



Freestone Group - Charitable Donation And Project Sponsorship Policy

Charitable Donation and Project Sponsorship Mission

Being a good member of the community that gives back to the environment or helps encourage environmental stewardship is part of our business philosophy. It is the sole goal and mission of Freestone Group, Inc (FSG) to bring our customers and neighbors the highest level of uncompromised and professional services. Part of this includes giving back the environment in the form of charitable donations and sponsoring river and other fishery rehabilitation projects as well as educational programs. The Freestone Group also believes that clear and consistent communication is a key element to help ensure our community understands the challenges our natural resources face and as well as the scope of resources, investments, businesses and individuals that are required to develop lasting solutions.

Policy

In keeping with the Freestone Group's giving and charitable donations mission, FSG supports programs focusing on river restoration, pond and lake restoration, fly fishing education for children and teens. We would like to respond favorably to all requests however the needs are far greater than our allocated resources and it is not possible for us to accommodate all requests.

Organizations that FSG supports

The Freestone Group will make charitable donations to 501(c)(3) non-profit organizations. FSG typically supports organizations who have similar missions that are focused on restoring cold water fisheries as well as promoting education and environmental respect and stewardship. Only 501(c)(3) nonprofit organizations, which meet our giving guidelines and focus areas, are considered.

Organizations or Projects that FSG does not support

- Political organizations
- Religious organizations for religious purposes
- Government agencies
- Loans or investments
- Research studies
- Athletic teams, events, or sponsorships
- Merchandise for fundraisers and auctions
- Symposiums, conferences, conventions, professional association meetings
- General awareness campaigns
- Parties, celebrations, parades, festivals



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Communication and Follow Up Requirements

Communication is a critical component to the long term success of many restoration and rehabilitation projects. When FSG makes a decision to support a specific project or donate to a specific cause it is because we feel with the right level of long term commitment, focus, and communication a solution can be found. Unified communication ensures the entire community will become aware of and support these projects - many of which require multi-organizational efforts and additional funding to ensure lasting solutions.

When appropriate, FSG will require the organization that we are providing support and/or charitable donations to participate in:

- Press releases
- Joint Press Releases
- Case Studies
- Awareness campaigns using email communication or other social media platforms
- References/testimonials

Organizations who receive charitable donations from FSG can expect to receive an online program evaluation survey to gather program outputs upon the project or program completion. This evaluation will be used to help FSG evaluate the effectiveness of our funding and charitable donation strategy in the future.

Process For Requesting a Donation From The Freestone Group

Please submit your request for donations to The Freestone Group by sending an electronic version of our Request For Donation (RFD) to info@freestoneoutfitters.com. Please include your 501(c)(3) registration number, a description of the project or program with which you are seeking donations, and the other required contact information.

Sample Information For Joint Press Releases Will Include

- Acknowledgment of FSG's participation in project, program, or education effort
- Scope and goal of project, program or education effort
- Other partners, sponsors, or organizations who are participating in the effort
- A quote from both organizations articulating why the project or program will positively benefit the community
- Timing and next steps of the project, program or education effort

This copy or content can/will be re-purposed in effort to expand effective communications via blogs, electronic-newsletters, and other social media platforms.



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SAMPLE PRESS RELEASE

Trout Unlimited, Grand Teton National Park Partner to Restore Gros Ventre Watershed

Date: 03/14/2013

Contact:

Cory Toye, Trout Unlimited, (307) 332-7700 x14

ctoye@tu.org

FOR IMMEDIATE RELEASE:

*Trout Unlimited, Grand Teton National Park Partner to Restore Gros Ventre Watershed
Removal of obsolete dam will open more than 100 miles of stream habitat for trout in the Gros
Ventre watershed*

Moose, Wyoming — Grand Teton National Park joined with the sportsmen's group Trout Unlimited (TU) today to announce collaborative efforts underway on a stream restoration project for the Gros Ventre watershed. The project will remove an obsolete water diversion structure located near Kelly, Wyoming. The Newbold Dam—a low-head, log/rock structure—poses a significant barrier to fish passage in the Gros Ventre River, and is no longer needed for irrigation purposes. Dam removal will eliminate a safety risk for local residents and visitors who access the river for recreation at this location, and unlock more than 100 miles of stream habitat for spawning and sustaining trout.

Trout Unlimited secured funding for the project and will oversee the dam removal and site restoration. Work is expected to get under way the third week of March. This relatively early date will take advantage of low flow conditions, reduce in-stream turbidity, and minimize construction impacts. The project will also ensure that revegetation occurs as needed to restore the site after dam removal.

Other project partners include Orvis, Jackson Hole One-Fly Foundation, the National Fish and Wildlife Foundation, Wyoming Game and Fish Department, and the National Elk Refuge—the agency with jurisdiction over the Gros Ventre River's south bank and much of its stream bed. Steve Kallin, National Elk Refuge manager, applauded the restoration effort, stating, "Thanks to outstanding partners, this excellent project will benefit cutthroat trout by removing a serious obstacle to seasonal fish movements."

The National Park Service, TU, and Wyoming Game and Fish Department all identified the dam as an impediment to natural movements of native Snake River fine-spotted cutthroat trout and non-game fish, particularly bluehead sucker—a state-listed sensitive species. Both fish species have declined in distribution and abundance across their range. The dam is the only barrier to fish migration between the Snake River, about 8 miles downstream, and numerous miles of high-quality riparian habitat on the upper Gros Ventre.



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"This is a once-in-a-lifetime opportunity to remove a significant barrier on the Gros Ventre River and make it easier for trout and native fish to access upstream habitat," said Cory Toye, director of TU's Wyoming Water Project. "These projects provide win-win solutions for all stakeholders," said Toye. "We are pleased that Grand Teton National Park is eager to participate in watershed-scale efforts to improve native fish habitat. They've been a great partner and this is conservation work with lasting impact."

"We appreciate the partnership we've forged with Trout Unlimited," said Grand Teton National Park Superintendent Mary Gibson Scott. "With TU's assistance, we've made some real and lasting improvements for native fish migration and habitat restoration on Snake River tributaries located throughout Grand Teton."

The Newbold Dam removal comes on the heels of a similar TU/Grand Teton National Park collaboration on Spread Creek, another principal tributary of the Snake River. In 2010, TU worked with Grand Teton to remove the crumbling, concrete Spread Creek Dam and unlock more than 50 miles of upstream trout habitat. In recent years, TU has spearheaded several other projects throughout Wyoming to improve fish passage and habitat by modernizing irrigation infrastructures for various landowners. Trout Unlimited is a nonprofit 501(c) (3) corporation dedicated to protecting, reconnecting, restoring and sustaining native trout habitat. For more information about stream partnership opportunities with TU, contact Cory Toye at 307.332.7700x14, or by email at ctoye@tu.org.

Trout Unlimited is a non-profit organization with more than 147,000 members dedicated to conserving, protecting and restoring North America's trout and salmon fisheries and their watersheds. Follow TU on the TU blog, on Facebook, and on Twitter via @TroutUnlimited.