

BUSINESS MEMBERSHIP PROGRAM


Welcome to Community Science Institute (CSI)!

CSI's mission is to inspire and empower communities to safeguard water resources by cultivating scientific literacy through volunteer water quality monitoring, certified laboratory analyses, and education.

Established in 2000, we partner with volunteers to monitor water quality to collect data about local issues that matter: harmful algal blooms, urban development, agriculture, and more. Our state-of-the-art online water quality database holds over 85,000 certified data points for free use and download by municipalities, researchers, and community members. This database is an essential tool for tracking current and historical water quality trends across space and time which is critical for protecting our streams and lakes.

Alone, the data collected by our volunteers speaks volumes, but we give it a voice. Through our outreach and education initiatives – including our Water Bulletin Newsletter, independent presentations, community forums, and our Journey of Water Youth Education Series – we inform the public about water quality issues, facilitate conversations among diverse stakeholders, and engage the next generation of scientists, activists, and environmental stewards.

Finally, we provide drinking water and surface water testing for individuals, agencies, local businesses, and regulated suppliers for a variety of parameters including basic potability, nutrients, heavy metals, and more. CSI is the largest state-certified water quality testing lab and only nonprofit lab in the Cayuga Lake watershed.



CSI is a 501(c)(3) non-profit and a
NYSDOH ELAP certified water
testing lab (ELAP #11790)

Why become a Business Member of CSI?

You understand that water quality is critical to the residents and economy of the Finger Lakes region.

Your business's membership will underscore your support of efforts to monitor the health of our most precious regional resource for current and future needs.

CSI relies on donations to maintain its water quality monitoring and science education programs. Your support is critical to maintaining and expanding our programs, including our water quality database. The data that are collected and organized is used by municipalities and researchers working on long-term solutions to maintain the health of our lakes, streams, broader watershed — **and the longer term economic health of our beloved region.**

As a Business Member, you will receive:

- **Community recognition:** Show your customers, partners, and investors that you care about the health of our local watershed.
- **Employee engagement:** Motivate your team with a shared commitment to a good cause.
- **Branding opportunities:** Get your business name associated with an established scientific organization making a change in the region's environmental health.
- **Networking:** Connect with other environmentally conscious businesses and community members.
- **Make a difference:** Support vital research for a healthier future.



Business Members of CSI maintain and expand our programs, including:



CAYUGA LAKE HARMFUL ALGAL BLOOM MONITORING

Harmful Algal Blooms (HABs) are an increasing threat to the health of our lakes, with blooms restricting our ability to recreate in and enjoy Cayuga Lake. The Cayuga Lake HABs Monitoring Program is led by CSI in collaboration with the Cayuga Lake Watershed Network, Tompkins Co. Whole Health, the Seneca Co. Health Department, and the Cayuga Co. Health Department. In this program, volunteers survey segments of Cayuga Lake's shoreline July-September and collect samples for analysis in CSI's lab. HAB data are made available in near real time on CSI's HABs database.



SYNOPTIC STREAM AND LAKE MONITORING

Volunteers work in groups to collect water samples from Cayuga Lake and its tributary streams three times each year. These samples are tested for nutrients, sediments, salts, potentially pathogenic bacteria, and other water quality indicators like pH, conductivity, and turbidity in CSI's lab. These regulatory quality results are then posted on CSI's public water quality database.



BIOLOGICAL MONITORING

Biological Monitoring volunteers collect benthic macroinvertebrates (BMI), or stream-dwelling organisms, from rocky-bottomed streams between the spring and fall. In the winter, volunteers join CSI staff to sort and identify the benthic macroinvertebrates during open lab nights. The abundance and diversity of organisms present teach us about the ecological impacts of water quality and provide an excellent overall assessment of water quality.



JOURNEY OF WATER YOUTH EDUCATION SERIES

Journey of Water is a FREE series of events that provides children and their families with hands-on water science education, covering topics such as the water cycle, wetland science, wastewater treatment, aquatic insects, water quality monitoring, and more! The events in this series provide a unique opportunity to connect to the journey of water right here in the Cayuga Lake Watershed.

CSI Business Membership Levels:

Stream Stewards: \$250 - \$1,000

- Listed on CSI's Business Membership webpage by name and membership level, including your logo and a hyperlink to your website/social media
- Acknowledgement at CSI events (verbally/visually)
- Acknowledgement in our Annual Report (in print) by name and membership level
- Invitation to all public CSI events
- Printed certificate to display your support of local water quality monitoring efforts and science education at your business



Lake Leaders: \$1,001 - \$5,000

- All *Stream Stewards* benefits plus:
- A high resolution Business Membership digital badge to display on your website and social media to demonstrate your support for CSI's mission
- A personalized social media shout-out thanking your business for its support, reaching over 1,000 followers on Facebook and Instagram upon receipt of your Membership



Watershed Warriors: \$5,001 - \$10,000

- All *Lake Leaders* benefits plus:
- Your business's name, logo, a hyperlink to your website/social media, and Membership level in CSI's monthly email updates reaching over 1,100 subscribers each month
- Recognition as a sponsor of a specific CSI water monitoring or educational program (subject to approval) by visual inclusion of your business's logo and name as a sponsor for all communications relating to that programs, as well as physical signage during the event



Headwaters Heroes: \$10,000+

- All *Watershed Warriors* benefits plus:
- Full length business sponsor spotlight (~200 words + logo) in the next upcoming edition of CSI's monthly email update upon receipt of completed Membership dues