



We are the river. United we are the solution.

Spring 2023

Dear Friend:

Harpeth Conservancy's 2022 Annual River Swing exceeded all expectations! Together we raised **over \$365,000** to protect clean water and our rivers in Tennessee! This year, we will celebrate River Swing's 20th anniversary on Saturday, September 16, 2023, with about 900 attendees. We hope you can be involved.

The funds raised from River Swing always support our mission to restore and protect clean water and healthy ecosystems for rivers in Tennessee by employing scientific expertise and collaborative relationships to develop, promote, and support broad community stewardship and action. This year, we will launch our Tennessee Water Watch system, a scientifically based model with a 75% accuracy rate for predicting E. coli levels in eight highly visited creeks and rivers based on three years of water sampling. This system will indicate the safety and quality of water for you, your friends, your family, and your pets on any day.

We are reaching out to you now as we await the busy Summer when thousands will visit our waterways. Businesses like yours are invaluable to River Swing. Last year we had a record-breaking 1,000+ guests who contributed just over \$66,000 through our silent auction! We had over 334 items donated creating 162 packages. We hope you will consider donating to the auction this year. As an auction donor, you will receive:

- Signage at River Swing to about 900 people
- Listing in our annual newsletter (distribution to more than 8,000)
- Listing with link on our website
- Possible social media promotion (we cannot promote every item unfortunately)


We would like to have your commitment to donate to our auction no later than August 1, 2023, so you can receive maximum marketing exposure. We will gladly send a volunteer to come pick up your generous donation. Enclosed/attached is a Case for Support, Auction Donation Form and highlights and awards given to us by NFocus magazine (Best Event of 2022, Best Outdoor Event, Most Fun Party, and tied for Best Photo Op/Backdrop!!).

As we continue to take River Swing to the next level, we hope to raise \$500,000 to continue to protect our water. Please consider supporting the big celebration and rivers as we support our local businesses and communities.

We are the river. United we are the solution.


Dorie Bolze
President & CEO


Grace Stranch
VP & COO


Haylee Wadley Hall
Development Director

SCIENCE - BASED CONSERVATION FOR THE RIVERS OF TENNESSEE

Harpeth Conservancy is a Tennessee non-profit corporation and a 501(c)(3) organization.

All donations are tax deductible to the full extent allowed by law.

215 Jamestown Park Ste. 101, Brentwood, Tennessee 37027 | Phone: 615-790-9767 | <http://www.harpethconservancy.org>

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RIVERSWING 2023: Auction Item Donation Form

Auction, Dinner, & Dance | Hosted on River Circle Farm | September 16, 2023

Benefitting Clean Water and Healthy Ecosystems for the Rivers of Tennessee

Donor Information (please print):

Contact Name _____

Company _____

Mailing Address _____

City, State, Zip _____

Phone 1 | Phone 2 _____

Email _____

Auction Item Description (list any expiration or blackout dates):

Estimated Value of Donation (FMV): \$ _____

Delivery Information (check a box below): *All items need to be received before September 1, 2023.*

This item will be available for pickup by the following date: _____

This item will be mailed to: 215 Jamestown Park Road, #101, Brentwood, TN 37027

Please return this form, hi-resolution graphic files, and any additional item information to:

Haylee Hall, Development Director
Hayleehall@harpethriver.org
(c) 615-585-8400 | (o) 615-790-9767

Optional:

I am interested in sponsorship

I am interested in tickets/tables

We can't contribute an auction item, but please accept the enclosed donation.

Additional Donor Notes:

Signature: _____

Date: _____

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P.O. Box 1127, Franklin, Tennessee 37065 | Phone: 615-790-9767 | www.harpethconservancy.org



RIVER SWING

A Case for Support 2023

Harpeth Conservancy will host its **20th annual RIVER SWING** – Dinner, Dance, Entertainment and Auction fundraiser on September 16, 2023. River Swing 2022 was **AMAZING**, raising more than \$375,000 to support our work to protect our rivers and ecosystems in Tennessee! Here are the numbers: 53 sponsors (raising more than \$150,000!); 334 auction items donated (raising more than \$66,000!); 116 bottles of wine sold in the Wine Pull; and 35 Table Hosts! River Swing 2023 was voted *NFocus* magazine's Best Event of 2022, Best Outdoor Event, Most Fun Party, and tied for Best Photo Op/Backdrop!

A fun and casual event, River Swing raises funds to support our efforts to ensure clean water and healthy rivers in Tennessee, where more than 3.5 million residents get their drinking water. Unfortunately, the Harpeth--the Greater Nashville Region's State Scenic River--and our many other waterways in Tennessee are constantly under threat from poorly planned developments, sewer plant discharges, and other pollutants! Our focus on floodplain management and informed policy-making in susceptible communities allows us to develop, promote, and support broad community stewardship and action through collaborative relationships.

Over the past three years, our dedication to scientific methods and committed Citizen Science volunteers allowed us to collect water samples at eight popular recreation areas which often showed *E. coli* levels higher than EPA standards. With this data, we created a predictive model with more than 75% accuracy in estimating the health of the water to enable the public to determine the possible risks on any given day. With your support, we will expand the Tennessee Water Watch system to protect more people, children and pets.

Through the combination of auction items, corporate sponsorships, and ticket sales, **RIVER SWING** is a rally for clean water and healthy ecosystems for rivers in Tennessee championed by the people who live here.

Harpeth Conservancy's Marketing Statistics:

Active Mailing List: 12,200

eNewsletter Subscribers: 8,800

Facebook Followers: 4,900

Instagram Followers: 4,100

Twitter Followers: 1,180

For 20 years, local media coverage of the event has been strong including Acme Radio Live, Lightning 100/WRLT, *Nfocus*, *The Tennessean*, *The News*, *Sophisticated Living*, *Williamson Herald*, *Williamson Source*, and *YOUR Williamson*. Please visit www.RiverSwing.org to view past party images and other information.

About Harpeth Conservancy:

Founded in 1999 as the Harpeth River Watershed Association, Harpeth Conservancy's mission is to restore and protect clean water and healthy ecosystems for rivers in Tennessee by employing scientific expertise and collaborative relationships to develop, promote and support broad community stewardship and action. Harpeth Conservancy works with landowners, businesses, community, local, state, and federal decision-makers and others to foster solutions that reduce pollution and maintain healthy areas.



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