



PARTNERSHIP, MEMBERSHIP & GIVING GUIDE · 2026–2027

Protecting the rivers that give us so much.

How businesses, families and individuals can stand with the Riverkeepers of the greater Winyah Bay watershed.

Twenty-five years of standing up for our rivers

Winyah Rivers Alliance (WRA) is a local, member-supported nonprofit that watches over the rivers of the greater Winyah Bay watershed in North and South Carolina. Since 2001, our licensed Riverkeepers, staff and volunteers have tested the water, cleaned up landings, protected land and spoken up for the people who depend on these rivers.

Our mission is to protect, preserve, monitor and revitalize the health of the lands and waters of the greater Winyah Bay watershed.

Our RIVERKEEPER® programs are licensed through Waterkeeper Alliance, the global network of local clean-water advocates. A Riverkeeper's job is to know the river, answer citizen concerns, find problems that affect the water and work for practical remedies, so that our rivers stay fishable, swimmable and drinkable.

Our office is at Coastal Carolina University's Coastal Science Center in Conway, where we work alongside students, researchers and interns.

Our team

Debra Buffkin	Executive Director
Preston Kelly	Waccamaw Riverkeeper
Dylan Coleman	Pee Dee & Lynches Riverkeeper
Erin Donmoyer	Black-Sampit Riverkeeper
Avalon Rosenberger	Water Quality Field Specialist
Christian Mincey	Executive Assistant
Christine Ellis	Advisor



WRA volunteers. Photo supplied by Winyah Rivers Alliance.

Since 2001

Celebrating 25 years of protecting our rivers

7 rivers

Waccamaw, Lumber, Little Pee Dee, Great Pee Dee, Lynches, Black and Sampit

462 acres

WRA-owned land at Rocky Point Community Forest on the Black River

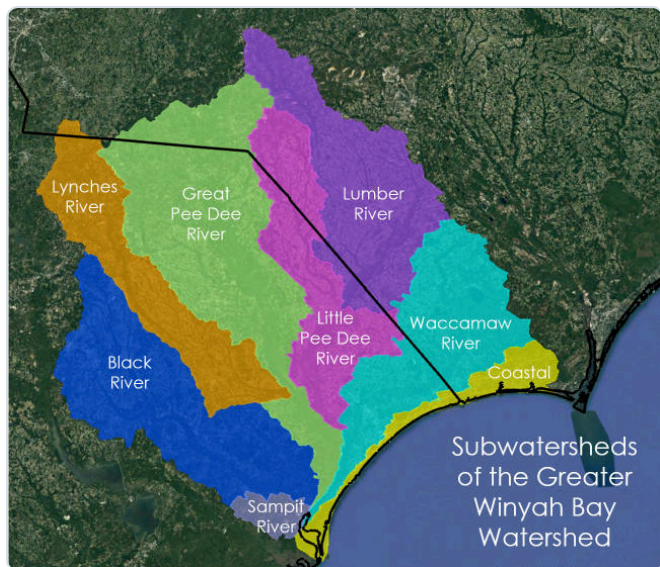
Platinum Seal

Candid (GuideStar) Platinum Seal of Transparency

2026 honor

Georgetown County Chamber's first-ever Nonprofit of the Month

Seven rivers, two states, one watershed



Subwatersheds of the greater Winyah Bay watershed (Lower Pee Dee Basin).

Every one of these rivers ends in Winyah Bay at Georgetown. What happens upstream, in North Carolina's Sandhills or a Pee Dee farm town, reaches our coast. That is why we work across the whole watershed, not just one county line.

The rivers provide drinking water and support commercial and recreational fishing, hunting, birding, boating and tourism for communities in both Carolinas, from Lake Waccamaw, Lumberton and Fair Bluff to Conway, Marion, Dillon, Florence, Kingstree, Myrtle Beach and Georgetown.

Waccamaw River: 140+ mile blackwater river from Lake Waccamaw, NC to Winyah Bay; its ~100 South Carolina miles are a National Water Trail.

[Waccamaw Riverkeeper](#)

Lumber River: blackwater river with 81 miles designated National Wild and Scenic; named #4 on American Rivers' Most Endangered Rivers® list for 2026 because of PFAS ("forever chemical") pollution.

Little Pee Dee River: 116-mile tributary rising near Laurinburg, NC; named one of America's Most Endangered Rivers® in 2024.

[Pee Dee & Lynches Riverkeeper](#)

Great Pee Dee River: our one brownwater river, flowing from the Yadkin in the mountains to Winyah Bay; its lower 70 miles are a State Scenic River.

[Pee Dee & Lynches Riverkeeper](#)

Lynches River: ~175 miles from the NC border to the Great Pee Dee near Johnsonville, SC, through pine uplands, farms and swamp forest.

[Pee Dee & Lynches Riverkeeper](#)

Black River: ~151-mile free-flowing blackwater river draining 2,061 square miles across seven SC counties; home to Rocky Point Community Forest.

[Black-Sampit Riverkeeper](#)

Sampit River: small but vital river entirely in Georgetown County, with a rich Gullah Geechee heritage.

[Black-Sampit Riverkeeper](#)

Protecting the water and the land

Water quality monitoring

- Year-round monitoring with trained volunteers, from Lake Waccamaw to Winyah Bay.
- **Swim Guide:** every summer, Riverkeepers, staff and volunteers sample more than 40 swimming holes and boat landings on all seven rivers each week and post the results so families know where it is safe to swim.
- A public online **Water Quality Dashboard**, with a video tutorial on our YouTube channel.
- A two-year **PFAS ("forever chemicals") study** with Coastal Carolina University, completed in April 2026 and funded by the SC Sea Grant Consortium with a match from the SC Office of Resilience. Findings were shared with state regulators.

Land conservation

- **Rocky Point Community Forest:** 462 acres WRA bought in 2015 and protects on the Black River, managed with Georgetown County as a free public park with a boat ramp, kayak launch and trails.
- Protects 1.8 miles of river and creek frontage and helps connect about 12,000 acres of protected land in the Black River watershed.
- Partnering on the new Black River State Park and Water Trail.

Community and education

- **Adopt-A-Landing** and community cleanups on every river.
- **River Hero of the Week**, celebrating the volunteers, families, schools and businesses who care for our rivers.
- Waccamaw Week, River Day at Rocky Point, school kayak trips, the annual Photography Contest and races like the Riverway 5K and Rocky Point Patriot Run.
- Internships for Coastal Carolina University students.

Advocacy

- Answering citizen pollution reports and following up with the agencies responsible.
- Pushing for enforcement of state and federal clean-water laws, and for protection of wetlands, floodplains and riverbanks.
- Bringing national attention to local threats, including the Lumber and Little Pee Dee Most Endangered Rivers® listings.



Photo supplied by WRA.



Photo supplied by WRA.



Cloudy Day on Cat Island, Bronnie Fisher, 2025 WRA Photo Contest.

Why clean rivers matter to all of us

Our local rivers are important community assets, providing fishable, swimmable, drinkable water to support our communities and our economy.

01

Local families

These rivers supply drinking water for communities in both Carolinas. When we track pollution, including PFAS "forever chemicals," and press for cleanups, we protect what comes out of the tap and the health of the people who fish, swim and live along the water.

02

Recreation

Paddling, fishing, boating, hunting, birding and swimming are part of life here. Our weekly Swim Guide results, cleanups and public landings, including Rocky Point Community Forest, help people get on the water safely.

03

The regional economy

Tourism, outfitters, restaurants, fisheries, farms and real estate all depend on rivers people want to visit and live beside. Local businesses are already partnering with us; the Pee Dee Pilsner, brewed with rice from a Pee Dee River farm, gave \$1 from every pint to WRA.

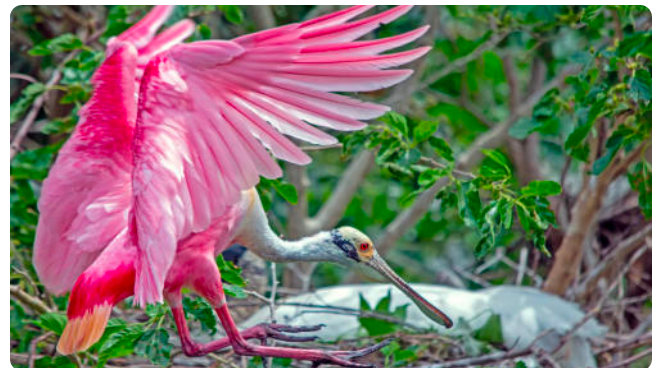
04

Future generations

Protected land stays protected. Healthy wetlands and floodplains hold water during storms and filter it before it reaches the bay. Every acre and every mile we protect is something our children and grandchildren will inherit.

What your support does

- Keeps Riverkeepers on the water and answering pollution calls
- Pays for sampling supplies, lab tests and boat time
- Equips volunteers for cleanups and water monitoring
- Cares for Rocky Point Community Forest
- Brings river education to students and families



Hot in Pink, Randy McDowell, Best of Show, 2025 WRA Photo Contest.

Join our family of river lovers

Members are the backbone of Winyah Rivers Alliance. Your membership puts Riverkeepers on the water, volunteers at the landings and a strong local voice in the decisions that affect our rivers.

Membership level	Contribution	Term
Student / Volunteer	\$25	Annual
Individual	\$50	Annual
Family (one household)	\$75	Annual
Individual Lifetime	\$450	One-time gift; never renews
Family Lifetime	\$700	One-time gift; never renews
Other	Your choice	Any amount, any time

Every member receives

- Our e-newsletter, with Swim Guide results in summer, river news and events
- Our mailed end-of-year newsletter, if you share a mailing address
- Invitations to member, volunteer and community events
- A written acknowledgment of your gift for your records
- A say in where you volunteer: pick your river and your interests

More ways to give

- **A gift of any size**, online or by check, any time of year
- **IRA charitable distribution**: ask your IRA administrator to send part of your required minimum distribution to Winyah Rivers Alliance
- **Endowment for the Rivers**: a permanent fund held at the Waccamaw Community Foundation (choose "Other" and type the fund name)
- **Give your time**: cleanups, water monitoring, events and office help

JOIN OR GIVE ONLINE
winyahrivers.org/donations

BY MAIL
 Checks payable to Winyah Rivers Alliance
 PO Box 554, Conway, SC 29528

Winyah Rivers Alliance (Winyah Rivers Foundation, Inc.) is a 501(c)(3) nonprofit organization, EIN 57-1118288. Contributions are tax-deductible to the extent permitted by law. Please consult your tax adviser about your individual circumstances.

Put your name beside clean water

Our events bring together paddlers, runners, families, anglers and neighbors from across the watershed. Sponsors keep these events affordable and help fund the Riverkeepers' work all year.

Signature event sponsorships

Level	Amount	Sponsor benefits
Title Sponsor	\$10,000	Individual event signage, the opportunity to address the crowd, and an event table
Food Sponsor	\$2,500	Signage at the food table
Entertainment Sponsor	\$1,500	Signage by the entertainment stage
Activities Sponsor	\$1,000	Signage for identified activities
Refreshments Sponsor	\$500	Signage by the refreshment table

Community race and river-day sponsorships

Level	Amount	Sponsor benefits
Oceanic Sponsor	\$2,000	5 race entries, logo on the back of the event shirt, social media and race-day shout-out, table at packet pickup and race day
Delta Sponsor	\$1,000	3 race entries, logo on the back of the event shirt, social media and race-day shout-out, table at packet pickup and race day
Riverbend Sponsor	\$500	2 race entries, logo on the back of the event shirt, social media and race-day shout-out
Stream Sponsor	\$250	2 race entries

Every event sponsor also receives

- Recognition on the WRA website
- Recognition in the WRA newsletter
- Recognition at the event
- Tickets to ticketed events, in a number confirmed in your sponsor agreement

Shirt logos depend on each event's printing deadline. Benefits for each event are confirmed in writing before you commit. We will work with you so you receive the recognition you would like.

Partner with your local Riverkeepers

Some of our best supporters are local businesses whose customers and employees love these rivers as much as we do. We will work with you to find a partnership that fits your business.

Annual business partner

Support WRA's work all year instead of one event at a time. We will build recognition around your gift and your goals. Ask us for details.

Cause promotions

Host a give-back night, a special product or a community day. In 2026, Grand Strand Brewing Company's Pee Dee Pilsner gave \$1 per pint, and Yogadelic's grand-opening community day gave donations and part of its ticket sales.

Team cleanups: be a River Hero

Bring your team for a few hours on a landing or riverbank. We provide gloves, bags, grabbers and guidance, and we feature your crew as WRA River Hero of the Week in our newsletter and social media.

In-kind donations

Goods and services help us stretch every dollar: auction and raffle items, food and drinks for events, printing, professional services, equipment. In 2026, the Goebel family donated WRA's second boat. Ask for our in-kind donation form.

1% for the Planet

WRA is an approved environmental partner of 1% for the Planet. Member businesses can direct part of their 1% commitment to protecting our local rivers.

Employee giving and matching gifts

If your company matches employee gifts or runs a giving campaign, please include Winyah Rivers Alliance. A matched gift doubles the impact on our rivers.

Thank you to our partners, including Waterkeeper Alliance, Waterkeepers Carolina, Together SC, 1% for the Planet, Coastal Carolina University, Georgetown County, Elliott, Phelan & Kunz, LLC, and the many foundations, businesses and families who support our work.

Ready to stand with your Riverkeepers?

Online

Join, give or renew securely at
winyahivers.org/donations

By mail

Checks payable to
Winyah Rivers Alliance
PO Box 554
Conway, SC 29528

Talk with us

Sponsorships, partnerships
and in-kind gifts:
843-349-4007
winyahivers@winyahivers.org

EXECUTIVE DIRECTOR

Debra Buffkin
ExecutiveDirector@winyahivers.org

MAIN OFFICE

843-349-4007
winyahivers@winyahivers.org

EXECUTIVE ASSISTANT

Christian Mincey
ExecutiveAssistant@winyahivers.org

ONLINE

winyahivers.org
Facebook and Instagram: Winyah Rivers Alliance

Response form

Return with your check to PO Box 554, Conway, SC 29528

Name / Business

Contact person

Mailing address

City, State, ZIP

Phone

Email

Membership

☐ Student/Volunteer \$25

☐ Individual \$50

☐ Family \$75

☐ Individual Lifetime \$450

☐ Family Lifetime \$700

☐ Gift of \$_____

Sponsorship and partnership

☐ Event sponsor, level: _____

☐ Annual business partner

☐ In-kind donation

For event: _____

☐ Team cleanup / River Hero

☐ Please contact me

I'd like to volunteer on: ☐ Black/Sampit ☐ Waccamaw ☐ Lumber ☐ Pee Dee/Lynches

Referred by

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