

# COOSA RIVERKEEPER®

## Fundraising Policy

January 4, 2011

### POLICY

Coosa Riverkeeper, Inc. has few revenue-based income streams and thus must rely heavily on fundraising. Coosa Riverkeeper, Inc. defines fundraising as the collection of money through donations, sales and events for the explicit purpose of enhancement of the organization's budget in accordance with its mission or charitable donations to another non-profit agency or cause. Generally, fundraising is undertaken to raise additional funds for programs, services and advocacy efforts. Coosa Riverkeeper, Inc. has the following guidelines regarding fundraising:

1. The purpose for which the funds are raised must be consistent with the organization's mission and the mission of Waterkeeper Alliance.
2. The fundraising activity must not violate any applicable local, state or federal laws and regulations.
3. Fundraising events should clearly identify the organization and purpose of the event.
4. Corporate fundraising is subject to review by the Board of Directors.
5. Funds should not be raised from corporations who:
  - a. are involved in activities within the watershed that conflict with the mission of Coosa Riverkeeper, Inc.
  - b. are previously, currently, or likely to become implicated in actions taken by Coosa Riverkeeper, Inc. in accordance with the mission of Coosa Riverkeeper, Inc.
  - c. are or have been the subject of environmental litigation in any watershed.
  - d. expect that the giving of funds to Coosa Riverkeeper, Inc. will protect them from future actions (including but not limited to investigation and litigation) against their corporation.
6. No donations will be accepted in exchange for protection from investigation, litigation or publication regarding the activities of the donor without exception.
7. Any fundraising efforts in another Waterkeeper's exclusive jurisdiction must be approved by such Waterkeeper before such efforts can be made and must be consistent with the fundraising policy of Waterkeeper Alliance.
8. All fundraising efforts should be consistent with the fundraising policy of Waterkeeper Alliance.