

January 28th, 2014

Item 6G.
BCWMC 2-20-14

Dear Laura Jester,

We are kicking off the fund-raising campaign for the 17th annual **Metro Area Children's Water Festival (CWF)**, an interactive, hands-on, educational outreach program. Our goal is to educate, motivate and challenge children to understand, conserve and protect water resources. The festival is one of the premier K12 education events in the metro area and helps teachers achieve state and school district science standards for 4th grade. Since 1998, about 1300 students and 45 teachers have attended the CWF each year from the 7 County Metro Area. That's over 19,000 fourth and fifth grade students and 700 teachers!



The festival is run on a very small budget. The planning committee and majority of presenters are volunteers representing county and state agencies and watershed districts, but many presenters and volunteers help from the private sector donating time and expenses. Monetary donations to the festival have been shrinking gradually since 2008. In the last two years we lost some significant financial contributors. We scaled back expenses as much as we could without affecting educational content. The 2013 CWF cost \$10,712 - roughly \$10/student. This does not include food and material donations from sponsors. The sponsored funds are used to pay facility rental costs, provide educational materials, hire the Science Museum of Minnesota, subsidize lunch for presenters and volunteers, and reimburse some schools for busing costs. 2013 was the second year that donations received did not add up to festival costs.

Given our current funding situation, we cannot guarantee that we will be able to hold a festival in 2015 or beyond. Children's Water Festival is one of the largest education collaborations in the metro area and has increased awareness of water resources issues and solutions in students and adults for the past 16 years. Without the support of our partners, we will not be able to continue this successful program. We thank Basset Creek Watershed District for your many years as a sponsor and supporter and ask for your continued support in 2014.

Please support classes attending CWF in 2014 –by returning the enclosed sponsor form. Thank you for supporting this event that gives so much to the children of Minnesota and identifies the Metro area as a national leader in environmental stewardship.

Thank you,

Madeline Seveland

Metro Children's Water Festival Co-Chair

Office: 952-361-1026

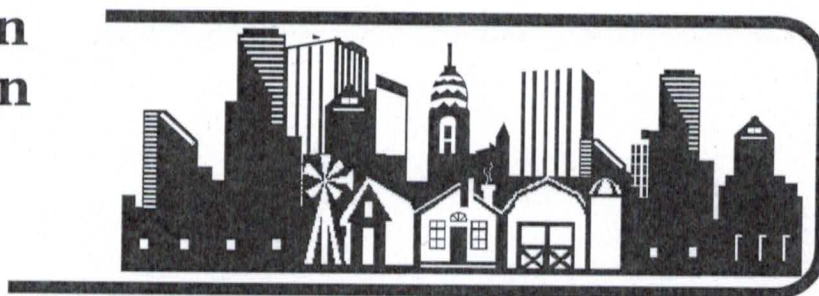
Email: mseveland@co.carver.mn.us

*Sponsors are recognized at the festival, in the festival booklet, on www.metrocwr.org, and through press releases and articles about the festival. We can also provide the CWF logo to you to put on your website or documents showing sponsorship.



2013 Metropolitan Mosquito District learning station

Metropolitan Conservation Districts



2014 METRO CHILDREN'S WATER FESTIVAL SPONSOR FORM

2014 FESTIVAL DATE IS SEPT. 24th

Sponsors will be recognized in the Festival Program and at the Festival site. The Festival Program will be distributed to all participants (teachers, presenters, sponsors and volunteers) at and after the Festival.

_____ We would like to be a Festival Sponsor and help students attend the Metro CWF!
It costs \$350/class to put on the water festival. I will sponsor *(Please circle one.)*

1 class (\$350)

4 classes (\$1400)

2 classes (\$700)

5 classes (\$1750)

3 classes (\$1050)

Other amount _____

_____ We would like to donate materials (e.g. t-shirts, food, etc), services or volunteers. Please ask a Festival organizer to call _____ at _____
(contact person) (phone number)

_____ We would like to sponsor a school(s) by paying for transportation costs: (approx. \$250/bus.)

_____ We would be interested in having a company representative help the day of the event.

If you have any questions about the Children's Water Festival, or where your contribution may best fit, please call: Madeline Seveland (952-361-1026)

Please make check payable to: Metro Conservation Districts

CONTACT NAME _____ DATE _____

COMPANY _____

(Please print this exactly as you wish it to appear in the program.)

ADDRESS _____

(Street, City or Town, Zip)

PHONE _____

FAX _____

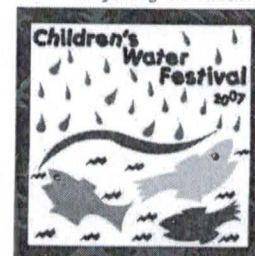
E-MAIL _____

PLEASE RETURN TO:

MADLINE SEVELAND
CARVER COUNTY WATER MANAGEMENT ORG.
600 E. 4TH STREET
CHASKA, MN 55318

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*"Water Connects Everyone
and Everything on Earth!"*



www.metrocwf.org