



**YAMPA
RIPPLE
EFFECT,**

**A CONFLUENCE OF SUPPORT
FOR THE YAMPA RIVER**

**Support a healthy Yampa River and support our vibrant economy!
Any business can participate through a flexible list of options.**

YAMPARIPPLEEFFECT.ORG

Dear Business Owner,

It's no secret, the Yampa Valley is something special: a strong community that honors its agricultural heritage, thrives on its recreational opportunities and welcomes new residents that bolster our economy. While our region is vast, the Yampa River is the thread that ties our Valley together from its headwaters in South Routt County to open ranch lands and stunning canyons in Moffat County. The river nourishes our crops, provides endless recreation and supplies critical fish and wildlife habitat.

But the Yampa River needs help to continue to provide all we have come to expect from it. A growing population and warmer, drier seasons have created extreme challenges including river closures to recreational access and impacts to our farms and ranches. In light of these challenges, local groups stepped up to create the Yampa River Fund which provides much needed funding to projects that enhance flows for recreation and agriculture and restore impacted habitat. From 2020 through 2023, the Yampa River Fund allocated over \$750,000 to 18 projects throughout the basin and intends to distribute at least \$200,000 per year going forward.

We ask you to consider joining us in this mission. By teaming with the Yampa Ripple Effect, you have the opportunity to strategically protect the river we love and our local economy. Income from the Yampa Ripple Effect will go directly to supporting the operations of the Yampa River Fund and projects and programs that keep the Yampa and our Valley's economy flowing and healthy.

This is not a request for a donation from your business. Joining the Yampa Ripple Effect enables voluntary donations from customers at checkout or invoice. In return for your business's participation, the Yampa Ripple Effect will actively market and promote your business to help grow your customer base. The attached packet shares more details about the program.

Thank you for considering participating in a program that greatly expands our positive impact on the Yampa River and future of our Valley.

Sincerely,

Andy Baur

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Interested in pursuing the next steps to participate?
Email Andy Baur at The Nature Conservancy at info@YampaRippleEffect.org.

FOR MORE

YampaRippleEffect.org
YampaRiverFund.org
FriendsOfTheYampa.com



What is the Yampa Ripple Effect?

The Yampa Ripple Effect is a collaboration between businesses and nonprofit organizations working toward supporting a healthy, flowing Yampa River. Conserving a healthy river for our communities is not only important for the environment, it is simply good business.

Friends of the Yampa, whose mission is to protect and enhance the environmental and recreational integrity of the Yampa River and its tributaries, is working together with The Nature Conservancy to launch the Yampa Ripple Effect program. Funds collected will help promote and restore a healthy Yampa River, clean water, wildlife and fish habitat, agriculture, and economic vitality throughout the Valley. With your help, we anticipate great success!

The program works by enabling each business' customers and clients to voluntarily participate by making a small donation with their purchase via rounding up to the next dollar or other, similar method.

This program is an easy way for your business to support our local community and the river that is the lifeblood of Northwest Colorado. By signing up for the Yampa Ripple Effect, you and your customers work together to contribute to the health of

the Yampa River and our local economy for future generations.

What will the program do to improve the Yampa River?

Every dollar will be directed to support the work of the Yampa River Fund and the Friends of the Yampa's river health related programs. Specifically, these funds benefit:

- **River flow:** Grant funds enable flow releases from reservoir storage that help sustain the river health during critical low flow periods.
- **River restoration:**

Projects that maintain or improve river conditions in the Yampa River or its tributaries.

- **Infrastructure improvement:** Projects that enhance water security for communities, agriculture, the economy, and the natural environment in the Yampa Valley.
- **Outdoor education:** Introduce children and community members to the value of the Yampa River, its health, and the importance of being a river steward.
- **River health monitoring:** Efforts to assess the health of the Yampa River to inform future river management.

“ The Yampa Ripple Effect is an awesome way for our customers to participate in keeping the Yampa River and our economy healthy. Adding the Yampa Ripple Effect “round-up” function on our point-of-sale program was easy and customers seem to appreciate the opportunity to give.”

— Kris Shea, Owner of Cruisers Sub Shop



FAQ

Frequently Asked Questions

Who is eligible?

All businesses are welcome! Do you offer a product or service in the Yampa River Basin? No matter what type of transactions you conduct with customers (point of sale, guiding or other professional services, member services, and more) we can work with you to implement an easy process to allow customers to voluntarily contribute directly to the health of the Yampa River.

Why should I participate?

- It costs your business nothing to be a recognized partner who works to protect our rivers AND local community! All funding comes from your customers' voluntary round-up, a small percentage of contributions, or other options that we help you implement.
- 100% of all funds are reinvested locally!
- It's easy! Paperwork is minimal. Simply tally and send your donation quarterly.
- It boosts your marketing! Be seen as a leader in protecting our way of life and the local economy in Routt and Moffat counties. Be recognized through our special events, newspaper and magazine ads, newsletters, and promotions.

How are participating businesses recognized?

- A social media posts on both Yampa River Fund and Friends of the Yampa accounts announcing your business as a new supporter of Yampa Ripple Effect and an annual recognition post via social media.
- Listing and web link as a participating business on the Yampa Ripple Effect and Yampa River Fund websites. Visitors to the Friends of the Yampa website will also have a link to the Yampa Ripple Effect program website to find out more and see participating businesses.
- Yampa Ripple Effect "Thank You" ad, listing each participating business, printed in local papers at least 2 times per year at key times of the year.

- Special social media posts to promote your business over the holidays with a "Shop Local" campaign.
- A list of participating businesses will be identified in each Friends of the Yampa and Yampa River Fund newsletter; these newsletters have a combined distribution of almost 2500.
- Special invitations to the Yampa River Fund and Friends of the Yampa events.
- Both Friends of the Yampa and Yampa River Fund will encourage board members, staff and friends to patronize your business for participating in the Yampa Ripple Effect

How do I participate?

1. **Schedule a consultation:** Let's have a conversation so you can get all the information you need to support — and allow your customers to support — the Yampa Ripple Effect.
2. **Sign Up:** Complete the agreement form to start the process.
3. **Set-Up:** We will help you set up your point-of-sale system or register to add the 'round-up' or 'donation' to the screen or receipts.
4. **Display the signs we provide to you showcasing your support of the program:** Let customers know you proudly support the Yampa Ripple Effect!
5. Send us your logo and a brief description of your business so we can start advertising for you!
6. **Proudly start collecting Yampa Ripple Effect donations with every sale:** Collect, track, and submit quarterly donations to the Friends of the Yampa.

Is it easy?

Yes! All contributions are tax-free. Simply provide the option to round up or add a small percentage to each sale, in the same way you'd add tax in your point-of-sale system. Funds are collected monthly or quarterly, whichever schedule works best for your business.



Frequently Asked Questions (cont'd)

What types of projects will these funds support?

Through its partners' work, the Yampa River Fund and Friends of the Yampa supports projects like these:

- Bolstering flows to the Yampa River during dry periods of the summer to protect native fish and support recreational, agricultural and municipal uses
- A new whitewater park and river access in the City of Craig
- Tree planting to stabilize riverbanks and add shade to cool river temperatures
- The design of the Maybell Diversion restoration to create a more efficient ditch infrastructure, better fish habitat, and safer boat passage on the Yampa River
- Restoration of the riparian area on Elkhead Creek to prevent erosion and provide improved habitat
- Education and outreach on river conservation

and management and the Yampa River Youth Camps

- Design of a greenway and park in the Town of Oak Creek
- River cleanup efforts that target trash along the river in Steamboat Springs and the Town of Craig

What if my point-of-sale system can't accommodate a "round-up" function?

There may be a way to set your system up to add a "tax" to the bill. Or consider adding a percentage of each sale or a flat amount. We will help you through this process!

What if my business doesn't have a point-of-sale system?

Consider adding a reasonable, voluntary donation to each customer's transaction. For instance, a Realtor may consider adding \$25 for each home closing.

Frequently Asked Questions (cont'd)

Will I need to pay taxes on this additional charge?

Since this is a donation that you pass on to the program, no sales tax is due.

Can my business take a tax deduction?

No. The customer is making the contribution, so it is the customer who is able to take a deduction, as allowed by law.

Can I match the customer's donations with additional funds from my business?

Of course! Some business owners want to match customer donations or add a set amount to each month/quarter's tally. That isn't a requirement but we certainly appreciate the extra support!

How does the customer learn about the program?

Signage at the cash register, brochures, and window stickers should be displayed to let your customers know that your business supports the conservation of streams and rivers. Friends of the Yampa also promotes the program and encourage individuals to patronize businesses that participate in Yampa Ripple Effect.

What about credit card fees?

If the transaction is charged to a credit card, you

may deduct those fees from the payment you make to the program. However, most businesses choose to absorb any associated fee since the contribution is such a small portion of gross sales.

How do I send donations to Yampa Ripple Effect?

Please mail us a check monthly/quarterly, depending on your arrangement, to the Friends of the Yampa with a note in the memo line that references the Yampa Ripple Effect, PO Box 771654 Steamboat Springs, CO 80477. We will provide an example invoice and reminder emails each month/quarter.

Who gets the money?

All funds go directly to the management entity for the Yampa River Fund (Friends of the Yampa) and the money will be used to operate the Yampa River Fund and water conservation projects in the valley.

Who do I contact if I have questions?

We want to make your participation as easy and effortless as possible. If you have any questions, or need assistance in setting up your accounting system to accommodate the donation, please do not hesitate to contact us at info@YampaRippleEffect.org or call Andy Baur at 406-410-0366.

