

Living Lands & Waters' Effectiveness and Results

LL&W's goals are derived from its Mission Statement. Goals change periodically to match current opportunities and pressing needs of the river. Currently, our goals can be listed as follows:

- ❖ Clean the shores and islands of the Mississippi River and its main tributaries (the Ohio, Illinois and Missouri Rivers) of trash and unwanted, sometimes dangerous, debris. The scope is periodically expanded in emergencies, such as the flooding of the Cedar and Wisconsin Rivers and Hurricane Katrina.
- ❖ Improve habitat by accumulating and distributing to individuals and organizations, one million native, nut-bearing, hard wood saplings to plant and care for.
- ❖ Educate people, mainly students and teachers, about the complexity, grandeur and fragility of our river habitat through on-the-river experiences. This includes the river's ecology, history and lore, geology, commercial aspects, and more.
- ❖ Prompt and encourage individuals to become involved in the above goals or to create and follow their own dreams with fire and determination.

LL&W's strategy to accomplish these goals is to do what it has been doing for over ten years. Namely,

- ❖ Organize, plan, conduct or participate in river cleanups with individuals, agencies, organizations, companies and communities.
- ❖ Grow or acquire and distribute at least 100,000 hardwood seedlings annually to individuals, organizations and companies who pledge to plant and care for these trees of tomorrow.
- ❖ Conduct educational workshops for teachers and students aboard LL&W's floating classroom.
- ❖ By example and by formal and informal speaking engagements and classroom visits, encourage individuals to find and feed the fire within.

The above strategies will continue to be accomplished by Chad Pregracke, Living Lands & Waters' President, consistently gathering the needed band of trained and motivated crew and office staff with a qualified board of directors. This group will assemble the necessary resources of talent, financial depth, boats and equipment, and partners. LL&W realizes it cannot accomplish these goals alone and, therefore, constantly seeks fruitful partnerships. This combination of resources (people, finances, equipment and partners) has performed exceedingly well over ten years, and provides the confidence for continued success.

Specific goals for the upcoming year are established at the annual planning session near the end of each year. Goals are tracked throughout the year, and results are published in the Annual Report.