

# Oregon Travel Philanthropy Fund



## Visitors and Businesses Align to Support Sustainable Tourism

The Oregon Travel Philanthropy Fund supports sustainable tourism development in Oregon by engaging businesses and travelers with projects that improve the natural environment and support local culture. It's the first statewide program of its kind and another way we can help ensure that Oregon will forever remain a place we all love to travel.

## How the Program Works

This program is free to participate in. Travel Oregon will work with your business to set up systems and provide digital content and printed collateral necessary to engage donors. Businesses that choose to participate in the fund will provide opportunities for customers to learn about and donate to worthwhile projects across the state. Travel Oregon provides collateral necessary to engage donors.

## Who Can Participate

Tourism businesses of any size can participate in the program. The program is open to lodging properties, tour operators, guides and outfitters, restaurants, and retail stores. Individuals and corporations can also donate to the fund directly.

## Why Participate?

When you participate in the Oregon Travel Philanthropy Fund, your business will demonstrate to clients and employees your commitment to community and environmental sustainability. Funds that are raised improve the community's destination appeal, which in turn, makes for more rewarding visits and more future customers. Travel Oregon will feature participating businesses in communications to visitors.

**To participate, visit**

**[TravelOregonForever.com/GiveBack](http://TravelOregonForever.com/GiveBack)**

**and complete the registration form.**



**Travel Oregon Forever**

## PROJECTS SUPPORTED BY THE FUND

The Fund will support one project from each of Oregon's seven tourism regions. Projects are aimed at enhancing the natural environment or supporting communities in a way that also improves their appeal as a destination. Funds are collected from businesses by Sustainable Travel International (a 501(c)3 non-profit organization) to distribute equally amongst all seven projects.

### Sustainable Seafood Initiative Oregon Coast

The Sustainable Seafood Initiative will increase visitor awareness of their role within the ocean food web, especially as it pertains to the animals and environment of Haystack Rock. The project will empower visitors to make sustainable seafood choices and encourage patronage of local program partners (including restaurants and seafood vendors) who pledge to make sustainable seafood business choices.

### Mosier Plateau Trail Project Mt. Hood/Columbia Gorge

The Mosier Plateau Trail will be a 1.4-mile non-motorized trail on Friends of the Columbia Gorge Land Trust land providing stunning Gorge vistas as well as direct access to the community of Mosier, Ore.

### Deschutes Restoration Outreach Program Central Oregon

Trout Unlimited is working to implement the Deschutes Restoration Outreach Program (DROP), which builds an environmental ethic in Central Oregon to restore and sustain the health of the upper Deschutes basin by increasing volunteer engagement and service in the region.

### Wallowa County Agritourism Development Eastern Oregon

The Northeast Oregon Economic Development District will help develop agritourism in Eastern Oregon by providing visitor information, developing new point-of-sale options for local food products, services and enhancing collaboration.

### The Living Highways Project Greater Portland

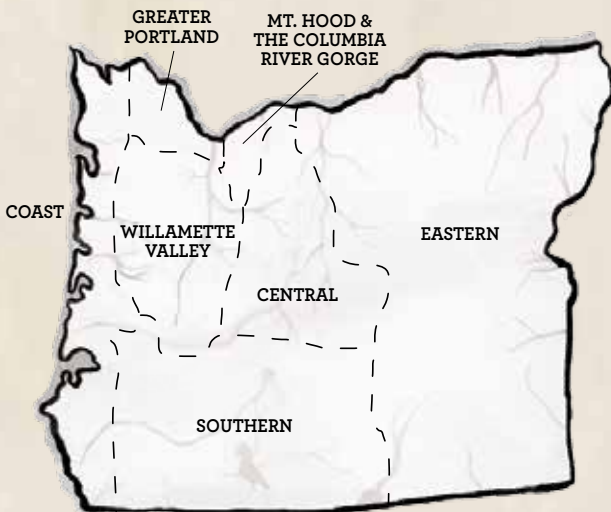
Friends of Trees will plant and maintain over 5,000 trees along I-205 using more than 2,000 volunteers donating 10,000 hours as part of the I-205 Greenspace Initiative. The Initiative partners with ODOT, Metro and numerous businesses, non-profits, neighborhood association and community groups.

### Promoting Locally Grown Beans and Grains Willamette Valley

Willamette Farm & Food Coalition is working to increase sales to local consumers of beans, grains and edible seeds grown by farms in the southern Willamette Valley. The project will develop promotional display materials for grocery stores, restaurants, hotels, bed and breakfasts and other markets that carry local produce, telling the stories of farmers in the Southern Willamette Valley Bean and Grain Project.

### Building Rogue River Corridor & Greenway Southern Oregon

The Rogue River Greenway Foundation will connect the town of Rogue River to the Valley of the Rogue with a corridor, providing a trail upon which children, families and travelers can recreate. Project activities will include building the trails and installing interpretive signage to share the area's compelling history and educate its travelers on its abundance of flora and fauna.



## TRAVEL OREGON FOREVER

The Oregon Travel Philanthropy Fund is part of Travel Oregon's sustainable travel initiative, Travel Oregon Forever. The purpose of this initiative is to encourage and support tourism businesses and organizations to operate in a more sustainable manner and to provide tools that encourage destination stewardship.

If you have questions about the Oregon Travel Philanthropy Fund or need help getting started, contact: **Jamie Parra**, Destination Development Coordinator at Travel Oregon: (503) 881-8100 or [Jamie@TravelOregon.com](mailto:Jamie@TravelOregon.com).

If you have questions about the Travel Oregon Forever initiative, contact: **Harry Dalgaard**, Destination Development Specialist, [Harry@TravelOregon.com](mailto:Harry@TravelOregon.com).

Visit [TravelOregonForever.com](http://TravelOregonForever.com) for more information.



**SUSTAINABLE TRAVEL INTERNATIONAL™**  
*Leave the world a better place™*

