



NEWS RELEASE
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THE GROUNDWATER FOUNDATION LOOKS TO THE FUTURE

The Groundwater Foundation will celebrate its 25th anniversary in 2010, and is taking the opportunity to reflect on the past in order to look towards the future.

During 2009, The Groundwater Foundation board of directors and staff embarked on strategic analyses of the organization's mission, programs and impact. The analyses verified the viability of the Foundation's mission, but at the same time recognized the need to update the actual wording of the mission statement to better reflect its work. The Groundwater Foundation is pleased to announce a new mission statement which more effectively identifies the Foundation's purpose:

We educate people and inspire action to ensure sustainable, clean groundwater for future generations.

Along with the mission statement, a tag paragraph was developed, which further details why the mission needs to be pursued:

Everyone benefits from a sustainable supply of clean groundwater, whether it is the source of your drinking water or the water used to grow the food on your table - groundwater is vital to life. As such, every person plays a role in protecting and conserving groundwater. The Groundwater Foundation provides motivational and inspirational education and community-based action programs that creatively involve individuals, communities, private and public entities in groundwater conservation and protection.

A tag line was also developed to be a short, simple summary of The Groundwater Foundation's work:

Let's Keep It Clean!

Finally, a vision statement, which outlines the ultimate endpoint for The Groundwater Foundation's mission, was identified:

A world with sustainable, clean groundwater where everyone understands how it impacts their life and acts responsibly and responsively on its behalf.

With these elements in place, The Groundwater Foundation is ready to look forward to the next 25 years. The Foundation has worked to identify its core competencies and further the dedication of board and staff to measure its efforts toward mission delivery and moving toward accomplishing the vision.

Water is, and will continue to be vital to existence; as such The Groundwater Foundation affirms its dedication to educating people and inspiring action to ensure sustainable, clean groundwater for future generations.

For more information about The Groundwater Foundation's educational programs and project, visit www.groundwater.org. Become a fan of The Groundwater Foundation on Facebook or follow it on Twitter (see a link from the home page).

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The Groundwater Foundation is a non-profit organization based in Lincoln, Nebraska with a mission to educate and motivate the public to care about and for groundwater. Since its inception in 1985, the Foundation has offered various educational programming for youth and adults. To learn more, visit www.groundwater.org.