CHARLES RIVER conservancy

Partnership Program

Investing in the Future of the Parklands

Imagine how different your life in this city would be without the Charles River Parklands, and imagine if nobody cared for and maintained them. For over 10 years, the Conservancy has worked to achieve the full potential of this magnificent **democratic common ground** that Charles Eliot envisioned in the 1890s. Over the years, thousands of generous supporters have played a vital role in the Charles River Conservancy's history, donating funds and rolling up their sleeves to help us do the physical work required to maintain and develop this precious public resource that so clearly defines our city. **Together we can make a difference.**

Charles River Conservancy Donor and Volunteer Profile

- 18,000 affluent, well-educated, engaged, physically-active citizens who support their cities and parklands.
- A growing roster of Conservancy Volunteers who have invested over $1,000,000 worth of labor in the hands-on work.
- Over 350 corporations and organizations participating in 50+ annual volunteer team-building events along the river.

Supporting the Charles River Conservancy Makes Good Business Sense

- Showcase your corporate/institutional values through quality exposure to Conservancy supporters and more than one million annual visitors to the Parklands.
- Increase visibility among your peers and government officials as a leader in civic and environmental concerns.
- Define your brand message and promote your standing in your community.
- Align your philanthropic mission with a proven, highly effective non-profit dedicated to promoting community.

Partnership Benefits

Your year of partnership begins on the day of your contribution. A description of the individual benefits offered includes:

- **Conservancy Volunteer team-building event** – an outing designed especially for your company involving hands-on work along the Charles. High-level sponsorships will support additional Conservancy Volunteer events for regional youth groups in your name and receive recognition on all 50+ Conservancy Volunteer events signs.
- **Annual Conservancy events** – participation in Corporate Recognition events honoring the work of our most committed corporate partners.
- **Sunday Parkland Games** – visibility as a supporter of these summer-long events attended by hundreds of families from the greater Boston area.
- **E-Newsletter** – visibility and links in communications sent monthly to our e-mail list (circ. 15,000) describing the work and contributions of our high-level corporate sponsors.
- **Annual Printed piece** - highlighting our accomplishments and thanking our supporters (circ. 18,000+).
- **Website Facebook Blog Twitter**– visibility with our network of supporters and partners.

The Charles River Conservancy is a 501c3 charitable organization. All donations are tax deductible to the full extent provided by law.

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Partnership Program Benefits

YES! I want to support the Charles River Conservancy. I pledge my support as indicated below:

☐ **Visionary $15,000 +**
Conservancy Volunteer team-building events
co-sponsoring a youth group in your name
Marquee logo on all additional print and electronic publications and website as noted below
Mention in radio broadcast advertising

☐ **Rejuvenator $10,000 - $14,999**
Conservancy Volunteer team-building events
Logo w/ hyperlink on Conservancy website and electronic publications
Logo on signage displayed at all Conservancy Volunteer events during the year
Mention in all relevant Facebook and Twitter postings
Listing on Sunday Parkland Games banner (July-September)

☐ **Nurturer (formerly Charles Eliot Council) $5,000 - $9,999**
Listing on signage displayed at all Conservancy Volunteer events during the year
Listing with hyperlink on all Conservancy electronic publications and website
Recognition in monthly e-newsletter (circ. 15,000+)

Note: Each higher level of sponsorship includes full benefits of all levels below.

☐ **Conservator $2,500 - $4,999**
Conservancy Volunteer team-building event for up to 75 employees
Recognition and complimentary attendance at Conservancy events

☐ **Benefactor $1,000 - $2,499**
Conservancy Volunteer team-building event for up to 50 employees

☐ **Steward $500 - $999**
Conservancy Volunteer team-building event for up to 25 employees
Listing on website

☐ **Guardian $250 - $499**
Recognition at Conservancy events

☐ **Sustainer $100 - $249**
Recognition in published sponsor listings (circ. 18,000)

To sponsor online, visit www.thecharles.org

Please fax or email the Charles River Conservancy at 617-491-1245 or dvs@thecharles.org.

Name: _____ Title: _____

Company Name: _____

Mailing Address: _____

Phone: _____ Email: _____

☐ Payment Enclosed: ☐ Check (payable to the Charles River Conservancy) ☐ MasterCard ☐ Visa

Card Number:_____ Exp. date:_____

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10 Years Of Parklands Service

CHARLES RIVER conservancy

The Charles River Conservancy - 10 Years of Commitment

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For 10 years, the Charles River Conservancy has been providing advocacy, stewardship, and renewal for the 400 acres of the urban, state-owned Charles River Parklands from Boston Harbor to the Watertown Dam. By forming effective partnerships with public agencies, private corporations, and other nonprofits, the Conservancy promotes broader community use, involvement, and sense of ownership in ensuring these urban Parklands realize their full potential. In partnership with the state Department of Conservation and Recreation (DCR), the work of the Conservancy includes improvement of the landscape, ecological sustainability, and accessibility of the Parklands; education and outreach about the Charles River Basin; advocacy before government bodies; and promotion of physical activities that advance healthy living. Current Conservancy programs include:

- **16,000 volunteers**, including over **350 corporations and organizations**, have engaged in the hands-on work of landscaping, pruning trees, stabilizing embankments, painting fences, removing debris, and more. This volunteer time equals over $1 million worth of labor invested in the health, safety, and beauty of the Parklands.
- **Tireless park advocacy**: increasing DCR's urban parks budget; preserving the parkway character of Storrow and Memorial Drives; improving bridge rehabilitations and the related pathways overhaul; strengthening bike and pedestrian access; and calling for more bridge underpasses.
- **$2.5 million raised** for a world-class skate park – construction in partnership with the DCR and an endowment fund for its maintenance has been secured.
- **Swimmable Charles Initiative** supporting the annual Charles River Swim Races and staffing the legislature's special commission to study the feasibility of public access swimming in the Charles.
- **Hundreds of families and individuals** enjoying free Sunday Parklands Games—enjoying yoga and folk dancing and playing badminton, bocce, croquet, tetherball, and more on the riverbanks.
- **Over 150 television and radio shows**, with regular programs on CCTV about the Charles River Parklands and its protagonists. Many current shows are on YouTube.
- **7 RiverSing celebrations,** co-founded in 2004 with Revels, bringing over 25,000 people out to the parklands on the autumnal Equinox, with four bridges permanently illuminated.
- **"Inventing the Charles River":** an award-winning book, by Karl Haglund, co-published with The MIT Press, telling the amazing history of the river's urban landscape.

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Testimonials

Following is a small sampling of statements of support we receive each year from donors, civic leaders and corporate and foundation sponsors.

"Open space is a critical component of any urban landscape, and Boston is blessed with an historic array of over 20 parks and 19 miles of shoreline that weave through our city. By bringing the peace and tranquility of nature into the bustling urban landscape, these areas provide opportunities for reflection and recreation for residents and visitors alike. These natural settings are important components in Boston's ability to attract visitors from around the world, as demonstrated by the fact that they host more visitors than our convention centers and sport teams combined.….I commend the work of the Conservancy and its efforts to redesign and maintain the Basin. Together, we will return this precious natural resource to the original beauty its founders envisioned."

John Kerry, U.S. Senator, upon the occasion of the founding of the Charles River Conservancy in 2000.

"Our employees found their volunteer experience with the Charles River Conservancy to be extremely rewarding. Thanks for making it possible, and thanks especially for your organized, efficient and effective volunteer direction. I look forward to our continued relationship!"

Christine McCue, Program Manager, Public & Community Affairs, Tufts Health Plan, December 23, 2003. Tufts Health Plan has become an annual participant.

Individual volunteer comments include:

- "The park is, of course, public and a number of outsiders came over to see who we were and what we were doing. This gave us an opportunity to not only advertise Tufts Health Plan but also confirm that our company is serious when it claims that it is actively involved and in the community at large."
- "One of the highlights and most rewarding aspects of the day was to hear the words of gratitude and thanks from either the many people passing by or those enjoying the park. It was the instant validation from these individuals that truly illustrated the importance of our time and our efforts."
- "The exceptional aspect about this job is that we were able to start and complete it. It gave us a tremendous feeling of accomplishment."
- "I was able to work with people with whom I don't have a lot of contact on a day-to-day basis. It was nice to get to know other members of my team."

"Your [Renata von Tscharner's] talk, and the energy and enthusiasm on behalf of improving the River and its adjacent parklands has prompted us to think more carefully about ways in which we might work with you to be better stewards of the precious asset that we all share and care so much about."

Kathy Spiegelman, Chief University Planner, Harvard Planning + Allston Initiative, January 13, 2004

"I love moving water, rivers, and streams. And I LOVE it when communities get together to do great things. There's nothing more powerful, maybe nothing more beautiful. And I think the Charles River Conservancy is an outstanding example of that."

Tom Ashbrook, Host of NPR's "On Point" on the occasion of the Conservancy's 10th Anniversary, June 15, 2010