



Introducing Your Friends at FMR

Core Values

Our mission is to steward the Mad River Valley's healthy land and clean water for our community and for future generations.

We bring people together to:

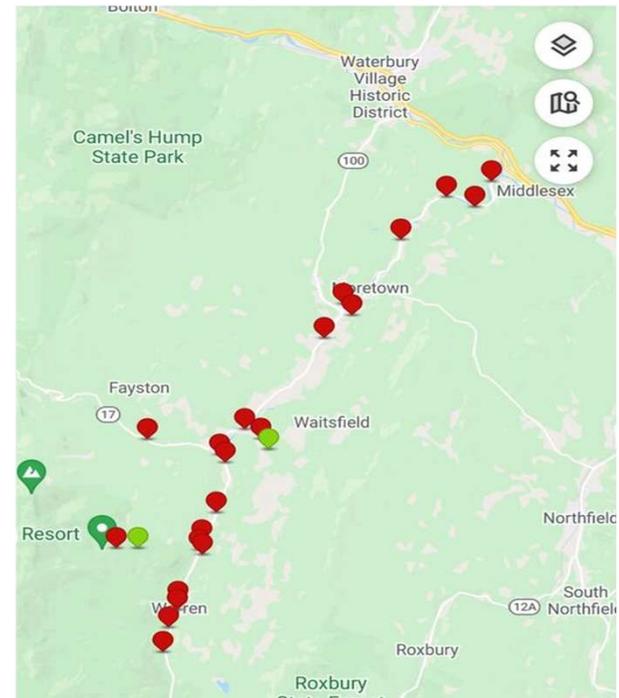
- **Learn** about the health of the land and water;
- **Conserve** our valued natural resources; and
- **Celebrate** this special place.



Friends of the Mad River is a 501(c)(3) member-supported, nonprofit organization, founded in 1990. Our work is grounded in sound science, inclusive education and engagement, and thoughtful action.

Core Values

You know us...



Capacity



We've been growing!



Core Focus



Program Areas

Education and Outreach
Mad River Watch
Stewardship Collaborations
Landowner Engagement
Watershed Restoration

Current Large Projects

Aquatic Organism Passage
Advancing Project Development
Geospatial Database Planning
Native Plant Nursery



Core Focus

Current Large Projects
Aquatic Organism Passage
Advancing Project Development
Geospatial Database Planning
Native Plant Nursery

FRIENDS OF THE MAD RIVER
HEALTHY LAND. CLEAN WATER.
VIBRANT COMMUNITY.



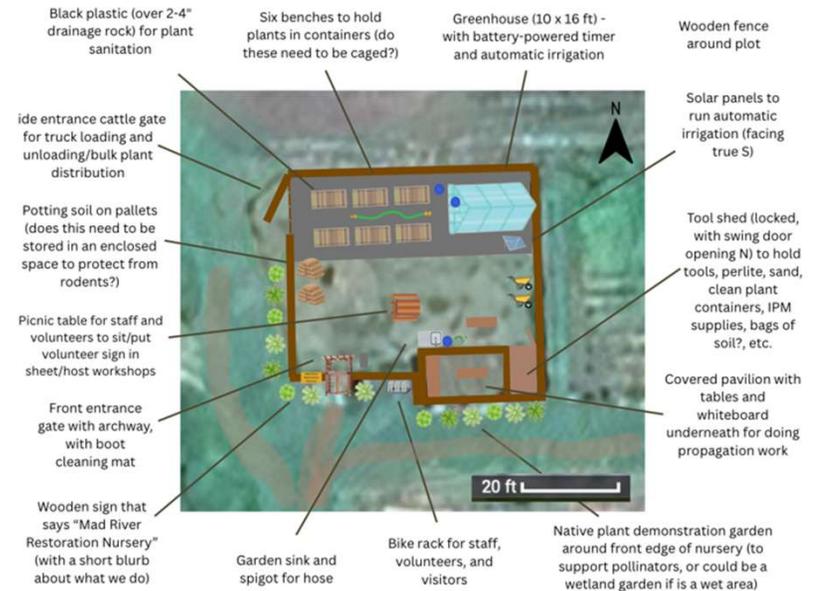
Core Focus

Current Large Projects

- Aquatic Organism Passage
- Advancing Project Development
- Geospatial Database Planning
- Native Plant Nursery**



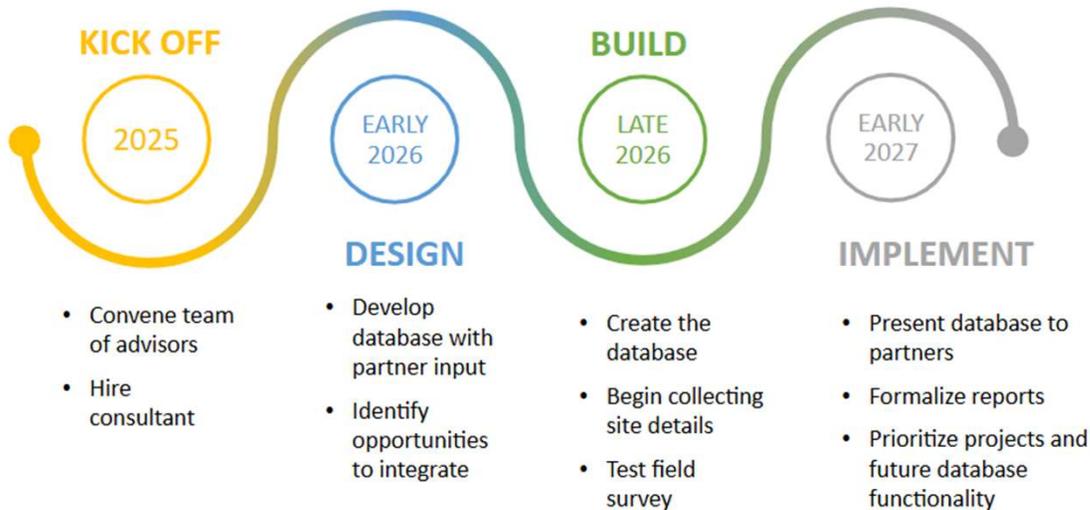
Mad River Restoration Nursery
@ Lareau Farm



Core Focus

Current Large Projects

Aquatic Organism Passage
Advancing Project Development
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Native Plant Nursery



Our **Geospatial** database and field survey tools will clearly identify potential and active project locations in the watershed

Ensure that information is **preserved and tracked** for the long haul in a single organized system

Scoping, implementing, monitoring, reporting, and storytelling are **streamlined** in an aligned logical flow

Community

Building connections to build a coalition



Our invitation:



HEALTHY LAND. CLEAN WATER.
VIBRANT COMMUNITY.



Learn, conserve, and celebrate with us!

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Collaboration

Navigating Project Implementation

1 **FMR Strategic Framework 2025:** commitment to areas of focus

Building capacity: hired Watershed Project Coordinator

2

Expand on existing scoping efforts: river corridor plans, stormwater master plans, hazard mitigations, flood resiliency report, town project lists

3

FMR Roadshows: build awareness and relationships

4

5

Project ID and development by FMR: assess benefits, viability, funding options

Prioritization with towns: collaborate with key contacts

6

Partnership to Implement: transparent, efficient, successful projects for a resilient watershed

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