

CORPS OF ENGINEERS NATURAL RESOURCES EDUCATION FOUNDATION



OFFICIAL NONPROFIT OF
AMERICA'S LAKES AND WATERWAYS

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?

Outreach, Education, and Advocacy:

- Educate 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

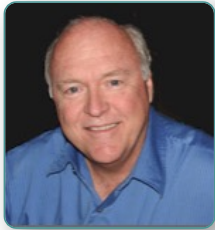
CORPS FOUNDATION CASE FOR SUPPORT

- CF communicates the role of the USACE NRM program
- Improved NRM program is a major factor in '*energizing the economy*' (USACE Mission Statement)
 - Improved recreational quality and access stimulates outdoor recreational industry and tourism
 - Improved education/interpretation of natural resources and water safety creates supportive public for improvements
- Communicate the limitations of federal funding (need for advocacy)
- Communicate that 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 – Marilyn Jones
- Secretary – Sue Clevestine

Directors Emeritus:

- Peter Lewis
- Darrell Lewis



Directors:

- Pat Barry
- Rich Deline



- Pep Persio
- Nancy Rogers

CORPS FOUNDATION PRODUCTS/ACTIVITIES FOR NRM

1. SUPPORT FRIENDS GROUPS & VOLUNTEERS

2. FUNDRAISING SUPPORT OF PROJECTS

3. OUTREACH, EDUCATION & ADVOCACY

1. SUPPORT FRIENDS GROUPS & VOLUNTEERS

- Recognition and Award Programs

Annual awards recognize outstanding services to the Corps 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”



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.
- ✓ Beginning 2021 review Handshake submittals for possible financial assistance

2. FUNDRAISING SUPPORT OF PROJECTS

Hiram M. Chittenden

**Ballard
Locks**

DEDICATED JULY 4, 1917

PARTNERSHIP



**US Army Corps
of Engineers**
Seattle District



Nation's Largest Partnership Monetary Donation
Seattle's Hiram M. Chittenden (Ballard) Locks:








- Top 5 tourist icon in serious need of repairs and improved educational exhibits
- Custom website and social media developed to engage public for support
- Over \$1 million raised for construction and improved exhibits
- On-going fundraising using Salmon Legacy Wall

3. OUTREACH, EDUCATION, ADVOCACY



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

Five grants since 2014 (Over \$1 Million to date)

- ✓ Video & Audio PSAs , Educational videos
- ✓ “Inflatable Life Jackets: Everything You Need to Know”
- ✓ Tailgate wraps, vinyl banners, pavement logo stencils
- ✓ Two mobile games  
- ✓ Campaign promotional giveaways
- ✓ Digital media marketing (Please Wear It)   





Campaign materials at PleaseWearIt.com

3. OUTREACH, EDUCATION, ADVOCACY



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

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

- ✓ Digital media marketing (Please Wear It)   
- ✓ Video & Audio PSAs , Educational videos: “Inflatable Life Jackets: Everything You Need to Know”
- ✓ LifeJacketVideoContest.com (\$8,000 in prizes) 
- ✓ Tailgate wraps, vinyl banners, pavement logo stencils
- ✓ Advertisement purchases (Movie Theaters, State Fishing Guides-eregulations.com)
- ✓ Campaign promotional items (t-shirts, beach towels, dry bags, and vehicle windshield sunshades)



Campaign materials at PleaseWearIt.com

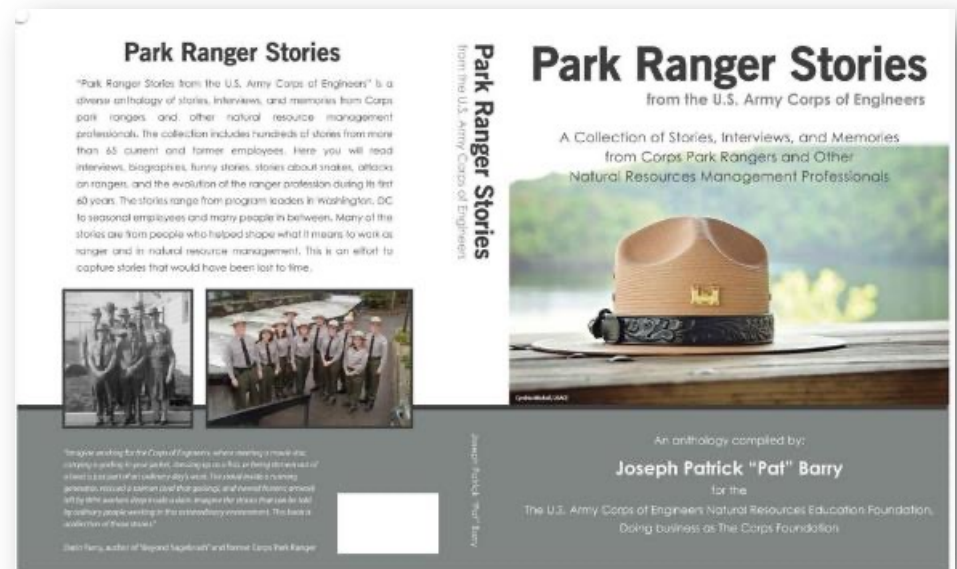
3. OUTREACH, EDUCATION & ADVOCACY

- 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
 - ✓ Available in digital and paper/hardback format through Amazon



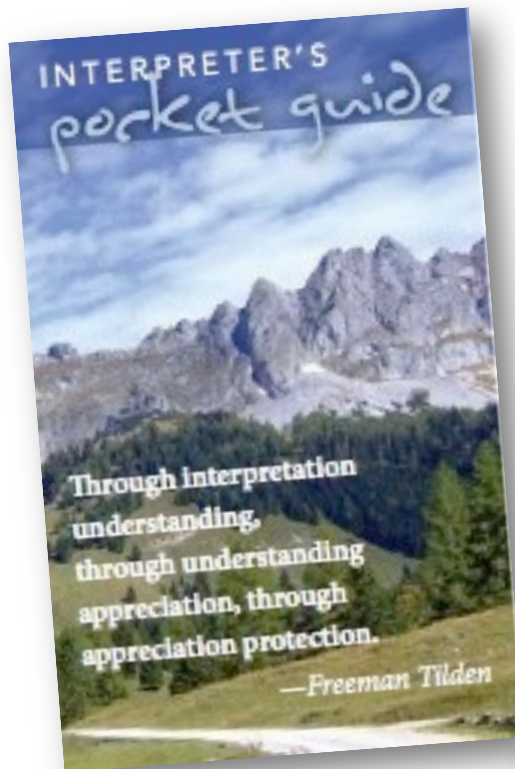
3. OUTREACH, EDUCATION & ADVOCACY

- 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



Certified Interpretive Guide Approach to Communication	 NATIONAL ASSOCIATION FOR INTERPRETATION	INTERPRETER'S pocket guide
<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>This product is produced in partnership with:</p>  	<p>Through interpretation understanding, through understanding appreciation, through appreciation protection.</p> <p>—Freeman Tilden</p>
Interpretation Defined	Tilden's Principles (1957)	Abraham Maslow's Hierarchy of Needs (1954)
<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>	<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>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>The aim is to illuminate and reveal the alluring world outdoors.</p> <p>—Enos Mills</p>	<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>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>
<small>Cover Photo By Guenter M. Kirchweiger</small>		



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.



3. OUTREACH, EDUCATION & ADVOCACY



Our Advocacy & Areas of Emphasis

Lead efforts to encourage and support new legislative authorities for USACE NRM program by engaging in strategic partnerships with nonprofits, cooperating associations, the public and diverse like-minded organizations.

- Raise awareness about USACE NRM program at lakes, rivers and waterways
- Communicate our Foundation's 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 specific legislation through direct communication

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.



3. OUTREACH, EDUCATION & ADVOCACY

- Partnership Advocacy



2018 Public Lands Alliance Partner Award



Congressional visits in March 2020



USACE NRM Workshop



Outdoor Retailer Market



3. OUTREACH, EDUCATION & ADVOCACY

2020 Success Story during 116th Congress

Advocated successfully for legislative authority to conduct a study to quantify infrastructure and unfunded maintenance needs in USACE NRM program, identify possible solutions, amendments to existing authorities and identify areas of revenue to fund required needs.



Consolidated Appropriations Act, 2021 signed into law 27 Dec 2020 directs USACE to create a Recreation Task Force (RTF) that will:

- Develop a plan to maintain and enhance public recreational opportunities at Corps projects
- NLT 1 year provide Initial Report with historical review of recreation use and funding within Corps, and an assessment of overall condition of Corps recreation assets, including deferred maintenance and repair backlogs
- NLT 2 years provide Final Report including proposals to address needs identified
- Corps is encouraged to solicit input and participation from outdoor recreation stakeholders and public

RTF Plan - it's a first step!

Results provide basis to request additional funding for deferred maintenance and infrastructure improvement

3. OUTREACH, EDUCATION & ADVOCACY



2021 Priorities during 117th Congress

An ongoing pursuit of an amendment to increase USACE funding by proposing overall FLTP funding at \$555 million annually and establishing a USACE set aside at \$16 million annually equaling 2.8 % of total FLTP funding

Federal Lands Transportation Program (FLTP)

- Current FLTP funding status in H.R. 3684, Infrastructure Investment and Jobs Act
 - ❖ Passed Senate and reported to House on 16 Aug 2021. Proceedings postponed 1 October
- Of overall FY 22-26 annual amounts, language that would provide 7% to be distributed among USACE, BLM, BOR and independent federal agencies with natural resource and land management responsibilities was removed from bill

	OVERALL (\$M)	7% (\$M)
FY 22	\$421.965	\$29.538
FY 23	\$429.965	\$30.098
FY 24	\$438.965	\$30.728
FY 25	\$447.965	\$31.358
FY 26	\$455.965	\$31.918

IF TEXT IS PUT BACK IN FINAL BILL, USACE FY 22-26 AMOUNT LIKELY TO BE AROUND \$6-\$7 M ANNUALLY

3. OUTREACH, EDUCATION & ADVOCACY



2021 Priorities during 117th Congress

Water Resources Development Act 2022

Request amendments to the challenge cost sharing cooperative management agreements authority granted under the Water Resources Development Act 2016 to:

- allow USACE to handle partner collected fees and return to the partner after processing the contract fees
- allow partners to set up agreements for multiple parks and reinvest fees collected in any park under the agreement
- expand the authority to the private sector to facilitate opportunities for businesses and nonprofit organizations to supplement investments in USACE recreation infrastructure.

3. OUTREACH, EDUCATION & ADVOCACY



2021 Priorities during 117th Congress

Federal Lands Recreation Enhancement Act (FLREA) 2022

Request reauthorization of FLREA and inclusion of USACE in the scope of its authority to charge, collect and retain fees at recreation sites.

- This retention of fees shall not create an offset of Administration’s annual appropriations to the USACE Recreation program.
- USACE does not fall under this authority which allows for agencies to reinvest revenues at the site where collected.

3. OUTREACH, EDUCATION & ADVOCACY

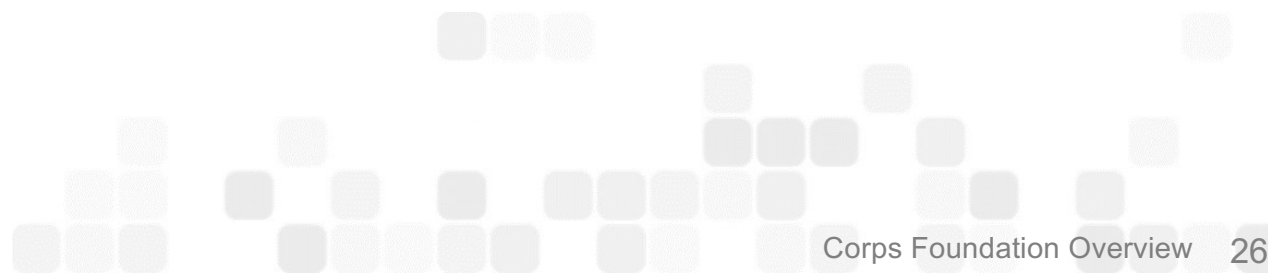
2021 Priorities during 117th Congress

FY 2022 Appropriations Bill



- Request additional funding provided in the Operations and Maintenance Account, Other Authorized Project Purposes
 - ❖ Not less than \$40,000,000 shall be allocated for USACE Natural Resources Management program to continue the operation, maintenance, and repair of existing recreation facilities and public access including unfunded infrastructure maintenance needed to sustain existing facilities at full capacity.
 - ❖ This amount is not an offset!
 - ❖ It's an addition to the Natural Resources Management program's annual appropriation

HOW YOU CAN HELP US HELP YOU



HOW YOU CAN HELP US HELP YOU

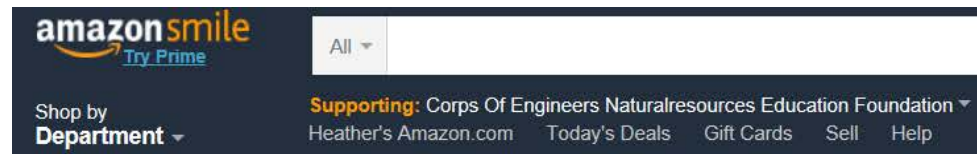
JOIN US!

Consider an Annual Membership

- \$25 Regular Membership
- \$50 Contributing Membership
- \$100 Preferred Membership
- \$250 Sponsor Membership



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

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