

How a Drop in the Bucket Turns into a River of Money



Land & Rivers Fund





Advocates for our valley

PC-Todd Winslow Pierce

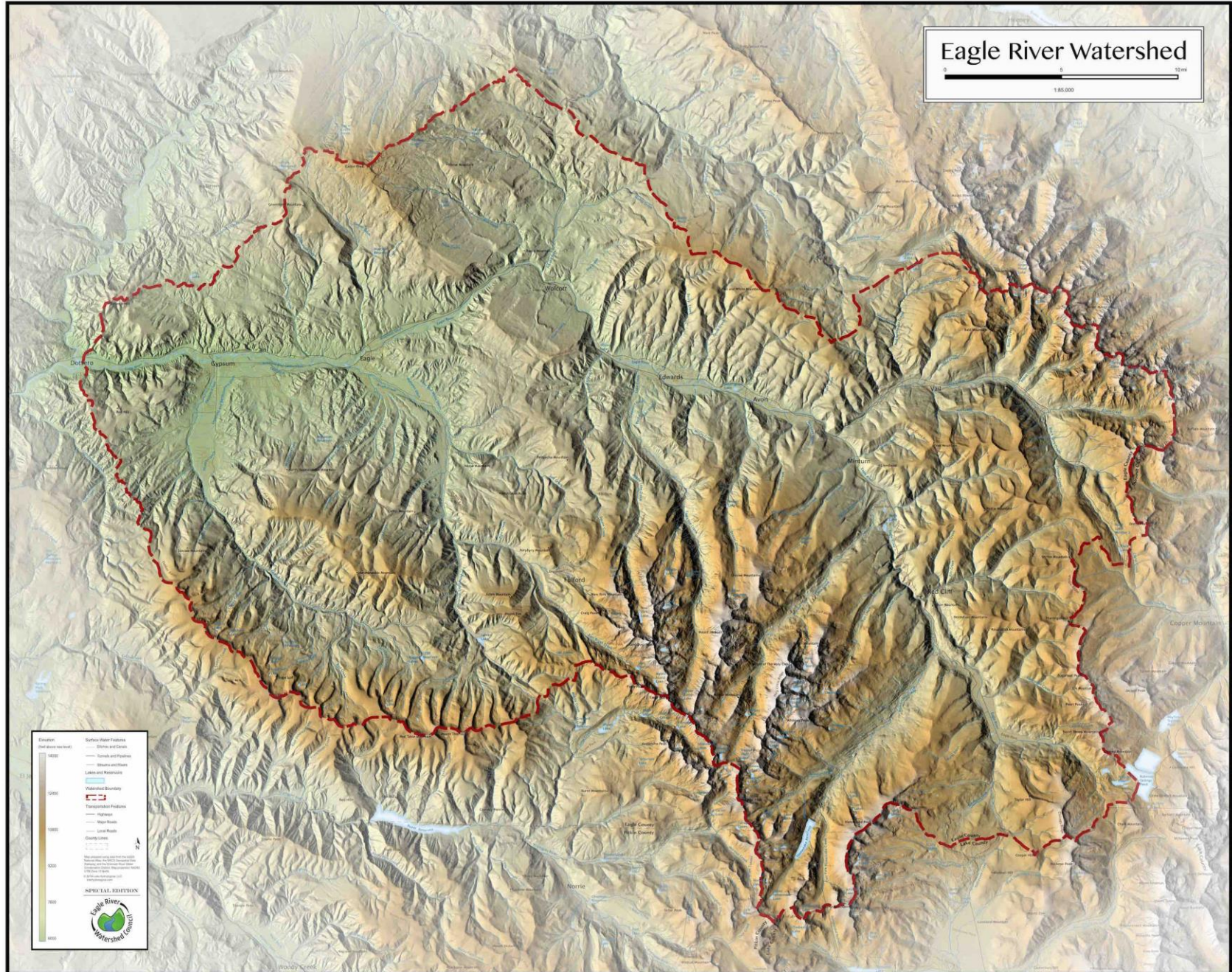
Eagle Valley Land Trust (EVLT) and Eagle River Watershed Council (ERWC) together are Eagle County's only non-profits exclusively focused on conserving, restoring and protecting rivers and open spaces for the benefit of the community.



Eagle River Watershed Council

advocates for the health of the Upper Colorado and Eagle River watersheds through research, education and projects.

Eagle River Watershed



Elevation
(feet above sea level)

14000
12000
10000
8000
7000
6000

Surface Water Features

- River and Stream
- Reservoir and Ponds
- Wetlands and Marsh

Lakes and Reservoirs

Watershed Boundary

Transportation Features

- Interstate
- State Road
- Local Road

Geography

NOTES:
This map was prepared using data from the National Hydrography Dataset (NHD) and the National Elevation Dataset (NED). The map is a generalization of the data and does not represent the actual terrain or water features. The map is for informational purposes only and should not be used for navigation or other critical applications.

NEW! 2014 EDITION



MISSION

Eagle Valley Land Trust protects forever the lands we love, building a permanent legacy for future generations



EAGLE VALLEY
LAND TRUST





EVLT OVERVIEW

- **38 Protected Properties**
 - ✓ 23 Privately owned
 - ✓ 13 Publicly owned*
 - ✓ 20 with public access
 - ✓ \$72M in Value
- **13,540 Acres Conserved**
 - ✓ 12,248 acres habitat
 - ✓ 10.5 miles river corridor
 - ✓ 36 miles of public trails

- **Governance**
 - ✓ Nonprofit 501c3 Charitable
 - ✓ 18 board members
 - ✓ 5 full-time staff
- **Programs**
 - ✓ Stewardship
 - ✓ New Projects
 - ✓ Community Conservation
 - ✓ Advocacy

* Eagle County (6); Vail (4); Minturn (1); Eagle (2); Avon (1)

The Land & Rivers Fund helps:

- Local businesses to establish and promote the program to their customers & clients
- They voluntarily participate by making a small (approximately 1%) donation with their purchase.
- The donation and ability to opt out is clearly communicated to customers through promotional signage we provide to them.

Funds collected help conserve, protect and restore:

- Healthy rivers
- Clean water
- Conscientious development
- Preservation of open space
- Wildlife and fish habitat
- Agriculture
- Water rights
- Economic diversity throughout the Valley.

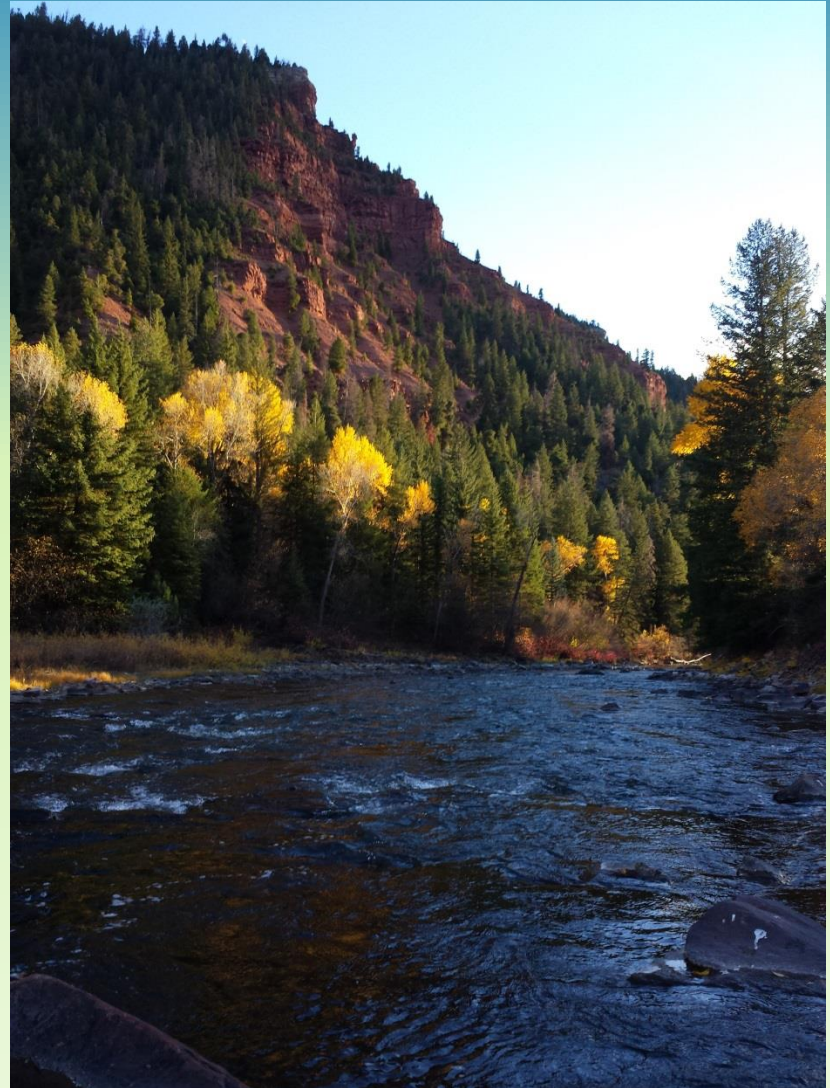
Land & Rivers Fund Donations

- George Family Foundation 3 year grant of \$35,000 per year: \$105,000
- Donations from businesses: \$328,821
- **Total donations to date: \$433,821**

The program started in the late fall of 2017, with the first donations coming in during 2018.

Community Grants Program

Once the program reaches \$100,000 in annual net revenue, a portion of the funds generated will be allocated to a community grant program, which will be open to organizations and entities working on land and water conservation projects in Eagle County.



Scholarship Program

The Land & Rivers Fund also supports a graduating High School senior who is furthering their education in a Natural Resources or an Environmental Sciences degree. To date, the fund has awarded 2 \$1000 scholarships to seniors who graduated in 2020 and 2021.



Why Should Businesses Participate?

- It's good business sense--Protecting our land and rivers protects our physical and mental well-being and our economy.
- We all share in the responsibility and benefits of protecting our rivers and natural landscapes.
- Businesses can help maintain the beauty and health of our land and rivers.
- Our conservation work helps business and our collaboration makes it an easy choice

Continued.....

- Participation in the Fund ensures both organizations stay ready for action when a problem or opportunity arises.
- The population of Eagle County is expected to double in 35 short years. We must act now.
- 100% is reinvested locally.
- It is easy to implement.
- This showcases a business as a supporter of healthy land and rivers.
- Free signage that displays the businesses support
There is no cost to the businesses.

Some of the Benefits to Businesses

- Social Media posts highlighting each business
- Listing and web link on the Land & Rivers Fund website.
- Thank you ad in the Vail Daily, our local paper
- Highlighted articles in the Watershed Council and EVLT newsletters sent to over 4000 subscribers monthly.
- Special invitations to the ERWC and EVLT events.
- Support from board members and friends to patronize the businesses
- They are helping to conserve the waterways and special lands of the Eagle Valley!

Sign them up!

- Easy, short agreement the business owner fills out explaining the details
- Help them set it up in their POS system if needed
- Provide signage, brochures, and whatever else they need
- Talk to employees and explain the program to them
- Email a reminder each month to send in their donation
- Supply addressed envelopes to businesses
- Check in regularly to see how things are going, and give them your business

Help during the pandemic

- Instead of trying to bring new businesses on, we focused on helping those already in the program
- “Shop Local” campaign over the holidays, encouraging our subscribers, staff and board members to purchase gifts from our businesses
- Newspaper ads, social media posts and newsletter stories about the campaign

Current Participating Businesses

714 Home

A Good Sport

Alpine Quest Sports

Balance Point

Construction

Bishop Shreds

Bonfire Brewing

Cut

Drunken Goat

Fancy Pansy

Form Attainment Studio

Jerry Sibley Plumbing

Katch of the Day

Main Street Grill

Maker + Stitch

Minturn Anglers

Motley Fabric

Mountain Organic

Landscaping

QuietKat

Current Participating Businesses

R Farmers' Market

Riverwalk Theater

Roam

Robert Schilling-

Coldwell Banker

Root & Flower

Sendy Sauce

Sunrise/Moonrise

Minturn

Sweet Leaf Pioneer

The UPS Store

Tu Casa Restaurant, Coffee
Shop

Two Arrows

Unravel Coffee Grab and
Go

Up the Creek

Vail Catering Concepts

Vail Fine Wines

Vail Valley Roling

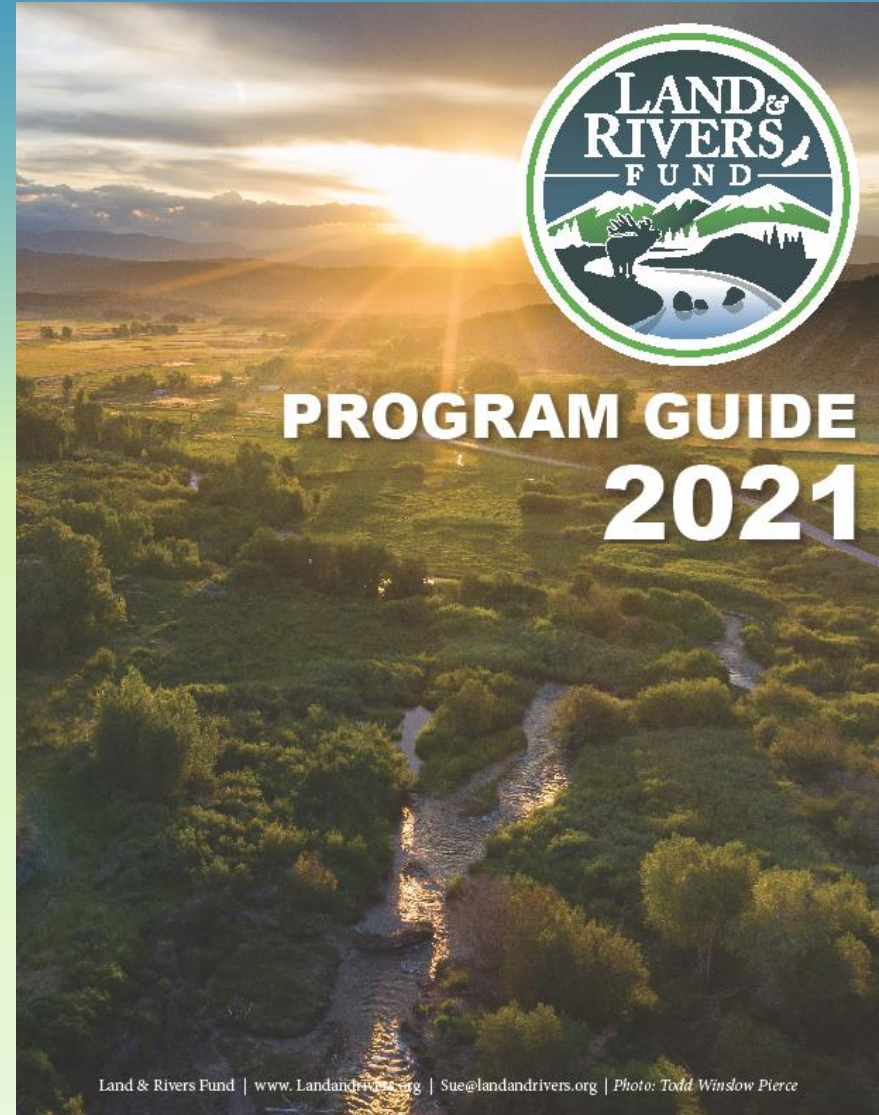
Vela Apparel

Village Bagel

Yoga Off Broadway

How you can get started

- Go to www.landandrivers.org to check out our website
- Follow and like Land & Rivers on Facebook
- Follow and like landandriversfund on Instagram
- Find a few well respected business owners in your community who will join on and encourage others to do the same
- Have materials with beautiful photos to compel businesses to sign on. Have your story ready to tell in an interesting and elevator style pitch kind of way.





Thank you for your time and attention!

Any questions?