



The
**Rivers
Trust**

Partnership opportunities

where there's water, there's life

theriverstrust.org/partners

Working with us

As a partner of The Rivers Trust, you will help us protect, promote and enhance our river ecosystems for the benefit of both people and wildlife.

We are an independent charity and the umbrella body of the Rivers Trust movement, supporting over 60 local trusts across the UK and Ireland as well as thousands of volunteers; with the aim of embedding a sustainable and integrated approach to managing our rivers and their surrounding catchments.

We focus on supporting communities to deliver real change on the ground. We engage, inform and empower communities by providing technical expertise, spreading best practice and, where possible, providing project funding from a range of sources including from government, businesses and the EU.

Why do rivers need your support ?

Rivers are the lifeblood of our society, however, despite improvements over recent decades four out of five rivers in England and Wales are in a poor state.

Businesses and communities depend on healthy rivers and soils to provide food and water, prevent flooding and support nature, but yet there is a growing disconnect between people and the natural environment.

Our natural rivers and their ecosystems are under serious pressure from abstraction, pollution, urban development, physical modification, intensive agriculture and climate change.

We know how to fix many of these problems at a local level, we just need your support to help make this happen.

“Only 14% of rivers and lakes in England are at “good” status or above in terms of water quality and ecology”

- WISER, Environment Agency, Sir James Bevan

Why work with Us?

- **Show you care** – by supporting practical conservation at the heart of local communities.
- **Unique network and specialist knowledge** – whether specific to business risks, issues or geographic areas of interest, we can help your business deliver suitable solutions.
- **Innovative opportunities** – whether it’s optimising inputs, reducing waste, removing plastics from water, reducing flooding risk, conserving soils or developing collaborative approaches to water management, we’re involved and you can be too.
- **Source to sea** – we are involved in all aspects of water management and conservation.
- **Trusted partner** – we make things happen and get things done, which is why we’re a trusted partner of government, NGOs and businesses.

*For every £1 donated, we can turn that into
around £10 for on the ground delivery.*



How can you help us?

As a charity we rely on support from business, communities and individuals in making our work possible. We are exceptionally good at turning that support into practical action on the ground.

Opportunities for business

There are a range of different ways that your business can support our work:

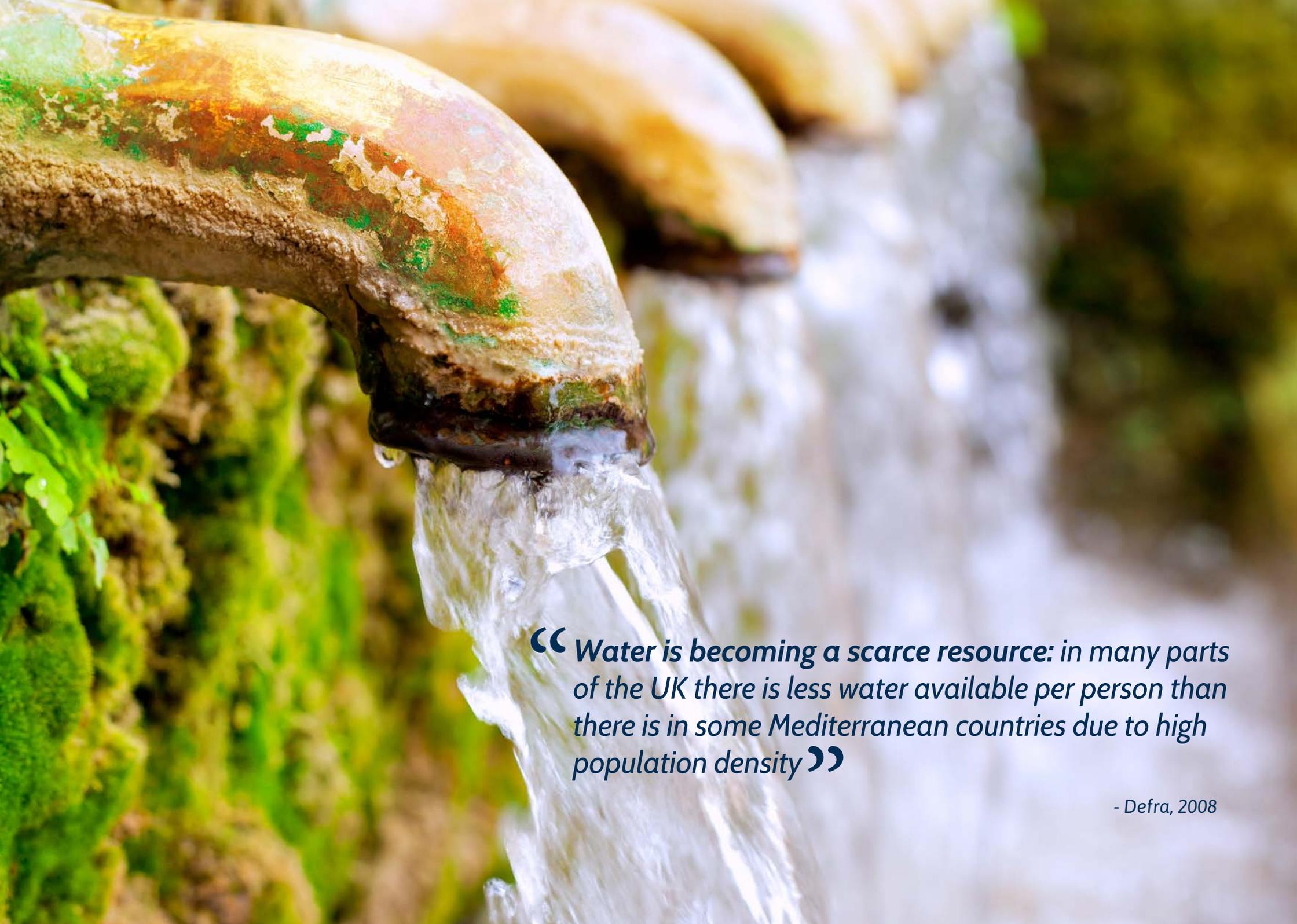
- **Corporate Partnerships** – for businesses who want to show their support for our work, attend exclusive events and gain access to the all the opportunities the Trust offers.
- **Corporate Sponsors** – for organisations who want to support particular events and promote their services.
- **Cause related marketing** – tailored packages to support the needs of the business and our precious rivers.
- **Employee engagement** – helping build teams whilst improving the local environment.
- **River and Habitat restoration projects** - support practical improvement projects whether on your estate, in your area, with a local community, or as part of an enforcement undertaking.

Opportunities for individuals

- **Fellow** – for individuals who provide generous ongoing support.
- **Individual donations** – one off donations from individuals or organisations.
- **Fundraising** - for groups who want to support us by making us their charity of choice for sponsorship and fundraising activities.

“Water is our number one ingredient and we’re committed to the highest standards of water stewardship, including replenishing all the water we use as a business. To help us achieve this we’re proud to be working with The Rivers Trust to deliver three water management projects to improve water quality and quantity in the Thames and South East River Basins. We love working with such an expert grassroots organisation that can deliver real benefits to the river environment and communities”

- Liz Lowe, Sustainability Manager, Coca-Cola Great Britain



“ Water is becoming a scarce resource: in many parts of the UK there is less water available per person than there is in some Mediterranean countries due to high population density ”

- Defra, 2008



Worked with



fish barriers eased, passed or removed



Wetlands created or restored

IMPACT FROM RIVERS TRUSTS ACROSS THE UK



Pollution incidents and water quality improvements addressed



Assisted 124 communities at risk of flooding



Worked on 1007 farms



542km of river habitat improved



flood risk management schemes



6482 Volunteers

*30 trusts surveyed in 2016

“ It’s not just nature that relies on rivers: it’s estimated that if 75% of our rivers, lakes and wetlands were restored to good health the economy would benefit by £8.4 billion through increased tourism, recreation, improved flood resilience and quality of life. ”

- WWF-UK, Protecting our Rivers,
Lakes and Freshwater



Corporate Partnership

By becoming a corporate partner, you will support our efforts to protect, promote and enhance our rivers for both people and wildlife.

Through educating, inspiring and delivering practical solutions we hope to develop a progressive and collaborative approach to water management that delivers sustainable solutions for business, communities and our environment.

Corporate Partnership rates start at £5,000 per annum.

Corporate Sponsorship

Corporate Sponsorship is best suited for organisations who want to be affiliated with the Rivers Trust movement and promote their products and services to the Trust's members and volunteers.

We provide a range of sponsorship opportunities to help you raise your profile. Opportunities range from promotion at conferences and events, to newsletter inclusion, or we can work with you to create something bespoke.

Sponsorship packages start from £1,000.

Benefits of being a Corporate Partner

- Use of the Rivers Trust partner logo.
- A presence on The Rivers Trust website and Annual Review.
- A welcome pack and corporate partner certificate.
- Invitation to our AGM, conferences and events (including exclusive partner events).
- A dedicated account manager.
- Access to a range of Rivers Trust services including water stewardship and enforcement undertakings.

Benefits of being a Corporate Sponsor

- Raise your profile amongst a specialist audience of key influencers.
- Promote your products and services to 60-member trusts, with thousands of volunteers.
- Be associated with the fastest growing environmental movement in the Country.

Food production is the most water-intensive business on earth; irrigating crops and raising animals alone abstracts over 70% of the world's freshwater resources, more than twice the use of industrial sectors.



River restoration and habitat enhancement projects

Restoring rivers and the ecosystems that they support is at the heart of what we do. Whether you want to improve a stretch of river be it on your estate, in a local community or to offset the impact of your operations, we can help.

Based on your ambitions and budget and by working with our unique network of partners we can identify, develop and deliver river and habitat restoration projects across the UK.

We can also provide support to businesses who may, because of an accident, need to initiate enforcement undertakings.

Volunteering and community engagement opportunities

Each year local Rivers Trusts and their army of volunteers remove thousands of tonnes of rubbish from our rivers, monitor pollution and water quality, restore and create new habitats for wildlife.

Through our network of over 60 local Rivers Trust we can provide fun, informative and meaningful opportunities for your staff to contribute to their local environment and communities.

Whether it's a one-off team building exercise or an ongoing community support initiative, we can provide opportunities for as little as £50 per person per day.

“We are particularly delighted to be supporting The Rivers Trust and its community challenge fund, which involve and engage the local community including schools to deliver programmes that educate the next generation about how and why to care for the environment.”

- Tracy Lynch, The Greggs Foundation Manager

Cause related marketing

By partnering with The Rivers Trust you'll have the opportunity to be affiliated with practical community focused conservation projects that will enhance your brand and reputation.

With consumers becoming increasingly conscious of environmental issues and the importance of managing water and all the life that it supports, The Rivers Trust is the perfect partner to work with.

Every package will be different but will deliver real benefits for your business, our rivers and the people and wildlife that they support.

“We want to restore rivers to good health so they can support people, business and nature. The Rivers Trust movement has helped to fundamentally change the way we looked after our rivers and wetlands for the better and, by working in partnership, we have been able to make real improvements to rivers up and down the country, as well as leave a legacy.”

*- Catherine Moncrieff, Freshwater Policy and Programme Manager,
WWF-UK*



Get in Touch

If you are interested in supporting our work, please get in touch.

With over 60-member trusts and thousands of volunteers working in the heart of the community, we can build a partnership suitable to you.

Tel : 01579 372 142

Email: info@theriverstrust.org



www.theriverstrust.org/partners

The Rivers Trust

Rain-Charm House | Kyl Cober Parc | Stoke
Climsland | Callington | Cornwall | PL17 8PH

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