FOUNDED IN 1990, the Organic Farming Research Foundation (OFRF) is a LEADING CHAMPION of organic farmers and ranchers. We envision a future where organic farming is the leading form of agriculture - contributing to healthy and resilient people, ecosystems, and economies.
WHY PARTNER?

By supporting OFRF, you are contributing to the success of organic farmers and the overall growth of the organic sector.

OFRF is the perfect partner for companies who want to show their commitment to the success of organic farmers nationwide and connect with our audience of organic stakeholders.
OFRF’s research program provides seed funding for innovative on-farm projects that advance the scientific knowledge, ecological sustainability, and economic prosperity of organic farming.

OFRF advocates for federal programs and policies that support the unique needs of organic agriculture, ensuring the voices of organic farmers and ranchers are heard in Washington, DC.

OFRF translates research findings into practical resources and educational platforms that help organic and transitioning farmers and ranchers implement best practices and advance organic agriculture.
COMMUNICATIONS REACH
An engaged audience of organic farmers and organic industry supporters across the U.S.
#1
WEBSITE RANKED
in online searches for
“Organic Farming”

17,000
FARMERS CONTACTED
for educational opportunities

7,000
OFRF.ORG VISITS
monthly

216,180
MEDIA IMPRESSIONS
quarterly

14,000
E-NEWSLETTER
subscribers

125,867
FOLLOWERS
on social media

14,000
SOIL HEALTH GUIDES
& research publications
downloads per year

OFRF REACH HIGHLIGHTS
PARTNERSHIP OPPORTUNITIES

OFRF puts FARMERS FIRST and you do, too. Become a partner today.
OFRF is uniquely qualified to play a critical role in the political discussion on climate change. We are developing a multifaceted research and policy-based program to move the needle on organic agriculture’s efforts to combat the climate crisis.
CLIMATE ADVOCACY PROGRAM OVERVIEW

OFRF also has a long and successful history of utilizing our research-based analysis to inform public policy, including the Farm Bill, agriculture appropriations, and regulatory advocacy. OFRF has expertise in advocating for agriculture research needs to congress, USDA, and University Deans and Directors. Other organizations look to OFRF to provide the science-based reasoning to strengthen organic agriculture.

Given the strength of both our policy and research programs, the OFRF team is uniquely situated to play a critical role in the political discussion surrounding climate change. In order to best leverage our organizational strength, our team has developed a multifaceted research and policy-based program to move the needle on organic agriculture’s efforts to combat the climate crisis.

OFRF’S CLIMATE POLICY PROGRAM WILL:

- Summarize and broadly promote science-based best organic management practices that build soil organic carbon and soil health and potentially reduce GHG emissions.

- Create a framework that identifies, analyzes, and reports on new developments related to the climate mitigation potential of organic farming and ranching and advocate for increased investment in associated research.

- Launch a public education and advocacy campaign to build grassroots support and deepen public understanding of the potential of organic agriculture to mitigate and build resilience to climate change.

- Develop and advocate for a set of recommendations for policies and programs to support and incentivize implementation of best organic practices and advocate for more research where we see scientific gaps.

METRICS:

216,180 quarterly audited MEDIA IMPRESSIONS
7,000+ monthly visits to OFRF.ORG
125,867 social media FOLLOWERS
100+ PERSON AVERAGE GROWTH / quarter
14,000 DOWNLOADS / year
<table>
<thead>
<tr>
<th>AMENITIES LEVELS</th>
<th>VISIONARY $50,000+</th>
<th>INVESTOR $20,000</th>
<th>SOIL BUILDER $15,000+</th>
<th>CULTIVATOR $10,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOGO RECOGNITION in monthly e-newsletter as and OFRF Climate Partner</td>
<td>Logo</td>
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<tr>
<td>RECOGNITION as Climate Partner on external communications</td>
<td>Logo</td>
<td>Logo</td>
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<tr>
<td>GRATITUDE RECOGNITION on all donor publications YTD</td>
<td>Logo</td>
<td>Logo</td>
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<tr>
<td>DONOR PROFILE &amp; LOGO RECOGNITION on website</td>
<td>Logo</td>
<td>Logo</td>
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<tr>
<td>LOGO RECOGNITION in blog posts as Climate Partner</td>
<td>Logo</td>
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<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>QUARTERLY SOCIAL MEDIA acknowledgment as Climate Partner</td>
<td>Logo</td>
<td>Logo</td>
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<td>Logo</td>
</tr>
<tr>
<td>FEATURED PARTNER ARTICLE published on OFRF website and promoted via social media</td>
<td>Logo</td>
<td>Logo</td>
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</tr>
<tr>
<td>LOGO RECOGNITION on ofrf.org FAQ page and homepage</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>TOP-TIER GENERAL support recognition and recognition at EXPO WEST BENEFIT LUNCHEON</td>
<td>Logo</td>
<td>Logo</td>
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</tr>
</tbody>
</table>

CLIMATE ADVOCACY
PARTNER RECOGNITION
Your support ensures we can award funding to more of the most innovative proposals that address high-need issues identified by organic farmers nationwide.
Customizable amenities are available depending on your partnership level. We look forward to working together to create an opportunity that works for you.

If your company is interested in funding research in a specific area or topic, please reach out to Lola Dannehl-Schickman at lola@ofrf.org or 831-426-6606 for details.

**SAMPLE CUSTOM AMENITY OPTIONS:**

**DONOR LOGO RECOGNITION** on competitive grant programs communications such as:

- Monthly e-newsletter (calendar year)
- Spring and fall appeal: gratitude recognition to all donors year-to-date
- Share a partner-produced article or link to partner’s page with OFRF social media audience
- Listing of logo in association with related blog posts
- Research grant announcements and PR

**METRICS:**
- 216,180 quarterly audited **MEDIA IMPRESSIONS**
- 7,000+ monthly visits to **OFRF.ORG**
- 125,867 social media **FOLLOWERS**
- 100+ **PERSON AVERAGE GROWTH** / quarter
- 14,000 **DOWNLOADS** / year

OFRF grants are leveraged to provide seed funding for innovative on-farm projects that advance the scientific knowledge, ecological sustainability, and economic prosperity of organic farming.
<table>
<thead>
<tr>
<th>5 LEVELS OF AMENITIES</th>
<th>VISIONARY $50,000+</th>
<th>INNOVATOR $20,000+</th>
<th>CULTIVATOR $10,000+</th>
<th>SUSTAINER $5,000+</th>
<th>SEEDLING $1,000+</th>
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<tbody>
<tr>
<td>GRATITUDE PLACEMENT in monthly e-newsletter</td>
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<tr>
<td>RECOGNITION as research partner on external communications</td>
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<td>Logo</td>
<td>Name</td>
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<tr>
<td>GRATITUDE RECOGNITION on all donor publications YTD</td>
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<td>DONOR PROFILE &amp; LOGO RECOGNITION on website</td>
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<td>✈</td>
<td>Logo only</td>
<td>Name</td>
<td>Name</td>
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<tr>
<td>LOGO RECOGNITION in blog posts as research partner</td>
<td>✈</td>
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<td>Name</td>
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<tr>
<td>QUARTERLY SOCIAL MEDIA acknowledgment as research partner</td>
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<td>Name</td>
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<td>FEATURED PARTNER ARTICLE published on OFRF website and promoted via social media</td>
<td>✈</td>
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<td>LOGO RECOGNITION on ofrf.org FAQ page and homepage</td>
<td>✈</td>
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</tr>
<tr>
<td>TOP-TIER GENERAL SUPPORT RECOGNITION see general support slide for list of “Visionary” amenities</td>
<td>✈</td>
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</tbody>
</table>

**RESEARCH PROGRAM**

**PARTNER BENEFITS**
Support for our General Fund connects your brand’s values with OFRF’s vision and our overall annual mission-driven work, sustaining the core of what we do.
GENERAL SUPPORT PARTNERS do more than help keep the lights on. They fly organic farmers from across the U.S. to meet with congressional representatives, produce ground-breaking research on critical environmental and farming issues, and educate consumers, farmers, and corporations on ways to create a systemic change in our food system, making agroecology and organic production the norm.

Amenities can be creatively designed to suit your needs. Below are a list of possible benefits for general fund partnerships.

**SAMPLE AMENITY OPTIONS:**

- **DONOR LOGO RECOGNITION** (with link to sponsor website) on ofrf.org website sponsor page and homepage
- Quarterly social media acknowledgment
- Logo included in sponsor banner on external general communications and web pages related to OFRF communications:
  - Newsletter - tiered placement in monthly e-newsletter (for calendar year)
  - Gratitude recognition on Spring and Fall donor publications year to date
  - Listing of logo in association with blog posts
  - Partner articles and shares

**METRICS:**
- 216,180 quarterly audited **MEDIA IMPRESSIONS**
- 7,000+ monthly visits to **OFRF.ORG**
- 125,867 social media **FOLLOWERS**
- **100+ PERSON AVERAGE GROWTH** / quarter
- **14,000 DOWNLOADS** / year
<table>
<thead>
<tr>
<th>5 LEVELS OF AMENITIES</th>
<th>VISIONARY $25,000+</th>
<th>INNOVATOR $20,000+</th>
<th>LEADER $15,000+</th>
<th>CULTIVATOR $10,000+</th>
<th>SUSTAINER $5,000+</th>
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<tbody>
<tr>
<td>GRATITUDE PLACEMENT in monthly e-newsletter</td>
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<tr>
<td>LOGO RECOGNITION on external communications sponsor banners</td>
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<td>🌾</td>
</tr>
<tr>
<td>GRATITUDE RECOGNITION on all donor publications YTD</td>
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<td>🌾</td>
<td>🌾</td>
<td>🌾</td>
<td>🌾</td>
</tr>
<tr>
<td>DONOR PROFILE &amp; LOGO RECOGNITION on website</td>
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<td>🌾</td>
<td>🌾</td>
<td>🌾</td>
<td>Logo only</td>
</tr>
<tr>
<td>LOGO RECOGNITION in quarterly blog posts</td>
<td>🌾</td>
<td>🌾</td>
<td>🌾</td>
<td>🌾</td>
<td>name only</td>
</tr>
<tr>
<td>QUARTERLY SOCIAL MEDIA acknowledgment</td>
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<td>🌾</td>
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<td>name only</td>
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<tr>
<td>FEATURED PARTNER ARTICLE published on OFRF website and promoted via social media</td>
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</tr>
</tbody>
</table>
EXPO WEST PARTNERSHIPS

OFRF’s luncheon is the traditional kick-off benefit event for Expo West before the full show opens. Sponsorship of this event brings brand visibility to be seen by hundreds of organic industry leaders attending Expo West.
Known as the best meal at Expo West, this luscious event features an all organic menu created by celebrity chefs Donna Prizgintas, Christopher Blobaum, and Beth Miller. The luncheon offers companies an opportunity to network and hear from organic industry pioneers and researchers like Heather Darby, PhD (2019), Deborah Eschmeyer (2018), Kathleen Merrigan, PhD (2017), and Fred Kirschenmann, PhD (2016).

**EXPO WEST AMENITIES SAMPLE**

- LOGO INCLUDED ON banner on all external communications and web pages related to Annual Expo and OFRF Expo events
- RECOGNITION IN ALL event promotion emails
- REPRESENTATION on event website, promotions, and blog posts
- SOCIAL MEDIA PROMOTIONS and event wrap-up
- SIGNAGE AND VIDEO SCROLL at the event
- VERBAL EVENT WELCOME from the podium
- RESERVED tables and tickets

Please reference our Expo West amenities document for specific sponsorship level information.

**METRICS:**
- 216,180 quarterly audited MEDIA IMPRESSIONS
- 7,000+ monthly visits to OFRF.ORG
- 125,867 social media FOLLOWERS
- 100+ PERSON AVERAGE GROWTH / quarter
- 14,000 DOWNLOADS / year
## Expo West Sponsor Levels

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Cost</th>
<th>Materials &amp; Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Golden Sunflower</strong></td>
<td>$15,000</td>
<td>Logo on all event materials, quarterly communications, and social media</td>
</tr>
<tr>
<td><strong>Silver Lily</strong></td>
<td>10,000+</td>
<td>Logo on all event materials, quarterly communications, and social media</td>
</tr>
<tr>
<td><strong>Bronze Buttercup</strong></td>
<td>$7,000+</td>
<td>Logo on event materials and promotion</td>
</tr>
<tr>
<td><strong>Seedling</strong></td>
<td>$3,000+</td>
<td>Logo on event materials and promotion</td>
</tr>
<tr>
<td><strong>Soil Builder</strong></td>
<td>$2,000+</td>
<td>Name on event materials</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Cost</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Golden Sunflower</strong></td>
<td>$15,000</td>
<td>Logo on orff.org &amp; event page w/ link to partner’s website</td>
</tr>
<tr>
<td><strong>Silver Lily</strong></td>
<td>10,000+</td>
<td>Logo on orff.org &amp; event page w/ link to partner’s website</td>
</tr>
<tr>
<td><strong>Bronze Buttercup</strong></td>
<td>$7,000+</td>
<td>Logo on orff.org &amp; event page w/ link to partner’s website</td>
</tr>
<tr>
<td><strong>Seedling</strong></td>
<td>$3,000+</td>
<td>Small logo on orff.org &amp; event page</td>
</tr>
<tr>
<td><strong>Soil Builder</strong></td>
<td>$2,000+</td>
<td>Name on orff.org and event page</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Cost</th>
<th>Tickets to Luncheon</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Golden Sunflower</strong></td>
<td>$15,000</td>
<td>One reserved table of 10, plus 5 additional tickets</td>
</tr>
<tr>
<td><strong>Silver Lily</strong></td>
<td>10,000+</td>
<td>One reserved table of 10, plus 2 additional tickets</td>
</tr>
<tr>
<td><strong>Bronze Buttercup</strong></td>
<td>$7,000+</td>
<td>One reserved table of 10</td>
</tr>
<tr>
<td><strong>Seedling</strong></td>
<td>$3,000+</td>
<td>Six tickets</td>
</tr>
<tr>
<td><strong>Soil Builder</strong></td>
<td>$2,000+</td>
<td>Four tickets</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Cost</th>
<th>Recognition on Event Signage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Golden Sunflower</strong></td>
<td>$15,000</td>
<td>Logo on signage and at table</td>
</tr>
<tr>
<td><strong>Silver Lily</strong></td>
<td>10,000+</td>
<td>Logo on signage and at table</td>
</tr>
<tr>
<td><strong>Bronze Buttercup</strong></td>
<td>$7,000+</td>
<td>Logo on signage and at table</td>
</tr>
<tr>
<td><strong>Seedling</strong></td>
<td>$3,000+</td>
<td>Small Logo on signage</td>
</tr>
<tr>
<td><strong>Soil Builder</strong></td>
<td>$2,000+</td>
<td>Name on signage</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Cost</th>
<th>Recognition from the Podium at Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Golden Sunflower</strong></td>
<td>$15,000</td>
<td>Logo only</td>
</tr>
<tr>
<td><strong>Silver Lily</strong></td>
<td>10,000+</td>
<td>Logo only</td>
</tr>
<tr>
<td><strong>Bronze Buttercup</strong></td>
<td>$7,000+</td>
<td>Logo only</td>
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<tr>
<td><strong>Seedling</strong></td>
<td>$3,000+</td>
<td>Logo only</td>
</tr>
<tr>
<td><strong>Soil Builder</strong></td>
<td>$2,000+</td>
<td>Logo only</td>
</tr>
</tbody>
</table>

**Additional Sponsorship Opportunity:**

**Sprout $1,000** - Includes name on event materials and event page, recognition on event website, two tickets, and name on signage.
Conferences and workshops are key to reaching farmers, researchers, and policy makers with cutting edge research related to organic farming.
ANNUAL RESEARCH FORUM SPONSORS

$2,000-$20,000

METRICS:
- 216,180 quarterly audited MEDIA IMPRESSIONS
- 7,000+ monthly visits to OFRF.ORG
- 125,867 social media FOLLOWERS
- 100+ PERSON AVERAGE GROWTH / quarter
- 14,000 DOWNLOADS / year

ABOUT THE FORUM

OFRF’s 2020 Organic Agriculture Research Forum (OARF), which will take place in January of 2020 in conjunction with the Southern Sustainable Agriculture Working Group (SSAWG) Conference in Little Rock, Arkansas. Tuskegee University is also partnering with us on the forum to share the latest organic farming and transitioning research and resources with growers.

Each year, OFRF hosts OARF in a different part of the U.S., targeting specific regions based on where there is need for organic research and strong regional partnerships. We chose the Southeast for our 2020 conference as it lags behind the rest of the nation in certified organic vegetable production, and there is a significant lack of information on organic agriculture practices and limited support from extension agents to encourage organic practices. There is enormous economic opportunity for small-scale organic producers in this region.

OFRF’s day-long forum will provide a unique opportunity for a wide range of stakeholders in the Southeast to express their views on the constraints to expanding organic agriculture in this region. The forum will include research talks, a juried poster session, and interactive round table discussions. In addition to the forum, we will also host a focus group with organic farmers at the SSAWG conference to capture farmer-identified research needs and ensure they are prioritized by extension agents and researchers. By hosting the interactive forum and focus group at the robustly attended SSAWG conference, we hope to build capacity and champions for organic farming in the Southeast.

TYPES OF SPONSORSHIP

**Underwriter $20,000**
COVERS COST OF ENTIRE FORUM - an underwriter sponsorship precludes all other potential sponsors.

**Scholarship $10,000**
CREATE BRANDED SCHOLARSHIP FUND that sponsors 10+ farmers or student researchers who otherwise would not be able to attend.

**Sponsorships $2,000 - $10,000**
AMENITIES VARY based on level of forum sponsorship (please reference sponsor levels).
## FORUM SPONSOR LEVELS

<table>
<thead>
<tr>
<th>EVENT PROMOTION</th>
<th>PRESENTING SPONSOR $10,000</th>
<th>SUPPORTING SPONSOR $5,000+</th>
<th>CONTRIBUTING SPONSOR $2,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large logo w/ link to partner website on all digital event materials: monthly e-newsletter, event promo emails, &amp; related social media posts.</td>
<td>Logo on all digital event materials: monthly e-newsletter, event promo emails, &amp; related social media</td>
<td>Name on digital event materials: monthly e-newsletter, event promo emails, &amp; related social media</td>
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</tr>
</tbody>
</table>

### WEBSITE

- Large logo on ofrf.org event page w/ link to partner website
- Logo on ofrf.org & event page
- Name on ofrf.org & event page

### PRINTED MATERIALS

- Large logo with special gratitude message on all printed materials:
  - Forum and poster session programs
  - Listening session guide
  - Event signage
- Logo printed in program
- Name printed in program

### PRESS

- Large logo in press release and event blog (with link to sponsor’s website)
- Logo in event blog
- Name in event blog

### RECOGNITION FROM THE PODIUM AT EVENT

- At Forum, Poster Session, and Listening Session
- At Forum

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14,000 e-mail subscribers | 125,867+ social media FOLLOWERS | 216,180 quarterly audited MEDIA IMPRESSIONS | 7,000+ monthly visits to OFRF.ORG
OFRF Webinars educate farmers nationwide about how to implement organic farming practices and the scientifically based tools known to build soil health.
An average of 800+ farmers and agriculture service providers have registered for our bi-monthly webinar series on soil health. Sponsor one or four of the 2018 webinars.

**WEWEBINAR SPONSORS**

$2,000-$7,500

**PRESENTING SPONSOR** $7,500 / 4 WEBINARS

ONLY 1 PARTNERSHIP OPPORTUNITY available at this level.

LOGO included on:
- All e-newsletter announcements of the webinars
- On webinar’s opening and conclusion page
- Includes logo on separate page of the webinar
- Continued brand impressions: archive of webinar viewable any time

TEXT RECOGNITION during the webinar

VERBAL RECOGNITION of your company name by the presenter

SOCIAL MEDIA POST featuring sponsor

OPPORTUNITY TO CO-POST OFRF’s impact stories

**SUPPORTING SPONSORS** $2,000 / 1 WEBINAR

ONLY 9 PARTNERSHIP OPPORTUNITIES available at this level.

TEXT RECOGNITION during the webinar

LOGO included on:
- All e-newsletter announcements of the webinars
- Continued brand impressions: archive of webinar viewable any time
- Includes logo on separate page of the webinar

**METRICS:**
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- 7,000+ monthly visits to OFRF.ORG
- 125,867 social media FOLLOWERS
- 100+ PERSON AVERAGE GROWTH / quarter
- 10,000 DOWNLOADS / year
Consumers love that your company is dedicated to organic ingredients, and they understand the products they love are made possible by successful organic farming practices.
Organic farming research innovates new farming practices and technology necessary to grow the organic industry. Align your brand’s organic values with consumers who care about farmers as well as the health and environmental impacts of our food system.

**CO-VENTURE BRAND BENEFITS** $10,000+

**SAMPLE BENEFITS:**

- **INDUSTRY AND CONSUMER FACING INFOGRAPHICS**
- PERCENT OF SALES agreement, with a minimum commitment
- **BRAND REPRESENTATION** in media
- “SUPPORTED BY” + LOGO in an OFRF video, co-promoted on our Facebook and Twitter accounts
- **SOCIAL MEDIA RELEASE** with partner-produced article or link to partner’s page with OFRF social media audience
- YOUR BRAND’S LOGO AND GRATITUDE placement in monthly e-newsletter reaching over 14,000 subscribers/ month (for calendar year)

**METRICS:**
- 216,180 quarterly audited MEDIA IMPRESSIONS
- 7,000+ monthly visits to OFRF.ORG
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- 100+ PERSON AVERAGE GROWTH / quarter
- 14,000 DOWNLOADS / year
THANK YOU TO OUR SUPPORTERS
Our core partners invest in cutting-edge research, outreach, and organic advocacy
LET’S PARTNER!
Call or email:
LOLA DANNEHL-SCHICKMAN, PARTNERSHIPS MANAGER: 831.426.6606 / lola@ofrf.org