



LAKE WINNIPESAUKEE  
ASSOCIATION

*Keep Winni Blue*

# IMPACT REPORT

December 2022

Photo Credit: Brie Stephens



# OUR STORY SO FAR

## MISSION

To protect the water quality and natural resources of Lake Winnepesaukee and its watershed today and for the future.

## VISION

We envision a lake that each year is cleaner, supports abundant wildlife and fisheries, is treated with respect by all who enjoy it, and is sustainable for generations to come.

Fulfilling our vision for a clean and healthy Lake Winnepesaukee requires commitment, community, and collaboration. Here at LWA, both staff and Board are committed to this vision, and we rely on our community of members, donors, and volunteers to help us carry out this important work. LWA concentrates on the specific problems of the lake; however, we are a small organization and know we cannot do this work alone. We have been successful because we partner and collaborate with others to improve, protect, and restore the water resources within Winnepesaukee's watershed.

With COVID, the Lakes Region saw an unprecedented increase in home and boat sales, and new home construction as people sought to escape from urban areas. Winnepesaukee's ecosystem was already under threat from stormwater runoff, invasive plant and animal species, nutrient loading, and more. The increase in visitors and population has put an additional strain on its natural resources and the water quality of the lake.

Fulfilling our vision requires a plan. At the end of 2022, we will have wrapped up work on our 5 yr. Strategic Plan. The plan included scaling up our operations to meet the challenges and threats to the lake. We have successfully put some building blocks in place with the addition of a full-time Conservation Program Manager, and a full-time Conservation Outreach Manager. **Building our team has significantly improved our ability to carry out our mission and increase our impact, but we need to do more!**

In this report, we share the highlights of our accomplishments in the 4 core priorities of our Strategic Plan. **We ask you to continue the journey with us as we work to protect Lake Winnepesaukee for the next twenty years.**

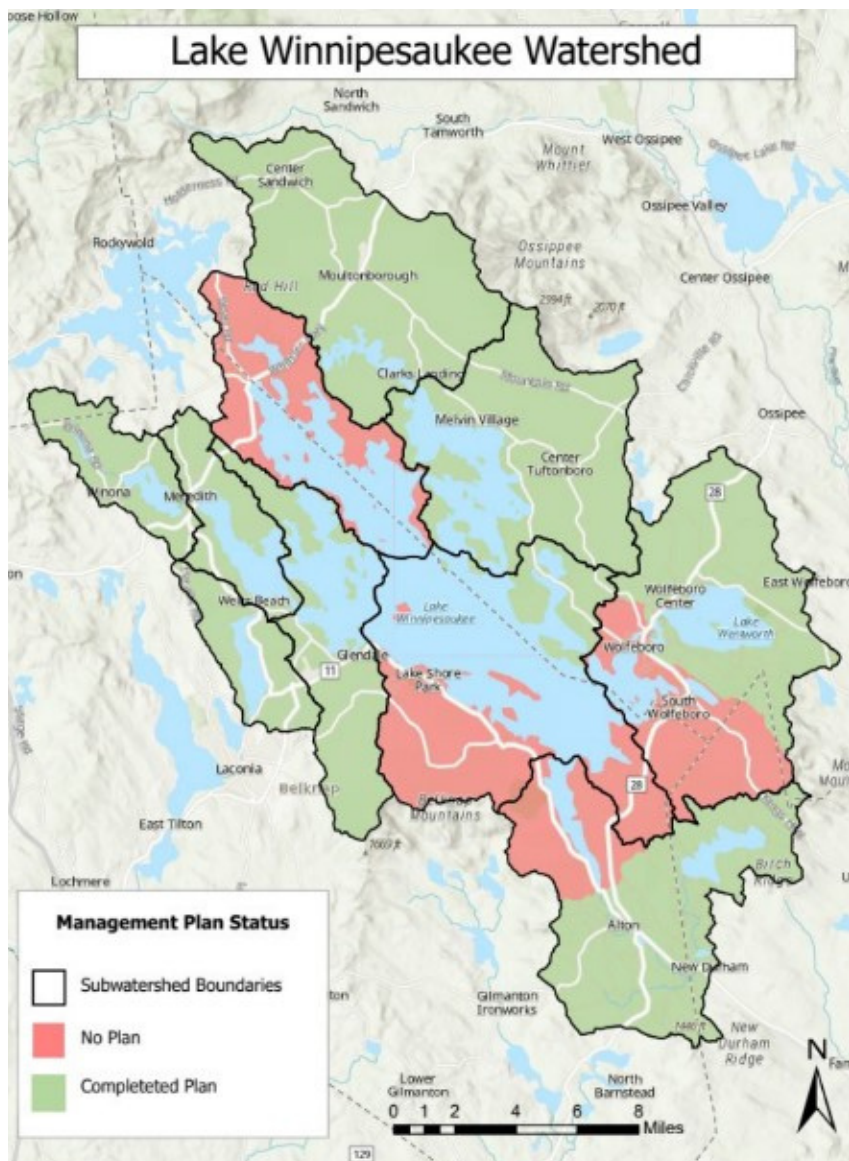




# LAKE MANAGEMENT

Due to the size of the lake, its physical structure and shape of interconnected bays, and local municipal controls over planning, zoning, and conservation, management plans are developed at the subwatershed level.

For each subwatershed plan, the process is similar: Identify sources of pollution, model the nutrient loading to the lake, create an action plan of strategies to reduce the nutrient loading that when implemented will protect the value, uses, and beauty of Lake Winnepesaukee.



## Success Indicators

### # of Watershed Management Plans Completed

6 of 10 subwatersheds have management plans completed.

### # of Sites Requiring Mitigation

271 sites identified and prioritized.  
Over 1600 shoreline parcels evaluated.

### Phosphorus Load Reduction Identified

Target water quality goals have been set for each completed plan, and the phosphorus load reduction required to achieve that goal.





# LAKE RESTORATION

One of the goals in our Strategic Plan has been to transition from watershed planning to implementation of the action plans. Our lake analyses have found nutrient concentrations to be 100-400% above natural background levels. Only through a sustained and coordinated effort to implement the actions identified in the completed watershed plans, will the necessary nutrient reductions be achieved.

## Success Indicators

**271** Mitigation Sites Identified

**50** Projects Completed

## Pollutant Load Reductions Achieved

**85 lbs.** Total Phosphorus/yr.

**157 lbs.** Total Nitrogen/yr.

**137,774 lbs.** Total Suspended Solids/yr.

## The Cost of Lake Protection

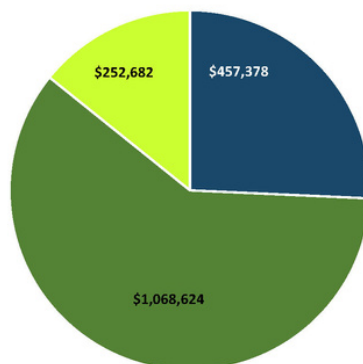
As of 2022, \$1.8M has been spent on lake management planning and restoration projects that LWA has been involved with. This does not include funds spent on outreach or water quality monitoring programs.

### Lake Management:

**\$ 618,000**

### Lake Restoration:

**\$1,160,000**



■ Grants ■ Local Cash ■ Local In-Kind Match



State's Landing, Moultonborough







# WATER QUALITY MONITORING



## Strategic Priority

Build an active and sustained monitoring program to track the long-term health of the lake.

The monitoring program on Winnepesaukee was established 40 years ago by the University of NH Cooperative Extension. The LWA helps facilitate and coordinate the monitoring program on Winnepesaukee, which relies on volunteers to collect the water samples throughout the summer season. A successful water quality monitoring program is a primary indicator for measuring reductions in pollutant loading on a watershed scale.

## Strategies

- Recruit, train, and provide support to volunteers
- Annually assess monitoring locations
- Educate and inform the public on the health of the lake.

## Impact Snapshot

**43** Sampling  
Locations

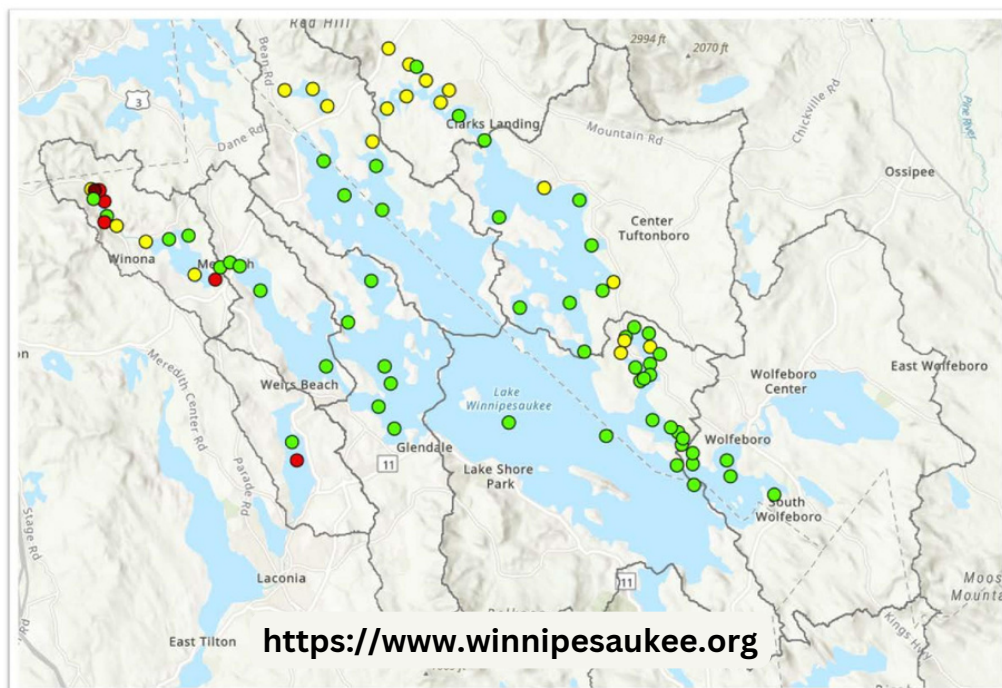
60% increase in sampling stations since 2016

**200** Water  
Samples

60% increase in the number of samples collected since 2016

**35**

Current water quality monitoring volunteers





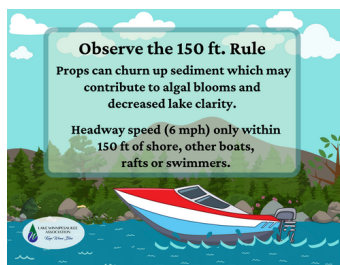
# EDUCATION & OUTREACH



Creating a network of concerned community members and volunteers dedicated to protecting the lake.

## Educational Materials

Infographic postcards, bookmarks, and rack cards



LWA designed and distributed **hundreds** of educational materials to **48** local retailers, businesses and organizations around the lake. The materials educate people on lake friendly living practices such as being septic smart, planting native vegetation along the shoreline, observing the 150 ft. boating rule, and using phosphorus free fertilizer.



## Laconia Daily Sun Articles

11 weekly articles published in the Laconia Daily Sun – circulation **18,000**

Over the summer and fall, LWA published 11 articles with the goal of educating people on lake ecology and ways they can "love the lake". These articles covered lake friendly living topics, as well as other interesting topics such as the geology and formation of the lake.

## Social Media Engagement



### Aquatic plants of Winnepesaukee: Beware the hitchhiker

By JACQUELYN BELLEFONTAINE  
WINNIPESAUKEE ASSOCIATION  
If you frequently recreate on Lake Winnepesaukee, at some point you've pulled some mysterious plant off your boat and probably put it back in the water not thinking much about it or if you're a little mischievous like me, throw it at an unsuspecting friend for a laugh.  
Lake Winnepesaukee is home to many aquatic plant species that can be found on and below the water's surface. These emergent and submergent species are sparsely located around the lake with the greatest concentration of aquatic life being found in the northernmost portion of Mousamene Bay. Emergent vegetation found in Winnepesaukee includes



yellow and white water lily, pickerelweed, and water shield. Submergents include pondweed, bladderwort, quillwort, and spargewort. These species are all native and an important part of the lake's ecosystem. However, Lake Winnepesaukee is also home to invasive species that threaten the lake's health.  
Invasive species are organisms that do not naturally develop in and can cause harm to the environment, people and the economy of the region from costly removal efforts to lowering property values. Large growths of invasive species in water bodies can make recreating in them dangerous. Lake Winnepesaukee currently has one



See next page



Figure 1 is a species native to Lake Winnepesaukee, and an important part of the lake's ecosystem. (Courtesy photo/Peter Deluc)



Over 100% increase in social media engagement in the past year.

Our content includes "Winni Wonders Wednesdays" – sharing interesting info about the history of the lake, "Ways to Love the Lake" – sharing lake friendly living tips, and Lake Winnepesaukee Report cards on the current state of water quality.





# FISCAL YEAR 2021 FINANCIALS - UNAUDITED

Our financial growth has enabled us to increase staff capacity and the scale and potency of program impact.

## Income

	FY 2021	FY 2020
Contributions	\$164,679	\$107,728
Grants	\$101,840	\$124,050
Other	\$ 9,800	
Investment Income	\$ 58	\$ 157
<b>Total Income</b>	<b>\$276,377</b>	<b>\$231,935</b>



## Expenses

Program	\$145,845	\$150,897
Operating	\$ 39,950	\$ 43,569
Development	\$ 40,967	\$ 11,432
<b>Total Expenses</b>	<b>\$226,762</b>	<b>\$205,898</b>



## Net Assets

Beginning of Year	\$226,010	\$199,973
End of Year	\$275,625	\$226,010
<b>Change in Net Assets</b>	<b>\$ 49,615</b>	<b>\$ 26,037</b>







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