



**Kinnickinnic
River Land Trust**
Conservation
Community
Education

WORKING WITH THE COMMUNITY TO PROTECT THE NATURAL RESOURCES & SCENIC BEAUTY OF THE KINNICKINNIC RIVER WATERSHED

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION, CONTACT:

Nelson T. French 715.425.5738

KINNICKINNIC RIVER LAND TRUST EARNS CHARITIES REVIEW COUNCIL “MEETS ALL STANDARDS” SMARTGIVERS SEAL

RIVER FALLS, WI October 22, 2009 --- The *Kinnickinnic River Land Trust* announces that it has been awarded the Charities Review Council “Meets All Standards” Seal indicating that it meets all sixteen of its Accountability Standards.

Nonprofit organizations such as the *Kinnickinnic River Land Trust* earn the Seal by voluntarily participating in the Council’s online Accountability Wizard. The Accountability Wizard is available to all nonprofit organizations soliciting in Minnesota and addresses a nonprofit organization’s performance in four critical areas: Public Disclosure, Governance, Financial Activity and Fundraising. By participating in the Accountability Wizard, nonprofit organizations can demonstrate responsibility, integrity and transparency to their constituents.

Kinnickinnic River Land Trust is now listed as a reviewed organization on the online Giving Guide of the Council’s Smart Givers Network, www.smartgivers.org and the Council’s Smart Giver newsletter distributed to more than 18,000 subscribers in Minnesota. The listings help a nonprofit organization demonstrate its commitment to accountable ethical practices to the public and that it is a trustworthy organization. The Council’s Smart Givers Network is the source of unbiased information where smart givers come for help and resources on responsible giving. The giving public can investigate an organization’s mission statement and programs, so they can be sure of what their money supports and determine whether it meets widely accepted standards.

Kinnickinnic River Land Trust is a community-based non-profit organization with over 600 individual and business members. Since 1993 the *Kinnickinnic River Land Trust* has protected over 2,400 acres of land and 8 miles of stream bank in the Kinnickinnic River Watershed. Learn more by visiting www.kinniriver.org. View our most recent annual report at [FY2007-2008 Annual Report](#). You can make an online donation at [DONATE NOW](#).

