



Colorado River Alliance

COLORADO RIVER ALLIANCE

Who We Are:

The Colorado River Alliance, a 501(c)3 nonprofit organization based in Austin, is the only nonprofit dedicated solely to the conservation and protection of the Texas Colorado River. The Colorado River Alliance has been increasing community awareness of the Colorado River's environmental and economic importance since 1994. We provide, conduct and support environmental science and outdoor education programs for youth, river cleanups, and other river-centered projects in efforts to bring awareness to the Colorado River.

What We Do:

Secure the vitality of the Texas Colorado River through education and advocacy for all generations.

How Are We Making A Difference?

Educate: We are educators because it is essential that people understand the importance of a healthy River to our collective well-being.

Innovate: An organization that depends on its people for success must encourage a culture that members find meaningful, vibrant, enriching, and enjoyable.

Collaborate: We will reach out to and constructively engage individuals, experts, thought leaders, stakeholders, and organizations to promote the health of the River.

Advocate: We are passionate about the need to leave the Colorado River better off than the way we found it, so we will advocate for programs and policies that result in a healthier River.

Did You Know:

Over 88% of our state is experience drought conditions and Texans are facing water shortages. Conversation is key, and we are working to ensure the next generation of users is equipped to help secure a long-term water supply.

The Impact:

- The Alliance reaches more than **5,000 students each year**, teaching conservation methods which save over 500 BILLION gallons of water EACH year.
- The Alliance engages the community in various awareness events, including annual river clean ups; resulting in the **removal of 5 tons of trash from the river each year**.
- The Alliance equips area leaders with the knowledge they need to make informed decisions through programs like our Barstow Speaker Series and Colorado River Water tour, **reaching 250 key stakeholders annually**.
- The Alliance partners with multiple corporate entities and individuals to help **them understand, protect, use, and responsibly enjoy the natural resources of Texas**.