Corporate Partnerships
An Introduction to Building Corporate Support

Wendy Jackson, Sean Lilly Wilson, Marissa Max, Mark McIntire, Laura Napoli, Ryan Robinson, John Wigginton, Christine Wilson
October 18, 2019

Introducing Our Panel

- **Marissa Max**, Corporate Relations Manager, *Land Trust Alliance*
- **Christine Wilson**, Director of Advancement, *Triangle Land Conservancy*
- **Sean Lilly Wilson**, CEO, *Fullsteam Brewery*
- **Ryan Robinson**, Community Relations Manager, *Mast General Store*
- **John Wigginton**, Director, Southeast Region, *Westervelt Ecological Services*
- **Wendy Jackson**, Executive Vice President, *Land Trust Alliance*
- **Mark McIntire**, Director, Energy and Environmental Affairs, Stakeholder Strategy and Philanthropy, *Duke Energy*
- **Laura Napoli**, Environmental Scientist, *ExxonMobil*
A Menu of Partnerships

- Marketing Partnership (also called “cause-related marketing”)
- Employee/Community Engagement
- Corporate Philanthropy
- Sponsorship
- Conservation Practices
  - Mitigation Work
  - Easements on Corporate Lands

Corporate Partnership for Conservation

Presenters:
Sean Lilly Wilson, Chief Executive Optimist, Fullsteam Brewery
Christine Wilson, Director of Advancement, Triangle Land Conservancy

October 18, 2019

#Rally2019
The Making of Brumley Forest: The Beer!

A TASTE OF PLACE: THE TASTE OF A WALK DEEP IN THE WOODS

Finding & Fostering Common Ground

OUR MISSIONS: CONNECTING PEOPLE TO NATURE & LAND

Fullsteam crafts Southern-inspired “plow-to-pint” beer that connects people to our land and to one another. We seek to pioneer a Southern beer economy in a post-tobacco North Carolina.

TLC strives to create a healthier and more vibrant Triangle region by safeguarding clean water, protecting natural habitats, supporting local farms and food, and connecting people with nature through land protection and stewardship, catalyzing community action and collaboration.
Partnership Goals

• Place conservation relevance in daily life
• Tasty collaboration & cross promotion that amplifies conservation message
• Expand reach through partner networks
• Energize younger & more diverse audiences
• Introduce new residents to land protection & conservation
• Philanthropy, corporate responsibility & sales

• Unexpected Achievements
  > Fostering corporate leadership
  > New corporate land conservation partners

Connecting People to Conservation

VOLUNTEERING, FORAGING WALKS, AFTER PARTIES
Powerful Branding: Farm’s Edge Series

Wander the woods with us. Brumley Forest is an old-growth Baltic Porter brewed with foraged black walnuts, hickory nuts, birch scion, and sassafras – almost all of it gathered deep in the heart of Brumley Forest Nature Preserve near Hillsborough, NC.

One dollar per bottle sold goes directly to the Triangle Land Conservancy. Your support keeps Brumley Forest – and thousands of acres of local TLC-managed land – open to the public and permanently protected from development.

The Corporate Perspective - Challenges

• “It’s really good…but I’ve had it before.”
• Getting our customers to care / social cause fatigue
• Mission-driven products still need to be popular!
TLC Perspective: Challenges and Tips

- Staff capacity to manage and grow corporate partnerships
  - Volunteer engagement takes time and patience
  - Manage relationships through teamwork & team leads
- Potential for points of friction
  - Proactive communication, focus on common goals
  - Clarifying expectations & commitments
- Foraging can be fickle – good ideas don’t always bear fruit
  - Start small, be open to learning
  - Inspired by supplied by (10% rule)
- Institute foraging policies
  - Are we open to foraging?
  - What types of foraging is okay?
  - Communicate policies clearly

Just like harvesting and processing black walnuts, these collaborations can get a bit messy...but done right, the end result is something magical.
Ryan Robinson
Community Relations Manager
North Carolina
Mast General Store

• It’s the right thing to do
• The Original Mast General Store
• To protect and preserve heritage and culture
• Our success is tied to the land, mountains, and water
Friends and Family

- Blue Ridge Conservancy (NC)
- Southern Appalachian Highlands Conservancy (NC)
- Conserving Carolina (NC)
- Piedmont Land Conservancy (NC)
- Foothills Land Conservancy (TN)
- Congaree Land Trust (SC)
- Upstate Forever (SC)

How does it take shape?

- Land Trust Day: 20% of sales donated to land trust partners
- Event sponsorships (in-kind and cash) and annual end of year donations
- Advertising and storytelling support
- Community engagement support
“Nature is not a place to visit. It is home.”
- Gary Snyder

Mast General Store actively supports conservation and preservation.

CORPORATE PARTNERSHIPS PANEL
RALLY AT RALEIGH 2019

John Wigginton
Director, Southeast Region
Auburn, Alabama
Who is Westervelt?

- Privately Held Company
- Founded in 1884
- 4th Generation Family Leadership
- Westervelt Ecological Services
  Established in 2006

What Do We Do?

- Mitigation and Conservation Banks
- Client Specific Full-Delivery Mitigation
- Habitat Planning Services
- Partnerships
- Mitigation Evaluations
Our Mission

To provide enduring ecological solutions for the benefit of our stakeholders and the lands we conserve.

“We are Stewards of the Land”
Creating Trust Based on a Vision

Our Land Trust Partnerships
What Brought Us Together?

Locust Fork Mitigation Bank, Blount County, Alabama

What resulted from this partnership?

Yellowleaf, 2007
Big Sandy, 2009
Locust Fork, 2015
Big Sandy, Phase 2, 2016
Schultz Creek, 2018
Westervelt, 2018
Corporate Perspectives

- First Steps
- Goals
- Challenges
- Lessons Learned
- Recommendations

Thank You

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Land Trust Alliance
Together, conserving the places you love

Wendy Jackson
Executive Vice President
Land Trust Alliance

#Rally2019
It doesn’t have to be cash
Thank you!

- Please make sure to complete your surveys and turn them into the room monitors!