

River Fundraising Alert



Working with Breweries & Roasters

Fall 2012
Volume 17 Number 2

Creating win-win partnerships Fermented Fundraising

By: Katherine Luscher
River Network
www.rivernetwork.org



Quick. Name one thing that coffee and beer have in common. Though answers such as “they are both beverages” or “they both involve fermentation” are not incorrect (an answer of “they are both breakfast drinks” is debatable), the answer we’re looking for is “water.” 97% of beer and about 99% of coffee is water. Given that the primary mission of most river and watershed conservation organizations is to protect and/or restore our water resources, it only makes sense for us to forge partnerships with those companies that rely on us to do our job. We provide the clean – and in some cases, cleaner – water, and they provide the tasty beverages.

An increasing number of small beverage businesses are creating impact in their communities by partnering with local

nonprofits, so every drink you take gives back. Minnesota’s Finnegans Brewery donates 100% of its profits back to the community to help alleviate hunger. The Dogfish Head Craft Brewery in Delaware donates profits from its gift certificates, beer and merchandise to local nonprofits. At each of their employee sites in the United States and Canada, Green Mountain coffee provides grants to organizations that address issues aligned with environmental stewardship, strong local systems and economic prosperity; they also have an employee giving program and match 100% (up to \$1000/year) of each employees donations.

Today, charitable organizations are focused on becoming sustainable and corporate business are becoming socially conscious. This trend becomes a win-

win for both sectors, and offers even more opportunities for customers to be philanthropic in their everyday lives. It also provides an opportunity for us to create partnerships that help generate public awareness and unrestricted funds.

Whether or not you’re a beer snob, a coffee connoisseur or a drinker of anything, you likely can find many opportunities to forge new partnerships. If you want to partner with a local purveyor of liquid happiness and not sure where to start, find one in your watershed and ask if they work with nonprofits. Meanwhile, here at River Network, we’ll say “cheers” to clean water! And then? And then we’ll say it again. ☺

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Find a Brewery or Coffee Roaster Near You

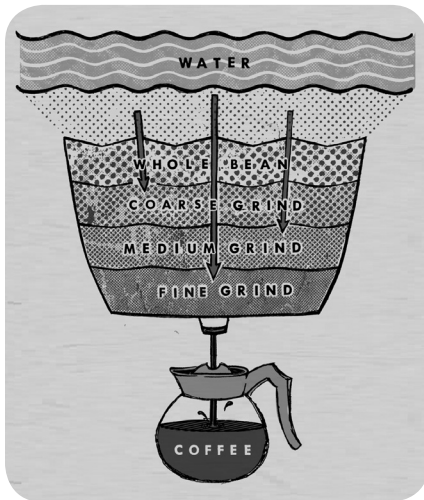
- Brewers Association – Directory of Breweries
www.brewersassociation.org/pages/directories/find-us-brewer
- Coffee Trip –Directory of Roasters
www.coffeetrip.com/Cafes/Roasters.aspx

The Spokane Riverkeeper

“GOOD COFFEE” makes for a good partnership

By: Bart Mihailovich
Spokane Riverkeeper
spokaneriverkeeper.org

It may be one of the simplest and most obvious statements ever written, but clean water makes good coffee. As basic as that sounds, that’s all it took for a Spokane artist to come up with the design for “GOOD COFFEE,” a mutually beneficial non-profit/business relationship project between Spokane Riverkeeper, a nonprofit water quality advocacy organization in Spokane, Washington, and DOMA Coffee Roasting Company, an environmentally-sound roaster in Post Falls, Idaho.



“GOOD COFFEE” is more than just a coffee blend. In fact, it’s more than just an elegant aroma of dark chocolate flowing together with flavors of sweet spice and toasted nuts that offers a full, smooth and buttery mouthfeel finish. “GOOD COFFEE” is a fun and innovative way for a nonprofit to raise funds, to reach new audiences and to brand their organizations. For the business, a project like “GOOD COFFEE” is a great way to build

brand awareness and to engage in local philanthropy. But unlike basic financial support, a partnership like “GOOD COFFEE” allows the business to be creative and on-going with their support, and also include customers and retailers in the donation equation.

For Spokane Riverkeeper, “GOOD COFFEE” officially started in the summer of 2011 when I approached Rebecca Hurlen Patano of DOMA with an idea of making a Riverkeeper blend of their wildly popular coffee. But it really began several years earlier. I had a previous, similar relationship with DOMA through a website I had started before coming to Riverkeeper, and not only had DOMA always been my favorite coffee roaster, they were local, they were an established company, and I knew they had experience with similar branded projects. Another important, in fact one of the most important factors, is that DOMA is located right on the Spokane River.

For DOMA, this was right in their wheelhouse. From its inception, DOMA was a company who supported and donated specifically to environmental organizations. One quick glance at DOMA’s product branding and you know they’re all about bikes and the environment. But it goes way beyond where and who they choose to support. As a business, DOMA is all about environmental stewardship. DOMA purchases certified organic, fair-traded and direct relationship coffees. As

a member of Cooperative Coffees, they’ve made a commitment to place the farmers, their identity, and their product front and center. DOMA is first and foremost a transparent company, committed to letting customers know the people that grow their coffee and the cooperative organizations that they own and manage.



The Partnership

Starting something from scratch involves a lot of brainstorming. For this project, myself and other staff at Riverkeeper met often with staff at DOMA and their on-contract art designer, Chris Dreyer, to conceive a new blend of coffee. Knowing full well that details like monetary compensation, supply and demand and especially the blend of coffee itself would be worked out later by the appropriate parties, our initial conversations were all about branding and marketing.

DOMA was familiar with Spokane Riverkeeper and the larger Waterkeeper Alliance, but for Chris Dreyer it was important to share stories and information about what we are, what we do and who we are.

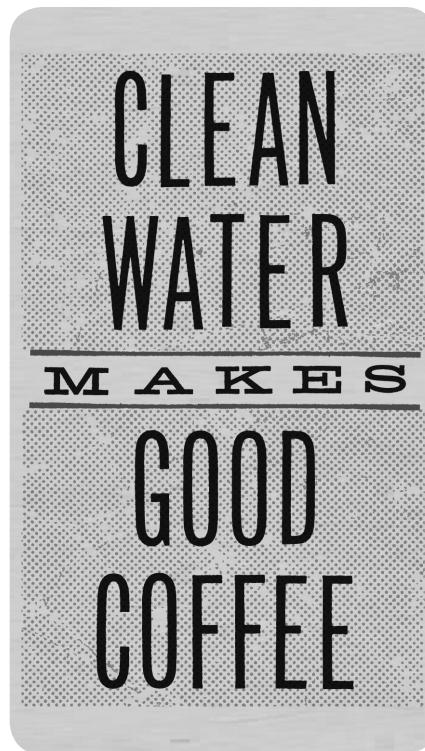
Supplied with the key information, Chris came back with the aforementioned theme and design of “GOOD COFFEE;” it was not only simple, it was genius. The design stood out, it was a quick read, and it told the story and made the pitch of why a consumer should choose “GOOD COFFEE” over everything else on the shelf or in the bin.

Text on the can wrap read, “With your support, we will continue to protect YOUR River by patrolling the watershed, enforcing environmental laws and educating the public. Our vision is for a Spokane River that is Swimmable, Fishable and Drinkable, and a Spokane River that reflects the quality of life of a healthy community.”

DOMA then contacted an exclusive retailer to carry it, and “GOOD COFFEE” hit the shelves and bins of the Main Market Co-op, a cooperative grocery in downtown Spokane around the holidays of 2011.

Tips for Success

Key to a successful relationship was the collaboration of not only Riverkeeper and DOMA, but also retailers and the customer. For our project, DOMA and Main Market Co-op each agreed to donate a portion of the proceeds to Spokane Riverkeeper. In late 2012, DOMA placed in another retail location with the same agreement. In terms of marketing, we have been able to say that for every can of “GOOD COFFEE”



sold Riverkeeper gets \$1.75, and for every pound of bulk we get \$2.00. But it goes beyond that. DOMA fronted much of the original start up costs to help the project succeed, and artist Chris Dreyer donated much of the design work to make it happen.

There were many lessons learned throughout the project, and lessons that continue to be learned. Below are some tips and lessons to keep in mind if you’re considering approaching a local coffee roaster or brewer to enter in to a mutually beneficial nonprofit/business relationship project.

- ☞ **Find a business that likes to give back.** The reality is, some businesses just don’t give a lot back. I knew DOMA gave back and supported the community, not only from personal previous experience, but because they are very visible in the community.

- ☞ **Do your homework first.** Choose a well-established company that has the capacity to commit towards the partnership. It takes initial up-front costs and it will take time to recoup that. But also a project like this requires a company that has a well-established brand, good exposure and a social media presence.

- ☞ **Make it a win-win.** Approach the company by selling the partnership not just as “Company X” writing a check to “Nonprofit Y,” but by telling them that they get to do what they do best, and that a relationship like this will introduce them to a new market and clientele.

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"GOOD COFFEE"

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☞ **Slow and steady.** Don't enter in to a relationship thinking both parties are going to get rich quick. These partnerships take lots of time to develop and even more time to be financially sound. The coffee roaster or brewer could much more easily write a \$1,000 check, but they have chosen this route, meaning they are committed to the long term. Make sure you are too.

☞ **Grasp the big picture.** Know that measuring success by dollars and cents will only kill the momentum. Value the marketing and gained exposure as part of the metrics for measuring success.

☞ **Be authentic and true to the relationship.** There are many coffee roasters in the Spokane area, and many who do great things for the community. It's not fair to any party involved to play fast and loose with relationships.

☞ **Stay active on the marketing front of the relationship.** This is a long-term relationship that requires a lot of massaging. Don't just do the initial push and then forget about it.

☞ **Thank your partner early and often.** Don't forget that it is a mutually beneficial relationship. Remind your members and your supporters about their website, their Facebook and Twitter pages. Link back often and share things

amongst the various social media and marketing platforms to help build up both of your brands.

☞ **Don't forget about the customer and retailer.** Remember, it's not just the coffee roaster donating money to your organization; it's the retailer and the consumer. Be sure to thank them as well and make it known that you appreciate their support.

☞ **Have fun and be proud of the product.** Offer it at your events. Give it away as door prizes or awards throughout the year. Own the brand. Love the brand. Make sure you're the most excited person about the brand you helped create. 💰

SPOKANE RIVERKEEPER®

35 W MAIN, SUITE 300
SPOKANE, WA 99201
SPOKANERIVERKEEPER.ORG

The Spokane Riverkeeper is a vigilant guardian of the Spokane River and its watershed and an effective advocate for the restoration and preservation of the River's ecological health and aesthetic integrity.

As a member of the international Waterkeepers movement, the Spokane Riverkeeper's first priority, day-to-day, is to defend the river against pollution and polluters.

With your support, we will continue to protect YOUR River by patrolling the watershed, enforcing environmental laws and educating the public. Our vision is for a Spokane River that is Swimmable and Fishable; a River that reflects the quality of life of a healthy community.

By purchasing this fine coffee you are helping support the work of the Spokane Riverkeeper and their mission to clean up and protect the Spokane River.

**KEEP YOUR COFFEE GOOD:
PROCEEDS FROM SALES OF THIS COFFEE
HELP KEEP THE RIVER CLEAN.**

POST FALLS, IDAHO
DOMACOFFEE.COM

DOMA
COFFEE ROASTING COMPANY ®

COFFEE IS CERTIFIED ORGANIC BY THE IDAHO STATE DEPARTMENT OF AGRICULTURE.

**DESIGNED + PRINTED BY DREYER PRESS
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An Interview

Guardians of the Brandywine & Victory Brewing

To help provide perspective from both sides of a partnership, River Network conducted an electronic interview with Tish Molloy from Guardians of the Brandywine and Karen Noonan, Victory Brewing Company's Communications Manager.

Q: Provide a little background of your organization/company.

[Brandywine] Pennsylvania's Upper East Branch of the Brandywine Creek (UEBBC) is a highly valued watershed, comprised of about 53,000 acres supporting a significant trout fishery, wild trout and several popular recreational parks and trails. The seed for the Guardians of the Brandywine was sown when a water utility company proposed to withdraw up to 4 million gallons of water per day from the creek in the heart of the trout fishing zone. The water was to be stored on the creek's banks in the Cornoq quarry to satisfy future water demands. A diverse coalition formed in opposition to the "Cornoq Water Grab" and in 2003, after a five year engagement, their perseverance was rewarded when the company withdrew its proposal.

The "Cornoq Water Grab" exposed the vulnerability of the UEBBC, however, it wasn't until 2008 when

new pressures from land development again threatened the creek that some coalition members formed the Guardians of the Brandywine. Today, we are a growing organization of 115 volunteers with a seven member board actively engaging members of our community in activities that promote the watershed and broaden our base. We look for fundraising opportunities that support our mission and spread our message and our two year collaboration with Victory Brewing Company has offered us that opportunity. Funding from Victory has provided the capital to fund our watershed activities and increase our fundraising efforts. We recently completed a reforestation along the UEBBC and have also kicked off a raffle for an electric bike. Neither of these would be possible without our support from Victory.



[Victory] Victory was founded in 1996 in Downingtown, Pa. by Bill Covaleski and Ron Barchet. They met on a school bus in 1973 when they were in the fifth grade. Since opening, we have emphasized environmental responsibility. When choosing a brewery location, Bill and Ron decided to rejuvenate the existing buildings of a former Pepperidge Farm factory instead of building new. Later, in 2004, Victory Brewing Company upgraded the brewhouse with a system that recovers much of the primary energy fueling it. Essentially, a third of the natural gas burned to heat and boil beer is not lost, but retained in the system for heating purposes, enabling us to reduce CO₂ emissions. In 2009 and 2010, we installed a total of 12 thermally-protected, energy efficient fermenters whose cooling and temperature monitoring are powered with photovoltaic electricity, in order our ethic of low environmental impact manufacturing.

Beer is the product of four simple ingredients — water, hops, malt and yeast. Victory Brewing Company prides itself in

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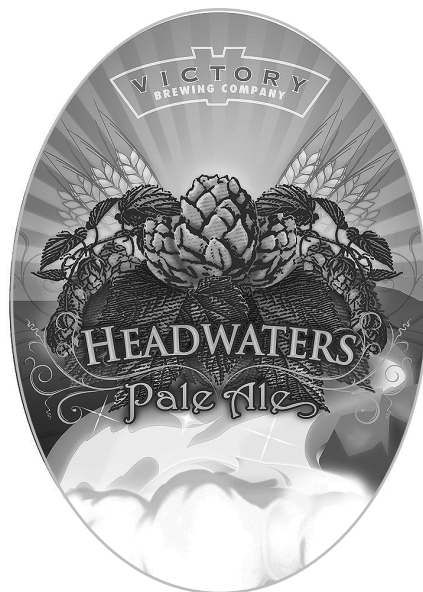
An Interview: Guardians of the Brandywine & Victory Brewing

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using the world's best ingredients for making beer. Because of the important role water plays in the production of quality beer, Victory Brewing Company started to brew Headwaters Pale Ale; it is not only a refreshing beer but also a vehicle for Victory charity. A portion of every bottle sold is collected and distributed to environmental advocacy groups through our Headwaters Grant. Victory donates 1 cent for every bottle of Headwaters sold. Headwaters is our fastest growing brand, and as the popularity of this unique beer increases, so will the size of the grants we award nationwide.

Q: Why did you decide to partner?

[Brandywine] It wasn't so much that we decided to partner with Victory as it was that Victory decided to partner with us! In 2011, Victory introduced their Headwaters beer in honor of the special high quality headwaters that feed the UEBBC and which provide the water used in Victory beers. At the same time that Headwaters beer was introduced, the Headwaters Grant was created to support those taking action to protect and preserve watersheds. The Guardians of the Brandywine were the honored first recipient of the grant and we have been working closely with Victory on watershed issues ever since. Common goals make for excellent partners!



[Victory] Victory Brewing Company was purposefully opened less than 14 miles from the pristine headwaters of the Brandywine Creek. Because of the important role water plays in the production of quality beer, we initiated The Headwaters Grant as a way to give back to the groups working hard to protect the natural resource.

In order to select the first recipient of this grant in 2011, we reached out to a number of local organizations whose work we respected. With that outreach we asked the interested groups to complete an application for our Headwaters Grant. It was The Guardians of the Brandywine who touched us the most with their responses. Their focus was on educating the public to take a personal interest in protecting our natural resources. The Guardian's program, "My Creek" outreach program aims to

educate individuals to take ownership of clean water issues. The Guardians outlined their plan to use our funds in order to inspire citizens to start making a difference in their own backyards.

Q: What benefits have you received as a result of the partnership?

[The Guardians] Indirectly, it brings a certain level of stature to a nascent watershed organization such as ours. Through their award winning beers and community involvement, Victory has built a stellar reputation throughout Pennsylvania and across the nation. As the first recipients of their Headwaters Grant, their reputation has elevated our status in the community.

Directly, the Headwaters Grant has kick started our programs. Our stream monitoring program and our reforestation projects would not have happened without their financial backing. While Victory's financial support is vital to our watershed projects, equally as important is their ongoing support of our mission.

[Victory] Working with The Guardians has educated us and inspired us to continue spreading the word about the importance of protecting the Brandywine Creek as

well as all of our natural resources. We recently launched a new “Inspired by Victory” contest that was actually inspired by The Guardians: <http://victorybeer.com/inspired>.

The Guardians are an incredibly communicative group and we feel fortunate to receive updates from them on a regular basis as to what they are doing with our funding and how we can get involved beyond simply writing checks. The Guardians find ways to spread the word about our Headwaters Pale Ale (the namesake of the grant). They include news from Victory in their email communications, serve our beer at some of their group functions and invite us to participate in all of their environmental improvement projects.

Q: What advice do you have for other organizations seeking to establish a partnership with a local business?



[The Guardians] Build bridges and don't rule out anyone based on impressions or assumptions. Sometimes we function within levels of comfort that limit our outreach endeavors. Look outside of your comfort zone. If you don't ask, you'll never know.

[Victory] We recommend doing your research. There are countless organizations who reach out to us on a daily basis asking to partner in some way. In order for us to decide whom to work with financially and promotionally, we do the work to choose partners whose business practices we respect and who will elevate our business to a new level.

It is important to understand the responsibilities each party has within a partnership to ensure that each gets the most from the relationship. There are too many opportunities for partnership, but only some of those will be truly reciprocal. Spelling out our expectations before entering into a partnership will help make it a successful one.

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“If every lover of Victory beer realized just how utterly reliant the protection of this watershed is to assure the impeccable quality of that beautiful cold golden-amber flow from the tap to their glass, they would protect this watershed with life and limb. Beer loyalists are like this, you know.”

~Richard Whiteford, Daily Local News

An Interview: Guardians of the Brandywine & Victory Brewing

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Q: What is the single most valuable thing you have done to ensure the success of this partnership?

[The Guardians] Any partnership is only as good as its last communication. To that end, we frequently inform Victory of all our activities, grant-based or otherwise. Our efforts to actively engage our stakeholders, strengthen our base, protect the watershed and increase watershed awareness are action items for a healthier watershed that reflect our common goals.

[Victory] *Communicate. Staying in constant contact with The Guardian, from The Guardians reinforces the relationship and keeps The Headwaters Grant at the front of our minds. By e-mailing on a regular basis with updates as to what both organizations have going on, we are aware of each other's goals and how we can help each other reach those goals.*

Q: What is your favorite beer?

[The Guardians] In my twenties, I gravitated away from beer to wine which offered, at the time, a variety of

more subtle flavorings. My twenties have long since passed(!) and now that we have the fresh, complex, seasonally sophisticated beers from Victory, I drink beer again! My favorites, since I can't pick just one, are Golden Monkey (for a kick), Storm King (for a subtle taste of chocolate) and, of course, Headwaters (for a quiet, clean taste of hops and fresh water).

[Victory] *Isn't it obvious? Headwaters Pale Ale! Honestly, I like to try all kinds of different beers, but when I'm looking for something refreshing and thirst-quenching, I always opt for Headwaters.* 💰

Lake Erie Waterkeeper Inc. (OH)

"Our local brewery is hosting the Maumee River Bay Festival and funds go to Lake Erie Waterkeeper. We are partnering with Metroparks and other locals for the festival."



Surfrider San Diego Riding the Micro-Brew Wave

By: Bill Hickman
Surfrider Foundation
www.surfrider.org

Arrogant Bastard Ale. Ruination IPA. Sublimely Self-Righteous Ale. Stone Brewery introduced these beers to San Diego when they opened their doors in 1996. Each year since, they host an anniversary celebration and beer invitational. For one day, they highlight their beers as well as other local craft beers during their Stone Anniversary Celebration & Invitational Beer Festival.

Protection and enjoyment of our beaches. Oceans, waves and beaches. A powerful activist network. Surfrider Foundation's San Diego chapter introduced these words to San Diego when we opened our doors in 1990.

A for-profit brewery. A nonprofit organization. And yet, both benefit from the existence of the other. Surfrider was fortunate that Stone loved our mission statement and the work we were doing, so much so that they wanted to support us. It was a natural fit and for the last 16 years, we have been working in partnership.

The Law

In many states (see page 10), nonprofits are the only entity eligible to apply for an 'off-site' special occasion liquor license. In California, if you want a one-day liquor license to host an event, all profits must be donated to charity. This was the initial door to the Surfrider-Stone partnership: we helped them get the liquor license for the event. And, as their beer became more popular, we



began to see more money - *unrestricted* money. Originally, Stone hosted the Festival at an industrial center and there were 1,000 people; this past year there were a total of 6,000 people for a 1-day event; each person paid \$40 for ten 4oz tasters.

How it works

Stone does 90% of the work. They do a lot of the leg-work and we provide a lot of the on-site muscle. They coordinate the logistics of the event and we supply the volunteers. Stone also does a lot of advertising prior to the event and keeps us in the messaging. Additionally, we have a booth at the event near the entrance, so everyone who walks passed us, often stopping to talk about some of our issues and campaigns and even buy a t-shirt. We in-turn feature Stone at our local events throughout the year,

giving them the incentive to keep us on board. Together, we have created a nice synergy. It's a win-win.

In addition to the Stone Anniversary Celebration & Invitational Beer Festival, their largest yearly charitable event which raised more than \$1,000,000 over the years (\$240,000 donated to several charities in 2011 alone), they also make annual, in-kind beer donations exceeding \$250,000 in value to more than 300 charitable fundraisers annually.

Go forth and partner!

With so many great craft breweries across the country, it is a great chance for organizations to approach a brewery and offer to assist with event planning, get exposure throughout the community and help raise some funds and awareness for your mission at the same time. A lot of times it comes down to personal relationships. If you know someone in the craft-brewing industry, it certainly helps, but don't be shy about initiating the first meeting to see if they may be interested. 💰

This article is based on an online interview. To view the video, please visit <https://vimeo.com/17456063>



STONE
BREWING CO.

A Closer Look

Statewide Liquor Laws

The regulation of liquor, beer and wine is handled at the state level and varies with each state. Nevertheless, the types of liquor licenses are very similar across the country. In general terms, there are two types of liquor licenses: 1) for consumption of beverages on-site (i.e., a bar or restaurant) and 2) for the sale of beverages to be consumed off-site (i.e., a grocery store).

Occasionally, an art fair, concert, county fair or seasonal festival will want to sell alcohol to attendees. The restrictions on permissible and impermissible sales varies widely from state to state. Some states may limit sales to beer and wine only, while some may permit liquor as well. Additionally, even within states, there may be significant variation in the terms of legal sales. This one-time license is usually called a Special Event/Occasion License Permit.

Wedding, receptions and private parties aside, in most states, if liquor is going to be sold (either by the glass or via an entrance fee) at an event taking place away from a licensed facility, a special event liquor license must be obtained by a charitable organization. Usually, the Special Event Permit allows qualified *nonprofit* entities [or political candidates] to sell, serve or distribute alcohol beverages in connection with fundraising events. Most states do not allow for-profit businesses to obtain special event permits simply to make a profit from sales. So, if a brewery would like to host an annual celebration in a local park and sell tasters, the necessary liquor license must be applied for by a nonprofit AND often, proceeds must also go to a charitable cause.

Here's are a few excerpts from special event permits around the country:

Alabama: Upon applicant's compliance with this chapter and the regulations made thereunder, and upon application made on a form provided by the board at least 25 days in advance of the event for which a license is granted, the board shall issue a special events license for a valid, responsible organization of good reputation, for a period not to exceed seven days, and upon such terms and conditions as the board may prescribe. The license shall authorize the licensee to purchase, where the retail sale thereof is authorized by the board, liquor and wine from the board or as authorized by the board and table wine and beer from any wholesale licensee of the board and to sell at retail and dispense such alcoholic beverages as are authorized by the board to the patrons, guests, or members of the organization at such locations or areas as shall be authorized by the board upon such terms and conditions as prescribed by the board. No sale of alcoholic beverages shall be permitted on any Sunday after the hour of 2:00 A.M.

California: To qualify for a general [special event] license, you must be an organization formed for a specific charitable or civic purpose, a fraternal organization in existence for over five years, a religious organization, or a political organization. To qualify for a beer and/or wine license, you must be an existing non-profit organization, including a charitable, civic, cultural, fraternal, patriotic, political, religious, social or amateur sports organization

Colorado: A special event permit may be issued to an organization which has been incorporated under the laws of this state for purposes of social, fraternal, patriotic, political, or athletic nature, and not for pecuniary gain, OR which is a regularly chartered branch, lodge, or chapter of a national organization or society organized for such purposes and being nonprofit in nature, OR which is a regularly established religious or philanthropic institution, AND to any political candidate who has filed the necessary reports and statements with the secretary of state.

Massachusetts: The Local Licensing Authorities may issue special licenses for the sale of wines and/or malt beverages to any enterprise however, special licenses for the sale of all alcoholic beverages may be issued to non-profit organizations only. The Local Licensing Authorities cannot grant special licenses to a. any person for more than a total of 30 days per calendar year, b. to any person that has an on premises license application pending before it, c. any premises that has an alcoholic beverages license.

North Carolina: A permit may be issued to a nonprofit organization to allow the retail sale of malt beverages, unfortified wine, or fortified wine, or to allow brown bagging, at a single fund-raising event of that organization. A permit for this purpose shall not be issued for the sale of any kind of alcoholic beverage in a jurisdiction where the sale of that alcoholic beverage is unlawful.

Ohio: Any nonprofit organization with 10 or more members may qualify for most temporary permits. Examples are charitable organizations, labor unions and fraternal, educational, cultural and social groups. A permit may be issued for use at a social, recreational, charitable, fraternal, political, patriotic or athletic function. NO temporary permit can be issued for the profit or gain of a private individual or to a for-profit organization

Washington: Allows a bona fide nonprofit organization to sell liquor at a specified date, time and place. Applications are available online or at state and contract liquor stores. Examples include a fundraising dinner, gala event, auction, or wine tasting.

To be fair, in some states – like Georgia – for-profits can qualify for a special event permit, but that doesn't mean the vendor wouldn't be interested in forming a partnership. Contact your state's liquor agency for all the relevant details. 



**NO
ALCOHOLIC BEVERAGES
ALLOWED BEYOND
THIS POINT**

Case Study:

Save the Hooch Campaign

By: Rebecca Klein
Chattahoochee Riverkeeper
www.ucriverkeeper.org

Just a few years after Chattahoochee Riverkeeper (formerly Upper Chattahoochee Riverkeeper) was formed in 1994, SweetWater Brewing Company's "Big Kahuna" Freddy Bensch contacted us to see if we were interested in promoting our logo on the six-pack packaging of their new SweetWater 420 brew. Bensch, himself an avid paddler from his days in Colorado, was excited about fact that the company pulled water from the Chattahoochee River and wanted to acknowledge our work in the community.

This simple request inspired what has now become a seven-year fundraising and outreach campaign called "Save the Hooch." Since this campaign began in 2006, together we have raised more than \$380,000 to support our river patrol and water quality monitoring programs. The success of this campaign has inspired SweetWater to partner with other riverkeepers in the southeast, as well as launch a special Waterkeeper brew which has been distributed the past two years in the local market.

What we bring to the table

Our brand helps burnish SweetWater's good corporate citizenship credentials. It also is a happy coincidence in that it strikes a personal chord with head of the company, a devout paddler. We provide the advocacy that assures that SweetWater has enough clean water to make their beer, and we help get their brand out to a huge outdoor demographic that includes not only paddlers, fisherman and swimmers but also green activists. It very much becomes a two-way branding street.

We also offer staff resources and ideas to assist in the company's fundraising/outreach efforts. Our Save the Hooch campaign has grown from merely fish and t-shirts sales to parties, beer dinners, raffles,

discounted sales, concerts and other themed evenings – which reinforces the co-branding and awareness.

What they bring to the table

Besides the incredible financial shot in the arm of \$380,000 over the past seven years, we also have benefited from SweetWater's connections to the restaurant and bar community across our watershed, which engages patrons of all ages in the campaign and, by extension, our mission. It also gives us a unique, real-world example of the everyday value of having enough clean water from the Chattahoochee River. And, it can serve as the perfect model for a cause marketing partnership—which is growing in popularity among nonprofits—

where a corporation with a need for branding and marketing in the community gets to utilize its name and mission through a nonprofit. Aside from Save the Hooch, SweetWater has expanded our partnership to include donations to other Chattahoochee Riverkeeper fundraising events.



Getting Started

Though it was SweetWater who approached our organization, you shouldn't be shy about initiating contact, but you should be prepared. Here are some tips for starting a partnership in your watershed.

- ≡ Identify mutual needs that match up nicely (e.g., “your” water = their beer).
- ≡ Cultivate relationships with company CEOs/marketing reps and educate them about your mission. Invite them to your next event and get them out on the water.
- ≡ Identify and have them meet group members who might be passionate consumers of the businesses. 💰



McKenzie River Trust (OR)

“Partnering with our local breweries, Ninkasi and Oakshire, gave us a valuable opportunity to not only raise money for our local land conservation work but also offered us a chance to educate our community about the far reaching value of the river that runs through our community and why we need to protect it. We also collaborated with the Eugene Water and Energy Board, who leveraged their 100th anniversary to help make the connection between health water systems and good beer. The McKenzie River is our sole source of drinking water and the #1 ingredient in our local microbrews. The investment our local breweries make in protecting the source of their #1 ingredient, water is a huge investment in our entire community. People really got that connection.”



Western North Carolina Alliance (NC)

"We have been a part of SweetWater's Save the French Broad campaign for the last 5 years. They approached us after working with Chattahoochee Riverkeeper (see page 12); they provide promotional materials and we work with our local distributor to recruit bars and restaurants to sell paper fish that say "I gave of my liver to save the river." We also organize a nine-day paddle trip, raft race, beer tasting, pint nights, participate in festivals, and put on an opening and closing event to promote the campaign. We raised about \$35,000 last year with this campaign.

When Sierra Nevada Brewing recently announced plans to locate their east coast brewery in Asheville, we formed a great partnership with them. They have funded our bacteria monitoring work and we are part of their small working group looking at river access and greenways. We are also in some initial conversations about partnering with New Belgium Brewery, who has been a great supporter of water conservation organizations in the past.

Most of the breweries that we work with are doing so for clean water and not for PR. But, we still do try to provide them with as much PR as possible for the good work that they do. Beer people are good people. My advice: introduce yourself, tie the brewery into your work and they will help."



Buffalo Bayou Partnership (TX)

"Buffalo Bayou Partnership partnered with a local coffee roaster, Katz Coffee, to create Bayou Blend. We receive \$.50 from each bag sold (more when we buy at wholesale and sell in our office). It has been great in helping to raise awareness about Buffalo Bayou, a great thank you gift for donors/prospects, and it tastes great. The graphics on the label are of an historic building we are restoring that actually used to roast coffee, so it was a great connection.

We did have problems with the Better Business Bureau. They require that the % or amount going to the nonprofit be included on the packaging for the item. Our original label did not include this, so it was an initial concern on their end."



Watershed Wednesdays

Share some inspiration, get some inspiration!

Every week, River Network will focus on one Partner group's activity, success, milestone event or just plain cool idea and promote it the best that we can nationally. We'll tweet about it, blog on it, feature it on our website and do whatever other social network bragging that we can about your excellent work. Send us your story using this page:

www.rivernetwork.org/forms/watershed-wednesdays



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River Network's Journal ***River Fundraising Alert***

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The *River Fundraising Alert* is one of the benefits available to River Network Partners. Other publications and services include the *River Advocates Fundraising Guide*, how-to references, sample materials, NOZA and individualized assistance. River Network is dedicated to building the capacity of river and watershed organizations to support themselves financially.

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River Network's

River Fundraising Alert

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Win a River Rally Scholarship!

River Rally 2013 T-Shirt Design Contest



River Rally is now accepting design proposals for our 2013 event t-shirt. The winning designer will receive a \$550 registration scholarship to attend River Rally 2013 and (you better sit down for this) a free t-shirt in the size of his/her choice! Let your creative genius impress your friends and colleagues (and become a part of their wardrobes for years to come)! Please see www.riverrally.org/t-shirts for complete details.

River Rally 2013
May 17-20 | St. Louis, MO
www.riverrally.org

***Proposed T-Shirt
Designs are due
January 17th, 2013***

Other Important Dates:

Registration Opens: **January 2013** • River Hero Nominations Due: **February 8** • Scholarship Request Due: **March 15**