



# **Business Partnership Program**

The IRLC and Your Business.....Perfect Together





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# The Vital Role of Local Businesses in Conservation

**A**s one of the few land trusts in the most northern section of New York State, the very critical environmental service we provide to our area depends on the support of so many—including the leadership and partnerships with our local businesses.

## Adapting to Change for a Sustainable Future

As with people, everything changes with time. All changes bring new challenges and opportunities to improve the lives of all of us now and into future generations. Whether our focus is based on our own individual interests and needs or a collective group's shared hopes for the future, the Indian River Lakes Conservancy (IRLC) provides a strategic plan for the protection and continuous improvement of the water and lands that we all call home, ensuring that we all benefit from a healthy and clean environment.

## Serving a Diverse Community

The community we serve not only includes the part-time residents of our beautiful 18 Indian River Lakes, but also the people who live in the surrounding communities year-round—just as their ancestors have, and as future generations will.



**We proudly opened our first sensory trails at Baker Woods Preserve, NY and Redwood Hill Preserve, designed in partnership with Encompass Recreation to bring the joy of nature to children of all abilities.**



## The Essential Role of Local Businesses

A big part of our integrated family is not just our individual supporters and volunteers, but also the many local businesses that support our mission and vision for the future.

These businesses not only provide employment for local communities but also supply the much-needed goods and services that improve our quality of life—whether that be building supplies, home improvements, medical services, or a place to relax and enjoy good food and friendship. All of this is most beneficial when the air, water, and land around us remain clean, healthy, and beautiful.



Baker Woods Preserve Sensory Trail



2024 Water Quality Conference

## The Power of Business-Community Partnerships

Business-community partnerships are critical to achieving a quality of life that encourages collective involvement in building a better environmental society. Like most land trusts, we are a nonprofit organization. Our projects, programs, and initiatives rely on the financial support of others, and local businesses provide the much-needed funding to sustain our mission and continue offering our services to everyone—now and into the future.



Holiday Tree Lighting Event

Eye Five Images

## Engagement Through Events and Education

From our widely recognized Water Quality Conference to our annual Holiday Tree Lighting Event—and everything in between—we strive to educate and nurture a deeper understanding of how we all play a vital role in sustaining and improving our natural environment.



Fall Family Fun Day



Elizabeth May Duvall Nature Foundation's Nature Grows Kids Camp



Project WHIRL (Water and Habitat on Indian River Lakes)

## Gratitude and Opportunities for New Partnerships

**Our local business partners have generously provided the support and assistance that is critical to nonprofit organizations like IRLC.**

We are deeply grateful for their ongoing partnership and look forward to continuing the positive relationships we have built with them. As part of our business partnership program, we actively promote their support by encouraging our members to frequent their businesses.

We also invite new businesses to join our growing network of partners as we continue to build long-term alliances with those who recognize the importance of protecting our land and water resources. Together, we can face future environmental challenges while ensuring a thriving, sustainable community for generations to come.





## A BOOST FOR ROUTE 37 LUMBER:

# Community Engagement and Brand Strengthening

For Route 37 Lumber, a locally rooted business, the donation serves as an opportunity to reinforce its reputation as a community-minded company.

By supporting a project that directly benefits local residents, the business strengthens its public image and fosters goodwill among customers who appreciate companies that give back. This act of generosity also provides:

**Increased Brand Recognition:** The company's name becomes associated with a meaningful community improvement, potentially drawing more customers who value businesses that invest in the local area.

**Community Trust and Loyalty:** Residents and visitors who see 37 Lumber's role in the project are more likely to support the business in the future.

**Positive Publicity:** The donation may attract media coverage, social media mentions, and word-of-mouth recognition, enhancing the company's visibility.

**Strengthened Business Relationships:** Other organizations, contractors, and builders in the area may be encouraged to collaborate with 37 Lumber in future projects.

By participating in local conservation efforts, 37 Lumber not only demonstrates corporate social responsibility but also positions itself as an integral part of the region's development.



## A Generous Donation That Builds More Than Just a Ramp

When 37 Lumber made the decision to donate lumber for the construction of a ramp at the Redwood Hill Preserve, it was more than just a charitable act—it was an investment in community accessibility, environmental stewardship, and local goodwill. This partnership between 37 Lumber and the Indian River Lakes Conservancy (IRLC) reflects a shared commitment to fostering inclusivity in outdoor spaces, strengthening local ties, and promoting environmental appreciation.



## Empowering the Indian River Lakes Conservancy

The Indian River Lakes Conservancy (IRLC) is dedicated to preserving natural spaces while making them more accessible for education, recreation, and environmental awareness.

The donation of lumber directly supports the IRLC's mission by:

### Enhancing Accessibility:

The ramp provides easier access for individuals with mobility challenges, including elderly visitors, young children, and those who require assistance. This aligns with the IRLC's goal of ensuring that nature is welcoming to everyone.

### Maximizing Budget Efficiency:

By receiving a key material donation, the IRLC can allocate its financial resources to other conservation efforts, such as trail maintenance, habitat restoration, and educational programs.

### Encouraging Future Partnerships:

The generosity of 37 Lumber may inspire other businesses to contribute resources, fostering a culture of corporate and nonprofit collaboration.

**Strengthening Volunteer and Donor Engagement:** The ramp project showcases the tangible impact of donations, encouraging more community members to contribute to and support the IRLC's initiatives.

By working with local businesses like 37 Lumber, the IRLC expands its reach and creates a stronger network of supporters for its conservation and accessibility goals.



## A Lasting Benefit for the Community

The impact of the donation extends beyond 37 Lumber and the IRLC; it reaches the entire community. The new ramp at the Redwood Hill Preserve:

### Increases Outdoor Accessibility:

More people, including individuals with disabilities, families with strollers, and elderly visitors, can enjoy nature without barriers.

### Promotes Health and Well-Being:

Easy access to outdoor spaces encourages physical activity, relaxation, and mental well-being among residents and visitors.

### Strengthens Community Ties:

Local partnerships and volunteer efforts around the project foster a sense of pride and unity among those who live in the area.

### Supports Environmental Education:

Schools and nature groups visiting the preserve can utilize the ramp to ensure inclusive participation in outdoor learning experiences.

### Encourages Tourism and Economic Growth:

An accessible and well-maintained nature preserve attracts more visitors, supporting local businesses such as cafes, shops, and lodging in the area.

**The donation of lumber for the ramp does more than facilitate movement—it fosters inclusivity, environmental appreciation, and community spirit.**





## CULTIVATING CONSERVATION:

# The Partnership Between Cross Island Farms and the Indian River Lakes Conservancy

When businesses and conservation organizations unite, the impact on the local community can be profound. The partnership between Cross Island Farms and the Indian River Lakes Conservancy (IRLC) is a prime example of how collaboration between sustainable agriculture and environmental stewardship can foster education, sustainability, and community engagement.

Through Cross Island Farms' sponsorship of IRLC's Water Quality Conference and a planting at Redwood Hill Preserve that called on teen volunteers from ACS, both organizations are creating lasting benefits for the land, the local economy, and the people they serve.

### Cross Island Farms and the IRLC: A Partnership Rooted in Sustainability

Cross Island Farms, known for its commitment to organic and sustainable farming, has long been a champion of responsible land stewardship. The IRLC, which works to protect the Indian River and surrounding lakes and preserve natural spaces, shares similar values in conservation, water quality, and land management. By working together, these two organizations strengthen each other's missions while enriching the community.

### Cross Island Farms' Sponsorship of the IRLC Water Quality Conference

Water is a vital resource for both agriculture and ecosystem health, making Cross Island Farms' sponsorship of the IRLC Water Quality Conference a natural fit. This event brings together scientists, conservationists, farmers, and community members to discuss pressing issues related to water conservation, pollution prevention, and sustainable land use practices.

By supporting the IRLC, Cross Island Farms benefits from:

#### Elevated Brand Awareness:

Their sponsorship showcases their commitment to environmental responsibility, reinforcing their role as a leader in sustainable farming.

**For the IRLC, having a well-respected local farm as a sponsor lends credibility and demonstrates the interconnectedness of agriculture and conservation, bringing farmers into the conversation about protecting local watersheds.**

#### Valuable Networking

**Opportunities:** The conference provides a platform for the farm to collaborate with researchers, conservationists, and policymakers, strengthening its knowledge and potential partnerships.

#### Alignment with Consumer Values:

Consumers today increasingly support businesses that prioritize sustainability. By sponsoring an environmental event, the farm appeals to eco-conscious customers.

#### Improved Farming Practices:

Through discussions on water conservation techniques, nutrient runoff prevention, and wetland restoration, Cross Island Farms can continue refining its own sustainable farming methods.





## A Mini Planting at Redwood Hill Preserve: Growing for the Future

Another remarkable facet of this partnership is Cross Island Farms' work on a mini planting at the Redwood Hill Preserve, using teenage volunteers from the ACS (Alexandria Central School District) Adventure Club to assist in preparing the land for the planting.

This initiative focuses on creating a small-scale edible landscape that serves multiple purposes:

**Hands-on Learning for Visitors:** children and teenagers visiting the preserve can gain first-hand experience in planting and tending to native and edible plants, fostering an early appreciation for sustainable agriculture.

**Enhancing Biodiversity:** The planting of pollinator-friendly plants and native food sources supports local wildlife and contributes to the preserve's ecological health.

## Demonstrating Sustainable Gardening:

By incorporating organic and low-impact gardening techniques, the project serves as a model for future conservation-based agriculture.

## Strengthening the Farm-Preserve Connection:

This initiative highlights how sustainable farming can complement natural landscapes rather than compete with them.

For the IRLC, the project adds an educational and interactive element to its nature camp, enriching the experience for young participants. For Cross Island Farms, it's an opportunity to showcase their expertise while inspiring future generations to care for the land in a sustainable way.

## A Partnership That Benefits the Entire Community

The collaboration between Cross Island Farms and the IRLC extends far beyond the organizations themselves—it directly enriches the local community in several key ways:

## Increased Access to Environmental Education:

Community members gain knowledge and skills in sustainable farming, conservation, and responsible land management.

## Stronger Local Food Systems:

Encouraging edible landscapes and organic farming reduces reliance on imported food and fosters local food security.

**Healthier Ecosystems:** Water conservation efforts, reduced pesticide use, and native plantings contribute to cleaner lakes, richer soil, and healthier wildlife populations.

## Economic and Tourism Growth:

A thriving conservation-friendly agricultural scene attracts eco-tourism, farm visits, and educational workshops, boosting local businesses.

## Greater Community Engagement:

Partnerships like this encourage residents to take an active role in environmental stewardship, fostering a culture of sustainability.

## The partnerships between 37 Lumber and the Indian River Lakes Conservancy, and Cross Island Farms and the Indian River Lakes Conservancy are prime examples of how local businesses and nonprofits can collaborate for mutual and community-wide benefit.

While these businesses gain recognition and strengthen their local presence, the IRLC furthers its conservation and accessibility mission. Most importantly, the community reaps the rewards of improved access to nature, fostering a healthier, more inclusive, and environmentally conscious society. These acts of generosity lay the foundation for continued cooperation and a brighter, more connected future for all.







2024 Celebration of Lakes

# Let's Build Something Great Together

Your business is part of this community, and so is the land and water we all rely on. Partnering with IRLC isn't just about conservation—it's about creating a thriving, sustainable future for our local economy, environment, and the people who live and work here.

Here's how your business can get involved in a way that makes sense for you.

## Put Your Name on Something That Matters

Sponsoring an IRLC event isn't just about putting your logo on a sign—it's about showing your customers that you care about the place they call home. Whether it's the Water Quality Conference,

Celebration of Lakes, or Fall Family Fun Day, sponsorship puts your business in front of engaged, community-minded people who support local businesses that give back. It's visibility that matters while making a real impact.

## Get Your Team Outside and Make a Difference

Looking for a meaningful way to bring your team together? Step away from the daily grind and spend a day in nature with IRLC. Whether it's maintaining trails, planting trees, or restoring habitat, your team will bond, give back, and leave a lasting impact on the land and water that sustain our community. Customers love seeing businesses that roll up their sleeves and make a real difference.

## Turn Your Products or Services into Conservation Wins

You don't have to write a check to make a difference. Many businesses support IRLC by donating materials, professional services, or expertise. Whether it's lumber for a boardwalk, marketing support, or catering for a conservation event, in-kind donations go directly toward making nature more accessible and protected for future generations.







**Representatives from the Tug Hill Commission, DEC, Jefferson County Soil and Water, and our very own Indian River Lakes Conservancy joined forces for the Annual Trash Bash along the Black River Trail!**

### **Make Giving Back Part of Your Business Culture**

Want an easy way to show your commitment to conservation? Employee giving programs and company match initiatives allow businesses to support IRLC while empowering employees to do the same. A simple payroll deduction program or a matched donation initiative shows your team—and your customers—that your business is about more than just the bottom line.

### **Join the Movement and Be Recognized**

When you become an IRLC Business Member, you're not just donating—you're making a statement. Your business will be featured in our newsletters, on our website, and through social media, letting customers know you're invested in the future of our lakes and landscapes. As part of our growing network, you'll be joining other forward-thinking businesses that see conservation as an investment in our shared future.



## **Let's Make a Difference Together**

**Your business has the power to drive real change—not just through donations, but through leadership, action, and community involvement.**

Whether you're sponsoring an event, organizing a team volunteer day, or becoming a business member, your support helps protect the natural spaces that make this region special—while strengthening your connection with customers who care.

**LET'S TALK ABOUT HOW WE CAN WORK TOGETHER.**


**Give us a call or send us a message today.**

Indian River Lakes Conservancy  
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**STAY CURRENT WITH US!**

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# Gratitude to Our Current Partners

## And a very special and heartfelt thank you to all our business partners.



LaFave, White & McGivern, L.S., P.C.  
LAND SURVEYORS & PHOTOGRAMMETRISTS



Wealth Management



BOUSQUET HOLSTEIN PLLC



Theresa Progress Group

Stout's Ready Mix LTD

Thanks for supporting kids & nature!



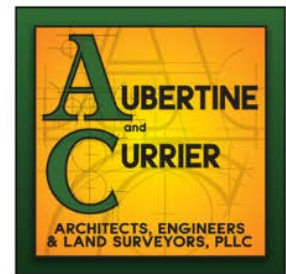
New York State Federation of Lake Associations



Watertown Savings Bank



ALL PEST  
There's Never Just One.



Jefferson County NYS  
Soil & Water Conservation District



If you are not part of this wonderful program we hope you will stop in to see us, have a cup of coffee and consider joining our other business partners on this journey to a better and cleaner environment.



Indian River Lakes  
CONSERVANCY  
Protect • Learn • Enjoy • Forever

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