



Musconetcong Watershed Association

January 3, 2020

Dear Mr./Ms. [LAST NAME],

The Musconetcong Watershed Association (MWA) believes that a community that is fully aware of the importance and vulnerability of its natural resources is a community that will actively support efforts to ensure environmental quality. **As a nonprofit organization, we rely on the support of businesses like you to help educate and empower our community. Moreover, we utilize funding from companies like yours to fund research and implementation projects that work to improve water quality throughout the watershed for decades to come.**

In 1992 the MWA was formed by local residents who were concerned about preserving the watershed's unique natural and cultural resources, and how those resources are managed by government agencies. The founders saw the need for a locally based organization composed of individuals of different backgrounds who held a common goal of promoting a watershed-based approach to land and river resource management. MWA's founders were instrumental in making the Musconetcong River valley a high priority for the New Jersey Department of Environment Protection (NJDEP) Green Acres land acquisition program during the 1990's and the tradition of working with NJDEP and other agencies to increase protections for the river continues today.

The Musconetcong Watershed Association consists of a network of individuals, families and organizations that care about the Musconetcong River watershed. MWA is dedicated to improving the watershed resources through public education and awareness programs, river water quality monitoring, promotion of sustainable land management practices and community involvement. To that end, we carry out our mission through grassroots activities including educational programs in local schools, municipal government outreach, workshops and seminars for the public, stream cleanups and outdoor educational programs. A Board of Trustees and committees that focus on specific activities oversee the operations and programs of the MWA. Five professional staff members conduct the daily operations of the Association.

MWA is committed to preserving the Asbury Mill and to raising public awareness of the rich social, agricultural and industrial heritage of the area. The Mill was once used to grind grain to make flour, and then later repurposed to process graphite that supported United States efforts during the First World War. The Mill has since been donated to the MWA from the Riddle Family, and now MWA plans to restore and repurpose this historic building in order to create a local attraction to boost local economy and to support our growing organization.

One of the things that MWA does exceptionally well is organize stakeholders for a common purpose. The Musconetcong River Restoration Partnership focuses on improving water quality and has successfully removed more than five dams on the river. Water pooling behind a dam creates an unnatural habitat that attracts non-native plant life. The pools also allow water to heat significantly and that discourages fish breeding and migration. Sediment that quickly fills the pools can contain industrial and agricultural toxins that would normally be flushed down river and diluted. The heating of standing river water in a pool also promotes the growth of algae and other biological processes that remove oxygen from the water. At the end of our dam removal experience, we will have a river that has the highest possible water quality. Kayakers and canoeists will enjoy safe passage with the elimination of portages and treacherous hydraulic traps below the dams. Fishermen will enjoy a greater variety of native fish to catch, possibly including shad. And the Musconetcong will be just as pretty and it will sound as tranquil as it does today. The Musconetcong qualified for Federal 'Wild and Scenic' designation just as it is now with the dams intact. It will be even wilder and more scenic when it is allowed to flow freely.

Through our legacy outreach events, **like Run for the River, Wine Tasting on the Musky, Native Plant Sale, and River Clean-up, have helped MWA to grow and reach those who would not necessarily become involved in an environmental organization.** These and newer events are all made possible thanks to sponsorships from companies like yours.

We thank you for your interest in MWA and ask that you become part of our new business sponsorship program. As a business sponsor, your contributions will directly support MWA’s mission of “protecting and improving the quality of the Musconetcong River and its Watershed”.

MWA Sponsorship Levels and Benefits

	Mill Dinner*	Wine Tasting	Run for the River	Music Night	Banner for All Events	Quarterly Newsletter	Website
Platinum <i>(\$5,000)</i>	1 Table (10 seats) Full Page Program Ad	4 Tickets	Largest Logo on T-Shirt	2 Tickets	Logo – largest size	Logo	Logo
Gold <i>(\$2,500)</i>	½ Table (6 seats) ½ Page Program Ad	2 Tickets	Medium size Logo on T-Shirt	2 Tickets	Logo – slightly smaller	Logo	Logo
Silver <i>(\$1,000)</i>	Logo in Program	2 Tickets	Smallest Logo on T-Shirt	2 Tickets		Logo	Logo
Bronze <i>(\$500)</i>				2 Tickets		Logo	Logo
Donor <i>(\$100)</i>	Choice of sponsored basket at Mill Dinner		Choice of business name on T-shirt				

As always, all donations are tax deductible. Working together, we can improve water quality for generations to come.

Sincerely,

Mary Paist-Goldman
Chair, Development Committee

Karen Doerfer
Communications & Administrative Coordinator

501(c)(3) Fed. Tax Identification # 22-3199292
NJ Charities Registration CH 1393100
State Taxpayer ID 01005166-63

* Cost of Mill Dinner meals range from \$24.95 to \$28.95 per person, plus 20% service charge