Sustainable Partnerships

Sustainable Partners are companies or organizations whose substantial, multi-year gifts have provided a tremendous opportunity for the growth of NatGen’s mission. Through their philanthropic activities, these corporate and university partners are making environmental stewardship and education accessible to youth across our region.

Benefits
NatGen provides the following benefits to its Sustainable Partners, including extensive PR and outreach:
- Logo placement on press releases throughout the year.
- Identification on the NatGen website.
- Recognition in NatGen’s monthly e-newsletter, which is sent to more than 2,000 greater Washington region individuals and companies. (continued..)

The Nature Generation

The Nature Generation (NatGen) is an environmental nonprofit that inspires and empowers youth to value and protect the environment. When kids learn about the beauty, the balance, and the wonders of nature they will make informed, responsible decisions about caring for our planet as adults.

NatGen reaches the nation’s youth through innovative environmental stewardship programs in environmental literature, science and the arts. Our education programs provide books, games and field kits to help prepare youth for the environmental challenges they will face in the future.

“The future is not completely beyond our control. It is the work of our own hands.”
Robert F. Kennedy
Benefits (cont.)
- Listing on our corporate brochure and in community presentations.
- Specific PR opportunities as they become available, including interviews on radio and other TV outlets.
- Sustainable Partner participation on our Board of Directors.
- Recognition in our quarterly Friends of NatGen donor report and in our annual accomplishment report, which reaches over 4,000 individuals.
- Opportunity to target financial support for specific programs and projects.
- Acknowledgement in event programs and, as appropriate, permanent signage at NatGen project locations.

Expectations
In return, Sustainable Partners are requested to:
- Pledge a significant multi-year financial commitment and provide in-kind support.
- Announce NatGen programs on their organization’s web site and other materials, where appropriate.
- Publicize and offer volunteer opportunities to their staff to support NatGen programs, educational events and community outreach efforts.
- Offer in-kind support such as graphics and printing.

2014 Partners
Add your company’s name to our growing list of Sustainable Partners and make a difference in the lives of our youth and the environment!

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