WISSAHICKON TRAILS
CONNECTING LAND, WATER & PEOPLE



KeyBank

2027 Corporate Partnerships

Wissahickon Trails is a nonprofit organization dedicated to protecting, stewarding, and connecting communities around the land and waterways within the Wissahickon watershed in Montgomery County, Pennsylvania. We preserve open space, manage over 1,300 acres of land, and maintain 24 miles of public trails. Through community science, volunteer stewardship opportunities, and environmental education programs, we engage thousands of students and residents each year to foster local conservation.

Why Partner With Us?

For 70 years, Wissahickon Trails has connected people to the natural spaces that make our communities healthier, stronger, and more vibrant.

By partnering with us, you create a deeper connection with the community and show a shared commitment to protecting and enjoying the trails, green spaces, and waterways in the Wissahickon Valley. Your support helps protect the region's natural resources, expand access to outdoor experiences, and inspire the next generation of environmental stewards.

Join us in making a lasting impact on the places where your employees, customers, and neighbors live, work, and play.

Connecting Communities to Nature

4,103
People participated in
55 programs and events

739
Volunteers contributed
5,132 hours

Our Reach

25,000	4,300	8,862	2,800
Social media followers	website visitors per month	Email subscribers	newsletter recipients



Hatch



Nolan Painting

Annual Sponsorships

Partner with Wissahickon Trails to transform your corporate values into meaningful action.

Annual partners receive opportunities for brand visibility, employee involvement, community engagement, and strategic philanthropy, all while supporting the protection of the region's most treasured natural spaces. Your investment demonstrates a commitment to environmental responsibility and helps ensure that future generations can enjoy the trails, open spaces, and waterways that define the Wissahickon Valley in Montgomery County.

Annual Partner Benefits	Environmentalist $25,000	Preservationist $10,000	Conservationist $5,000	Trail Maker $3,000
One time use of Four Mills Barn	✓			
Recognition on kiosks at Wissahickon Trails preserves	✓			
Featured article in Currents newsletter	✓			
Marketing presence at signature events *(varies by level)*	✓	✓	✓	
Recognition in bi-monthly emails	✓	✓	✓	
Tickets to signature events *(varies by level)*	✓	✓	✓	✓
Corporate workday or team building activity	✓	✓	✓	✓
Company logo on website	✓	✓	✓	✓

Event & Program Sponsorships

($600-$25,000 - Benefits Vary by Sponsorship Level)

Recognition and benefits customized to your level of support and selected programs or events.

At the heart of our mission is connecting land, water, and people.

Through our programs and events, Wissahickon Trails creates meaningful experiences that inspire stewardship and strengthen connections to nature.

More than 4,000 community members participate in our programs each year, providing sponsors with valuable opportunities to build brand awareness while demonstrating a visible commitment to environmental conservation, community engagement, and outdoor recreation.

Public Programs



Connected Wissahickon Hike Series

This popular guided hike series runs year-round and highlights a range of preserves and trail connections throughout the Wissahickon Valley.



Serve the Preserve

Offered monthly from March through October, Serve the Preserve engages community members in hands-on stewardship activities that support habitat restoration and trail maintenance.



Birding Programs & Community Science

Seasonal programs throughout the year that offer community members opportunities to become community scientists by monitoring a variety of species, including woodcocks, monarchs, caterpillars, and more.

Signature Events



Maple Sugaring Festival

Over 300 attendees learn about the maple sugar process and its connection to the land and native peoples.



Tex Mex 5k Race for Open Space

This popular 5k weeknight road race is hosted by Tex Mex Connection in partnership with Wissahickon Trails as the main beneficiary for over 25 years.



Craft Beer by the Creek

This family (and dog) friendly event features live music, local craft beer/cider and food trucks at the Four Mills Barn, Wissahickon Trails' headquarters.



Walk the Wissahickon

Participants choose to walk 3, 8, 14, or 21 miles of the award winning Green Ribbon Trail.



Green Ribbon Gathering

Our largest fundraising event of the year celebrating the Wissahickon Trails community with 200-250 attendees.

Employee Engagement

Opportunities Begin at $600

Provide meaningful opportunities for employees to volunteer, give back, and connect with a cause that benefits the entire region.

Through hands-on conservation projects, matching gifts, and workplace give-back programs, your company can foster a culture of purpose while advancing employee engagement, retention, and ESG goals.

Land Stewardship Days

Trail maintenance, invasive plant removal and planting of native trees and shrubs.

Community Science

Pollinator projects
Mini Bio-Blitz using iNaturalist app

Nature Experiences

Preserve walks
Creek exploration
Virtual or on-site lunch & learn programs

Creek Clean-Up

Removing trash from the Wissahickon Creek and surrounding trails.

Matching Gifts

Workplace giving programs that match employee donations and volunteer hours help turn individual acts of generosity into a larger community impact, while strengthening employee engagement and company pride.



Kenvue (now part of Kimberly-Clark)

Cause Marketing Partnerships

Partner with Wissahickon Trails through promotions that increase visibility for your brand while supporting local conservation initiatives.

Host a give back campaign
Round-up campaign
Donate a percentage of sales
Co-branded products

Educational Improvement Tax Credit Program (EITC)

We partner with local school districts to provide both classroom and field-based environmental education to over 2,000 students and teachers.



EITC is a state program that supports these programs by providing tax credits to businesses that make financial contributions to approved Education Improvement Organizations, such as Wissahickon Trails.

2,450
Students Served
2024-2025 school year

11
Schools Served
across multiple districts

For more information on EITC:
Contact Anna Marchini
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Make a Difference. Make an Impact.

Join more than 100 businesses investing in the health, vitality, and future of the Wissahickon watershed.

Partner with Wissahickon Trails to make a lasting local impact while advancing your company's community engagement, environmental stewardship, and employee involvement goals.



Let's Start a Conversation.

Lisa Hansell, Senior Development Manager
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Where We Work

Our work takes place in the Wissahickon watershed - 64-square miles of land that drains into the Wissahickon Creek - with our focus on the Montgomery County, PA portion of the watershed. It is our responsibility as a land conservation organization to recognize the history of the land we steward and to acknowledge that it is the traditional and ancestral territory of the Lenni Lenape people.