



WESTERN WISCONSIN  
CONSERVATION COUNCIL

## BECOMING A WWCC SPONSOR

### Who we are

The Western Wisconsin Conservation Council is a group of farmers committed to being stewards of the land and water in our care. We use research, collaboration and financial resources to promote farming best practices that keep soil healthy and water clean. Our aim is to bring benefit to the whole community while preserving family farming as a way of life.

### Our core values

- Personal commitment to implement innovative best practices
- Connections with the community and information sharing among farmers
- Tireless focus on scientific testing, measuring of results, and sharing outcomes and experiences

### Our core programs

We offer a wide array of no-cost programs to our members, all of whom farm in our local community (focusing on the Rush River watershed, but encompassing the Kinnickinnic and Willow River watersheds as well). These programs are often updated each year, but examples are:

- Research Projects:
  - Regular well testing and analysis of water quality (in partnership with UW-River Falls)
  - Regular soil testing in support of nutrient management planning
  - Ongoing study of ground- and surface-water movement in various soil types
- Educational Projects:
  - Annual field day events focused on promoting best practices in-field
  - Annual member meetings to collect member experience and publicize research findings
  - Systematic nutrient management training, by/ for farmers
- Community Awareness Projects:
  - Ongoing participation in adjacent watershed and related conservation groups
  - Promotion of the full array of offerings in conservation across our member counties
  - Direct involvement in educational and media events in support of WWCC aims
- Financial Support Projects:
  - Annual cost-share program to support conservation practices in-field
  - Incentive programs for first-time cover crop users
  - Soil and water testing cost-share program for all members



**WESTERN WISCONSIN  
CONSERVATION COUNCIL**

Why we need sponsors

Successful partnerships with The Nature Conservancy, the Wisconsin Department of Agriculture, Trade & Consumer Protection, the Dairy Strong Sustainability Alliance, the University of Wisconsin-River Falls, and many others provide funding and support to cover most of our program offerings, but not the membership development, marketing, program development and administration of the organization. As such, we need the additional support of corporate and individual sponsors to ensure this vital work moves forward.

Given our status as an approved 501(c)3 organization, your sponsorship is fully tax-deductible. In addition, sponsors are recognized on our website and at all WWCC events.

On behalf of our Board of Directors, thank you for considering sponsorship of the WWCC and our farmer members.

Board of Directors

- Todd Doornink, President
- Jerry Emmert
- Chris van Someren
- Tom Zwald
- Greg Friendshuh
- Jeff Lueck
- Larry Knutson

To learn more, please contact Todd Doornink via [milk@jondefarm.com](mailto:milk@jondefarm.com) or (715) 648 0218. To become a sponsor, please complete and return the form below.

---

We/I wish to become a sponsor of Western Wisconsin Conservation Council with a donation of  
\$ \_\_\_\_\_ for calendar year \_\_\_\_\_. (Checks should be made out to "WWCC")

Company: \_\_\_\_\_

Primary contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Website: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_