



CASE STUDY – NONPROFIT GRANT-FUNDED PROGRAM DERRY TOWNSHIP - DAUPHIN COUNTY, PENNSYLVANIA

OVERVIEW

Located one hundred miles from New York City, Philadelphia, and Baltimore, for most of its history Derry Township was simply a rural Pennsylvania farming community. This bucolic existence began to change in 1903 when Milton S. Hershey built a chocolate factory. Mr. Hershey wanted his workers to live in a community they would be proud to call home. This value lives on, embraced by local municipalities, residents, and businesses. The [Derry Environmental Action Committee](#) (Derry EAC) is a group of neighbors and friends in Derry Township who recognize the need to preserve the natural surroundings in Hershey that make this community unique. The [Dauphin County Conservation District](#) partnered with the nonprofit group to write a successful grant for a rainwater conservation and education program. The grant allowed the Derry EAC to meet its goals and show that grass-root efforts do not have to be large to be a big success; 160 ‘Ivy’ rain barrels were distributed to improve conservation in Dauphin County and Hershey. Sweet.



ACTION

The Derry Environmental Action Committee is a nonprofit that focuses on the need to keep Hershey clean and livable. The group partnered with the Dauphin County Conservation District to submit a grant to provide rain barrels to residents to fight dirty and dangerous storm water runoff. [Pennsylvania American Water](#) awarded an environmental grant to sponsor workshops that educated Hershey area residents and businesses on storm water runoff and source water protection. With the grant and help from Derry Township and Hershey public agencies, the group offered free workshops to provide conservation education and rain barrels to attendees.

[Rain Water Solutions](#) worked with the event organizers to reach their distribution and education goals for the program.

1. Use grant funds to purchase 160 ‘Ivy’ 50-gallon rain barrels – *provide the rain barrels at no cost to residents in Derry Township, Hershey, and throughout Dauphin County*
2. Conduct rain barrel workshops to educate the community on effective stormwater runoff and conservation strategies
3. Promote the use of rain barrels to conserve water resources, encourage reuse, and limit stormwater runoff

Rain Water Solutions provided the group with a streamlined, customized approach to purchasing and distribute their ‘Ivy’ rain barrels. Program organizers received bulk discounts, marketing tools and the support needed to stay within budget and meet objectives. Residents picked up their rain barrels at one of two education/distribution events held in [Derry Township and Hershey](#).

RESULTS

- The Derry Environmental Action Committee met their target to distribute 160 ‘Ivy’ rain barrels
- Rain barrel distribution events were combined with educational workshops to foster future community partnership
- The group distributed 80 rain barrels at both of its distribution events held at Derry Township and Hershey public libraries

“Rain Water Solutions was extremely helpful in providing information regarding their products and facilitating purchase of the rain barrels. Also, I found their website very helpful in providing information on their products and rain barrels in general.

We received many compliments from rain barrel workshop participants regarding the design and quality of the rain barrels. Also, many workshop **participants expressed gratitude that we provided the rain barrels to them at no cost.**”

— Gil Hirschel, Resource Coordinator Dauphin County Conservation District

Learn more about Rain Water Solutions and how to start a rain barrel distribution program at rainwatersolutions.com.