

Cause-Marketing for Healthy Rivers

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Rambling thoughts – a little science, some psychology, and a dash of economics

Part 1 – a couple of definitions:

- Cause-Marketing: *A cooperative effort between a for-profit company and a non-profit for their mutual benefit.*
- Healthy Rivers: *The balanced outcome between social-economic, ecological, and environmental values that benefits communities.*

Part 2 – The who, what, when & how of Cause-Marketing and the who, what, when & how of supporting Healthy Rivers through Forever Our Rivers.

Cause-Marketing

Who? – Companies that have a corporate ethic to support Healthy Rivers. They're vetted to ensure they are doing good now or improving from the past.

What? – Companies provide \$\$, stories, contacts, and marketing. Forever Our Rivers provides a trademarked logo for use on their marketing & products, stories & promotion.



Where? – Corporate & Forever Our Rivers websites and through their respective social medias.

How? – Through corporate agreements and licensing agreements with Forever Our Rivers.



Q. BUT – Do Companies really Care?

A. YES! If their investors & their customers Care

Evidence:

- Morningstar: In 2018 sustainable funds with a focus on environment, social, and governance (ESG) grew by 50% and outperformed non-ESG funds. *
- BlackRock**, world's largest asset manager, . . . “is now making climate change central to its investment considerations.”
- We buy stuff at REI. We care because they care. **

* Morningstar, *Sustainable Funds U.S. Landscape Report – More funds, more flows, and strong performance in 2019*, February 2019

** NPR, *World's Largest Asset Manager Puts Climate at the Center of Its Investment Strategy*, January 14, 2020

The Process

Forever Our Rivers Foundation – Grantmaking

Who? – Local non-profits and communities.

What? – You'll have to wait! It's on the next series of slides.

When? – Spring and fall 2020 (\$50 to \$200k)

How? – Two things:

- 1) Join with Forever Our Rivers Foundation as a River Health Partner.
- 2) Provide a 1-page Letter of Interest describing your project, request, overall budget, partners, and expected outcomes. From accepted projects, Forever Our Rivers will award grants.



EDUCATION – Connecting Communities to their Rivers





Ecology, riparian
restoration,
wildlife habitat



Experience – restoration, monitoring & maintenance





Conservation, trails, and river access



Forever Our Rivers Funding Priorities

River Health Issue	Current Priority	Outcome
Connecting communities to their rivers; e.g., river trails, boat launch, education	High	Increased awareness of and respect for the services rivers provide; e.g., drinking water, food security, recreation, wildlife habitat
Long-term monitoring & maintenance	High	Monitoring programs alert us to maintenance needs to protect large restoration investments
Riparian restoration	High	Improved streamside wildlife habitats
Functional flows	Medium	Establishing base flows to sustain aquatic and riparian river dynamics
Land conservation supporting river health	Medium	Protecting critical agricultural lands and watersheds from development
In-stream enhancements	Medium	Improved river and wetland aquatic habitats
Monitoring research	Medium	Research helps us understand risk factors and success markers making monitoring efforts more effective
Water quality	Low	Protecting drinking water
Advocacy	Low	Working to change policies and/or legislation at the local, regional or national level

Note: Funding for organizational capacity may be approved on a case-by-case basis.

Forever Our Rivers Foundation

Our Thinking

- It's simple; healthy rivers benefit communities, people & businesses.
- When it comes to healthy rivers; people care that businesses care.
- It's smart to fund river health through locals – they have the knowhow.
- Forever Our Rivers Foundation – the link between cause-committed companies, communities, individuals, and river health.

Questions?



**JOIN THE
MOVEMENT**