

# American Aquifers



## Strategic Plan

December 2021

[AmericanAquifers.org](http://AmericanAquifers.org)

*"Every Drop Counts"*



## ABOUT US

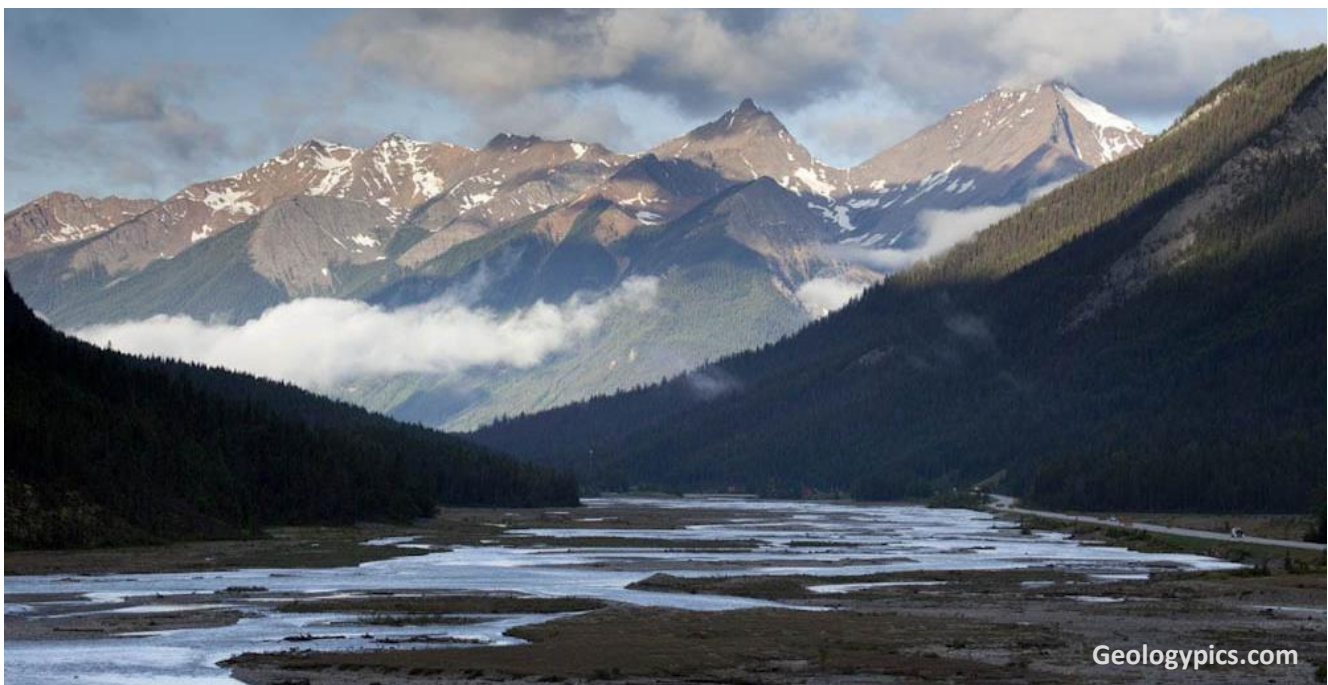
Our goal at American Aquifers is to protect our aquifers and to educate, support, and advocate for sustainable groundwater use through community outreach, data collection, scientific research, and financial assistance for those struggling with groundwater issues. We strive to be a resource for all those that depend on groundwater, including our communities, our families, and our habitats.

American Aquifers is a 501(c)3 non-profit organization. At American Aquifers, we believe *"EVERY DROP COUNTS"*. Although surface water is seen and felt, groundwater plays an equally important role in water resources. While the two vary greatly in volume, we are all intrinsically linked - when one is overdrawn, it drastically impacts the other - resulting in significant loss of water supply, damage to the environment, and other negative consequences. These implications reverberate throughout our habitats, throughout our communities, and impact our families. The better we understand groundwater resources, the more we can protect it, the better we can use it, and the greater it will benefit our environment and our families for generations to come.

The idea for American Aquifers started in 2018, and born in 2021, when it became apparent that resources, for those which rely on groundwater as a means of survival, are difficult to access quickly when groundwater begins to disappear. At American Aquifers our vision is to help families, communities, and aquatic habitats struggling with groundwater scarcity, dry wells, and lack of water, plus provide a resource for all groundwater-related needs. Groundwater is a historically undervalued resource. With increasing temperatures and wide-spread droughts persisting for many years, the need to improve our understanding of groundwater, its use, and its connection to our communities and our environment is needed. We aim to tackle these issues with education, science, and financial support for all those whose quality of life depends on groundwater now and in the future.

Mission Statement: To protect our aquifers and promote sustainable use through research, community outreach, and by educating, assisting, and advocating for those whose quality of life depends on groundwater.

We strive to meet this vision by abiding by the following Strategic Plan.





American Aquifers is a nonprofit organization made up of professionals and practitioners which work within the natural and governed environment, including but not limited to geology, hydrogeology, surface water, management, water conflict, and aquatic habitat.

### VISION

American Aquifers will be recognized as an authority on and advocating for preserving, restoring, enhancing, supporting, developing, and securing groundwater resources for all those which depend on groundwater, including human use and for environmental purposes.

### MISSION STATEMENT

*“To protect our aquifers and promote sustainable use through research, community outreach, and by educating, assisting, and advocating for those whose quality of life depends on groundwater.”*

### DUTIES

- Be and create stewards for groundwater resources in the United States
- Promote sustainable use and development which support human use, the natural environment and preservation for future generations.
- Promote collaboration amongst groundwater users
- Deliver high quality services to those in need of resolve groundwater-related problems
- Advance groundwater education
- Promote scientifically sound groundwater practices from a watershed perspective
- Provide a resource to policy makers and the general public

### STRATEGIC PLAN

#### **Be and create stewards for groundwater resources in the United States**

Promote and create awareness of groundwater resources through public and elementary education initiatives

#### **Promote sustainable use and development which support human use, the natural environment and preservation for future generations.**

Promote sustainable practices which reduce impact to human and/or the natural environment, and conduct research designed to improve and mitigate groundwater withdrawals and consumption.

#### **Promote collaboration amongst groundwater users**

Promote collaboration amongst groundwater users, which include human and users of the natural environment. Promote conflict resolution solutions to those which rely on groundwater resources and/or surface water as primary or secondary sources.

#### **Deliver high-quality services to those in need of resolving groundwater-related problems**



Provide affordable or free services to those in need of resolving groundwater-related problems with priority given to those whose drinking water is in imminent threat of permanent loss and/or wildlife at risk of habitat degradation.

### **Advance groundwater education**

Position American Aquifers to provide education assistance, including basic training and online educational materials. Offer training and seminars to water professionals including watershed and groundwater management.

### **Promote scientifically sound groundwater practices from a watershed perspective**

Promote groundwater practices rooted in scientifically sound methods and from a watershed perspective to ensure inclusion of all stakeholders beyond those within an aquifer boundary.

### **Provide a resource to policy makers and the general public**

Provide sustainable groundwater use and educational material through American Aquifers' website, online training materials, and other avenues which connect policy makers and/or the general public to groundwater-related information.