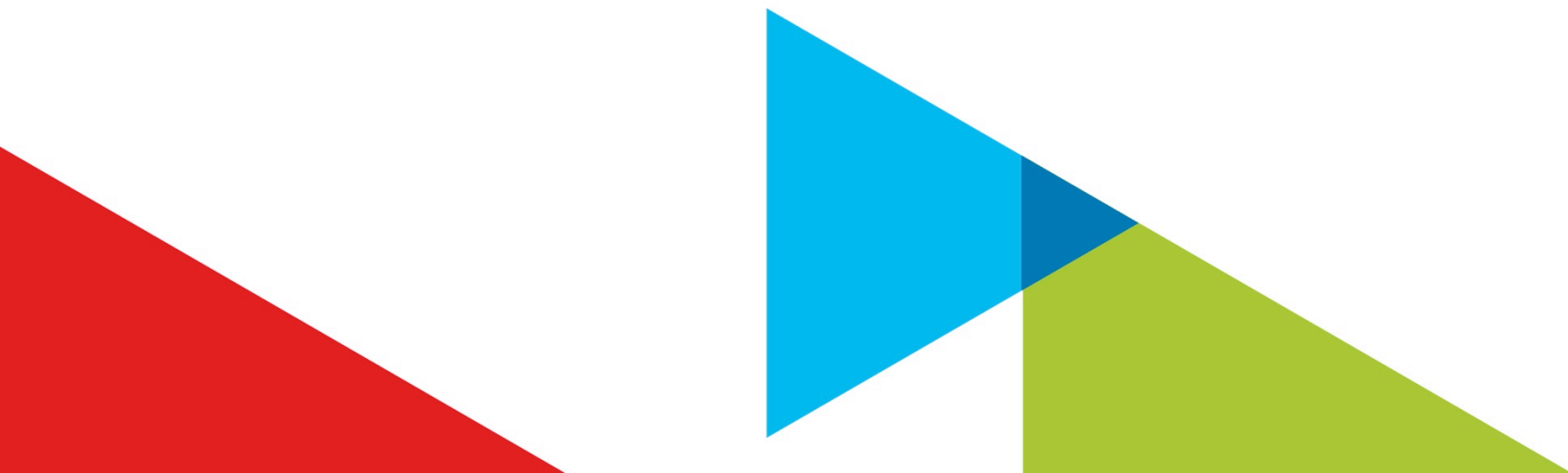


# Corporate Funding For Urban Waters Projects

Patrick O'Rourke  
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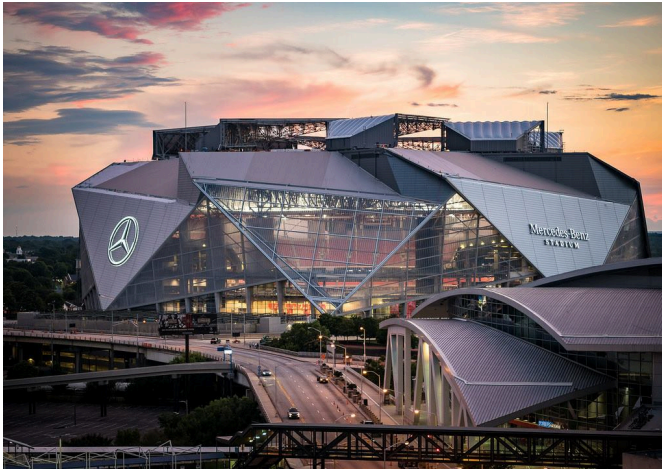
# Georgia Power



- Investor-owned, vertically integrated electric power company
  - 2.4 million customers
- Subsidiary of Southern Company
- Commitment to conservation
  - Focus on species conservation, habitat management



# Why Georgia Power?



- Employee ties to community/environmental issues
- Specific company environmental goals
- Relationships with agencies and NGOs
- Corporate relationships in Atlanta
- Public relations benefits

# Corporate Stewardship



- Strategies to effectively solicit corporate funding
  - Research the company
  - Be open to project direction from the company, honest about your own goals and capacity
  - Ask around with other partners who have worked with the company
  - Consider in-kind potential to leverage buy-in

# Corporate Stewardship



- Things to consider
  - Are you pursuing corporate money or foundation money?
  - What is the value of the relationship to parties involved?
  - What can your group/project offer that adds value? Could the company pull it off themselves?
  - Is there long-term potential?
  - Realize your competition for funding

