



Verde River Exchange—Participant Benefits

As a business or individual participant, there are many benefits to working with the Verde River Exchange. Participation generates tangible conservation results for the Verde River and demonstrates local watershed stewardship, while also enhancing brand value and visibility in the Verde Valley.

A Valuable Investment

Proactive and thoughtful management of our rivers and groundwater protects the reliability of Verde Valley water supplies, preserves the beauty of the Verde River, and sustains river-based recreation and tourism markets. By participating in the Verde River Exchange, businesses and residents are making a valuable investment in the Verde Valley's future.

Brand Enhancement

Participation in the Verde River Exchange enables participants to show their commitment to protecting the Verde River. In addition to providing a Water Offset Certificate to purchasers, the Verde River Exchange recognizes and promotes participants as stewards of the Verde River through e-newsletters, flyers, and other program materials and presentations.

Visibility in the Verde Valley

The Verde River Exchange takes pride in connecting participants with other business leaders and policy makers in the Verde Valley through an annual networking event; featuring the purchasers of Water Offset Certificates on our website; and recognizing participants' businesses on social media throughout the year.

Tax Deductibility

The Verde River Exchange is a program of Friends of Verde River Greenway, an Internal Revenue Code Section 501(c)(3) public charity, so your voluntary contributions to Friends in support of its purpose to preserve and protect the Verde River (recognized by your receipt of a Water Offset Certificate) may be eligible for a charitable deduction. However, Friends of Verde River Greenway does not provide tax or legal advice. *This material has been prepared for informational purposes only, and is not intended to provide, and should not be relied on for, tax or legal advice. You should consult your own tax and legal advisors before making your voluntary contribution.*

Over the next two years, the Verde River Exchange Water Offset Program will continue to expand our work in progressive water management solutions in the Verde watershed. As part of this effort, we are proud to offer Verde Valley businesses and residents the opportunity to invest in the Verde River Exchange by becoming a participant.

Interested in participating in the Verde River Exchange?
Contact Jocelyn Gibbon – Verde River Exchange Coordinator
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