pollution, infrastructure, and climate related problems. The team also got more insight into the impacts of Hurricane Harvey on the Houston community.

Just Add Water: "Houston" Episode

[9.12.2021](#)

The WICC Podcast released it's September 2021 episode which was recorded as a supplement to the day's town hall event. TX-18 Congressional candidate, Charles Thompson, joined the hosts for an interview about the state of the environment in Houston, TX.

Official 501(c)(3) Status

[9.24.2021](#)

WICC officially became a 501(c)(3) non-profit organization in the state of New York.

Martin County, Kentucky Advocacy

[Fall Advocacy Project](#)

Advocate Colin O'Connor used his research from the previous summer as an intern to develop advocacy initiatives for Martin County, Kentucky. Accomplishments included, impactful legislation identification, in-depth research on the specific issue, and adding a page to the WICC website. Colin was also able to complete a bill memo for SCR 64 as a culmination of his legislative research.

Queens, New York Advocacy

[Fall Advocacy Project](#)

Advocate Jackson McGough water insecurity in Queens, NY from the lens of infrastructural failures. Accomplishments included initial contact with influential legislators, impactful legislation identification, in-depth research on the specific issue, and updating the New York Advocacy page on the WICC website. Jackson was also able to complete a bill memo for S1567 as a culmination of his legislative research.



THE WINTER

Water Infrastructure Advocacy

In [January](#), WICC Advocates Jackson McGough and Colin O'Connor coalesced their fall research and collaborated on a WICCourse educational panel event about water insecurity issues in Queens, New York and Martin County, Kentucky. McGough and O'Connor discussed the water issues in each region and the respective bills each was advocating for. The event had about a dozen live audience members.

In [December](#) and [February](#), WICC's advocacy team met with two leaders within the Kentucky State Senate, including the Minority Floor Leader. Advocates lobbied and received commitments to support SCR 64 - a bill establishing a public wastewater and water infrastructure task force - in the inclement session if it were to be reintroduced. Though the bill died, the meetings were still successful.

Internal Summit Meeting

[11.12.21](#)

In November, the WICC core team met to discuss the organization's core values, goals, and purpose. The participants discussed what, in their dream world, the organization would look like internally: a small and tight-knit team working within a larger coalition network that is sufficiently funded. Core members agreed that WICC should and would be an organization that determines advocacy priorities and subsequently works with legislators, on-the-ground grassroots organizations, and other NGOs to make clean water a priority in state legislatures and the federal government. WICC should and would be an organization that uplifts the voices of often overlooked communities that are experiencing water insecurity, and act as a youth-led force to get things done. Importantly, the core team believes WICC utilizes a unique multifaceted approach to water security: a critical vision given the complexity of America's water security issues. WICC as an organization has the opportunity to uplift often ignored voices and targeted otherwise overlooked water crises. Water insecurity problems in America require both innovation and coalition building: an ideal that WICC has and will continue to bring to its work.

Operational Funding Initiative

In [December](#), WICC's fundraising team launched an internal initiative to secure funding for operational expenditures, specifically funds to supply stipends to team members for the hard work they otherwise volunteer to contribute.

Throughout the winter, the fundraising team drafted and submitted 2 LOIs for operational funding. Throughout the year, the fundraising team submitted a total of 4 proposals for operational funding, and is continuing to apply for funds in Year 4.



In My Dream World

What would WICC look like as an org? What would we do?

Advocacy: Ideally, WICC would be funded with a larger team, and more structured roles. We would be constantly advocating for legislation and expanding our

Sam - slightly larger team with a larger network that we work with, ideally getting to meet with and talk to our network

Advocacy: Meeting in person legislators and maybe working with other organizations and non-profits.

W pro we get

THE SPRING

Spring Newsletter Release

[3.31.2022](#)

The WICC newsletter, which reaches almost 200 subscribers every quarter, was sent out to our supporters. Notable articles included the announcement of the Mari Copeny Award Scholarship, the supporting t-shirt fundraiser, and the release of WICC's March podcast episode of Just Add Water.

WICCourse: The History of Organochlorine Pesticides in KwaZulu-Natal, South Africa

[4.21.2022](#)

A look into a coastal province in South Africa where forever chemicals are making an impact on the lives of residents and the environment. An introduction into the history and effects of organochloride pesticides, also known as OCPs. Featuring Arianna Trapp, WICC Executive Director.

Development of the WICC Way

[Spring Project](#)

Throughout the spring quarter, Nolan Lyons and Arianna Trapp, Advocacy Director and Advocacy Team Coordinator, developed what is internally known as the "WICC Way" as a roadmap for approaching grassroots activism and water insecurity. The methods are built around six different important steps that are carried out in an order that is suitable for the region at hand. Those 6 steps are: regional demographics research, understanding the history of the problem, outlining the key legislative steps toward a solution, identifying agents of change, and continuing the work in a meaningful way (legislative advocacy, education, On-The-Ground projects).



THE SUMMER

Mari Copeny Award Winners Announced

[6.21.2022](#)

For the 4th year, WICC was able to give \$100 scholarships to deserving high school seniors in the Greenwich, NY, Flint, MI and Newark, NJ areas. This year, WICC awarded a record 7 scholarships to students from a variety of backgrounds, with bright futures. The awardees included Molly Morse-Belcher (Greenwich), Lauren Chuhta (Greenwich), Shea Fortier (Greenwich), Daniela Palacios (Newark), Esmeralda Ignacio (Newark), Manuela Duarte (Newark), and Antonio Sweeney (Flint). These students continue to be active members in their communities and on their college campuses. The generous sponsors and donors that allowed this scholarship to be such a huge success included Newark Water Coalition, Hudson Crossing Park, and Betterbee.

Intern Cohort

[June-August](#)

In [June](#), the WICC team welcomed their 3rd cohort of interns from all over the country to assist with summer initiatives implementation.

Advocacy Team Summer Projects

[July](#)

Project Coordinator and Advocacy Team Summer Intern Reya Kumar completed an extensive research project on the legislative and social climate around water insecurity caused by drought in Tulare County, California. Intern Isabelle Meléndez began researching demographic and pollution levels in Newark, New Jersey to begin a lead-contamination initiative. This included looking into EPA's federal action level for lead contamination, building coalitions in Newark, and researching existing legislation.

Upstate Water Contamination Project Kickoff - Coalition Meetings

[Summer](#)

This summer, the Upstate Water Contamination Project began the coalition-building phase and finished project development. In [August](#), the team met with a representative from AdkAction to discuss project details and how the Adirondack component could be tailored to meet the long-term needs of the ADK community. On the Poestenkill side, the team also met with a state assemblyperson representing the Rensselaer area in the state legislature to discuss the scope of the PFOA crisis from the state perspective. The fundraising team also submitted two requests for project funding and prepared for further grant and fundraising opportunities to be executed in the fall.



THE PEOPLE

Internal Transitions, Promotions, and More (oh my!)

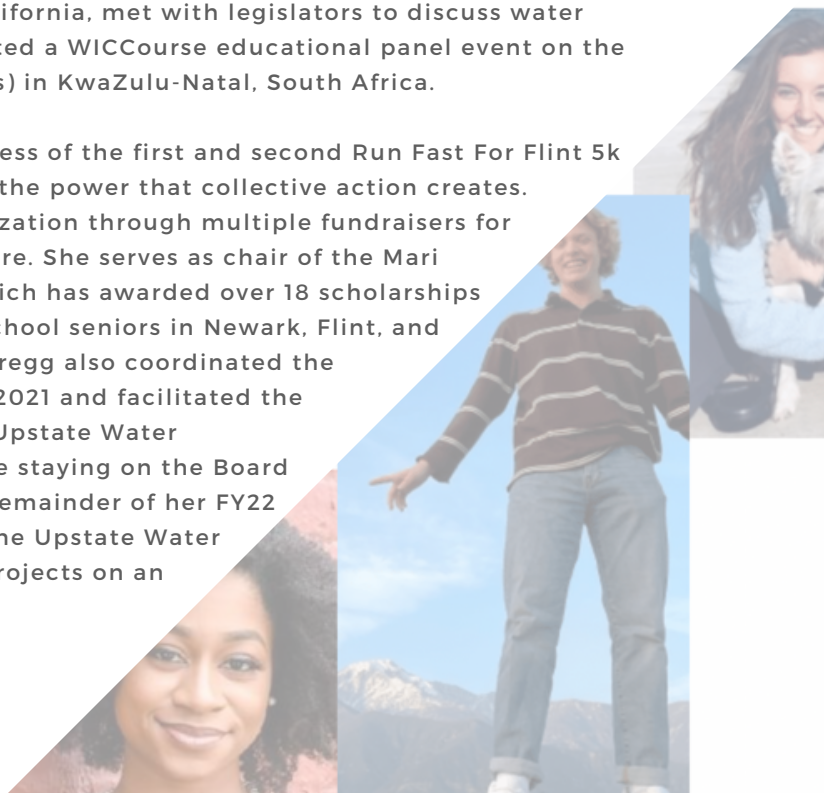
Summer

After starting within the first month of WICC's founding, Fundraising & Finance Director **Sam Grimmke** stepped down from his role in **July**. Under Sam's leadership, the organization prepared its first budgets, submitted its first operational grants, and managed its first and second cohorts of summer interns. Within that first cohort of summer interns was **Madeline Van Shelven**, who was tapped to officially take over Grimmke's position effective in May. Grimmke will remain on the Board of Directors as Treasurer, at least until for remainder of his term.

Nolan Lyons, another founding member, also stepped down from his position as Advocacy Director this summer. Under Nolan's leadership, WICC's Advocacy team embarked on its first legislative initiatives, WICCourse events, regional research projects, and management of three intern cohorts. Newcomer **Nico Gentile** officially took over Lyons' role in **July**. He has since managed the 2022 summer intern cohort and organized new advocacy initiatives in California and New Jersey. Lyons will remain on the Board of Directors as Secretary, at least until the end of his current term.

Finally, as of **July 1st**, founder **Annabel Gregg** stepped down from her role as Executive Director. Former Advocacy Team Coordinator **Arianna Trapp** stepped up to fill the Executive Director role, effective on the same aforementioned date. Trapp started as an intern on the advocacy team in 2020 and was promoted to the team coordinator position in 2021. During her tenure at WICC, Arianna has researched drought-induced water insecurity in the San Joaquin Valley of California, met with legislators to discuss water contamination in rural Kentucky, and hosted a WICCourse educational panel event on the history of organochlorine pesticides (OCPs) in KwaZulu-Natal, South Africa.

Gregg started the nonprofit after the success of the first and second Run Fast For Flint 5k fundraisers in 2018 and 2019, recognizing the power that collective action creates. Since its start, Annabel has led the organization through multiple fundraisers for Flint, MI; Houston, TX; Newark, NJ; and more. She serves as chair of the Mari Copeny Award & Scholarship program, which has awarded over 18 scholarships to promising, community-oriented high school seniors in Newark, Flint, and Greenwich, NY. Amongst other projects, Gregg also coordinated the Summer Internship Program in 2020 and 2021 and facilitated the development and implementation of the Upstate Water Contamination Project in 2022. She will be staying on the Board of Directors as President throughout the remainder of her FY22 term, and will act as the project lead on the Upstate Water Contamination Project and other future projects on an as-needed basis.



THE NUMBERS

VISITS 2.3K -1% yr/yr	BOUNCE RATE 73.91% +23% yr/yr	UNIQUE VISITORS 1.8K +10% yr/yr	PAGE VIEWS 3,753 -2% yr/yr
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WEBSITE

- 2,335 website visits
- 3,753 page views
- 1,841 unique visitors
- Top states visiting: NY (569), VA(489), CA (185)

INSTAGRAM

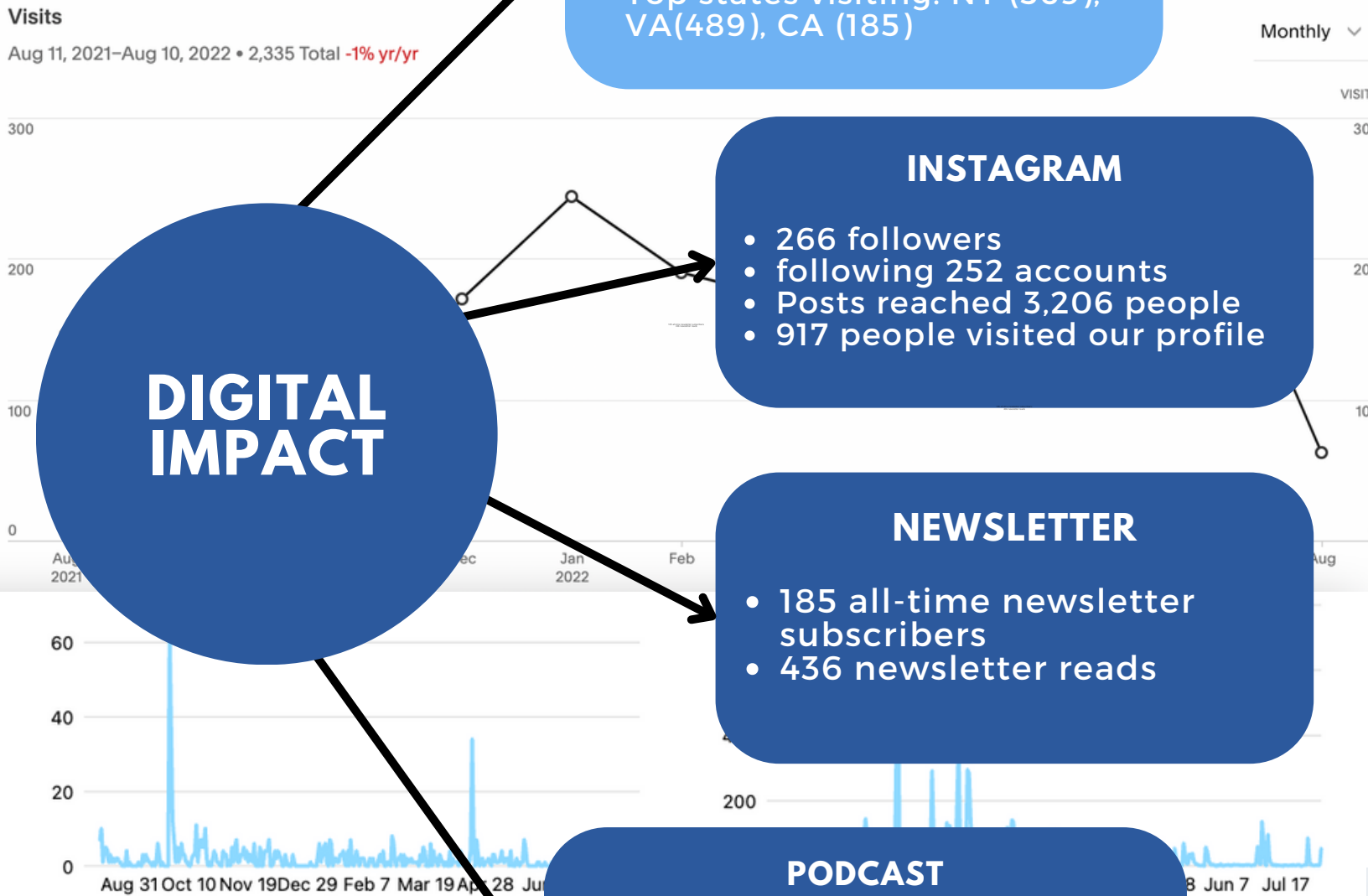
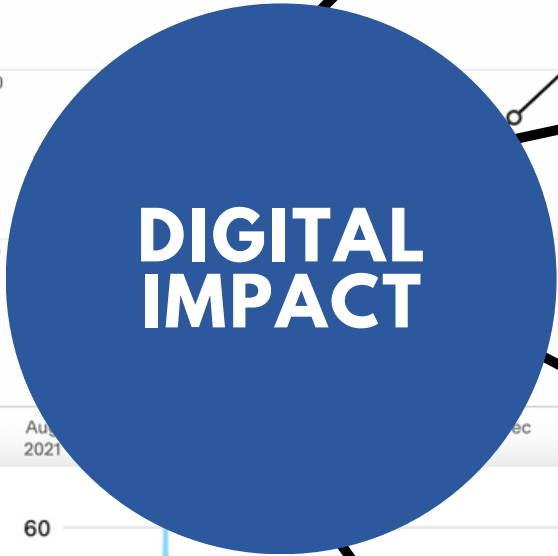
- 266 followers
- following 252 accounts
- Posts reached 3,206 people
- 917 people visited our profile

NEWSLETTER

- 185 all-time newsletter subscribers
- 436 newsletter reads

PODCAST

- 6 new podcast episodes released
- 51 new podcast downloads
- 39 podcast starts on Spotify
- 80 unique listeners and 45 followers
- Ranked #36 of all US water podcasts



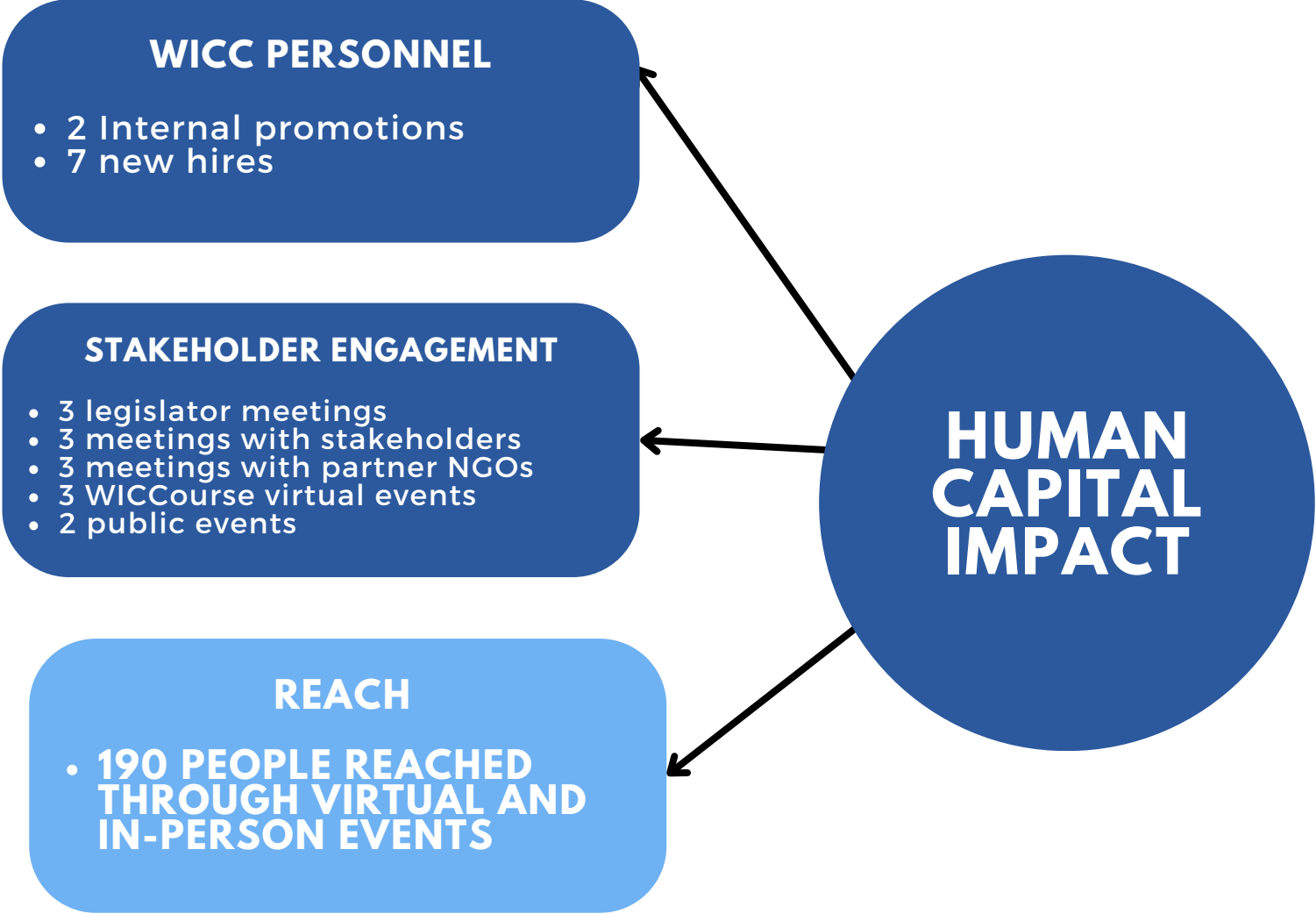
36. Just Add Water



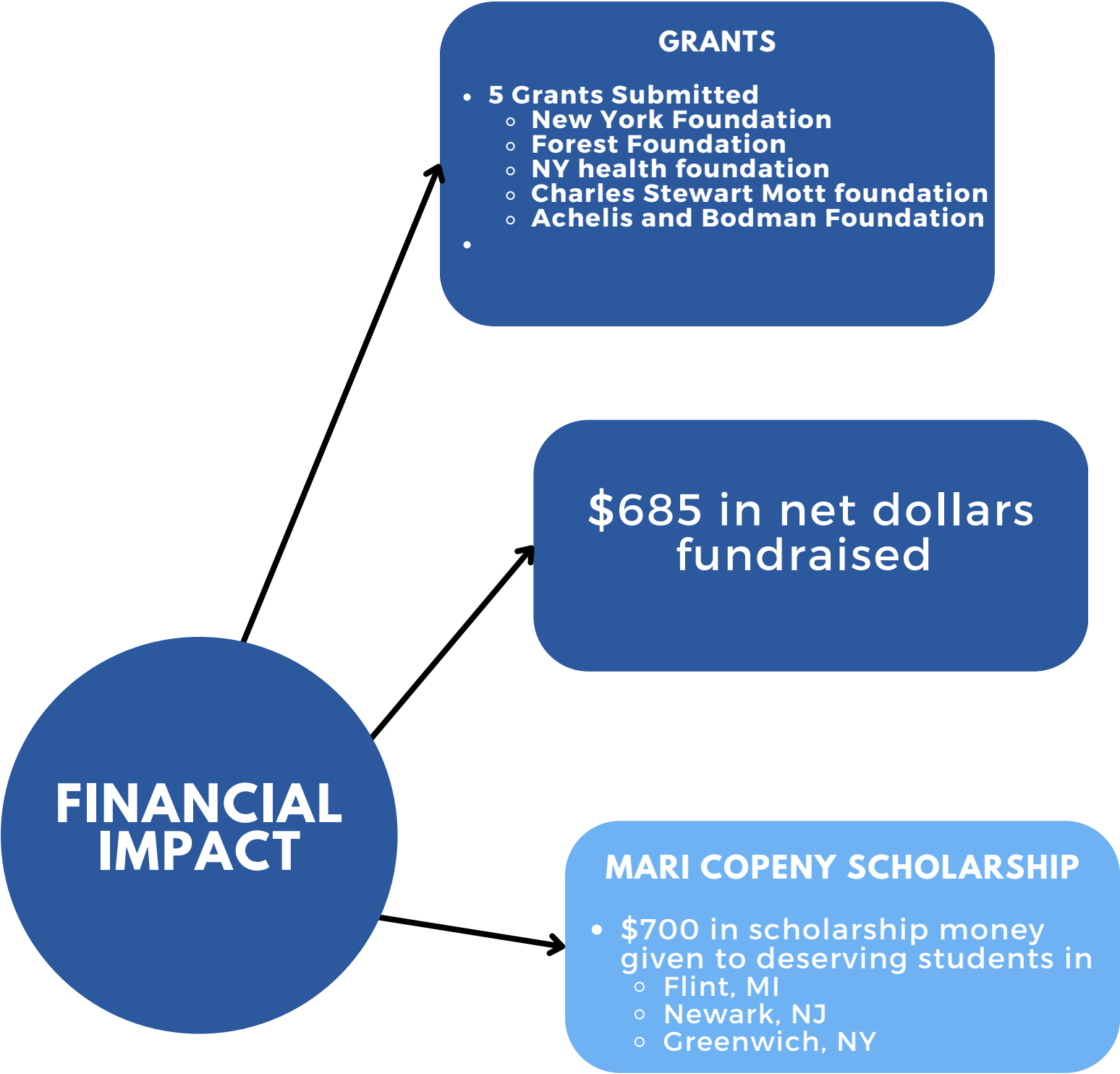
Hosted by the Water... insight, discussion, a... and environmental ju... feeds.buzzsprout.c... [Follow](#)

▶ Play • 36 • 6 episodes / year • Avg Length 53 min • Jan 2021

THE NUMBERS



THE NUMBERS



THE MONEY

FY2021
CASH
BUDGET

Revenue	
Individual Donations	\$542.61
Grants	\$0.00
Event Revenue	\$3,239.12
TOTAL	\$3,781.73
Expenses	
Outgoing Donations & Partnerships	\$1,345.03
Event Costs	\$974.16
Mari Copeny Scholarship Disbursements	\$600.00
Administrative Costs	\$289.41
Other/Miscellaneous	\$134.00
Travel	\$31.50
TOTAL	\$3,342.60
PROFIT/(LOSS)	\$439.13

*WICC's fiscal year begins on April 1st and ends on March 31st. The above cash budget is an unofficial representation of cash flow between August 11th, 2021 to August 10th, 2022.

*The above statement has not been audited by a CPA and is to be used in an unofficial capacity for informative purposes only.

THE MONEY



What is next year looking like?

Revenue	Amount Projected
Individual Donations	\$500.00
Grants and Sponsorships	\$25,000.00
Mari Copeny Scholarship Fund	\$700.00
Event Revenue	\$1,000.00
Other/Miscellaneous	\$100.00
TOTAL	\$27,200.00
Expenses	Amount Projected
Upstate NY Water Project Expenses	\$15,000.00
Stipends	\$10,000.00
Outgoing Donations & Partnerships	\$200.00
Scholarship	\$700.00
Travel	\$50.00
Event Costs	\$50.00
Administrative Costs	\$300.00
Other/Miscellaneous	\$100.00
TOTAL	\$26,400.00
PROFIT/(LOSS)	\$800.00