RIVERS GIVE, WE GIVE BACK

We link consumers who care with responsible businesses, river-focused nonprofits, and communities working to keep their rivers healthy.

FOREVEROURRIVERS.ORG

Consumers purchase everyday products and services marked by our logo.

Business partners contribute a sustainable portion of their profits.

We grant funds substantial enough for nonprofits to make real progress on pressing issues.

Nonprofit partners use evidence-based techniques to expand community access and to keep rivers clean and flowing.