

UNDERSTANDING NONPROFIT AND FOR-PROFIT CULTURES



U.S. ARMY



US Army Corps
of Engineers®





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What is a Nonprofit Organization?



- A 501(c) organization is a nonprofit organization in the federal law of the United States according to Internal Revenue Code Section 501(c) (26 U.S.C. § 501(c)) and is one of over 29 types of nonprofit organizations exempt from some federal income taxes.
- Many states refer to Section 501(c) for definitions of organizations exempt from state taxation as well.
- 501(c) organizations can receive unlimited contributions from individuals, corporations, and unions. However, contributions to certain types of 501(c) organizations are not tax deductible.



Types of Nonprofits



| Type | Description | Contributions Deductible? |
|------------|--|-------------------------------|
| 501(c)(1) | Corporations Organized under Act of Congress (including Federal Credit Unions) | Yes |
| 501(c)(2) | Title Holding Corporation For Exempt Organization | No |
| 501(c)(3) | Religious, Educational, Charitable, Scientific, Literary, Testing for Public Safety, to Foster National or International Amateur Sports Competition, or Prevention of Cruelty to Children or Animals Organizations | Yes <i>**Most common type</i> |
| 501(c)(4) | Civic Leagues, Social Welfare Organizations, and Local Associations of Employees | No, generally |
| 501(c)(5) | Labor, Agricultural, and Horticultural Organizations | No |
| 501(c)(6) | Business Leagues, Chambers of Commerce, Real Estate Boards, etc. | No |
| 501(c)(7) | Social and Recreational Clubs | No |
| 501(c)(8) | Fraternal Beneficiary Societies (e.g., Knights of Columbus). | Yes |
| 501(c)(9) | Voluntary Employees Beneficiary Association | No |
| 501(c)(10) | Domestic Fraternal Societies and Associations | Yes |
| 501(c)(11) | Teachers' Retirement Fund Associations | No |
| 501(c)(12) | Benevolent Life Insurance Associations, Mutual Ditch or Irrigation Companies, Mutual or Cooperative Telephone Companies, etc. | No |
| 501(c)(13) | Cemetery Companies | Yes |
| 501(c)(14) | State-Chartered Credit Unions, Mutual Reserve Funds | No |



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Types of Nonprofits



| Type | Description | Contributions Deductible? |
|------------|--|---------------------------|
| 501(c)(15) | Mutual Insurance Companies or Associations | No |
| 501(c)(16) | Cooperative Organizations to Finance Crop Operations | No |
| 501(c)(17) | Supplemental Unemployment Benefit Trusts | No |
| 501(c)(18) | Employee Funded Pension Trust (created before June 25, 1959) | No |
| 501(c)(19) | Post or Organization of Past or Present Members of the Armed Forces | No, generally |
| 501(c)(21) | Black Lung Benefit Trusts | No |
| 501(c)(22) | Withdrawal Liability Payment Fund | No |
| 501(c)(23) | Veterans' Organization (created before 1880) | No, generally |
| 501(c)(25) | Title Holding Corporations or Trusts with Multiple Parent Corporations | No |
| 501(c)(26) | State-Sponsored Organization Providing Health Coverage for High-Risk Individuals | No |
| 501(c)(27) | State-Sponsored Workers' Compensation Reinsurance Organization | No |
| 501(c)(28) | National Railroad Retirement Investment Trust | No |
| 501(c)(29) | CO-OP health insurance issuers | No |



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What Do Non-Profits Want?

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- Mission fulfillment – **For Impact!**
- Opportunity to expand its resources
- Respect: 2-way partnership... not your ATM
- Community recognition
- Long term relationship





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<https://www.guidestar.org/search>

990 information on foundations

What it tells you:

- Size/operating budget of organization
- Total revenue and source of revenue
- Total expenses
- Cash reserves
- How much top employees make in salary

*Depending on how much the organization earns, the form may have limited information (lower earning) or very detailed info (higher earning)

| | | | | |
|--|---|--|--|---------|
| Form 990 | Return of Organization Exempt From Income Tax | | OMB No. 1545-0047 | |
| | Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations) Do not enter social security numbers on this form as it may be made public. Go to www.irs.gov/Form990 for instructions and the latest information. | | 2023 Open to Public Inspection | |
| Department of the Treasury Internal Revenue Service | | | | |
| A For the 2023 calendar year, or tax year beginning 01-01-2023, and ending 12-31-2023 | | | | |
| B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending | C Name of organization Corps of Engineers Natural Resources Education Fdn | | D Employer identification number 20-5545091 | |
| | Doing business as | | E Telephone number | |
| | Number and street (or P.O. box if mail is not delivered to street address) Room/suite 404 E 30th Avenue | | G Gross receipts \$ 258,554 | |
| | City or town, state or province, country, and ZIP or foreign postal code Kansas City, MO 64116 | | | |
| | F Name and address of principal officer: Greg Miller 404 E 30th Ave N Kansas City, MO 64116 | | H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | |
| | I Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) () (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527 | | H(b) Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. See instructions. | |
| J Website: corpsfoundation.org | | H(c) Group exemption number | | |
| K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other | | L Year of formation: 2006 | M State of legal domicile: DC | |
| Part I Summary | | | | |
| Activities & Governance | 1 Briefly describe the organization's mission or most significant activities: Sustain and enhance Corps lands and facilities. | | | |
| | 2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets. | | | |
| | 3 Number of voting members of the governing body (Part VI, line 1a) | 3 | 8 | |
| | 4 Number of independent voting members of the governing body (Part VI, line 1b) | 4 | 8 | |
| | 5 Total number of individuals employed in calendar year 2023 (Part V, line 2a) | 5 | 0 | |
| | 6 Total number of volunteers (estimate if necessary) | 6 | 20 | |
| | 7a Total unrelated business revenue from Part VIII, column (C), line 12 | 7a | 0 | |
| | b Net unrelated business taxable income from Form 990-T, Part I, line 11 | 7b | 0 | |
| | Revenue | 8 Contributions and grants (Part VIII, line 1h) | Prior Year | 209,971 |
| | | 9 Program service revenue (Part VIII, line 2g) | Current Year | 257,876 |
| 10 Investment income (Part VIII, column (A), lines 3, 4, and 7d) | | | 0 | |
| 11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) | | | 8 | |
| | | | 678 | |



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Partnering with For-Profit Organizations

Corporate Giving Impact



- ❑ \$36.55 billion annually
 - ❖ 9 out of 10 companies match employee donations
 - ❖ 47% direct cash; 20-25% foundation cash; 40-60% non-cash
 - ❖ 5% to environmental causes and programs
- ❑ 80% have a corporate foundation
- ❑ 65% have formal paid-release time volunteer programs
- ❑ Corporate giving continues to rise
- ❑ Trends
 - ❖ More focused giving (cause and trust)
 - ❖ High priority on matching gift and employee engagement programs
 - ❖ International giving is on the rise (led by manufacturing companies)



What Do Corporations Give?

- Funding
- In-kind goods and services
- Volunteers
- Industry expertise
- Promotion and communication





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Why Do Corporations Give?



Social responsibility

- ❖ Care about the cause
- ❖ To be citizens, not just residents

Marketing

- ❖ Internal and external customers
- ❖ Employees involved in something “greater”
- ❖ Market share or competitive advantage

Public Relations

- ❖ Key leaders have tie to the cause
- ❖ Industry experience sharing
- ❖ Influence





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Why Would Corporations Give to Corps Projects?

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- Think broader than Corps... we provide access/network to:
 - ❖ Our friends groups and cooperating associations
 - ❖ Our established MOU partners
- Match between the land's needs and corporate interests
- Variety of volunteer opportunities
- Testing of products
- We manage areas that impact their industry
 - ❖ Tourism
 - ❖ Outdoor recreation
- Government connection
- Employee retention (lifestyle/community building)
- Past success – trust



Rend Lake *Where the Fun Begins!*



Where to Meet/Find Corporations



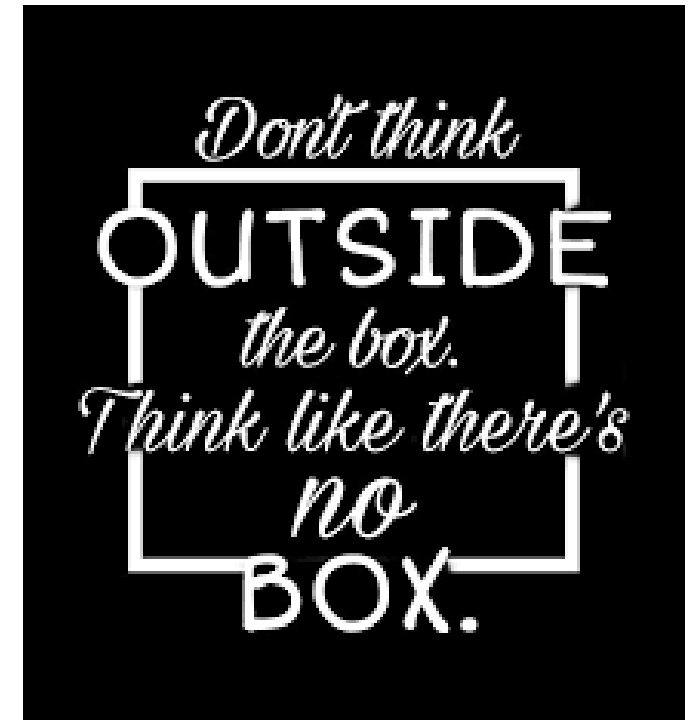
- Partners of current partners
- Chambers, economic development and civic groups
- Look at which corporations are within 100 miles of your project
- Internet – NRM Gateway & corporations with common goals
- Current State partnerships with corporations
- Topical conferences/trainings (conservation, tourism...)





Exercise: What Non-Profits and For Profits are in Your Community?

- Take 10 minutes to jot down organizations that are within 50-100 miles of your project.
- Think ~~outside the box~~ like there is no box!
- Even organizations that seemingly have no connection to the Corps may have an interest in working with us.
- We will discuss some of the suggestions





How to Approach a Corporation or Non-Profit

- ❑ Research and understand the organization before approaching
 - ❖ What is their mission and future goals
 - ❖ Social responsibility and community engagement
 - ❖ Past giving
 - ❖ Bring friends that already have a relationship to the table

- ❑ Personal contact
 - ❖ Set up a meeting with foundation director or community outreach point of contact
 - ❖ First meeting is getting to know each other – follow their lead based on interest
 - ❖ If mutual interest, set up second meeting and offer to bring proposal


- ❑ Simple, to the point partnership proposal
 - ❖ Don't lead with a bunch of policy and paperwork
 - ❖ Benefits to them and for the public (Corps)
 - ❖ What we can offer to the partnership and what we need
 - ❖ Plan for recognition and public relations



Corporate Social Responsibility

Many corporations have a commitment to volunteerism or donating to causes important to the organization

Volunteer Page on the Gateway has some resources to get you thinking

- [Policy & Procedures](#)
 - [Volunteer Forms](#)
 - [Program History](#)
 - [Training](#)
 - [Volunteer.gov](#)
 - [Job/Activity Hazard Analyses](#)
 - [National Public Lands Day](#)
 - [Division & District POCs](#) 
 - [Volunteer Awards](#)
 - [Workamper News](#)
 - [Corporate Social Responsibility/Volunteer Programs](#)
- [News / Current Issues](#)
 - [FAQs](#)
 - [Good Enough to S](#)
 - [Volunteer Clothing](#)
 - [Volunteer Plans an](#)
 - [Related Sites](#)
 - [Background Check](#)
 - [Corps Photo Albu](#)
 - [Volunteer Pass Pro](#)
 - [Volunteer Program](#)



Corporate Social Responsibility-Volunteer Programs-Feb20201.xlsx - Excel

| | A | B | C | D | E | |
|-----|-----------------------------------|--|--------------------|---------------------|------------------------|---|
| | Corporation | Title | Paid Volunteer Day | \$ Matching Program | Standard Grant Program | How it works |
| 91 | Salesforce | Employee-Inspired Giving | X | X | | 7 days PTO ea |
| 92 | Sherwin-Williams | Sherwin-Williams Matching Gifts Program, The Sherwin Williams Foundation | Unknown | X | X | Matching \$ d |
| 93 | Southwest Airlines | Tickets for Time | Unknown | X | | Employees an them through Employee vol to allow emp |
| 94 | Spectrum (Charter Communications) | Spectrum foundation | | | X | Grants are giv food drives, r |
| 95 | Starbucks | Matching Gifts program | Unknown | X | | Match emplo year. |
| 96 | State Farm Insurance | Community Service/Education Support Day | X | X | X | Employees an offers matchi volunteer pro |
| 97 | SunTrust Banks | OnUp Together | X | Unknown | | All full-time e |
| 98 | Time Warner | IMPACT: A Pact to Act | X | X | X | Matching gra training, Turn Volunteers lo |
| 99 | TransUnion | | X | X | | 1 paid work d |
| 100 | Tyson Foods | Team member giving | | X | | \$12 match fo |
| 101 | Under Armour | Philanthropy | X | | | 32 hours of p |