BUSINESS PARTNERS

Vital Ground’s “Business Partners in Conservation” program provides ways for businesses of all sizes to sell more products and enjoy the “halo effect” of being associated with a respected nonprofit.

Vital Ground partners benefit from connecting with the only organization whose sole purpose is conserving crucial habitat for the grizzly bear – a most popular, charismatic, and iconic wild animal.

In part, because of our association with Bart the Bear -of movie fame, we offer an inside track to linking your company’s marketing and evidence of social responsibility to the image of tangible, successful efforts on behalf of the Great Bear.

Product Royalty Agreements
A number of our Business Partners for Conservation programs involve a contractual relationship where the use of Vital Ground’s name and images are a factor in the selling of a product and, as a part of a royalty agreement, each sale results in a portion of the revenue going to Vital Ground. In other cases, we might grant approval to use our name or images in a defined way in return for a contribution to Vital Ground in the form of goods, services or expertise.

In all cases, it is critical that businesses and products are aligned with the image and mission of Vital Ground. We are proud that so many successful businesses recognize that sound environmental stewardship and good business are a powerful combination.

Corporate Foundation Grants
Many corporations have established foundations to deliver philanthropic support for specific causes. Because Vital Ground’s wildlife habitat conservation programs include the purchase of land and conservation easements from willing sellers, such transactions can be expensive. Corporate foundation grants tend to be of a size that can make a dramatic impact on Vital Ground’s conservation projects.

We have consistently delivered on the most detailed grant submission and reporting requirements. We aggressively broadcast our gratitude for support and offer communities a favorable profile of the civic and conservation-minded corporate citizens with whom we partner.

Annual Business Memberships
For an annual gift of $1,000 or more, our Business Members for Conservation enjoy subscriptions to our publications, links on websites, acknowledgement in our reports and publications, and options to have Vital Ground reports and publications distributed to your most valued customers.

Sponsorships/Co-branding
Vital Ground has a geographically diverse donor base. With supporters in all 50 states and many foreign countries, special event fundraising must be undertaken strategically. Those events are made much more effective when we can count on sponsorships to underwrite the cost. These functions are consistently brought off with class and polish and recognize our sponsors as caring and engaged members of the community.

Workplace Giving
Employer matching gift programs can double or even triple your gift to Vital Ground. Your company may also match gifts made by retirees or spouses. Call your human resources office to see if your company has a matching gift program, and learn how you can initiate the process of securing a match.

Donations
Unrestricted corporate gifts are very important to Vital Ground because they maximize our flexibility for meeting the most pressing conservation and operational needs.
Examples of Vital Ground Business Partners

Recreational Equipment Inc. (REI)
REI is the nation’s largest consumer cooperative. The company donates millions of dollars to support conservation efforts and sends volunteers to build trails, clean beaches, restore habitat and more. Through responsible business practices, REI strives to reduce its environmental footprint. Vital Ground, as an REI Affiliate, receives a 7% commission on all sales generated online through a special link we promote.

Montana Coffee Traders
Working with Vital Ground, Montana Coffee Traders donates $1 from the sale of each pound of “Grizzly Blend” directly for the purpose of safeguarding crucial ecosystems.

Ten Spoon Vineyard+
Ten Spoon Vineyard and Winery produces fine organic wines with no added sulfites in Missoula, Montana’s Rattlesnake Valley. For each bottle of “Prairie Thunder” sold, Ten Spoon donates a percentage of sales to Vital Ground.

Based in Missoula, Montana, The Vital Ground Foundation works cooperatively with willing landowners, local communities, and state and federal agencies to address the issue of habitat fragmentation by permanently protecting crucial lands for the benefit of grizzly bears and other wide-ranging wildlife.

To learn more about our Business Partners in Conservation Program, contact our Development Department:

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Donations to Vital Ground, a 501(c)3 nonprofit organization, are tax-deductible to the fullest extent of the law.

www.VitalGround.org