

USA/USACE Partnership Webinar



AN ORGANIZED APPROACH TO CONSERVATION

ABOUT THE USA

The USA is a union-dedicated, non-profit organization committed to uniting union members who recreate outdoors into one community with a shared commitment to educate future generations of sportsmen and sportswomen, conserve wildlife habitats, restore America's parks and improve public access to the outdoors.



CHARTER UNIONS



"There is no other organization like the Union Sportsmen's Alliance. Not only does the USA sponsor fun events that bring union members together, it also organizes conservation projects that help build stronger communities and illustrate the positive work of union members. The USA protects and enhances our opportunities to enjoy our free time in the outdoors, whether we are hunting, fishing, camping or all of the above. It's time we all get involved!"

Frank J. Christensen, International Union of Elevator Constructors President

MEMBERSHIP GROWTH

281,992
TOTAL
MEMBERS

24,095
NEW
MEMBERS 2019

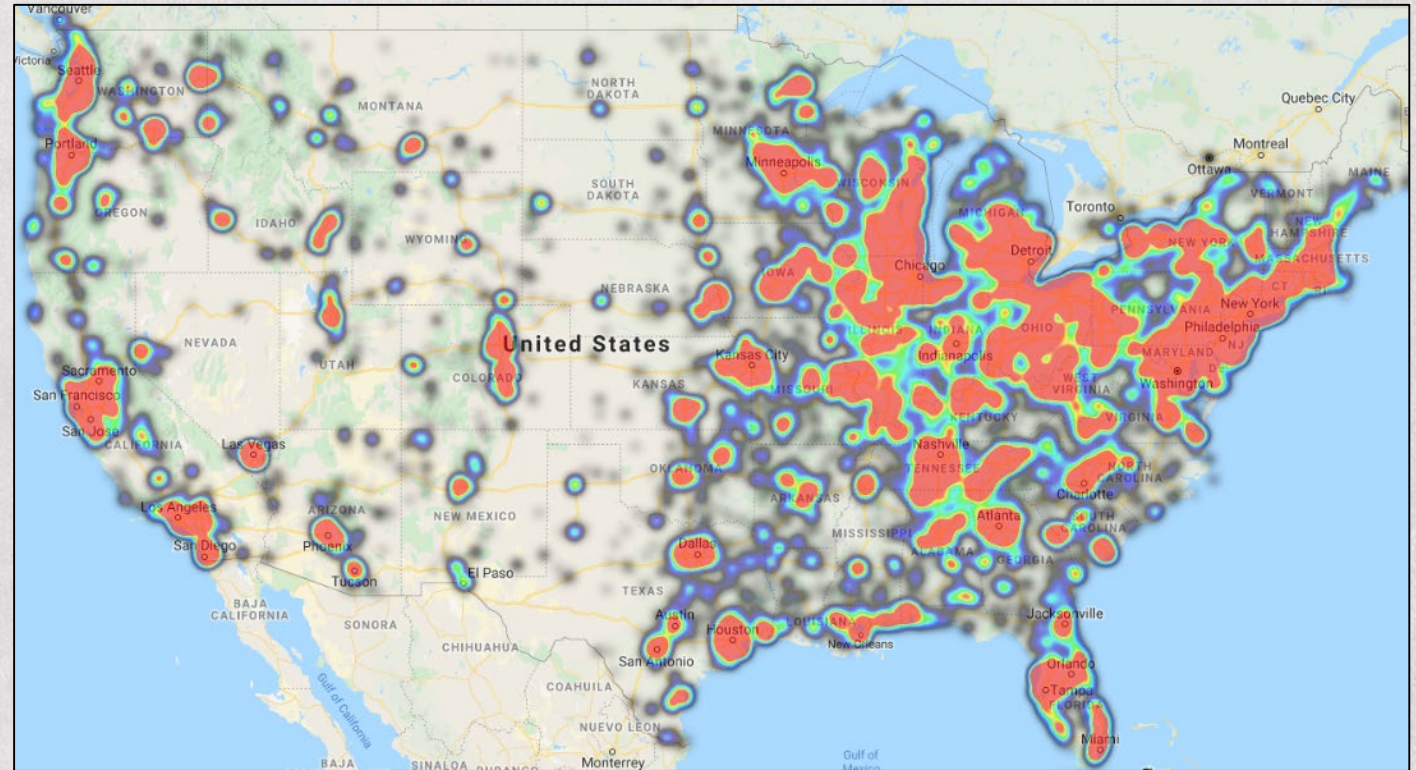
Between 2018 and 2019, new membership growth increased by nearly 10%.

Ave. Age of USA Members: 48.6 Years

Male Members: 83%

Female Members: 17%

USA Member Distribution



“Just as union members stand together in solidarity for workers’ rights, the Union Sportsmen’s Alliance offers our members the opportunity to join an organization that will help preserve their ability to hunt, fish and shoot while respecting both their union and family values.”

- James Boland, Intl. Union of Bricklayers and Allied Craftworkers President

OUR MISSION



The mission of the Union Sportsmen's Alliance is to unite the union community through conservation to preserve North America's outdoor heritage.



WBG



**WORK BOOTS
ON THE GROUND**

ENGAGE. CONSERVE. ORGANIZE. UNIFY.

FULFILLING OUR MISSION

The USA formed its Works Boots on the Ground (WBG) initiative in 2010 to bring together union volunteers to donate their time and skills to community-based conservation projects.



Youth, veterans and seniors wet their lines at a USA fishing event at Willmore Park in St. Louis, Missouri, to celebrate the completion of two fishing piers restored by union volunteers.

WORK BOOTS ON THE GROUND

- Allows union members to showcase their skills, passion and pride while giving back to their local communities
- Builds and improves relationships within the union community as well as with non-union individuals and entities
- Strives to be a driving force in conserving North America's outdoor heritage



With funds raised at the USA's 2nd Annual Alabama Conservation Dinner, more than 40 union volunteers from the Alabama AFL-CIO, Alabama BCTC, Central Alabama BCTC and Insulators Local 78 renovated a horse barn at Oak Mountain State Park, transforming the dilapidated structure into a potential revenue source for the park.

OUR IMPACT



In 2019 alone, nearly 1,200 USA volunteers donated 9,282 hours to complete 76 Work Boots on the Ground projects in 20 states, a value of over \$400,000 in labor.

WORK BOOTS ON THE GROUND

Through its Work Boots on the Ground initiative, the Union Sportsmen's Alliance harnesses the power and skills of union members to complete hands-on, community-based volunteer projects that improve public access to the outdoors, enhance wildlife habitats, restore America's parks and engage youth in the outdoors to help preserve our outdoor heritage.



13 Infrastructure
Projects



20 Outreach
Projects



07 Support
Projects



\$212,438

In Donated Labor

5,179

Volunteer Hours

621

Volunteers

3,828

Participants



WBG

Conservation Milestone

The USA completed more community-based conservation projects than ever before in 2018, setting the stage for a huge milestone. In February 2019, the value of volunteer labor donated by USA members

surpassed **\$1,000,000**

TYPES OF PROJECTS

- Introduce youth and families to the outdoors
- Improve public access to the outdoors
- Conserve critical wildlife habitats
- Restore America's cherished parks

“Harnessing the power of our labor unions and putting that energy to work for conservation has the potential to be the most influential thing to happen for conservation in a very long time.”

- Scott Vance, USA CEO & Executive Director



MENTORING YOUTH IN THE OUTDOORS



Minnesota Get Youth Outdoors Day

The day after the USA's Twin Cities Shoot in 2017, volunteers from the Roofers International, Roofers Locals 96 and 220 and Bricklayers Local 1 hosted 27 youth for a day of rifle, shotgun and archery instruction; waterfowl demos and other outdoor activities.

IMPROVING PUBLIC ACCESS TO THE OUTDOORS



Trinity River NWR Boardwalk

Through a Memorandum of Understanding with the U.S. Department of Interior, union volunteers donated their skills and hundreds of hours to construct an elevated boardwalk in the Trinity River National Wildlife Refuge in Texas. The construction of this boardwalk allows hikers to traverse more than 500 feet of wetlands and access 13 miles of trails that they couldn't access before.

CONSERVING WILDLIFE HABITATS



Chimney Swift Bird Tower

Volunteers from seven unions donated more than 100 hours to construct and install an 18-foot tower at Cherokee Marsh Conservation Park in Madison, Wisconsin, to provide roosting habitat for the Chimney Swift, a bird species in decline due to loss of habitat. Volunteer project leader Spencer Statz of UA Local 75 said he couldn't think of a better way for he and his union brothers and sisters to give back to the places that made them who they are today.

USACE PROJECTS: REND LAKE – MARION, IL

Welcome to the Pollinator Trail & Pond

This ¼ mile, accessible trail is surrounded by acres of native plant prairie that bursts with seasonal wildflowers and hosts many grassland birds and busy insects. Discover other habitats as the trail loops around a pond with platforms for fishing or observing aquatic species. Continue to explore along the Nature Trail. This extended, unpaved path passes through the nearby woods where other wildlife might be spotted.

Thank You to Our Partners

This project was completed by the U.S. Army Corps of Engineers at Rend Lake and partners to improve accessible recreation and educational opportunities.

The following partners are gratefully acknowledged for their hard work and generous contributions that made this project possible:



Pollinator Trail & Pond

Local labor union members (laborers, carpenters, cement masons, operating engineers) and other community groups donated 100+ hours, materials and equipment to complete the 1,200-foot Pollinator Trail at the North Marcum Recreation Area on Rend Lake. The trail encircles a pond that volunteers dredged and expanded and features four accessible fishing stations.



USACE Project: Rend Lake – Marion, IL



Rend Lake Archery Trail & Range

USA volunteers from IUOE local 318 have already completed the main archery trail as well as the new parking lot. Volunteers also prepped the grounds and laid rock for the accessible sidewalk to the range shelter. Volunteers will complete the range shelter as well as construct an elevated archery platform similar to the one pictured here.

PROJECT PROPOSAL

The USA has designed a one-page project proposal document to assist in the project proposal process.

- [USA/ACOE Project Proposal Form](#)

Other beneficial items to include with proposal:

- Photos
- Site Plans
- Design
- Permitting
- Material Lists
- Timeline



Union Sportsmen's Alliance - US Army Corps of Engineers

Project Information



1. ACOE Project Name: _____

2. ACOE District: _____

Physical Address: _____

3. ACOE Contact Information

Name _____ Title _____

Address _____

City _____ State _____ Zip Code _____

Email _____

Business Phone _____ Cell Phone _____

4. Has a Union organization been identified to assist with this project?

Yes _____ No _____

If Yes, please list the Union organization(s) and contacts.

Name _____ Title _____

Phone _____ Email _____

Union _____

PROJECT NARRATIVE

Problem/Need to be addressed: Please briefly explain ACOE project objectives, which should include:

- How does this impact the ACOE park/district and the future of conservation (provide access, conserve resources, infrastructure, etc.)? *Photos or supporting documentation of the project may be attached with this document*
- What role would ACOE like to see Union volunteers play in this project?

Funding: All project supplies, materials and equipment will be funded by the ACOE. USA Conservation Fund grants may be available for the non-profit partner or union participating. Go to <https://unionsportsmen.org/online-grantapplication/>

PROJECT SELECTION

Project selection is driven by our members.

Key attributes of successful projects:

- Mission centric
- Benefit to community and conservation
- Location relative to membership
- Shovel ready
- Alignment with our members skills
- Timeline



PROJECT EXECUTION



PROJECT EXECUTION

- Once a project has been selected and committed to by our members, we will work to connect a local union volunteer leader with you and your project.
- USA staff will be available to help coordinate and facilitate as needed.
- USA will provide a comprehensive project guide to ensure that we are able to track project progress and collect volunteer hours and project value.

MAKE IT MATTER



PROJECT PROMOTION



NEWS CHANNEL 9abc

NEWS WEATHER SPORTS FEATURES STATION THIS N THAT HEALTH CIRCA

ADVERTISEMENT '100 EVERY DAY CABELA'S MEN'S ZONED COMFORT TRAC™ RUBBER BOOTS BUILT FOR THE MUD, CHEAPER THAN DIRT Cabela's SHOP NOW

Local union working to improve Wolftever Creek boat launch ramp

by Richard Simms | Tuesday, February 27th 2018



PROJECT PROMOTION

We help promote the project and dedication (if applicable) to recruit and engage volunteers. We also share the story of your members giving back to their community with the public, the news media and your union brothers and sisters across the country.

PROMOTIONAL RESOURCES:

- Flyers
- Media advisory/ Press release
- Eblasts
- Social Media
- USA Magazine
- Union journals
- Advertising

PROJECT DEDICATIONS



PROJECT DEDICATIONS

When beneficial to the local market, USA's team can guide local volunteers through a project dedication that creates an ideal environment to connect local labor with local citizens and the news media.

DEDICATION HIGHLIGHTS:

- The project
- The volunteers
- The unions
- The partners

MAKE IT MATTER



Questions?



UNION SKILLS
OUTDOOR PASSION
COMMON PURPOSE



USA Contact Information

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UNION SKILLS
OUTDOOR PASSION
COMMON PURPOSE

General Inquires

conservation@unionsportsmen.org

NRM Gateway page:

<https://corpslakes.erdc.dren.mil/partners/national.cfm?Partner=usa>