

# CORPS OF ENGINEERS NATURAL RESOURCES EDUCATION FOUNDATION



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

# THE CORPS FOUNDATION

<https://vimeo.com/688551760>



## Supporting Recreation

The Foundation, with the help of members, contributors and partners, works to improve the variety and quality of facilities to meet the increasing demand for recreation.

## Natural Resource Education

Enhancing visitor's experience by raising their awareness of the water environment and its associated resources.

## Promoting Water Safety

Life Jackets Worn...Nobody Mourns

## The Innovations Store

A new partnership between the Corps of Engineers Multi-District Innovations team and the Corps Foundation to host new technology for Natural Resource Management employees and enhance the recreational experience of the visiting public.



# 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 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 THE FOUNDATION CREATED?

## Outreach, Education, and Advocacy:

- Educate stakeholders (public & Corps) about the USACE NRM program and how they can support it
- Support projects through donations and grants
- Facilitate partnerships and local cooperating association groups
- Serve as connection/hub for partner groups
- Advocacy



# CORPS FOUNDATION CASE FOR SUPPORT

- CF communicates the importance of the USACE NRM program
- Improved NRM program supports USACE mission of '*energizing the economy*' (USACE Mission Statement)
  - Improved recreation quality and access stimulates outdoor recreation industry and tourism
  - Improved education/interpretation of natural resources and water safety creates supportive public for improvements
- Advocates for NRM Program in Congress for increased budget and regulatory changes
- Communicates risk that lakes and waterways are vulnerable to budget cuts and closures

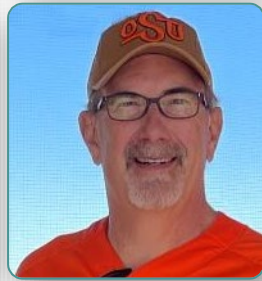
# CURRENT BOARD (as of July 2022)

## Board of Directors

(Maximum of 13 Directors with a minimum of 7)



- Greg Miller, Chair
- Marilyn Jones, Treasurer
- Sue Clevestine, Secretary



- Directors:
- Nancy Rogers
  - Rich Deline
  - Kent Dunlap
  - Avis Kennedy
  - Sam Wagner

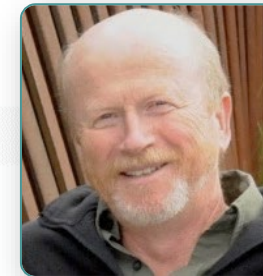
## Non-Board Support Members:

- Pat Barry (Communications)
- Rachel Garren (Water Safety)
- Tom Twigg (Webmaster)



## Directors Emeritus:

- Peter Lewis
- Darrell Lewis



# CORPS FOUNDATION PRODUCTS/ACTIVITIES FOR NRM

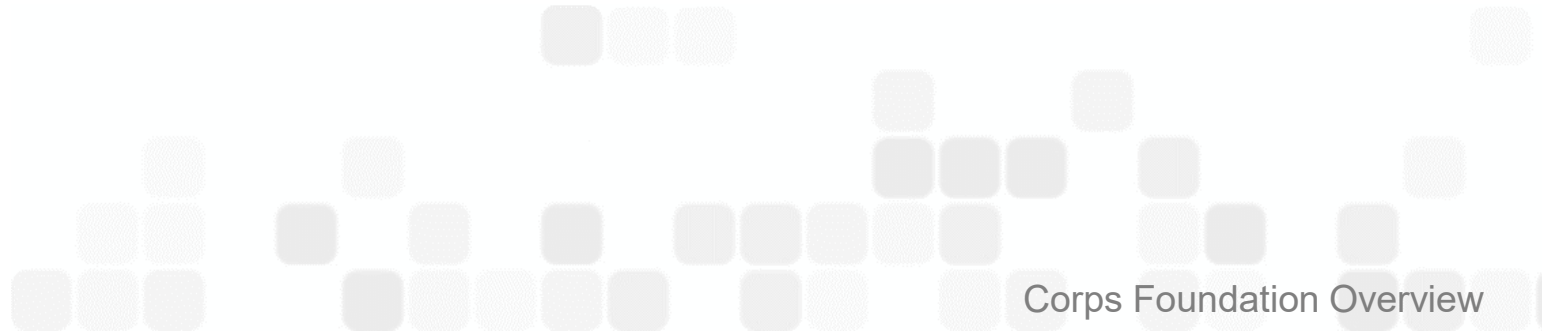
1. SUPPORT FRIENDS GROUPS & VOLUNTEERS

2. FUNDRAISING SUPPORT OF PROJECTS

3. OUTREACH, EDUCATION & ADVOCACY

# CORPS FOUNDATION PRODUCTS/ACTIVITIES FOR NRM

## 1. SUPPORT FRIENDS GROUPS & VOLUNTEERS





# 1. SUPPORT FRIENDS GROUPS & VOLUNTEERS

## Recognition and Award Programs

Annual awards recognize outstanding services to USACE recreation and environmental stewardship programs

- ✓ Volunteer coins
- ✓ Enduring Service
  
- ✓ Volunteer of the Year
- ✓ Excellence in Partnerships



# 1. SUPPORT FRIENDS GROUPS & VOLUNTEERS

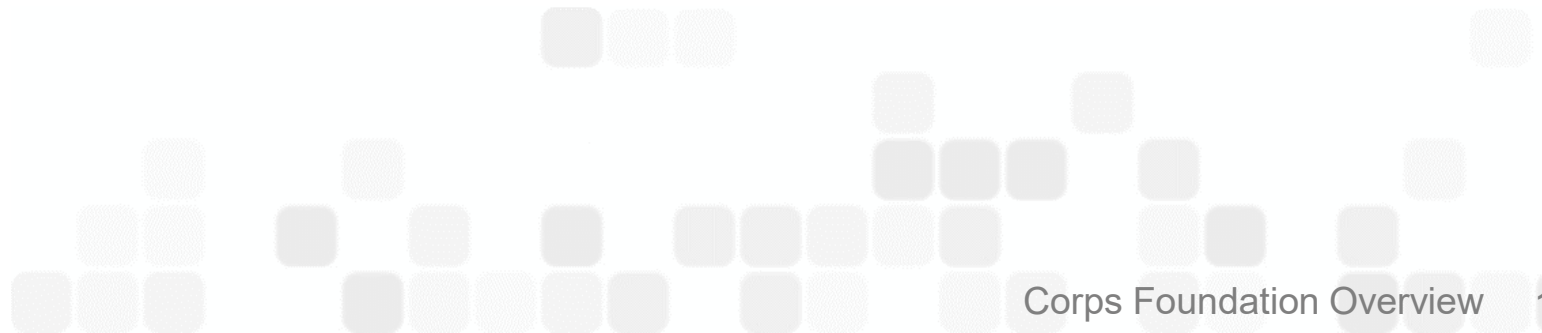
## Cooperating Association Toolkit

- ✓ 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



## 2. FUNDRAISING SUPPORT OF PROJECTS

### Foundation Grant Support

Corps Foundation will:

- ✓ Coach grantees on presenting and editing information and relevant data.
- ✓ Serve as fiscal partner, with 501(c)(3) status to submit grants if needed.
- ✓ Review Handshake project submittals for possible financial assistance. Starting in 2021, Foundation awarded \$5k bonus to a Handshake project

## 2. FUNDRAISING SUPPORT OF PROJECTS

### Foundation Grant Support

- Dominion Energy for the Stonewall Jackson Lake Partnership in the amount of \$1956, West Fork River in Lewis County, West Virginia.
- 300 tree saplings for Earth Day at Crooked Creek Park in Ford City, PA.
- \$1233.25 for the project, "Exploring Libby Dam for an Every Kid in the Park" grant funded by NPF.  
  
\$9000 for the project, Lake Ouachita for an Every Kid in the Park grant funded by NPF.
- National Water Safety Plan- CF contributed funding for staff position  
  
Discover Your Northwest (non-profit). Ballard Locks Seattle, WA
- Handshake bonus award at John Martin Reservoir, CO. Donation to be used for installing picnic tables and plaques for a Tamarisk Removal & Native Habitat Restoration
- Bar NI Ranch Community Fund (nonprofit ), Trinidad Lake, CO \$3,750 in funds to be expended on a sculpture at the pollinator garden.
- \$4,400 of donated funds from plea agreement to benefit the Huntington District Natural Resource Management program for interpretive signs at a Wetland trail project and seeds for pollinator garden.

## 2. FUNDRAISING SUPPORT OF PROJECTS



### Create Partnership to Renovate Popular Visitor Facility



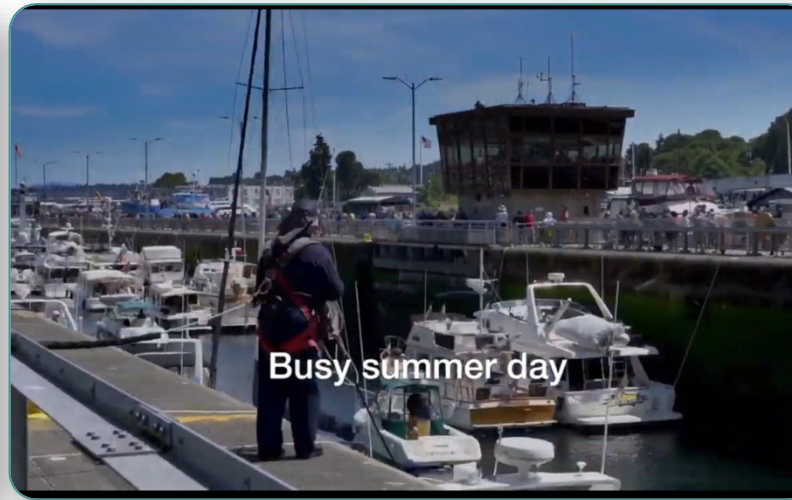
- Top 5 tourist icon in serious need of repairs and improved educational exhibits
- Created custom website and other social media to engage public for support
- Raised over \$1 million raised for construction and improved exhibits
- Nations largest NRM project partnership
- On-going fundraising using Salmon Legacy Wall (over \$200K)

# 2. FUNDRAISING SUPPORT OF PROJECTS



## How We Did It

### Background:



The Hiram M. Chittenden Locks (aka Ballard Locks):

- Top Seattle tourist attraction, over 1.5+ million visitors/year
- 100+ years old and entire facility was severely outdated and underfunded
- Partnership with Corps Foundation, Discover Your NW and USACE Seattle District

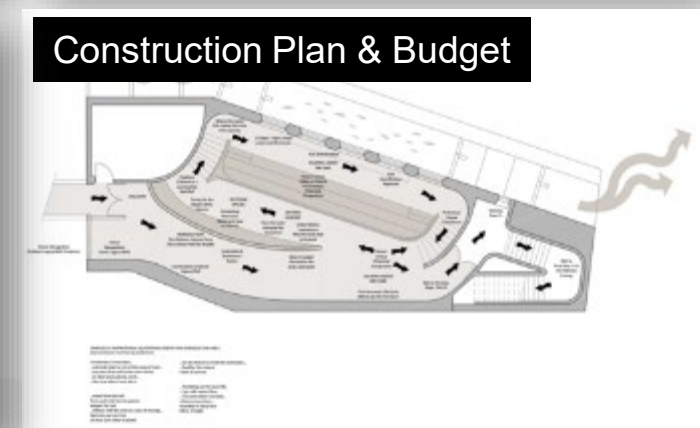
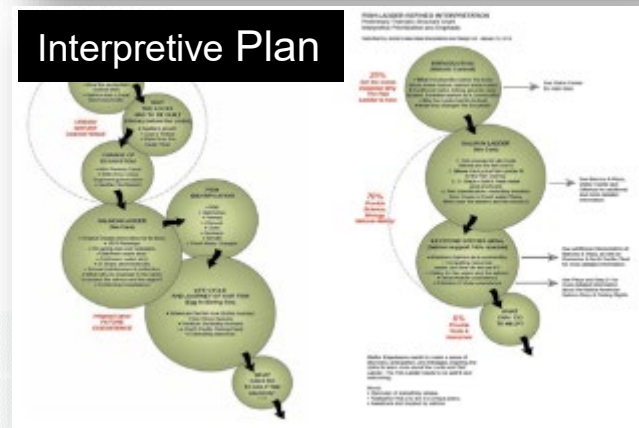
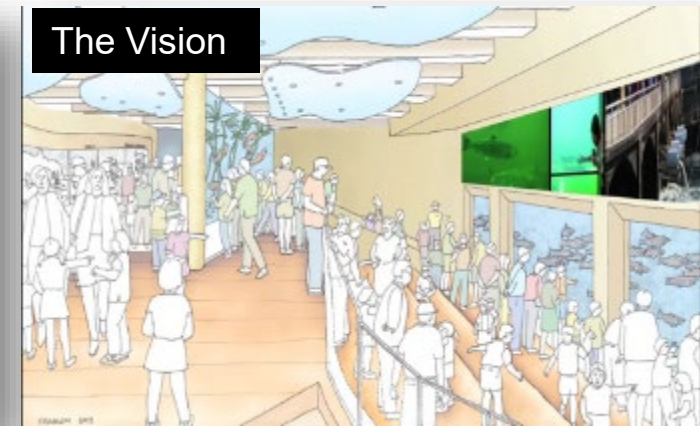
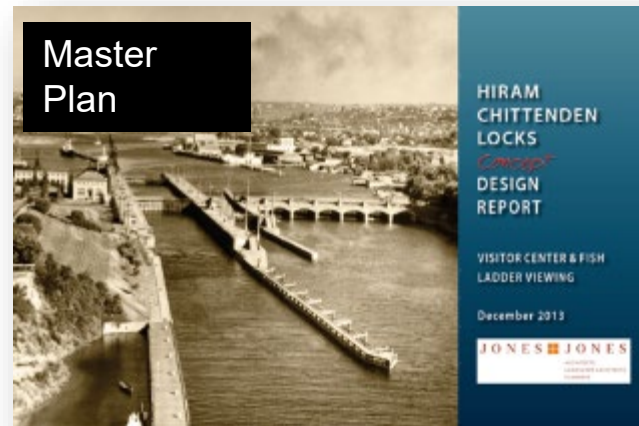
# 2. FUNDRAISING SUPPORT OF PROJECTS



## How We Did It

### Step 1 - Vision and Plan

- ✓ A Locks Master Design Plan was developed pro bono by Jones & Jones Architects to establish a vision, plan and cost estimate of visitor facilities.
- ✓ The fish ladder viewing room was chosen as the first priority.
- ✓ A fish ladder interpretive plan was developed by Andre & Associates in partnership with Corps NRM staff





# 2. FUNDRAISING SUPPORT OF PROJECTS



## How We Did It

### Step 2- Public Awareness & Support



- ✓ The Corps Foundation developed a Locks website, (optimized for mobile phones) plus multiple social media platforms to develop public awareness.
- ✓ Most successful was a **YouTube Playlist** showcasing videos relevant to the Locks. Total views have exceeded 2 million.



# 2. FUNDRAISING SUPPORT OF PROJECTS



## How We Did It

### Step 3 – Fund Raising Sources (Totals Over \$1.1 Million)

- ✓ Major Grants - Local Family Foundations (\$480K), WA State (\$467K)
- ✓ Second Level Grants - Seattle 4Culture (\$15K), NOAA (\$9K)
- ✓ Fund Raising Events & General Donations – (\$5K)
- ✓ Salmon Legacy Wall Donations – (\$200K on-going)



US Army Corps of Engineers  
Seattle District



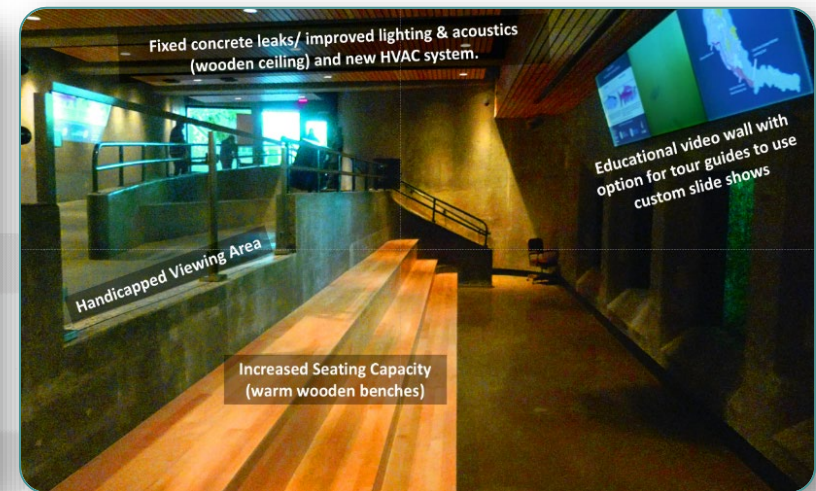
Sockeye: \$1,000 donation



Coho: \$5,000 donation



Chinook: \$10,000 donation



Fixed concrete leaks/ improved lighting & acoustics (wooden ceiling) and new HVAC system.

Educational video wall with option for tour guides to use custom slide shows

Handicapped Viewing Area

Increased Seating Capacity (warm wooden benches)

## 2. FUNDRAISING SUPPORT OF PROJECTS

### Provide Interpretive Content For Modern Touchscreens

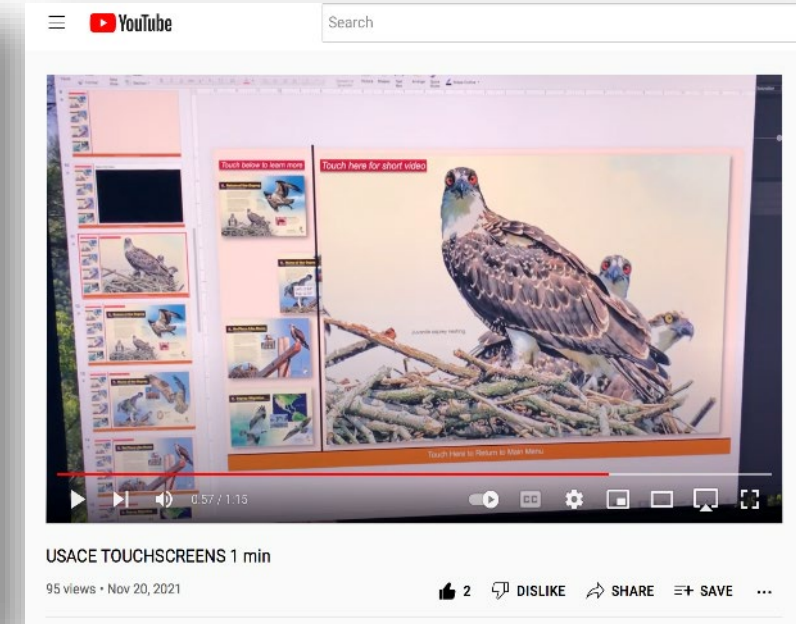


Fish Ladder touchscreen with a focus on the 3 species of salmon that migrate through the Locks



Portrait and Landscape styles. Basic units come with Corps of Engineers and NRM short videos

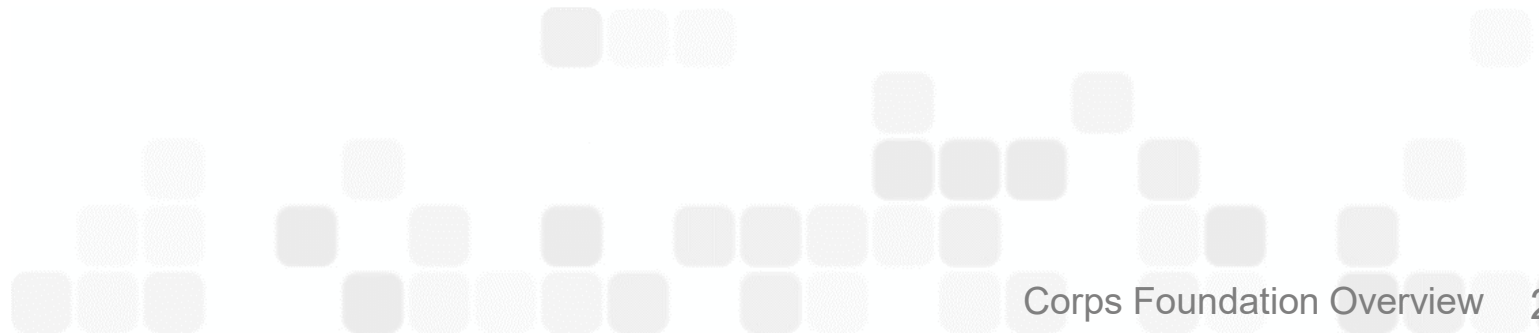
Local interpretive content programming by Corps Foundation, editable by rangers



YouTube 'Do it yourself' editing training and support provided by Corps Foundation

# CORPS FOUNDATION PRODUCTS/ACTIVITIES FOR NRM

## 3. OUTREACH, EDUCATION & ADVOCACY

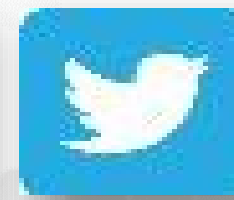


### 3. OUTREACH, EDUCATION, ADVOCACY



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

- Six annual grants 2015-23 (Over \$1.4 Million total)
- ✓ Video & Audio PSAs , Educational videos  
“Inflatable Life Jackets: Everything You Need to Know”
- ✓ Tailgate wraps, vinyl banners, pavement logo stencils
- ✓ Two mobile games
- ✓ Digital media marketing (Please Wear It)
- ✓ 23,000 Facebook followers!



# 3. OUTREACH, EDUCATION, ADVOCACY



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

- ✓ [LifeJacketVideoContest.com](http://LifeJacketVideoContest.com) (\$8,000 in prizes)
- ✓ Campaign promotional items  
(t-shirts, beach towels, dry bags, and vehicle windshield sunshades)
- ✓ Advertisement  
(Billboards, Movie Theaters, State Fishing Guides-eregulations.com)



### 3. OUTREACH, EDUCATION, ADVOCACY

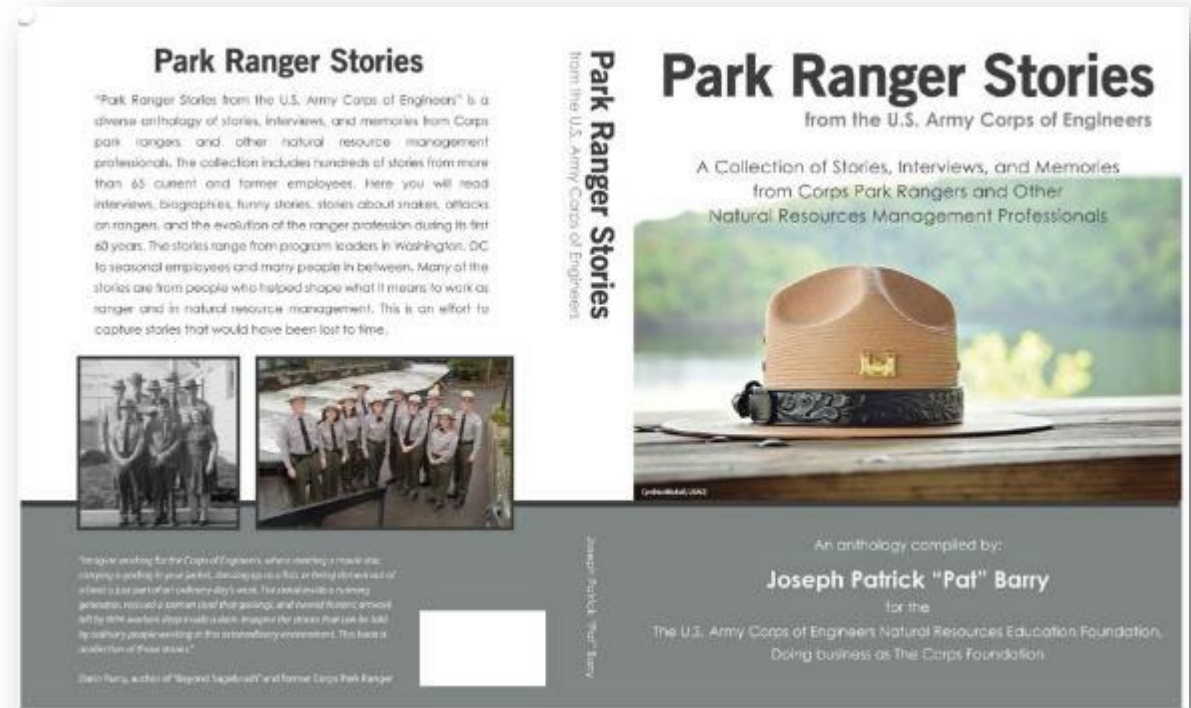
- Professional C.I.G. certification class with National Association for Interpretation



# 3. OUTREACH, EDUCATION, ADVOCACY

## Park Ranger Stories Book *(Winner of 2021 NAI Media Award for Book publications)*

- ✓ Collecting stories from past and present rangers and other NRM
- ✓ Informal history
- ✓ Passing on wisdom and traditions
- ✓ Available in digital and paper/hardback format through Amazon





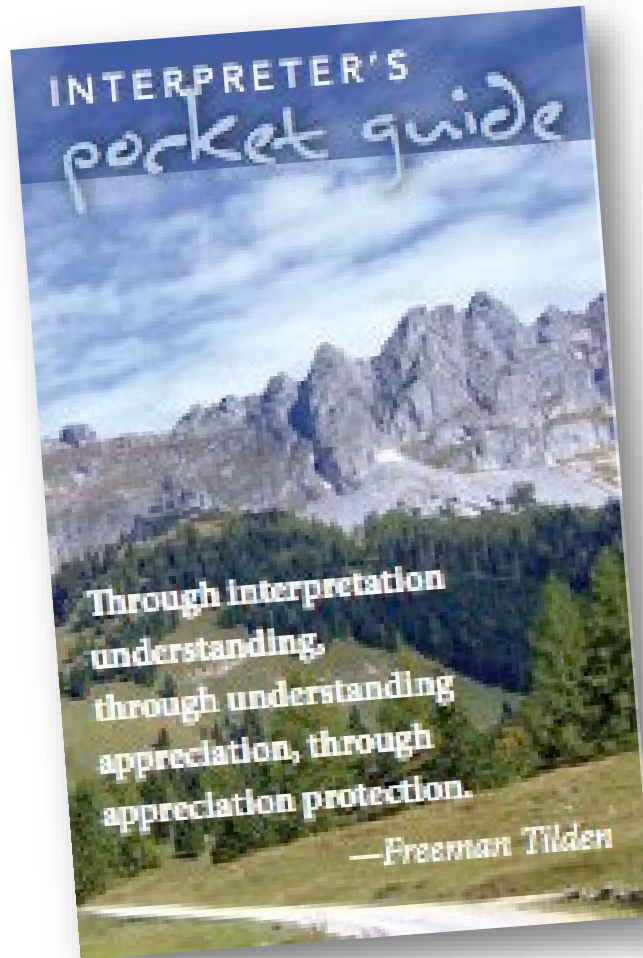
### 3. OUTREACH, EDUCATION, ADVOCACY

- NRM Innovations Team Support
- ✓ Partnered with Tulsa District Innovations Team and SW Oklahoma State University on Jr Ranger App
- ✓ Hosting Innovations Store on Corps Foundation website



# 3. OUTREACH, EDUCATION, ADVOCACY

- NAI Interpreter's Pocket Guide Sponsorship



<p><b>Certified Interpretive Guide Approach to Communication</b></p> <p><b>NAI NATIONAL ASSOCIATION FOR INTERPRETATION</b></p> <p><b>PURPOSEFUL:</b> Aligns with the mission and accomplishes measurable objectives</p> <p><b>ORGANIZED:</b> Uses introduction, body, conclusion to convey theme and subthemes</p> <p><b>ENGAGING:</b> Uses multiple learning styles and techniques to connect to the audience</p> <p><b>THIMATIC:</b> Provokes thought or action by delivering a message</p> <p><b>RELEVANT:</b> Makes emotional and intellectual connections</p> <p><b>YOU:</b> 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>This product is produced in partnership with:</p> <p><b>THE CORPS FOUNDATION</b> AMERICA'S LAKES AND WATERWAYS</p> <p><b>INTERP TRAIN</b></p>	<p><b>INTERPRETER'S pocket guide</b></p> <p>Through interpretation understanding, through understanding appreciation, through appreciation protection.</p> <p>—Freeman Tilden</p>
<p><b>Interpretation Defined</b></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>Cover Photo By Gwenter M. Kirchberger</p>	<p><b>Tilden's Principles (1957)</b></p> <ol style="list-style-type: none"> <li>1. <b>Relate.</b> Compare, contrast, make it personal</li> <li>2. <b>Reveal.</b> Help the visitor discover something new</li> <li>3. <b>Provoke.</b> Inspire profound thought or action</li> <li>4. <b>Arts.</b> Employ multiple learning styles</li> <li>5. <b>Holistic.</b> Give the resource context (the bigger story)</li> <li>6. <b>Appropriate.</b> Consider the audience</li> </ol> <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><b>Abraham Maslow's Hierarchy of Needs (1954)</b></p> <p><b>Basic:</b> Physical Comfort (Provide food, beverage, restrooms, or equipment as appropriate), Safety and Security (Be prepared for emergencies)</p> <p><b>Intermediate:</b> Belonging (Use names and inclusive language), Esteem (Encourage exchange of ideas)</p> <p><b>Advanced:</b> 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 Georgia, Florida and Oregon Sport Fishing Regulations (value: \$8K for ad space)



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.

# 3. OUTREACH, EDUCATION, ADVOCACY

- Partnership Advocacy



2018 Public Lands Alliance Partner Award



Congressional visits in March 2020 and May 2022

# 3. OUTREACH, EDUCATION, ADVOCACY

## Our Advocacy & Areas of Emphasis

Lead efforts for new legislative authorities for USACE NRM program

- Partnerships with non-profits, cooperating associations, the public and outdoor recreation industry
- Raise awareness about USACE NRM program at lakes, rivers and waterways
- Enhance the visitor experience and help stretch limited federal dollars through partnership
- Educate public and partners about threats to access and visitation at USACE lakes, rivers and waterways
- Educate elected leaders about impacts of legislation
- Influence specific legislation through direct communication and advocacy



# 3. OUTREACH, EDUCATION, ADVOCACY



## Our Partnership Advocacy with Diverse Groups/Interests

HQUSACE (Agency Partner)

Helps us determine whether a policy or issue is appropriate

Public Lands Alliance



Network of more than 160 nonprofit organizations that partner with public lands in every U.S. state and territory

Outdoor Recreation Roundtable



Promotes growth of outdoor recreation economy and outdoor recreation activities

National Marine Manufacturers Association (NMMA)



Leading association representing the recreational boating industry in North America.

# ADVOCACY - Building Congressional Support & Success Stories!



## Corps Foundation Advocacy For USACE Recreation: 2021 and 2022

- **2021-** Congressionally mandated Recreation Task Force- 2 year assessment of recreation facilities and condition; Year 1 Report made public in Dec. 22
- **January 2022,** Testimony, Committee on Environment and Public Works - ASA Connor questioned by Senator Inhofe- USACE needs to pay more attention to recreation
- **April 2022-** Senator Heinrich questions ASA Connor during testimony in the Senate Appropriations Committee regarding significant FY23 budget reduction for Recreation
- **May 2022-** Corps Foundation visits Senators Cramer, Heinrich, Feinstein and Boozman to advocate for Fee Retention and Coop. Joint Management Authority changes.
- **June 2022-** Sen.Feinstein questions ASA Connor during Senate Energy & Water Appropriations in support for Recreation
- **March 2023-** *Proposed Bi-Partisan Legislation for Fee Retention and changes to Cooperative Joint Mgmt. Authority to include non-profit organizations w/fee collection and retention.*

The Foundation wishes to thank the National Marine Manufacturers Assoc., Southeast Tourism Society, Public Lands Alliance and many individual supporters who love America's lands and waters managed by USACE!

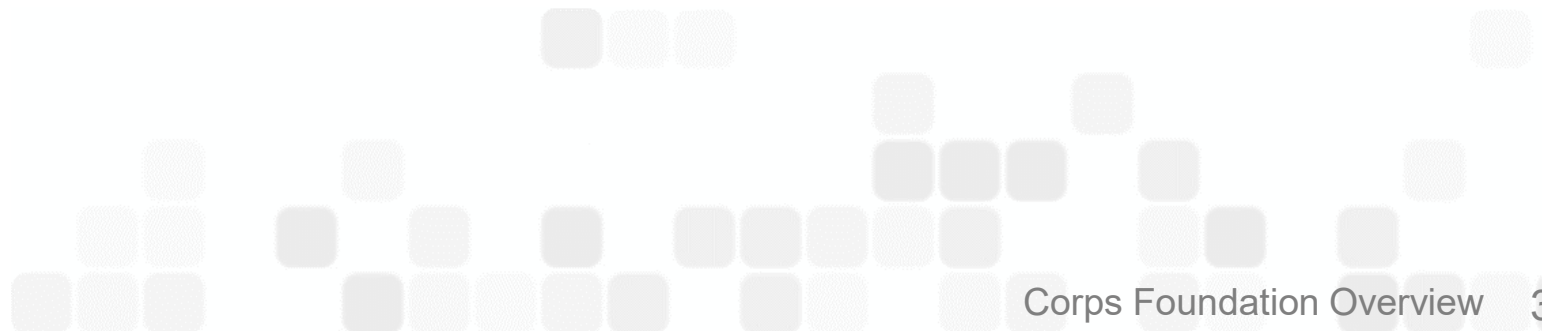
# ADVOCACY - 2023 Priorities during 118<sup>th</sup> Congress



## **FY 2024 Appropriations Bill**

Received \$275 million - that's a \$45 million increase over FY 2023 budget!

Release of Year 2- Congressionally mandated Recreation Task Force Report. Year 1 released in Dec. 22. Report quantifies USACE recreation facilities and infrastructure with inventory and condition survey.





# Legislative Advocacy- 2023 & 2024



## **Water Resources Development Act (WRDA) 2024:**

**Acquire New Authorities:** Use appropriated funds on volunteer recognition, cost-sharing with federal or non-federal public entities for mutually beneficial work- fire fighting, invasive species mgmt., consolidated contract services

**Establish a Public Lands Restoration Fund:** Address recreation facilities maintenance backlog. Direct funds retained for extraction of resources on public lands like funding provisions in the Great American Outdoors Act.

**Federal Lands Transportation Program (FLTP):** Dedicate \$16 million for each of fiscal years 2022 – 2026 for road, bridge, tunnel and parking lot projects.

- Current Authorized Fiscal Year FLTP Funding: \$7.4M 2022 to \$9.0M 2026

# How to Help the Corps Foundation

## JOIN US!

### Consider an Annual Membership

- Individual (\$25-250/year)
- Business (\$500/year)

*Show your love and support for America's lakes and waters with a Corps Foundation t-shirt! Available to memberships of \$50 or greater- while supplies last.*



or..hurry to get your dry bag!  
Only a few left!

The Corps Foundation is 100% volunteer operated

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

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