

CORPS OF ENGINEERS NATURAL RESOURCES EDUCATION FOUNDATION



OFFICIAL NONPROFIT OF

www.CorpsFoundation.org

CORPS FOUNDATION MISSION

The Corps Foundation engages the public to support recreation, education, and stewardship at our nation's lakes, lands, and waterways, administered by the U.S. 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 THE FOUNDATION CREATED?

- Inform stakeholders about the USACE NRM program and how they can support it
- Support projects through donations and grants
- Facilitate partnerships and local Cooperating Associations/ Friends Groups
- Serve as connection/hub for partner groups
- Advocacy

BUILDING A CASE FOR SUPPORT

- Communicate the role the Corps plays in energizing the economy by providing quality outdoor recreation of the natural resources under their administration.
- 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

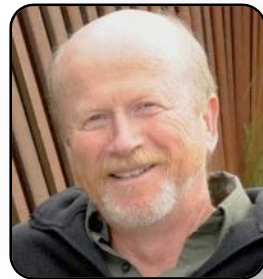
(Maximum of 13 Directors with a minimum of 7)



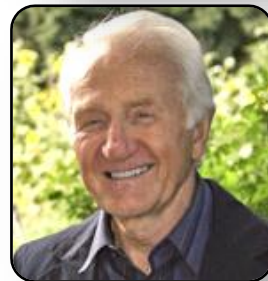
- Chairman – Greg Miller
- Treasurer/Secretary – Marilyn Jones

Directors:

- Pat Barry
- Len Cardoza
- Sue Clevestine



- Rich Deline
- Pep Persio
- Nancy Rogers



Directors

Emeritus:

- Peter Lewis
- Darrell Lewis

CORPS FOUNDATION PRODUCTS/ACTIVITIES FOR NRM

1. SUPPORT OF FRIENDS GROUPS & VOLUNTEERS

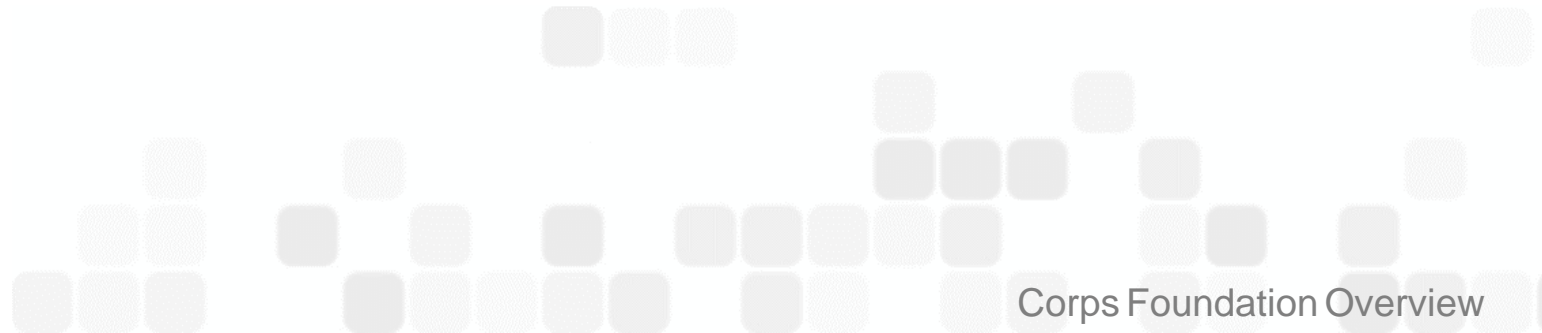
2. FUNDRAISING SUPPORT OF PROJECTS

3. OUTREACH, EDUCATION & ADVOCACY

CORPS FOUNDATION PRODUCTS/ACTIVITIES FOR NRM

1. SUPPORT OF FRIENDS GROUPS & VOLUNTEERS

- Recognition and Award Programs
- Cooperating Association Toolkit



1. SUPPORT OF FRIENDS GROUPS & VOLUNTEERS

- Recognition and Award Programs

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

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



1. SUPPORT OF FRIENDS GROUPS & VOLUNTEERS

- Recognition and Award Programs
 - ✓ Volunteer Recognition Coin

Honoring USACE volunteers for their exceptional service

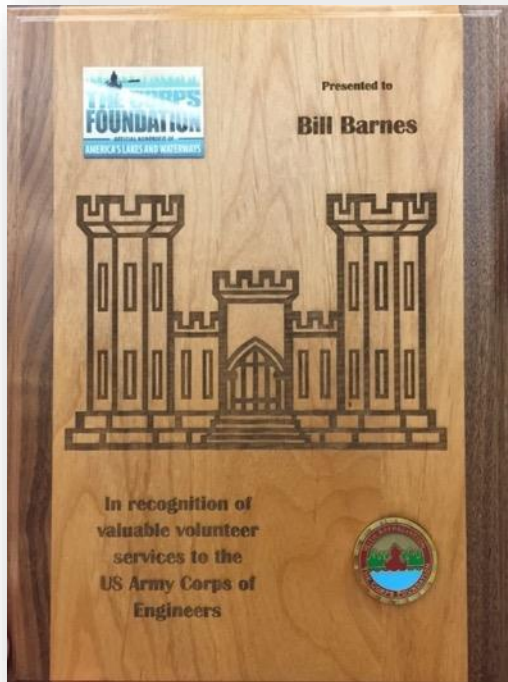


1. SUPPORT OF FRIENDS GROUPS & VOLUNTEERS

- Recognition and Award Programs

- ✓ Volunteer of the Year Award

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



1. SUPPORT OF FRIENDS GROUPS & VOLUNTEERS

- Recognition and Award Programs
 - ✓ Excellence in Partnerships Award

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



1. SUPPORT OF FRIENDS GROUPS & VOLUNTEERS

- Recognition and Award Programs
 - ✓ Enduring Service Award

National volunteer recognition for exceptional accomplishments and longstanding service.

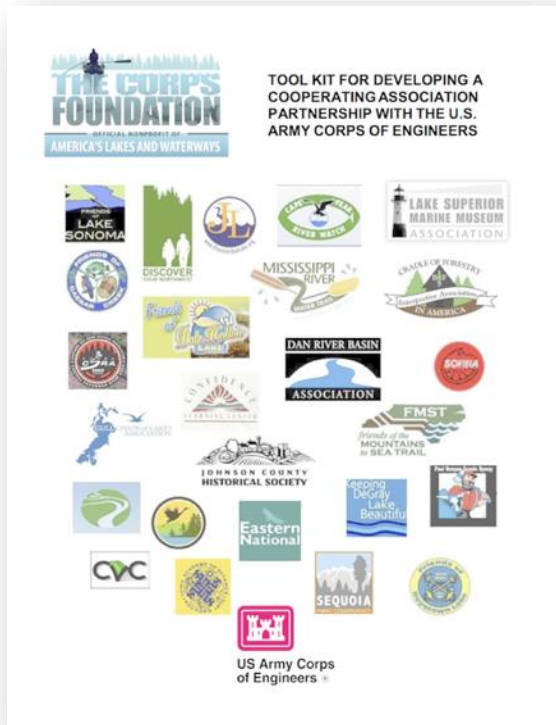


Apply at www.CorpsFoundation.org

1. SUPPORT OF FRIENDS GROUPS & VOLUNTEERS

- Cooperating Association Toolkit

- ✓ The Corps Foundation created the “Toolkit for Developing a Cooperating Association Partnership with USACE”



CORPS FOUNDATION PRODUCTS/ACTIVITIES FOR NRM

2. FUNDRAISING SUPPORT OF PROJECTS



Water Safety Campaign (US Coast Guard Grants)



Visitor Renovations at Chittenden/Ballard Locks
(Multiple grants and donations)

- Other Foundation Grant Support

2. FUNDRAISING SUPPORT OF PROJECTS



Water Safety Campaign (U.S. Coast Guard Grants)

Five grants since 2014 (total value \$895,000 to date)

- ✓ 25 video & three audio PSAs produced
- ✓ Tailgate wraps
- ✓ Vinyl banners
- ✓ Two mobile games
- ✓ Pavement logo stencils
- ✓ Social/Digital media marketing



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

2. FUNDRAISING SUPPORT OF PROJECTS



Water Safety Campaign (U.S. Coast Guard Grants)

25 video & three audio PSAs produced

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



2. FUNDRAISING SUPPORT OF PROJECTS



Water Safety Campaign (U.S. Coast Guard Grants)

2019 Video PSAs

- ✓ “Retrieval Done Right, Knot Wrong” PSA
- ✓ “Carbon Monoxide- The Silent Killer” PSA (30 and 60-seconds)
- ✓ “Inflatable Life Jacket Instructional Video” (9-minutes)



2. FUNDRAISING SUPPORT OF PROJECTS



Water Safety Campaign (U.S. Coast Guard Grants)

Tailgate Wrap



Tailgate Wraps/Banners

Youghiogheny River Lake



2018 Banner

**Life Jackets Worn...
Nobody Mourns**

US Army Corps of Engineers
THE CORPS' FOUNDATION
PleaseWearIt.com

Mobile Game Apps



Free Download!




2. FUNDRAISING SUPPORT OF PROJECTS



Water Safety Campaign (U.S. Coast Guard Grants)

5th USCG Grant for \$195,000 per year for 3 years
(Oct. 2019 through Sept. 2022)

- ✓ Continue Digital/Social Marketing - Please Wear It   
- ✓ Video PSA Contest (\$8,000 in awards)
- ✓ State Fishing Guide Ads
- ✓ Promotional Items (beach towels, t shirts, and patches)

CORPS FOUNDATION PRODUCTS/ACTIVITIES FOR NRM

2. FUNDRAISING SUPPORT OF PROJECTS

Hiram M. Chittenden
**Ballard
Locks**
DEDICATED JULY 4, 1917

Visitor Renovations at Chittenden/Ballard Locks
(Multiple Grants and Donations)

A Partnership:



**US Army Corps
of Engineers**
Seattle District



2. FUNDRAISING SUPPORT OF PROJECTS

Hiram M. Chittenden
Ballard Locks
DEDICATED JULY 4, 1917

Visitor Renovations at Chittenden/Ballard Locks



Background:

- The Hiram M. Chittenden Locks (aka Ballard Locks) are the busiest Locks in the nation and one of Seattle's top tourist attractions (1.5+ million visitors/year). After many years of inadequate funding and neglect, this site ranked high in the need for upgrading facilities and interpretive information.
- The Corps Foundation, Discover Your NW (regional non-profit), and the Corps Seattle District developed a Handshake Partnership agreement to utilize private fundraising to upgrade visitor facilities & educational exhibits. Jones&Jones Architects oversees the design and construction process.



US Army Corps
of Engineers
Seattle District



DISCOVER
YOUR NORTHWEST

JONES & JONES

ARCHITECTS
LANDSCAPE ARCHITECTS
PLANNERS



THE CORPS
FOUNDATION
OFFICIAL PARTNER OF
AMERICA'S LAKES AND WATERWAYS

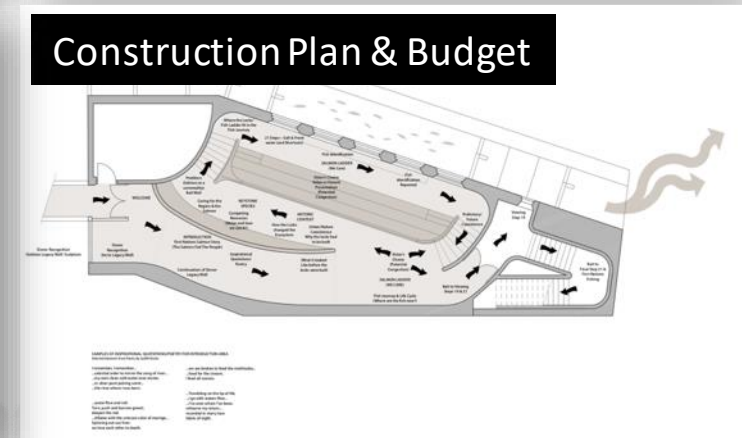
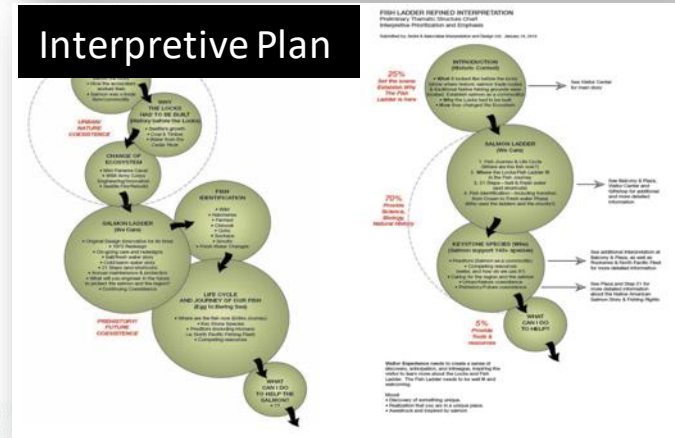
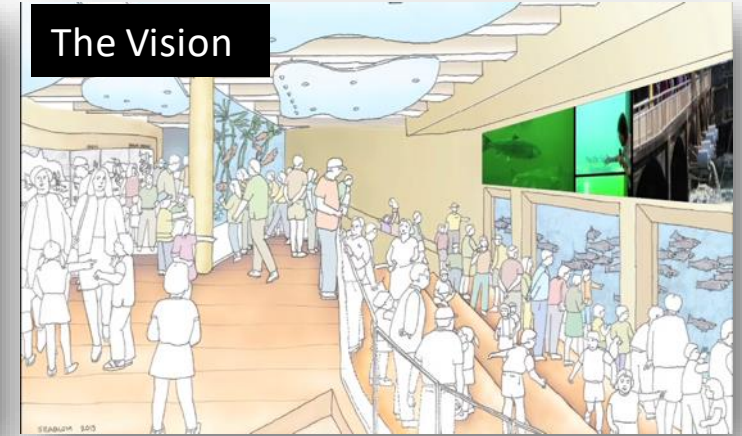
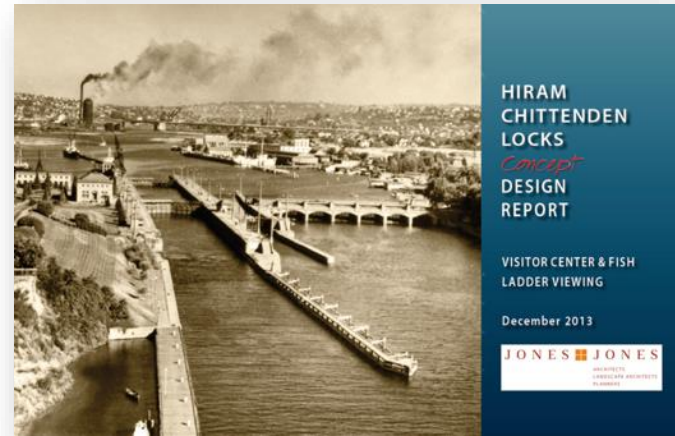
2. FUNDRAISING SUPPORT OF PROJECTS



Visitor Renovations at Chittenden/Ballard Locks

Step 1- A Vision & Plan

- ✓ A Master Design Plan was developed pro bono by Jones&Jones, a nationally recognized architectural firm, to establish a vision, plan and cost estimate for fundraising.
- ✓ The fish ladder viewing room was chosen as the first priority for fundraising. A master interpretive plan was developed in partnership with Corps NRM staff and Andre & Associates, a leading interpretive design firm.



2. FUNDRAISING SUPPORT OF PROJECTS



Visitor Renovations at Chittenden/Ballard Locks

Step 2- Public Awareness & Support

- ✓ The Foundation developed a robust website, (optimized for mobile phones) and multiple social media platforms to develop public awareness.
- ✓ Currently, the website and social media platforms receive over 2 million hits per year and are vital for on-going public information and fund raising support of the Locks.



www.ballardlocks.org

Why the Locks Need Help



2. FUNDRAISING SUPPORT OF PROJECTS



Visitor Renovations at Chittenden/Ballard Locks

Step 2- Public Awareness & Support

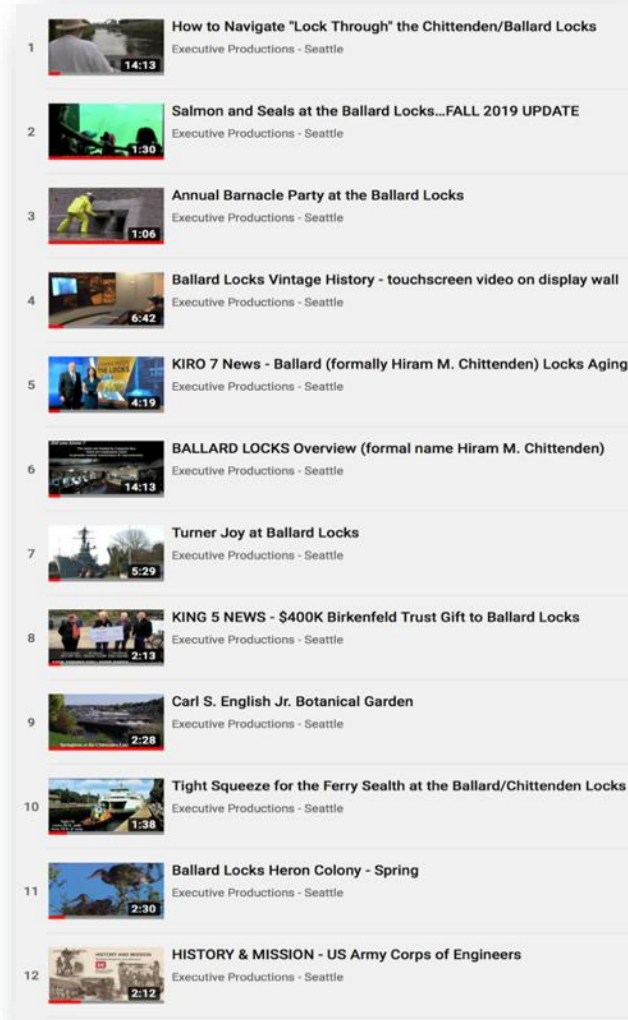
- ✓ One of the more successful outreach tools was a **YouTube Playlist** showcasing videos relevant to the Locks.
- ✓ Currently 15+ videos incl. local news coverage totaling over 60,000 views.
- ✓ Spinoffs includes public awareness & support for long overdue operational upgrades needed at the Locks.



US Army Corps of Engineers
Seattle District



JONES & JONES
ARCHITECTS
LANDSCAPE ARCHITECTS
PLANNERS



www.ballardlocks.org



Ballard Locks (Formal name Hiram M. Chittenden)

Visitor information videos for the Chittenden/Ballard Locks in Seattle

2. FUNDRAISING SUPPORT OF PROJECTS



Visitor Renovations at Chittenden/Ballard Locks (Multiple grants and donations)

Step 3 – Raising the Money & Implementing the Improvements

- ✓ An \$8,000 Family Memorial donation kickstarted the process
- ✓ A \$400,000 Private Foundation Educational grant gave us the base
- ✓ Two grants from Washington State totaling over \$480,000
- ✓ \$110,000 in grants from 6 local sources including NOAA
- ✓ \$45,000 in smaller donations and fund raising events
- ✓ \$55,000+ **Salmon Legacy Wall** donations (on-Going)

as of Fall 2019

**Over \$1 Million Cash* Raised
Construction Underway**



US Army Corps of Engineers
Seattle District



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ARCHITECTS
LANDSCAPE ARCHITECTS
PLANNERS



Sockeye: \$1,000 donation
18"x 4" stainless steel with 30 character inscription



Coho: \$5,000 donation
24"x 5" stainless steel with 34 character inscription



Chinook: \$10,000 donation
24"x 5" treated stainless steel with 34 character inscription



2. FUNDRAISING SUPPORT OF PROJECTS

- Other Foundation Grant Support

Corps Foundation will:

- ✓ Review grants
- ✓ Coach grantees on presenting and editing information and relevant data.
- ✓ Serve as fiscal partner, with 501(c)(3) status to submit grants if needed.

2. FUNDRAISING SUPPORT OF PROJECTS

- Other Foundation Grant Support

Example:

Handshake Funding Program - Case Study

- St. Mary's Ship Canal- Detroit District
- Reviewed Handshake project proposal for ADA accessible picnic shelter
- Recommended changes and coached on relevant information and data
- \$20,000 Handshake funds awarded

CORPS FOUNDATION PRODUCTS/ACTIVITIES FOR NRM

3. OUTREACH, EDUCATION & ADVOCACY

- C.I.G. Certification Training
- Park Ranger Stories Book
- Partnership Advocacy
- NRM Innovation Team Support
 - Junior Ranger App
 - Website Outreach Platform
- Every Kid Outdoors (Transportation Grants)
- Burgerville partnership
- NAI Interpreter's Pocket Guide sponsorship

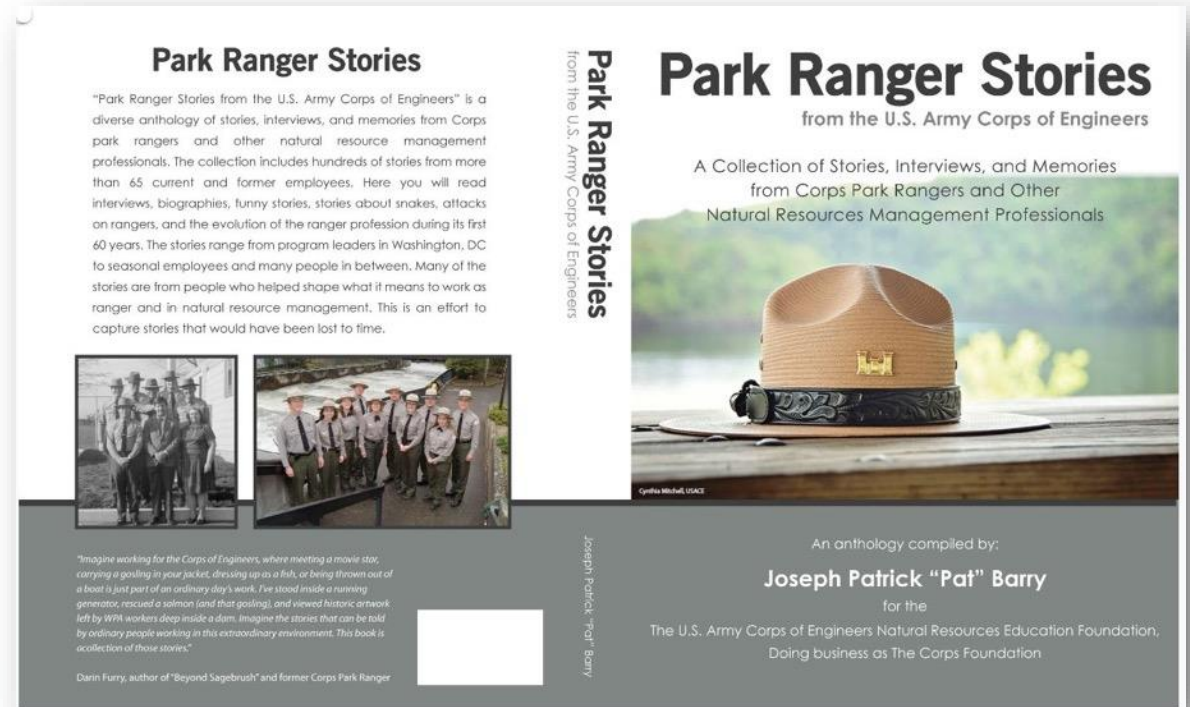
3. OUTREACH, EDUCATION & ADVOCACY

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



3. OUTREACH, EDUCATION & ADVOCACY

- Park Ranger Stories Book
 - ✓ Corps Stories Book
 - ✓ Collecting stories from past and present rangers and other NRM
 - ✓ Informal history
 - ✓ Passing on wisdom and traditions



3. OUTREACH, EDUCATION & ADVOCACY

- Partnership Advocacy

Public Lands Alliance Partner Award



USACE NRM Workshop



Outdoor Retailer Market

3. OUTREACH, EDUCATION & ADVOCACY

- Partnership Advocacy

Public Lands Alliance Convention: Feb. 2019



3. OUTREACH, EDUCATION & ADVOCACY

- Partnership Advocacy

Outdoor Recreation Roundtable



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

3. OUTREACH, EDUCATION & ADVOCACY

- NRM Innovation Team Support

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



3. OUTREACH, EDUCATION & ADVOCACY

- NRM Innovation Team Support



NEWSLETTER

November/December 2019

"Don't wait for inspiration, build the foundation for it."

Innovations Season 4, Kicks Off with Atlanta Summit



November/December 2019

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The Corps Foundation Saves the Day...Again

Whenever our team has a challenge that looks too difficult to overcome, the first place we check is with The Corps Foundation. The Corps Foundation is made up mostly of retired Corps employees and Recreation professionals, so if you're not communicating with them in your Districts and Lake Offices, then you are missing out. Our issue was that our Innovations Team does not have webspace to place innovations that SWOSU builds for us that are intended for public access. Obviously, innovations like USACE Bid Assist, USACE Hunting App, and the Jr. Ranger App are worthless if the public cannot get to them. So we brought this problem to The Corps Foundation, and they have found a way to sponsor us to give us our own domain for our innovations. This is not the first time The Corps Foundation has come through for us. So we want to give a huge THANK YOU to our partners at The Corps Foundation for helping us bring innovation to USACE.



3. OUTREACH, EDUCATION & ADVOCACY

- Every Kid Outdoors (Transportation Grants)

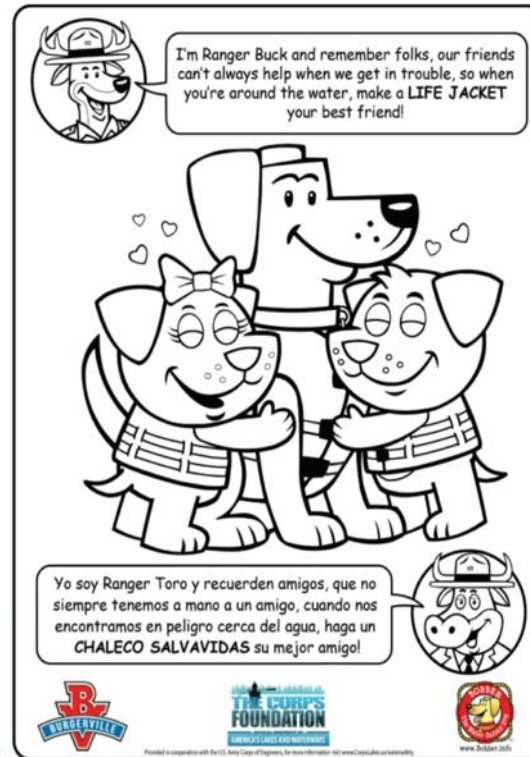
The Corps Foundation coordinated transportation grants, helping students get to USACE sites!



3. OUTREACH, EDUCATION & ADVOCACY

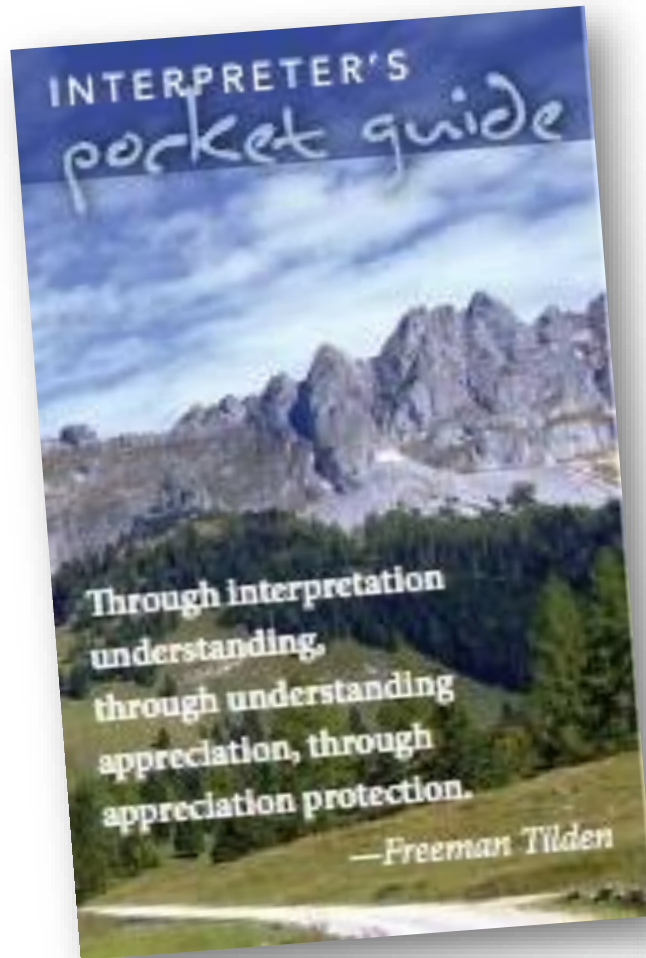
- Burgerville Partnership

- ✓ The Corps Foundation coordinated the Bobber the Water Safety Dog coloring sheets at all Burgerville restaurants in the Pacific NW



3. OUTREACH, EDUCATION & ADVOCACY

- NAI Interpreter's Pocket Guide Sponsorship



<p>Certified Interpretive Guide Approach to Communication</p>		<p>INTERPRETER'S pocket guide</p>
<p>PURPOSEFUL: Aligns with the mission and accomplishes measurable objectives</p> <p>ORGANIZED: Uses introduction, body, conclusion to convey theme and subthemes</p> <p>ENGAGING: Uses multiple learning styles and techniques to connect to the audience</p> <p>THEMATIC: Provokes thought or action by delivering a message</p> <p>RELEVANT: Makes emotional and intellectual connections</p> <p>YOU: Creates flexibility to design appropriate experiences for specific audiences</p>	<p>The National Association for Interpretation inspires leadership and excellence to advance heritage interpretation as a profession.</p> <p>www.interpnet.com</p> <p><i>This product is produced in partnership with:</i></p>	<p>Through interpretation understanding, through understanding appreciation, through appreciation protection.</p> <p>—Freeman Tilden</p>
<p>Interpretation Defined</p>	<p>Tilden's Principles (1957)</p>	<p>Abraham Maslow's Hierarchy of Needs (1954)</p>
<p>Interpretation is a mission-based communication process that forges emotional and intellectual connections between the interests of the audience and meanings inherent in the resource.</p> <p>—National Association for Interpretation</p> <p>The aim is to illuminate and reveal the alluring world outdoors.</p> <p>—Enos Mills</p> <p><small>Cover Photo By Guenter M. Kirchweger</small></p>	<ol style="list-style-type: none"> 1. Relate. Compare, contrast, make it personal 2. Reveal. Help the visitor discover something new 3. Provoke. Inspire profound thought or action 4. Arts. Employ multiple learning styles 5. Holistic. Give the resource context (the bigger story) 6. Appropriate. Consider the audience <p>It is enough to open minds; do not overload them. Put there just a spark. If there is some good inflammable stuff, it will catch fire.</p> <p>—Anatole France</p>	<p>Basic: Physical Comfort (Provide food, beverage, restrooms, or equipment as appropriate), Safety and Security (Be prepared for emergencies)</p> <p>Intermediate: Belonging (Use names and inclusive language), Esteem (Encourage exchange of ideas)</p> <p>Advanced: Aesthetics (Leave time to enjoy the resource), Self-actualization (Celebrate peak experiences)</p> <p>Not having an interpreter in a park is like inviting a guest to your house, opening the door, and disappearing.</p> <p>—William Carr</p>

3. OUTREACH, EDUCATION & ADVOCACY

- State boating guide ads



Assisted in sponsoring water safety ads in the 2020 Georgia and Oregon Sport Fishing Regulations



Created through a partnership between The Corps Foundation and U.S. Army Corps of Engineers.



Produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

HOW YOU CAN HELP US HELP YOU



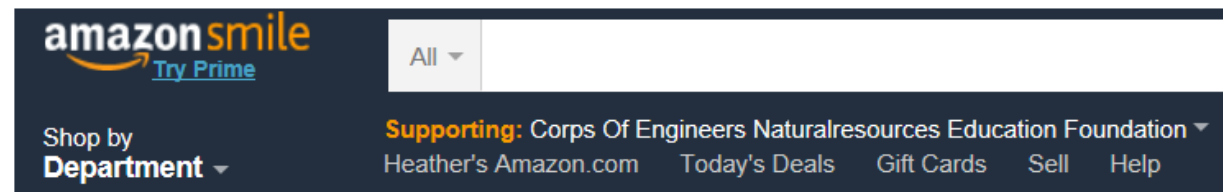
HOW YOU CAN HELP US HELP YOU

JOIN US!

Consider an Annual Membership

- Individual (\$25-250/year)
- Business (\$500/year)
- Lifetime (\$1,000 One Time)

Be sure to put the Corps Foundation in your Amazon Smile account



The Corps Foundation is 100% volunteer operated



HOW YOU CAN HELP US HELP YOU

JOIN US!



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www.CorpsFoundation.org

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