



2024 Annual Report

INTRODUCTION

2024 was a year of growth for LSRA that came in the form of three new staff, expanded citizen science programs, increased educational opportunities, and a new home for our office. Despite how exciting this growth is, we'd welcome decline in our numerous advocacy initiatives—but as long as polluters continue to disregard our rights to clean water, the work will continue. This year is shaping up to be just as exciting as the last, and your support assures we can continue the fight for a drinkable, fishable, swimmable Susquehanna River.

OUR MISSION

We are dedicated to improving the ecological health of the Lower Susquehanna River Watershed and the Chesapeake Bay. Current and future citizens of the Lower Susquehanna River Watershed deserve high water quality, wise and sustainable use of all aquatic resources, and preservation of aesthetic value of our waterways. Improvement will come about through education, research, advocacy, and insistence upon compliance with the law.

The Lower Susquehanna Riverkeeper in Action



- 3** violations reported to federal and state agencies
- 25+** comment letters advocating for better environmental policies and regulatory enforcement submitted
- 6** Clean Water Act enforcement cases actively engaged in
- 3** state-issued permits challenged
- 4** public hearings attended



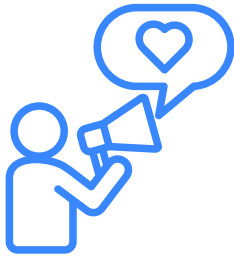
- 400+** water samples collected
- 4** unique pollution incidents investigated
- 100+** sites throughout the Lower Susquehanna tested
- 22.5** tons of trash removed from our waterways



- 35+** water sampling volunteers recruited and trained
- 300** cleanup volunteers recruited
- 40** on-the-water educational field trips led
- 12** public events hosted
- 9** river cleanup events hosted

Communications

In 2024, we distributed information to various audiences through email, social media, in-person interactions and events, our website, and local newspapers and media outlets.



ADVOCACY

- Our supporters took action on our advocacy alerts and sent 2,217 messages to over 16 contacts.
- Our most popular alert was sent to Governor Joshua Shapiro by 477 advocates in opposition of the Cuffs Run pumped storage hydro project.



EMAIL

- We sent 74 emails to a total of 253,559 total recipients.
- We had an average open rate of about 18% which equates to 45,065 opened emails.
- Our supporters contributed 52 times via email, contributing \$5,800 in donations (a 28% increase over 2023), averaging \$112 per donation.



SOCIAL MEDIA

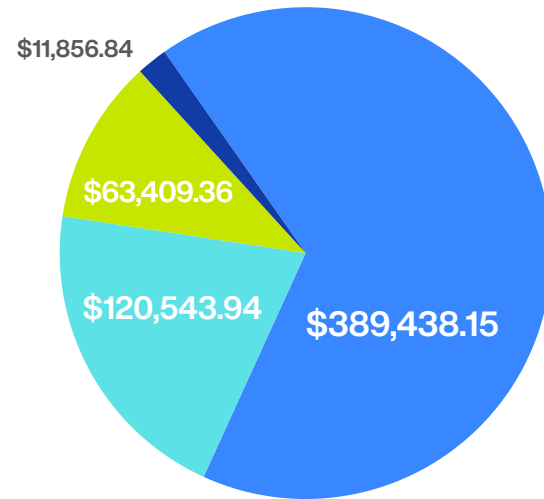
- Our Facebook posts reached 464,000 people, a 68% increase over 2023, while our Instagram account reached 15,900 people.
- We had 44,500 Facebook page visits, a 207% increase over 2023, and 2,000 Instagram profile visits.
- We had 2,400 followers on Facebook, a 163% increase over 2023.

Financials

LSRA REVENUE 2024

- Grants
- Donations
- Memberships
- Other Income

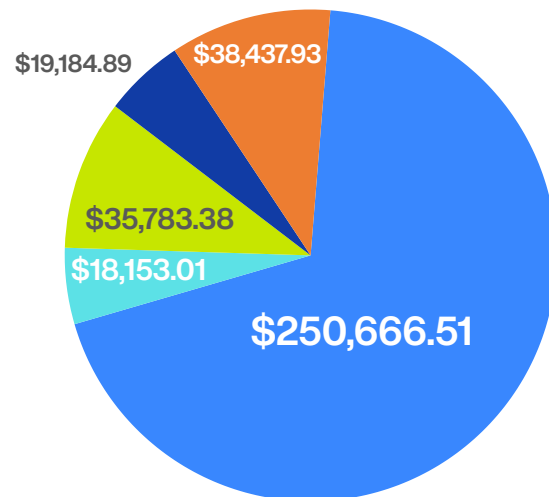
Total: **\$585,248**



LSRA ADMINISTRATIVE EXPENSES 2024

- Salaries
- Professional Fees
- Occupancy
- Office Expenses
- Other Expenses

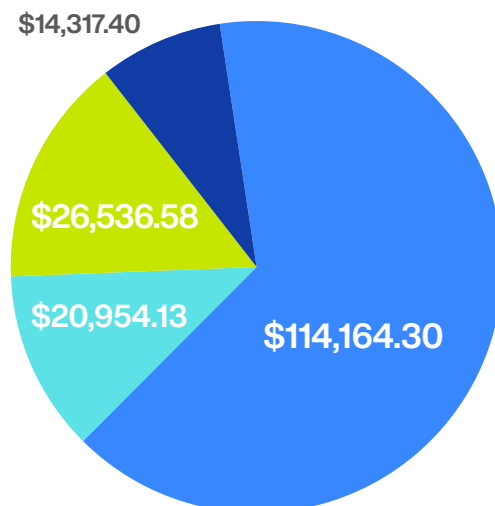
Total: **\$362,226**



LSRA PROGRAMMATIC EXPENSES 2024

- Program Expenses
- Water Quality Monitoring
- Events
- Other Volunteer Programs

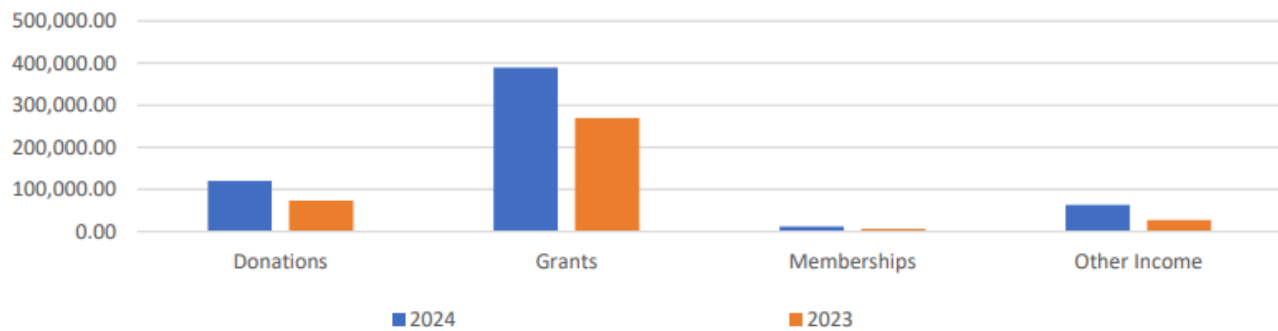
Total: **\$175,972**



Total Revenue: \$585,248 | Total Expenses: \$538,198 | Net Operating Income: \$47,050

Financials

LSRA REVENUE 2024 VS. 2023



LSRA EXPENSES 2024 VS. 2023

