VISION
Forever Our Rivers Foundation envisions a vibrant national movement led by the commitment of businesses, consumers and boots-on-the-ground nonprofits to ensure healthy rivers today and into the future.

MISSION
To lead a unique business - and consumer - driven model to fund and support river health.

VALUES DRIVING OUR WORK

Meaningful Impact
Funding those River Health Partners and projects that bring the greatest benefit to sustainable river health.

Notable Return on Investment
Delivering strong consumer engagement and brand loyalty to benefit Corporate Partners.

Efficiency
Minimizing the gap between consumer interests, corporate social impact and river health.
THE PROBLEM

Rivers are essential to every person and community in the world, providing vital water supplies, food security, flood mitigation, wildlife habitat and recreation opportunities. As such a fundamental resource, rivers are easy to exploit.

Rivers throughout the United States are at risk. Fortunately, there are people taking action, but they need help.

Those on the frontline of river conservation and restoration will tell you that their work requires both people and dollars to be successful. These resources (people & dollars) result from broader community awareness of, stronger connections to, and a greater sense of stewardship for local rivers. Without long-term access to these resources, the ability to reach positive river health is severely limited, with the threat of peril to society and the natural world being very real.

Forever Our Rivers offers a strong and nationwide response to this problem. While we anticipate initially focusing on an impact in the Western U.S., building on existing relationships in our home state of Colorado, the goal is to scale to a nationwide presence and positive river health outcomes by 2023.
The people behind Forever Our Rivers are entrepreneurs and connectors, creatively working to build river health funding by developing broad-based and sustainable revenue streams.

In creating a cause marketing-based network of private sector businesses, consumers who care and river-focused nonprofits, the Forever Our Rivers model will generate the public interest, people power and dollars needed for healthy riverways.

**PRIMARY PLAYERS IN THE CONCEPT**

**Corporate Partners**
Contribute to the movement through investment of cause-related marketing dollars, promoting and helping healthy rivers while gaining competitive advantage with new and loyal customers.

**River Health Partners**
Doing the ‘heavy lifting’ for us all, using solid science and proven techniques to keep rivers flowing and thriving.

**American Consumers**
Directly benefiting river health through purchase of favorite products and services, thereby being an important part of the movement to sustain one of our most vital resources.

**Forever Our Rivers Foundation**
The link between cause-committed Corporates, Consumers and River Health Partners working together to ensure healthy rivers into the future.
Cause marketing models have a proven track record; Forever Our Rivers is the first to use it to support river health exclusively. The concept will maximize impact by:

- Harnessing the purchase power of consumers.
- Strengthening product differentiation and consumer engagement/loyalty potential of Corporate Partners.
- Championing the passion, innovation and imperative work of River Health Partners

**FOREVER OUR RIVERS’ PROGRAMS**

| **Cause Marketing Membership** | Forever Our Rivers has trademarked the unique graphic displayed on p.1 of this document, which symbolizes collective action for river health. Corporate and River Health Partners pay an annual royalty fee to use the trademarked graphic, prominently declaring their commitment to the “Forever Our Rivers” movement by displaying it on their products as part of their promotional efforts. Forever Our Rivers vets a Partner’s ethics statement and commitment to river health before entering into a formal agreement for use of the trademark. By joining the movement, Partners provide a way for their customers to take action for rivers. |
| **On-River Engagement** | Forever Our Rivers engages Corporate Partners’ employees and customers as direct support to River Health Partners. Our engagement program facilitates volunteerism on and personal connections with local rivers, transforming participants into dedicated stewards and advocates for river health. |
| **River Health Partnerships** | Forever Our Rivers’ grantmaking process will invest revenues earned via Cause Marketing activities to support River Health Partners whose work aligns with these beliefs:  
  - Communities are the best stewards of their local river systems.  
  - To provide the highest benefit to humans and wildlife, rivers must be healthy, protected and resilient to myriad risks and pressures.  
  - Systems that provide for ongoing monitoring, maintenance and learning are imperative to the perpetuation of river health.  

As river health experts, Forever Our Rivers is far more than a grant funder, partnering with those organizations and projects demonstrating proven ability to maximize river health through leveraged resources, robust evaluation and solid accountability.
GOALS AND EVALUATION

Forever Our Rivers’ impact goals are as follows:

December 2019

- Design and offer Charter Partnership opportunities to both Corporate and River Health Partners.
- Have a thorough Partner vetting process in place (mid-year 2019).
- Establish and consistently utilize an effective Partner communications plan and process, frequently reporting impacts.
- Be positioned to invest $1 million annually in river health, securing necessary funds for both grant making and operations.
- Have a funding strategy and systems to effectively review grant proposals, allocate funds and evaluate recipients’ impact (mid-year 2019).

December 2021

- Have a total of 80 Corporate Partners (five of which are companies with annual revenues above $100M+) and 40 River Health Partners.
- Retain 75% of Charter Partners.
- Invest $5 million annually in river health, securing necessary funds for both grant making and operations.

December 2023

- Have a total of 200+ Corporate and River Health Partners.
- Retain 60% of Charter Partners.
- Invest $10 million annually in river health; securing necessary funds for both grant making and operations.
- Realize and track 300 million annual consumer engagements/ impressions, achieved through the collective marketing reach of Forever Our Rivers and its Partners.
To make possible the stated impact goals, we identify the following additional metrics for success:

December 2019

- Employ the equivalent of 1.5 full-time staff, responsible for overall leadership (executive level), sales, Partner services, Corporate volunteer engagement, grantmaking, planning and administration.
- Invest in and utilize effective technology, including databases, to implement program initiatives and assurance of necessary administrative supports – e.g., grant making, licensing.
- Build and maintain an effective and engaged Board of Directors, retaining diverse and high-quality members committed to the initiation and the advancement of the mission of the organization.
- Implement an annual fiscal audit process; proactively share the audit report, organizational information and annual report with Partners.
- Establish responsible financial policies, controls, and systems.

December 2021

- Employ the equivalent of 4 full-time staff.
- Build and maintain an active and effective Grantmaking Advisory Board to lend expertise to the proposal review, funding allocation and impact evaluative processes.
- Establish a six-month operating reserve, and endowment funds.
- Be recognizable to other funders as a reputable and impactful foundation.

December 2023

- Employ the equivalent of 6 full-time staff.
- Establish a centralized office/headquarters in the most strategically-advantageous location to meet long-term goals.

Staff leadership and the Board of Directors commits to developing action plans that will be a basis for reviewing and evaluating progress toward stated milestones on a quarterly basis.