

# Corps of Engineers Natural Resources Education Foundation

America's non-profit advocate for  
Corps Lakes and Waterways



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

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



# Building a Case for Support

- Communicate 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
- Sue Clevensine
- Nancy Rogers
- Len Cardoza
- Pep Persio
- Peter Lewis, Director Emeritus
- Darrell Lewis, Director Emeritus





# Corps Foundation Products

- Support and connect Friends Groups
  - Cooperating Association Toolkit
- PROSPECT Training
- Funding/Grant partner
  - Every Kid Outdoors transportation grants
  - U.S. Coast Guard water safety campaign
  - Chittenden Locks fundraising
  - Volunteer/EIP award program
  - Innovation team support

# Every Kid Outdoors Support



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



# USCG Water Safety Grant Awards

- Five grants since 2014 (total value \$895,000 to date)
- 25 video & 3 audio PSAs produced
- Tailgate wraps
- Vinyl banners
- Two mobile games
- Pavement logo stencils
- Social/Digital media marketing

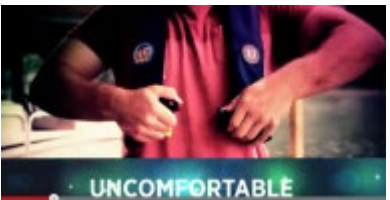


All materials at [PleaseWearIt.com](https://www.pleasewearit.com)



# Video PSAs

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



# New 2019 Video PSAs

“Retrieval Done Right,  
Knot Wrong” PSA



“Carbon Monoxide-  
The Silent Killer” PSA  
(30 and 60-seconds)



“Inflatable Life Jackets:  
Everything You Need to Know”  
(9-minutes)





# Tailgate Wraps/Banners

## Tailgate Wrap



## Youghiogheny River Lake



## 2018 Banner



## Previous Banner



# Two Mobile Game Apps






Free Download!



# 5<sup>th</sup> – 7<sup>th</sup> USCG Grants

**\$195,000 in Funds Per Year**

(Oct 2019 - 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)

# Foundation Sponsored Awards



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



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

# Volunteer of the Year Award



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

# Volunteer Recognition Coin

Honoring USACE volunteers for  
their exceptional service





# Excellence in Partnership Award

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



# Enduring Service Award



National volunteer recognition for exceptional accomplishments and longstanding service.

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



# Certified Interpretive Guide Class

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



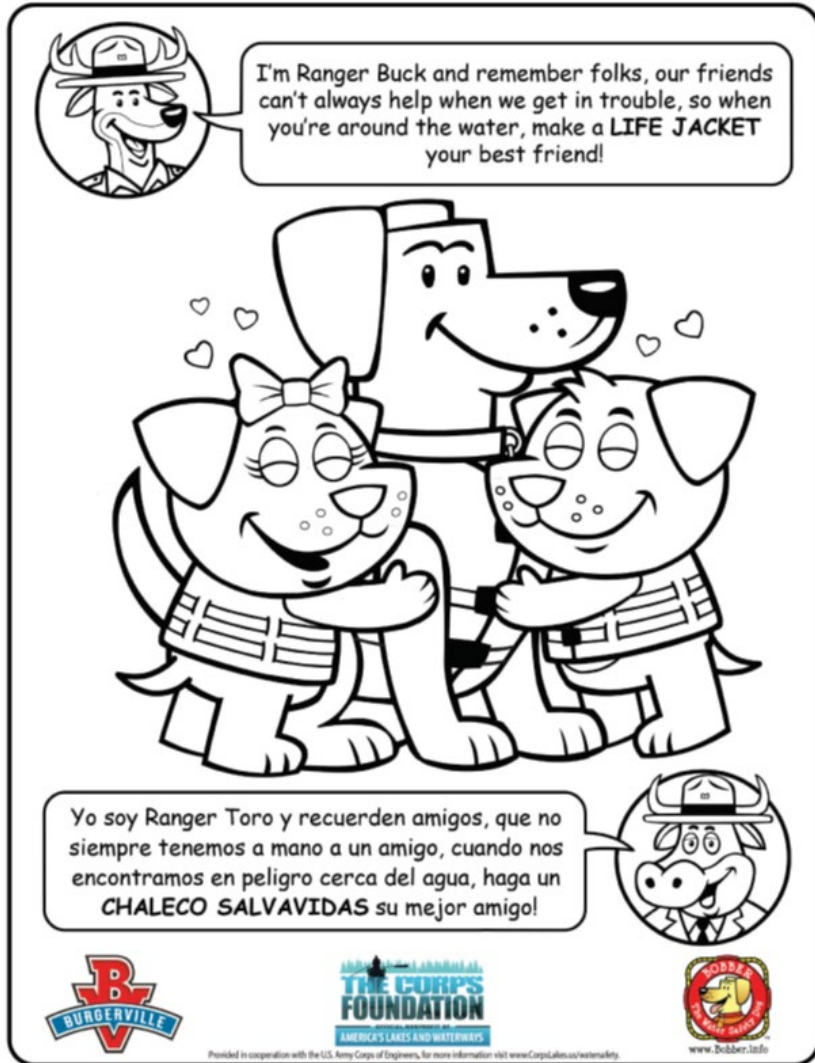
# Junior Ranger Badges

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



# Partnership Initiative

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





# Nonprofit Partnership Assistance



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



US Army Corps of Engineers

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



# Park Ranger Stories Book

- Collecting stories from past and present rangers and other NRM
- Informal history
- Passing on wisdom and traditions



# Helping Revitalize Chittenden Locks



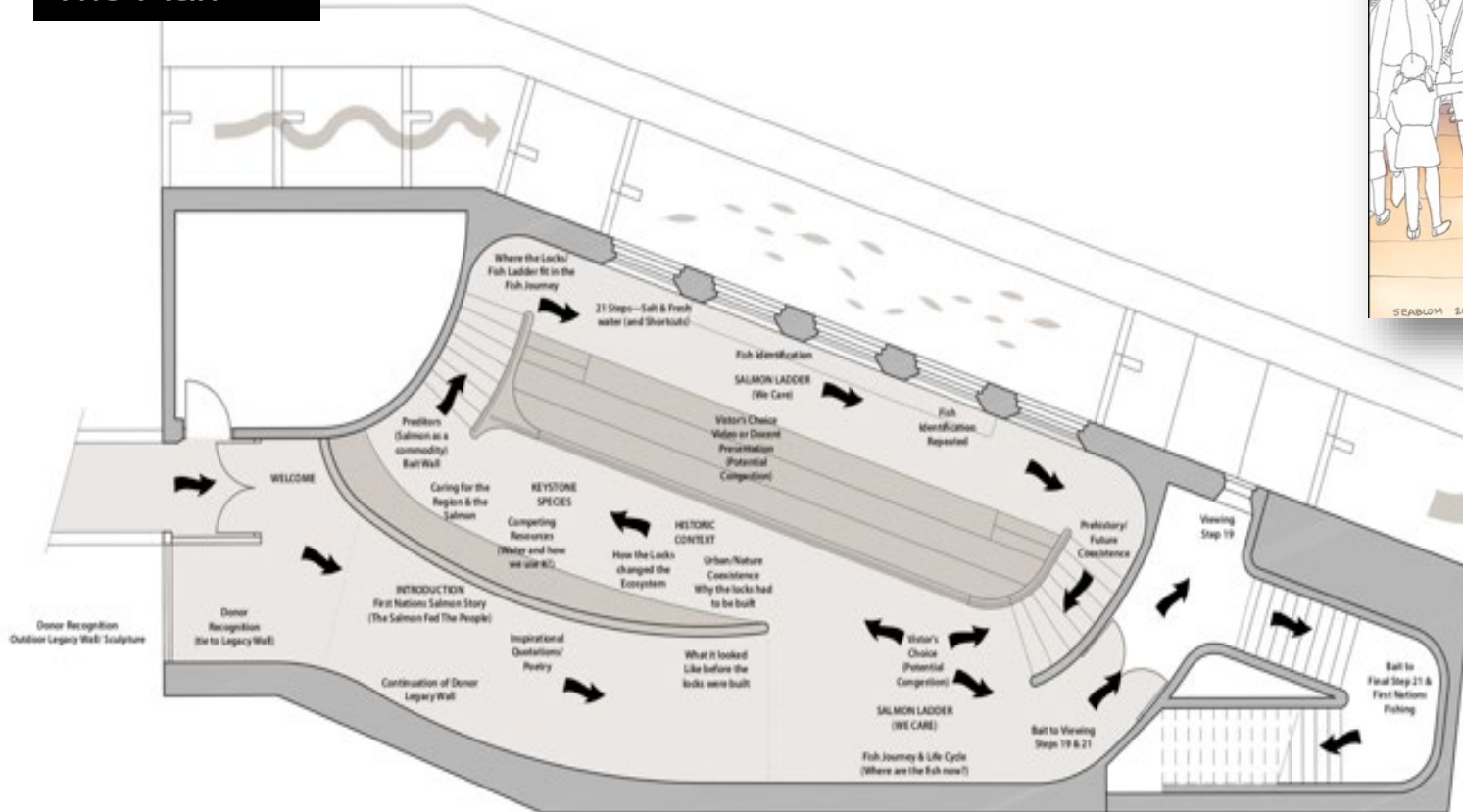
- The Corps Foundation is helping improve visitor experiences and education through public awareness and private fundraising.
- A special website ([www.BallardLocks.org](http://www.BallardLocks.org)) now provides relevant information to over two million visitors and boaters who use the locks every year.



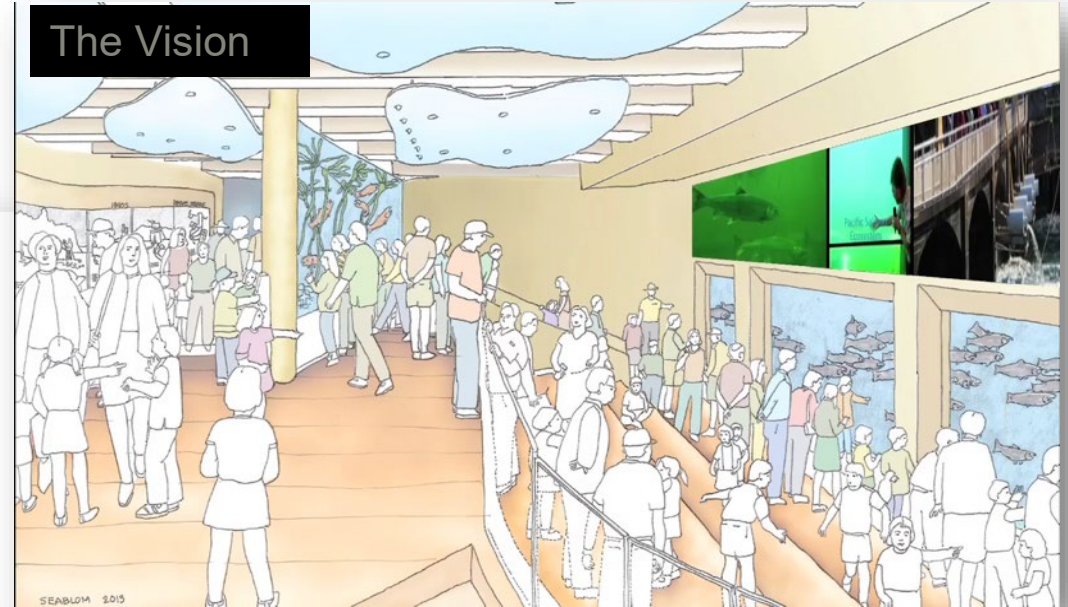
# Donation for Interpretation

Helped to facilitate \$1,000,000 in fundraising to improve fish viewing area.

## The Plan



## The Vision





# Raising Awareness

## Lecture Series

\* <http://www.ballardlocks.org/locks-talks.html>

\* VIP Tours- behind-the-scenes

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

“Great tour! I never knew how interesting this place is.” (visitor)



# How the Foundation Helps

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.



# 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

- Seeking funding for public/private partnership projects through Great Outdoors Fund and Outdoor Recreation Roundtable
- Participate in Corps effort to update NRM Strategic Plan
- Webhosting for Corps Innovation Team
- Little Green Light non-profit membership and fundraising database
- American Boating Congress and Congressional visits
- Public Lands Alliance Conference and Congressional visits

# Outdoor Recreation Roundtable

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



## OUTDOOR RECREATION

### What does value added measure?

How much industries contribute to the U.S. economy

For example, these goods and services related to boating...



...are produced by these industries:

-  Motor vehicle and parts dealers
-  Transportation Equipment manufacturing
-  Finance and insurance
-  Arts, entertainment and recreation
-  Educational services

# 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?

- Annual membership
  - Individual (\$25 - \$250)
  - Business (\$500)
- Lifetime (\$1,000)

**Corps Foundation is 100% volunteer operated**



All ▾



Shop by  
Department ▾

**Supporting:** Corps Of Engineers Naturalresources Education Foundation ▾  
Heather's Amazon.com Today's Deals Gift Cards Sell Help

Hello, Heather  
Your Account ▾

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