

# Corps of Engineers Natural Resources Education Foundation

The official non-profit supporter of  
America's Lakes and Waterways



[www.CorpsFoundation.org](http://www.CorpsFoundation.org)



# Corps Foundation Mission

**The Corps Foundation engages the public to ensure the environmental health and recreational enjoyment of our nation's lakes, lands, and waterways, administered by the US Army Corps of Engineers.**

- National non-profit advocacy organization for the USACE NRM program
- Articles of Incorporation: December 2006
- IRS 501(c)(3) designation: January 2007
- Signed MOU with USACE: October 2007



# Why was Foundation Created?

- Support projects through donations and grants
- Inform stakeholders of the value of U.S. Army Corps of Engineers
- Facilitate partnerships/ Grow local Friends Groups
- Serve as connection/ Hub for partner groups
- Advocacy



# Building a Case for Support

- Educate about the role the Corps plays in providing quality outdoor recreation and natural resources
- Communicate the limitations of Federal Funding
- Lakes and waterways are at risk of reduced access and eliminated facilities and programs

# Current Board



- Board of Directors  
(Maximum of 13 Directors with a minimum of 7)



- Chairman – Greg Miller
- Treasurer/Secretary – Marilyn Jones

## Directors:

- Rich Deline
- Pat Barry
- Jeff Rose
- Nancy Rogers
- Peter Lewis, Director Emeritus





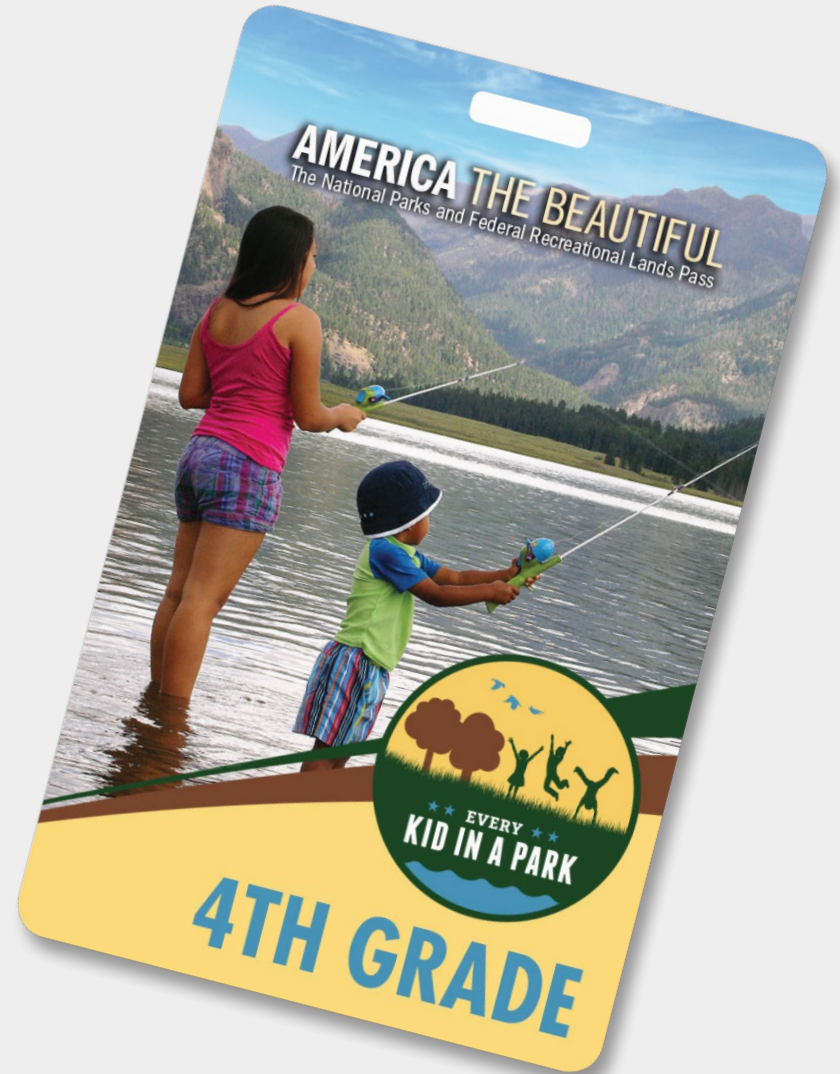
# Supporting USACE

- Support/connect Friends Groups
  - Cooperating Association Toolkit
- PROSPECT Training(Grants)
- Funding/Grant recipient
  - Every Kid in a Park Transportation Grants
  - U.S. Coast Guard Water Safety Grant
  - Chittenden Locks fundraising

# Every Kid in a Park Support



The Corps Foundation coordinated transportation grants to get students to USACE sites



# USCG Safety Grant Awards

- Four \$175,000 grant awards
- 15 video & 3 audio PSAs
- Tailgate wraps
- Vinyl banners
- 2 mobile games
- Social/Digital media marketing
  - Please Wear It
- Focus groups

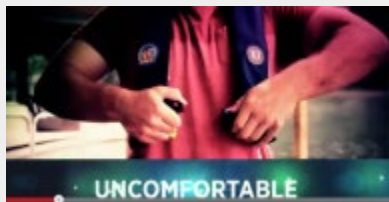
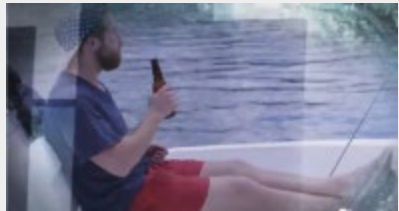


All Materials at [PleaseWearIt.com](https://www.pleasewearit.com)



# Video PSAs

Man Overboard  
Drowning in 60 Seconds  
Girl Overboard  
Life Jacket Debate  
Doggone Shame  
Swim Challenge  
Cell Phone Rescue  
Close Calls  
LJ Song





# Tailgate Wraps / Banners

## Tailgate Wrap



## New Banner – Dec 2018

# Life Jackets Worn... Nobody Mourns



## Youghiogheny River Lake



## Previous Banner



# Two Mobile Game Apps






Free Download Google Play & Apple app stores





# 4<sup>th</sup> USCG Grant

**\$175,000 Grant**  
(Oct 2018-Sept. 2019)

- 2-3 more video PSAs
  - Inflatable life jacket inspection video
  - Campaign stencils
  - Social/Digital media marketing
- Please Wear It   

# Volunteer Awards



- Volunteer of the Year
- Volunteer Coins
- Excellence in Partnership
- Enduring Service



Annual awards intended to recognize outstanding services to the Corps recreation and environmental stewardship programs

# Volunteer of Year Award



Annual award intended to recognize outstanding services by a volunteer to the Corps recreation and environmental stewardship programs

# Volunteer Recognition Coin

Honoring USACE volunteers  
for their exceptional service  
locally and nationwide  
gaining broad acceptance.



# Excellence in Partnership Award

Annual award intended to recognize outstanding contributions by a partner to the Corps recreation and environmental stewardship programs.





# Enduring Service Award



National volunteer recognition for exceptional and longstanding accomplishments.

Application via [www.CorpsFoundation.org](http://www.CorpsFoundation.org)



# Certified Interpretive Guide Class

Professional C.I.G. Certification with  
National Association for Interpretation



# Junior Ranger Badges

Partnered with Tulsa District Innovations Team and SW Oklahoma State University on Jr Ranger App





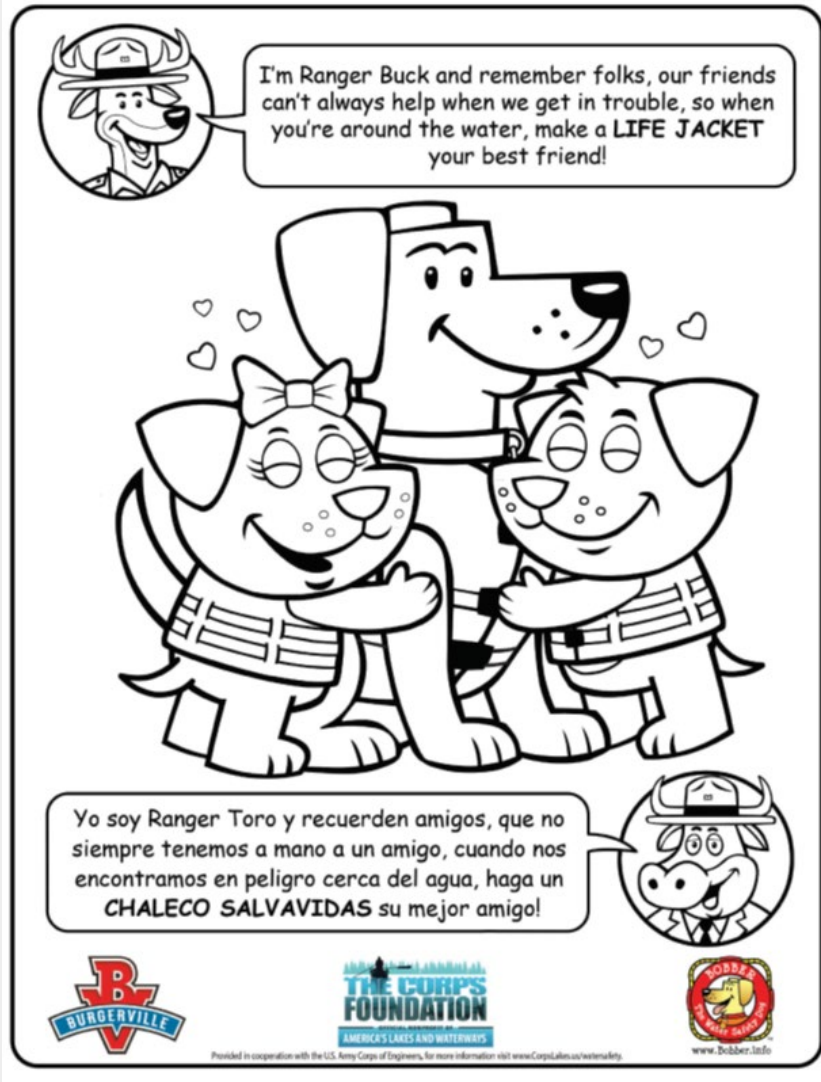
# Partnership with Burgerville Restaurant Chain



The Corps Foundation coordinated the Bobber the Water Safety Dog coloring sheets



# Burgerville Partnership



Coloring sheets available to 39 restaurants in the Burgerville chain of restaurants in Pacific Northwest

# Nonprofit Partnership Assistance



TOOL KIT FOR DEVELOPING A COOPERATING ASSOCIATION PARTNERSHIP WITH THE U.S. ARMY CORPS OF ENGINEERS



## Toolkit for Developing a Cooperating Association Partnership with USACE



# Park Ranger History Book

Slide for book  
here

# Helping Revitalize Chittenden Locks

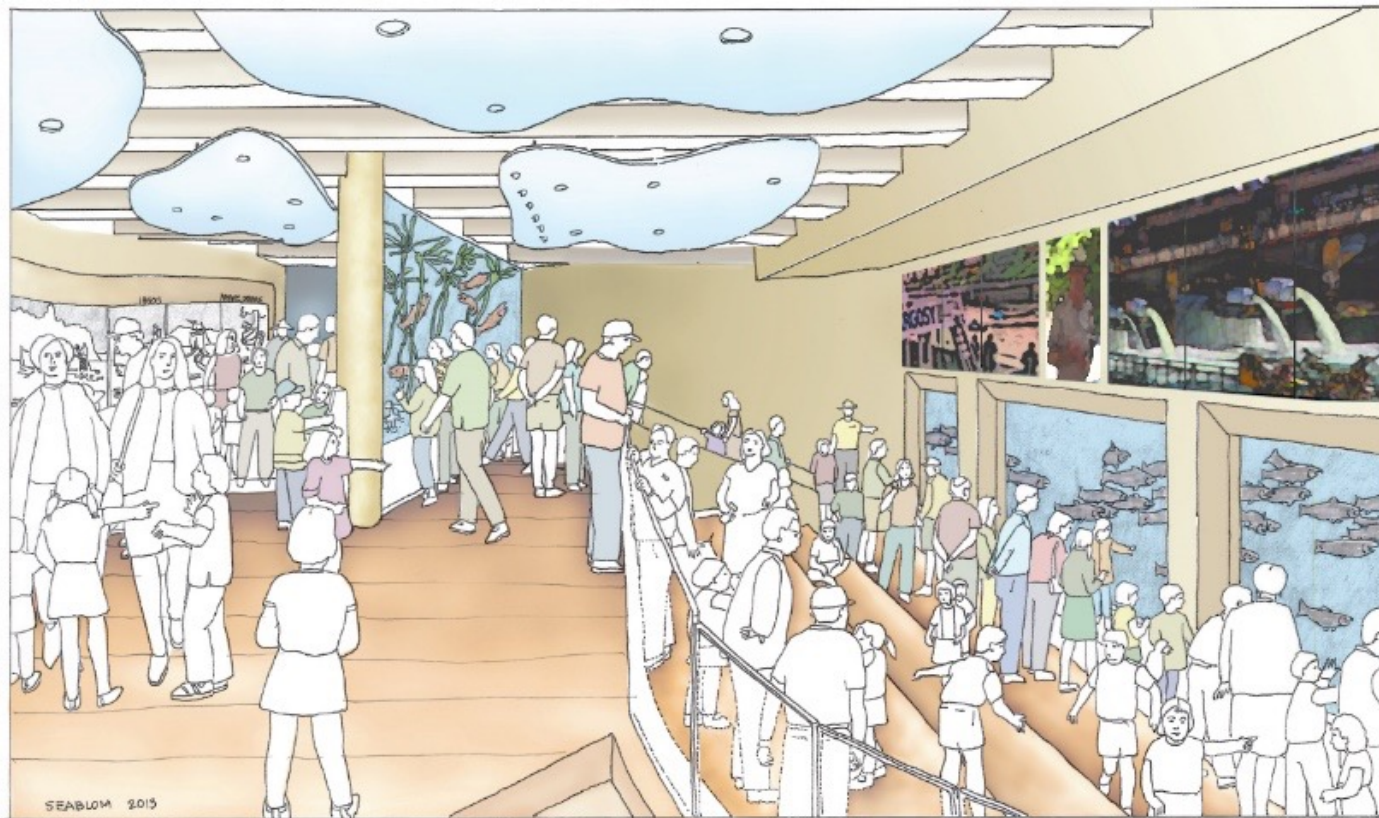


- The Corps Foundation is helping raise awareness and private funds to revitalize visitor facilities at this century-old resource.
- A special website ([www.BallardLocks.org](http://www.BallardLocks.org)) now provides relevant information to the 6 million visitors and boaters who use the locks every year.



# Donation for Interpretation

Helping to facilitate a \$400,000 challenge grant from the C. Keith Birkenfeld Memorial Trust to help revitalize fish viewing area at the locks





# Raising Awareness

## Lecture Series - Paid Programming

- \* <http://www.ballardlocks.org/locks-talks.html>
- \* VIP Tours- behind-the-scenes tours

Corps Foundation pays the speaker fees and all the rest goes toward restoration of the VC and interpretive media



# Foundation Assistance

- Corps Foundation will:
  - Review grants
  - Coach grantees on editing information and relevant data.
  - Serve as non-profit partner with 501(c)(3) status to submit grants if none are available to project.



# Foundation Assistance

- Handshake Grants Review- Case Study
  - St. Mary's Ship Canal- Detroit District
  - Reviewed grant request and budget for ADA accessible picnic shelter
  - Recommended changes and coached on relevant information and data
  - \$20,000 Handshake funds awarded

# Various Initiatives

## New Partnerships

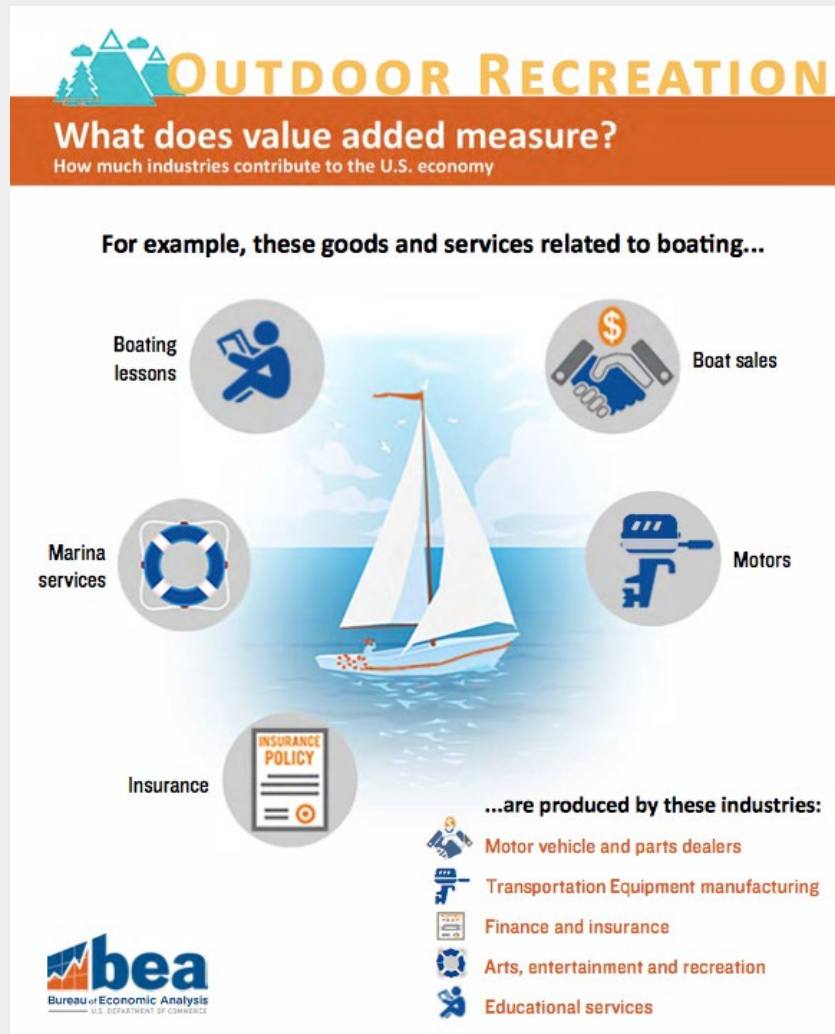
- Seeking funding for partnership projects through Great Outdoors Fund

## Communications and Membership Committees

- New membership brochure
- Little Green Light non-profit membership and fundraising database
- Public Lands Alliance Conference

# Various Initiatives

<https://www.bea.gov/outdoor-recreation/>



# Advocacy



Public Lands  
Alliance  
Partner Award



USACE NRM Workshop



Outdoor  
Retailer  
Market

# Advocacy

Public Lands Alliance Convention- Feb. 2019





# How Can You Help us Help You?

- Membership
  - Individual (\$50/yr)
  - Corporate (\$500/yr)
  - Lifetime (\$1,000)



**Corps Foundation is 100% volunteer operated**  
\$50 or higher get you a tote bag, while supplies last!

# Learn More About Us



Visit the Corps Foundation Website at

[www.CorpsFoundation.org](http://www.CorpsFoundation.org)

Like us on Facebook: Corps Foundation