**Corporate Funding Considerations for the ACJV**

**Background**

At the March meeting of the Atlantic Coast Joint Venture (ACJV) Management Board a committee formed for the purpose of considering issues related to commercial/industrial support for the ACJV. David Cobb (NC), Mike Burger (Audubon), Craig LeSchack (DU), Sarah Hartman (TNC), and Mitch Hartley (ACJV/USFWS) met to discuss these issues, and prepared the following summary as a starting point for dialogue by the entire board.

**Questions**

* Are all board member organizations *allowed* to be formally associated with the ACJV if the ACJV has corporate sponsors? Is there an approval process that member organizations would need to follow?
* Do board member organizations have legal/policy guidelines that constrain who could support the ACJV partnership (e.g., regulated industries, conflict of interest, appearances of impropriety, etc.)?

**Decisions to Consider**

* Do we want to establish constraints or criteria for *which* companies we would solicit or accept funding from?
* Do we want to establish guidelines or limits related to *how* corporations could use the ACJV brand, and expect to benefit from their support?

**Suggested Next Steps**

Based on board feedback, a committee will draft a guidance document (for consideration and approval by the entire board) that clarifies the board's intended policy, including any limitations or constraints.

When a policy is in place, the committee and ACJV staff can recommended to the board a set of strategies for seeking corporate funds, which could include the following:

* Preparing a prospectus for any interested company, describing the ACJV and expected benefits of corporate support
* Calls or meeting with potential corporate partners
* A short list of corporate “targets,” identifying the most desirable companies, and/or those with the greatest potential, given the ACJV mission
* Work with the Wildlife Habitat Council (WHC) to identify and engage companies already involved in wildlife habitat conservation efforts
* Develop a proposal (with specific objectives, budget, etc.) for 1-3 "high profile" conservation projects, describing the benefits of incremental funding