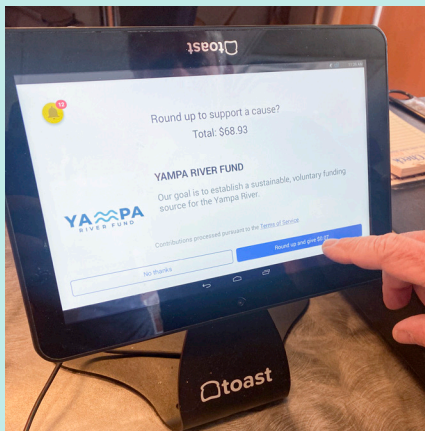


# YAMPA RIPPLE EFFECT



## WHAT IS IT?

The Yampa Ripple Effect is an optional “round up” or donation program at a business’ point of sale or at the close of a transaction. *Example: if your bill is \$4.55, you can opt to round up to the next dollar and 45 cents will go to the Ripple Effect.*

## WHERE DOES THE MONEY GO?

All customer donations from businesses in the Yampa Valley go to the Yampa River Fund and Friends of the Yampa to fund their work to maintain a sustainable and thriving river. The Yampa River is the lifeblood of our community, supporting agriculture, recreation, wildlife, our local economy and the health of the region.

## WHY PARTICIPATE?

It’s easy! If you’re a business, we will provide you with digital and physical marketing assets and work with your team to integrate the program into your system. If you’re a customer, you know that a small portion of your bill will go to support the river and our economy, including:

- **River flow:** Flow releases from reservoir storage to 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 replacement:** Projects that enhance water security for communities, agriculture, the economy, and the natural environment in the 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

### WHERE

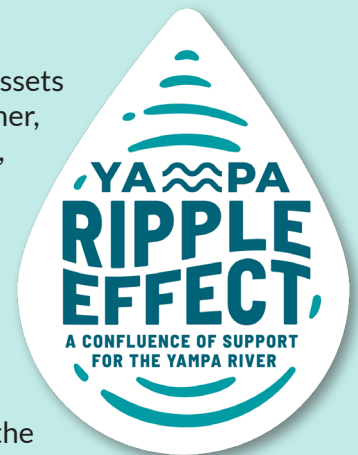
In stores, restaurants, offices or wherever businesses transact with customers across the entire Yampa River Basin.

### WHEN

We’re ready to help you get set up today! We would love to engage your business as an inaugural partner in the program!

### HOW

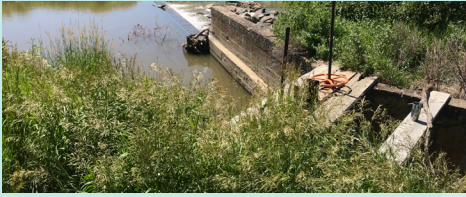
Send an email to Andy Baur at [info@YampaRippleEffect.org](mailto:info@YampaRippleEffect.org), and we can start the easy process together!



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



# PROGRAM FAQ



## How do I participate?

**Sign up:** Decide to support — and allow your customers to support — the Yampa Ripple Effect. Customer donations are voluntary and tax-free so accounting is simple.

**Setup:** Set your point-of-sale system or register to add the 'round-up' or 'donation' to the screen or receipts. Train your staff in the whys and hows of the Yampa Ripple Effect. (Or we'll help you!)

**Promote:** We'll provide you with signs and materials to display in your business. You might also consider adding program information to your invoices/receipts. Thank customers and let them know you proudly support the Yampa Ripple Effect.

**Contribute:** Collect, track, and submit quarterly donations to the Friends of the Yampa. All funds support the Yampa River Fund and Friends of the Yampa as they work with partners.

## 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. The Friends of the Yampa collect funds quarterly, or on a schedule that works for your business.

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

Consider adding a reasonable, vol-

untary donation to each customer's transaction. For instance, a realtor may consider adding \$25 for each home closing.

## 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 (i.e. 50 cents). We will help you through this process!

## 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 my business join?

It costs your business nothing to be a recognized partner who supports our community! All funding comes from your customers' voluntary round-up, a small percentage of contributions, or other options that we help you implement.

It's easy! Paperwork is minimal. Simply tally and send your dona-

tion 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.

## What projects do the funds support?

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

- 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 Craig.
- Tree planting to stabilize riverbanks.
- The design of the Maybell Diversion restoration to create a more efficient ditch infrastructure, better fish habitat, and safer boat passage.
- Restoration of the riparian area to prevent erosion and provide improved habitat on Elkhead Creek.
- Design of a greenway and park in Oak Creek.
- Education and outreach on river conservation and management and the Yampa River Youth Camps.
- River clean-up efforts that target trash along the river in Steamboat Springs and Craig.

## LET'S GET STARTED!

Have more questions? Send an email to Andy Baur at [info@YampaRippleEffect.org](mailto:info@YampaRippleEffect.org), and we can start the easy process together!