

# CORPS OF ENGINEERS NATURAL RESOURCES EDUCATION FOUNDATION



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

# THE CORPS FOUNDATION



<https://vimeo.com/688551760>

**THE CORPS FOUNDATION**  
OFFICIAL NONPROFIT OF  
AMERICA'S LAKES AND WATERWAYS

## 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 (USACE).



- National non-profit advocacy organization for the USACE NRM program
- IRS 501(c)(3) designation: January 2006
- Signed MOU with USACE:  
Original - 2007  
**REVISED! - 2023**

# WHY WAS THE FOUNDATION CREATED?



## Outreach, Education, and Advocacy



Whitney Swartz- Outdoor Recreation Roundtable and Nancy Rogers, Corps Foundation join LTG Scott Spellmon at Discussion on Partnering- Jan. 24, 2024

- Educate stakeholders (public & USACE) about the USACE NRM program 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

We are the only national non-profit with the sole mission of supporting the USACE Natural Resources Management mission.

# OUTREACH



## Building Stakeholder Support



- Energize the economy through:
  - Quality facilities and access to outdoor recreation stimulating the recreation industry and tourism
  - \$1 trillion to the nation and \$32 billion in recreation.
  - 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 impacts of budget cuts.

# CURRENT BOARD

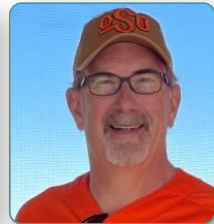


## Board of Directors

(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:

- Rachel Garren (Water Safety)
- Christine Hamman (Asst. Treas.)
- Susan Searway-Fertig
- Tom Twigg (Webmaster)



# SUPPORT FRIENDS GROUPS & VOLUNTEERS



## Recognition and Award Programs

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

- ✓ Volunteer coins
- ✓ Enduring Service – a Corps Foundation award
- ✓ National Volunteer of the Year
- ✓ Excellence in Partnerships
- ✓ We purchase plaques and coins

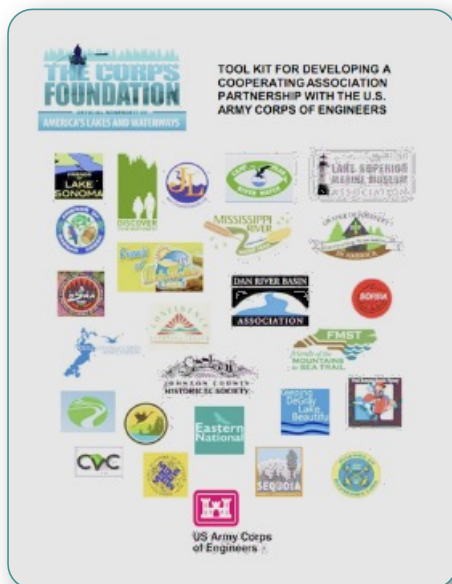


# SUPPORT FRIENDS GROUPS & VOLUNTEERS



## Cooperating Association Toolkit

The Corps Foundation created the “Toolkit for Developing a Cooperating Association Partnership with USACE” – Find it on the Gateway or the Foundation website





# FUNDRAISING SUPPORT OF PROJECTS



## Foundation Grant Support



Interpretive sign purchased  
with Army CID Restitution

### Corps Foundation will:

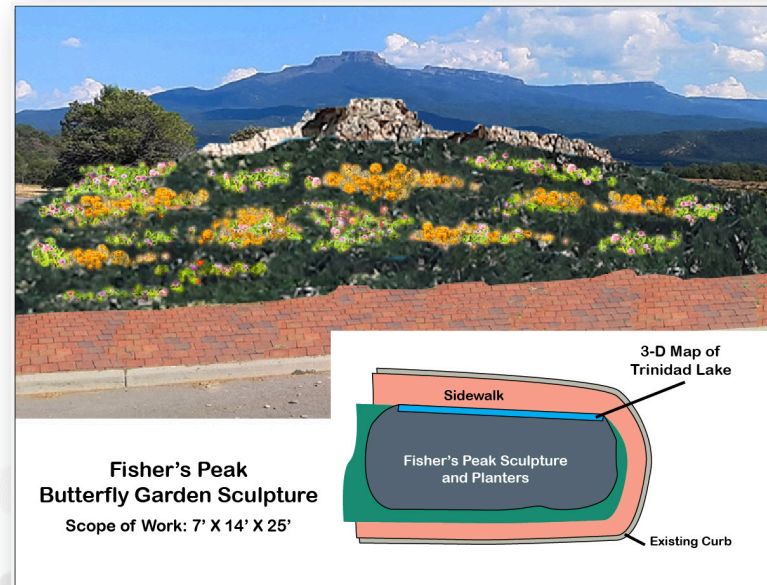
- ✓ Coach grantees on presenting and editing information and relevant data.
- ✓ Serve as fiscal partner, with 501(c)(3) status to submit grants if needed.
- ✓ Review Handshake project submittals for possible financial assistance. Starting in 2021, Foundation awards a \$5k bonus to a Handshake project

# FUNDRAISING SUPPORT OF PROJECTS



## Foundation Grant Support

- Dominion Energy for the Stonewall Jackson Lake partnership, West Fork River, Lewis County, WV
- 300 tree saplings for Earth Day at Crooked Creek Park in Ford City, PA
- Libby Dam and Lake Ouachita: Every Kid in the Park grants 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 for Tamarisk removal and native habitat restoration
- Bar NI Ranch Community Fund (nonprofit ): Trinidad Lake, CO for a sculpture at the pollinator garden
- Judge-ordered plea agreement to benefit Huntington District for interpretive signs at a wetland trail project



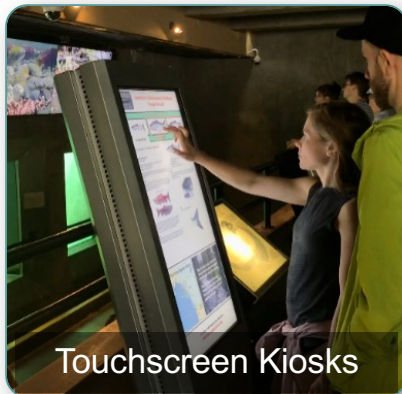
# FUNDRAISING SUPPORT OF PROJECTS



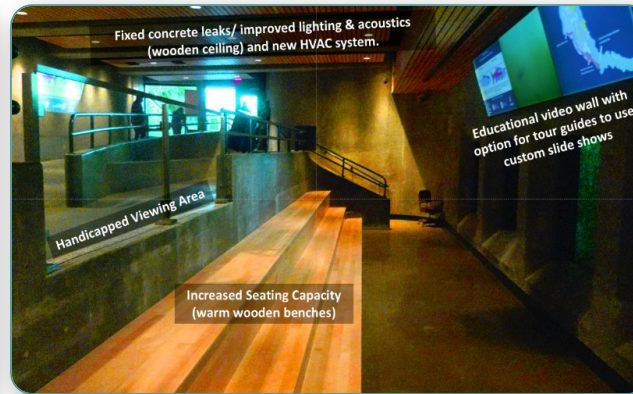
## Created Partnership to Renovate The Hiram M. Chittenden (Ballard) Locks



US Army Corps  
of Engineers  
Seattle District



Touchscreen Kiosks



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

Handicapped Viewing Area

Increased Seating Capacity  
(warm wooden benches)

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



Salmon Legacy Wall

Major Seattle tourist icon in serious need of repairs and improved exhibits

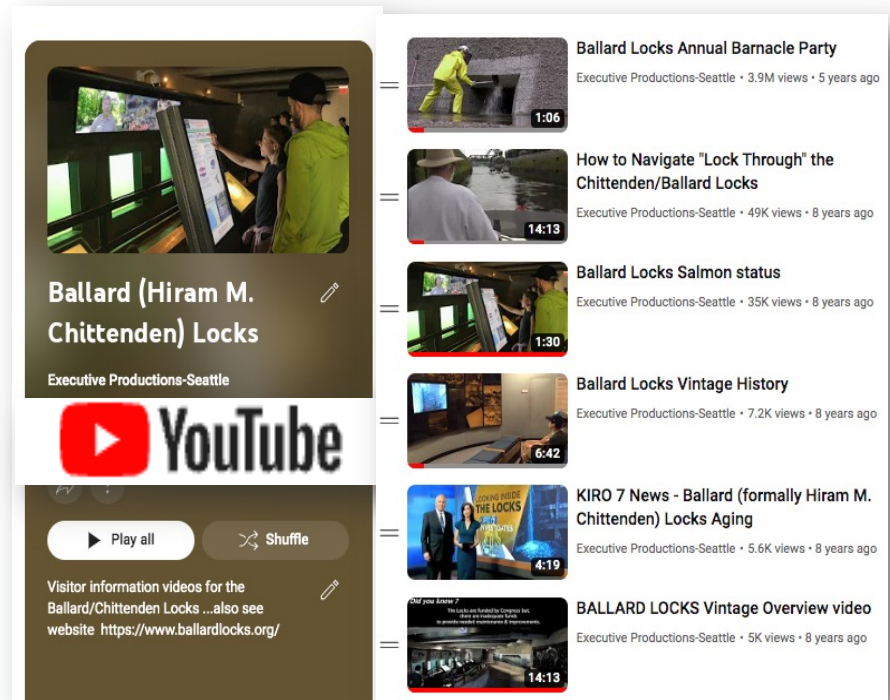
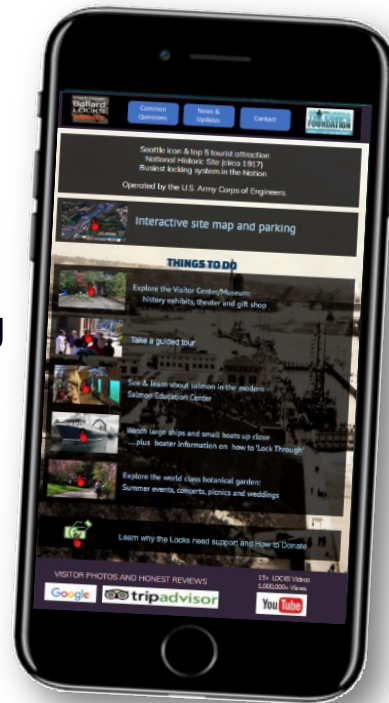
- ✓ Corps Foundation created social media platforms to engage public support
- ✓ Nation's largest NRM project partnership
- ✓ Raised over \$1.3 million for construction and improved exhibits
- ✓ On-going fundraising from Salmon Legacy Wall (over \$250K raised)

# FUNDRAISING SUPPORT OF PROJECTS



## Public Awareness and Support

- ✓ The Corps Foundation developed multiple social media platforms, including a **Ballard Locks website/app**.
- ✓ Also successful was a **YouTube Playlist** showcasing videos relevant to the Locks. Total views are in the millions.



# FUNDRAISING SUPPORT OF PROJECTS



## Fund Raising Sources (Totals \$1.3 Million)



- ✓ Major grants - Local family foundations (\$480K), WA State (\$467K)
- ✓ Second level grants - Seattle 4Culture (\$15K), PS Energy (\$10K), NOAA (\$10K)
- ✓ Fund raising events and general donations – (\$35K+)
- ✓ Salmon Legacy wall donations – (\$290K+)



Salmon Legacy Donor Wall



Video Wall Donor Updates

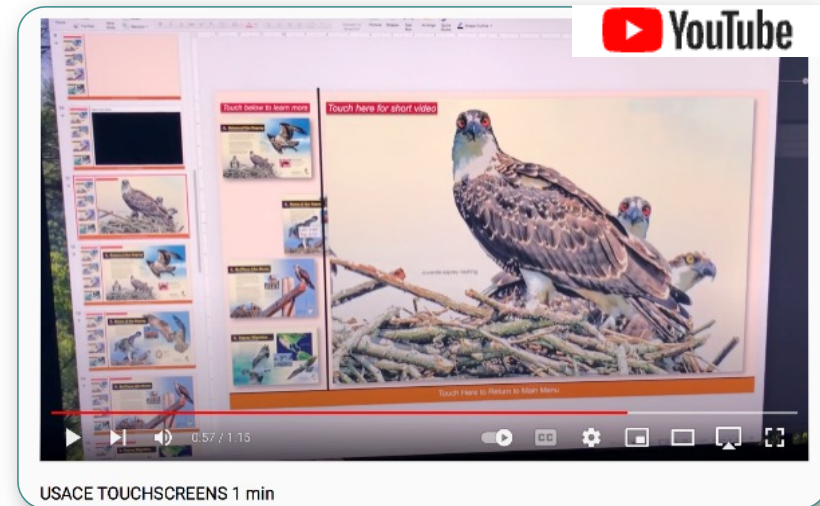
# FUNDRAISING SUPPORT OF PROJECTS



## Interpretive Content for Touchscreens



Custom Corps touchscreens are available for under \$10K. Units come complete with short videos about the Corps of Engineers and the Natural Resources program plus custom interpretive content for the site.



'Do it yourself' updates using PowerPoint editing tools. Additional training and support provided by Corps Foundation.

Custom interpretive content for each site provided by the Corps Foundation

# FUNDRAISING SUPPORT OF PROJECTS



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



- Received 7,022 PFDs valued at \$88,000
- PFDs were shipped to Allatoona Lake to be used at life jacket loaner stations throughout SAD.

# OUTREACH, EDUCATION & ADVOCACY



Water Safety Campaign (U.S. Coast Guard Grants)  
Six Grants 2015-25 (Over \$1.7 Million total):



- ✓ Video and audio PSAs , Educational videos  
“Inflatable Life Jackets: Everything You Need to Know”
- ✓ Tailgate wraps, vinyl banners, pavement logo stencils
- ✓ Digital media marketing (Please Wear It)



[PleaseWearIt.com](http://PleaseWearIt.com)



# OUTREACH, EDUCATION & ADVOCACY



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



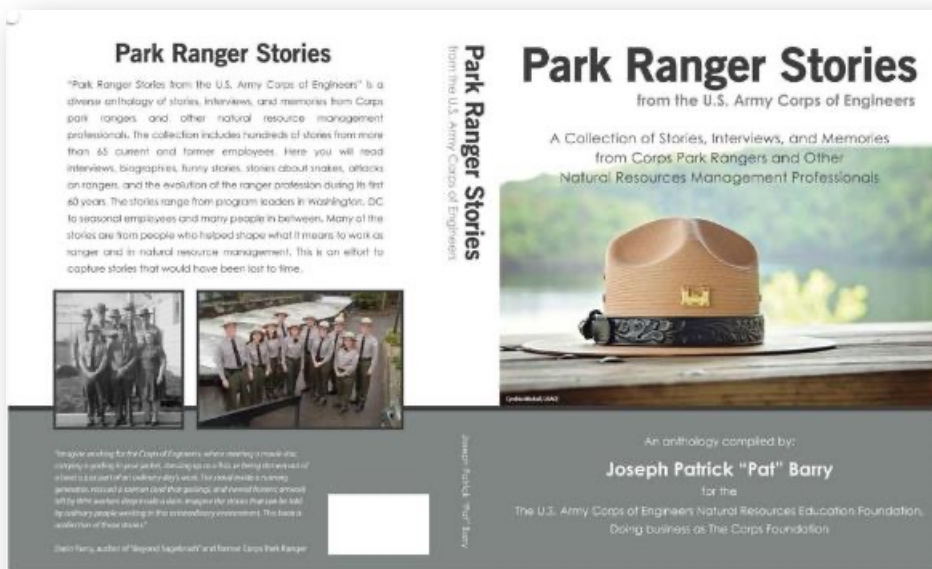
- ✓ LifeJacketVideoContest.com (\$8,000 in prizes annually)
- ✓ Campaign promotional items (t-shirts, beach towels, dry bags, and vehicle windshield sunshades)
- ✓ Advertisement (billboards, movie theaters, state fishing guides, gas pumps, ice machines)



# 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

<https://www.amazon.com/Park-Ranger-Stories-Corps-Engineers/dp/1712590251>

# PARTNERSHIPS



Combine efforts with other recreation and environmental entities and stakeholders, independent of USACE and without USACE involvement, to amplify their message to elected officials, advocating for the NRM program by seeking additional funding, legislative authorities, and policy changes.



# PARTNERSHIPS



Engage in strategic partnerships with nonprofits, cooperating associations, the public and diverse like-minded groups, interests and organizations such as **Public Lands Alliance, Outdoor Recreation Roundtable, National Marine Manufacturers Association and the Southeast Tourism Society** and many others:

- **Raise awareness** about USACE NRM program at lakes, rivers and waterways
- **Communicate our partnership role** to enhance the visitor experience and help stretch limited federal dollars
- **Educate public and partners** about threats to access and use at USACE lakes, rivers and waterways
- **Educate elected leaders** about a piece of legislation and its positive or negative impact
- **Influence and reflect a view of a specific legislation** through direct communication

# ADVOCACY - Building Congressional Support & Success Stories!



## Corps Foundation Advocacy for USACE Recreation: 2021- 2023 Timeline for Building Support

- **2021** - Congressionally mandated Recreation Task Force - 2-year assessment of recreation facilities and condition.
- **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 Cooperative Joint Management authority changes.
- **June 2022** - Senator Feinstein questions ASA Connor during Senate Energy & Water Appropriations in support for Recreation
- **December 2022** - Year 1 Recreation Task Force Report released to public

# ADVOCACY - Building Congressional Support & Success Stories!



**L**ake **A**ccess **K**eeping **E**conomies **S**trong  
**ACT**  
Senator Kevin Cramer — Senator Martin Heinrich

The LAKES Act expands opportunities to improve and develop outdoor recreation facilities at U.S. Army Corps of Engineers managed areas.

Outdoor recreation is a vital economic driver in local economies across the U.S.

1.9% of U.S. GDP  
**\$454B** in gross economic output

U.S. Army Corps of Engineers assets are one of the nation's largest federal outdoor recreation providers

**257,000** facilities  
**43** states

**Retention of Recreation Fees:**  
Under current law, local units of federal land management agencies at the Departments of Interior and Agriculture can retain 80% of recreation fees collected on site. These funds are then dedicated to the site's operation and maintenance needs without approval from headquarters, allowing them to be nimbler and more responsive with their planning decisions. Currently, USACE recreation facilities are excluded from this benefit.

**The LAKES Act rectifies this discrepancy by enabling recreation sites and facilities under the jurisdiction of USACE to retain 80% of recreation fees collected at a particular location for its operation and maintenance.**

This funding would supplement annual appropriated funding, while the other 20% of collected fees would be available for operations and management at any Army Corps recreation facility. This authority provides for more expedient reinvestment of recreation fees by USACE in local recreation infrastructure.

**Joint Recreation Management:**

- The LAKES Act amends Challenge Cost Sharing Cooperative Management Agreement authority, enabling private nonprofit entities to enter into cooperative agreements with USACE to operate and maintain recreation facilities under USACE jurisdiction.
- The LAKES Act will foster agreements between nonprofits and the USACE, as well as affirm the authority of the USACE to enter into cooperative joint management agreements with Tribes.

The LAKES Act fixes issues with the USACE's inability to collect and send funds to partners under existing CCSMA authority using the Recreation.gov system. This issue has deterred partners interested in cooperatively managing parks with USACE. The LAKES Act would allow USACE to handle partner-collected fees and return them to the partner after processing.

*May 2023 & Jan 2024 - Senate and House Bi-partisan legislation for fee retention and changes to cooperative joint management authority to include non-profit organizations with 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 2021-2023



## 1,036 Total Contacts Made thru Email, Facebook & Website:

- Moving Forward Act, Federal Lands Transportation Program - FLTP
- Appropriations Bill
- Water Resources Development Act WRDA 22
- National Marine Manufacturers Assoc. (NMMA) - FLTP Letter of Support
- Hunt Fish 30x30 Coalition
- Reconciliation Bill Federal Lands Transportation Program - FLTP

## 278 Outreach Contacts:

- NMMA Coalition non-profits & industry 43
- Agency contacts 77
- Non-profits & industry 92
- Cooperating associations 66



## **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



# LEGISLATIVE ADVOCACY- CORPS FOUNDATION ADVOCACY TOOLKIT



## The Corps Foundation Advocacy Toolkit 2023-2024- 118th Congress

**Welcome to the Corps Foundation's Advocacy Toolkit!** This Toolkit is a one-stop source of information for the public, visitors, cooperating associations, friend's groups, foundations, educational partners, local communities and other 501(c)(3) nonprofits to join in supporting the USACE NRM Program.

Use this toolkit to access the Corps Foundation's most recent advocacy proposals. Information provided will assist individuals, organizations, and local communities in developing an advocacy strategy in their area of interest.



Scan the QR Code

Find it at [www.corpsfoundation.org](http://www.corpsfoundation.org)

# HOW TO HELP THE CORPS FOUNDATION



## Memorial and Tribute Donations

- Support the Corps Foundation's efforts by remembering or honoring a loved one or a special occasion.
- To make a donation in honor or memory just visit our website and include the name and address of the person you would like to receive an acknowledgement.
- You can make your donation in PayPal. Your donation will be acknowledged by a PayPal message.
- Your gift will help support the recreation and environmental resources on 12 million acres of Corps lands and waters in 45 states, which are enjoyed by 370 million visitors annually.



Legacy Memorial gift of \$7,545  
In support of renovations at the  
Ballard Locks Fish Ladder

# HOW TO HELP THE CORPS FOUNDATION



Join Us! Consider an Annual Membership



Scan the QR Code

- Regular (\$25/year)
- Contributing (\$50/year)
- Preferred (\$100/year)
- Sponsor (\$250/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.*



The Corps Foundation is 100% volunteer operated

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