

# USACE Contribution and Donor Recognition Plans

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# Course Objectives

*Goal: Participants will become knowledgeable about the laws, regulations and policies that enable Corps facilities to receive and collect contributions and donations. Discussion will include formulation of a Contributions Plan as well as how contributions should be processed and acknowledged.*

- ▶ Authorities
- ▶ Contribution, Fund Raising and Recognition Guide
- ▶ Roles, responsibilities, and ethics of Corps employees
- ▶ Types of contributions, accountability, and reporting
- ▶ Criteria for determining when contributions may be accepted or avoided
- ▶ Permissible activities associated with fundraising
- ▶ Contribution Boxes (Corps and Associations)
- ▶ Contribution and Donor Recognition Plan
- ▶ Plaques, Donor Walls, On-site & Offsite Recognition
- ▶ Use of Corps Communication Mark



# What is a Contribution?

Contribution -To give money, time, knowledge, assistance along with others to a common supply or fund for the common good of all or to a charitable organization. The Random House College

Anything of value (funds, materials, supplies or in-kind goods or services) received from an outside source without consideration or an exchange of value.

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Partnership -The state or condition of being a partner; participation; association; joint interest The Random House College

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Partner – a sharer or partaker; associate, a person associated with another or others as a principal or a contributor of capital in business or a joint venture. The Random House College

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= USACE Partnership Program



# USACE Authorities

- The contributions program was authorized by Public Law 102-580, Water Resources Development Act, 1992 (106 Stat. 4838), and 33 USC 2328, Sec. 203.
- EP/ER 1130-2-500 provides guidance and procedures for us to accept contributions. 33 USC § 2325 and 2328 are the same authorities that allow us to participate in cooperative agreements and Challenge Partnerships programs.
- The foundation for our Partnership Program tools are based on the concept of Contributions.
- Contributions are the simplest form of partnership.



# Authorities Allow the Corps to:

- Accept contributions “in connection with carrying out a water resources project for environmental protection and restoration or a water resources project for recreation.”
- 569c authorizes the acceptance of services of volunteers. (In-Kind Services)
- Funds or other items received as a result of a competitively awarded grant from a foundation are also considered a “contribution.”



# Authority Expanded - 9 April 2012

1. Section 111 of FY12 Energy and Water Development Appropriations Act expanded authority for other project purposes such as navigation, hydropower, flood risk management, planning studies, or the Continuing Authorities (CAP) Program.
2. Expands the authority to accept voluntary contributed funds from States and political subdivisions to include all water resource development project purposes and covers all phases of a project from study and design through construction and O&M.



# Contributions, Fundraising and Recognition Guide

- The purpose of this Contributions, Fundraising and Recognition Reference Guide is to provide information to managers about accepting contributions and working with organizations who seek to raise money to benefit the U.S. Army Corps of Engineers Natural Resources Management (NRM) Program.

October 2008 - Office of the Chief Counsel

The Guide sets forth:

- Roles and responsibilities of Corps employees;
- Criteria for determining when contributions may be accepted;
- Permissible activities associated with fundraising;
- Appropriate forms of donor recognition.



# Roles and Responsibilities of Corps Employees

- Each location that collects contributions shall have a contributions plan that describes the work to be accomplished with any potential contributions. The plan shall be reviewed and updated as necessary as work items are completed and new ones added.
- This document will become part of the OMP and should be reviewed/updated with the OMP every 5 years.
- Commanders may choose to designate a district contributions plan, thus a project specific plan is not required.
- Ethics/legal rules apply to contributions.





# Types of Contributions

Two types of Contributions

Monetary

- ▶ General
- ▶ Earmarked/specific

Non-Monetary

- ▶ Durable Goods
- ▶ Services



# Monetary Contributions

Monetary contributions will be deposited into account 96x8862 of the U.S. Treasury according to the requirements outlined in ER 37-2-10, Chapter 4.

- CEFMS - They can be handled like a customer order with advance use. A work item is set up in P2 citing the appropriation the funds would be captured under when completing the advance account, allowing the District Resource Management Office (RMO) to fund the transaction in their database.
- The Project Budget Analyst will need to communicate with the District RMO, Budget (RM-B) to determine the correct appropriation intended for use to fund the work.



# General Contributions

- Work projects (general): Revenue collected from a contributor at a Project that is not designated by the contributor for a specific work project will be transferred to the District RMO for deposit into the U.S. Treasury and the proper account.
- Once deposited, these funds will become immediately available to the Project and will only be used for the general work activities listed in this plan.



# Earmarked/Specific Contributions

- The procedures for deposition of such monetary contributions are the same as for the general contributions, except that a separate CEFMS account (funded work item) will be established for such contributions.
- Note: A contribution does not give a partner special/exclusive use of the facility or project donated.



Contact your Resource Management Office – they can assist you.



# Accountability for Monetary Contributions

- Monetary contributions will be accounted for in accordance with memo dated 21 May 2008, Subject: Collection of Civil Works Appropriation
- Reimbursements, USACE Accounting Policy and Procedures for Civil Works
- Collections - The individual project's administrative officer, district NRM Office or Resource Management Office can provide additional guidance



# Accountability of Non-Monetary Contributions

- All non-monetary contributions must be recorded, accounted for and managed in the same way as other Corps property. Prior coordination with Logistics Management should occur before contributed personal property is accepted. For record-keeping purposes, the value of the donated materials and equipment should be determined using the local market value of comparable items.



# Contribution Tracking & Record Keeping (from Sample Contribution Plan)

- Date
  - Organization
  - Primary Purpose
  - Description
  - Value of Cash Received
  - Value of Materials/ Equipment Donated
  - Value of Professional Services
  - Number of Volunteers
  - Volunteer Hour
- Contributions must be entered into OMBIL under REC-Annual Update, Partnerships Update. This form will aid in keeping track of all contributions until OMBIL entry is performed in October of each year.



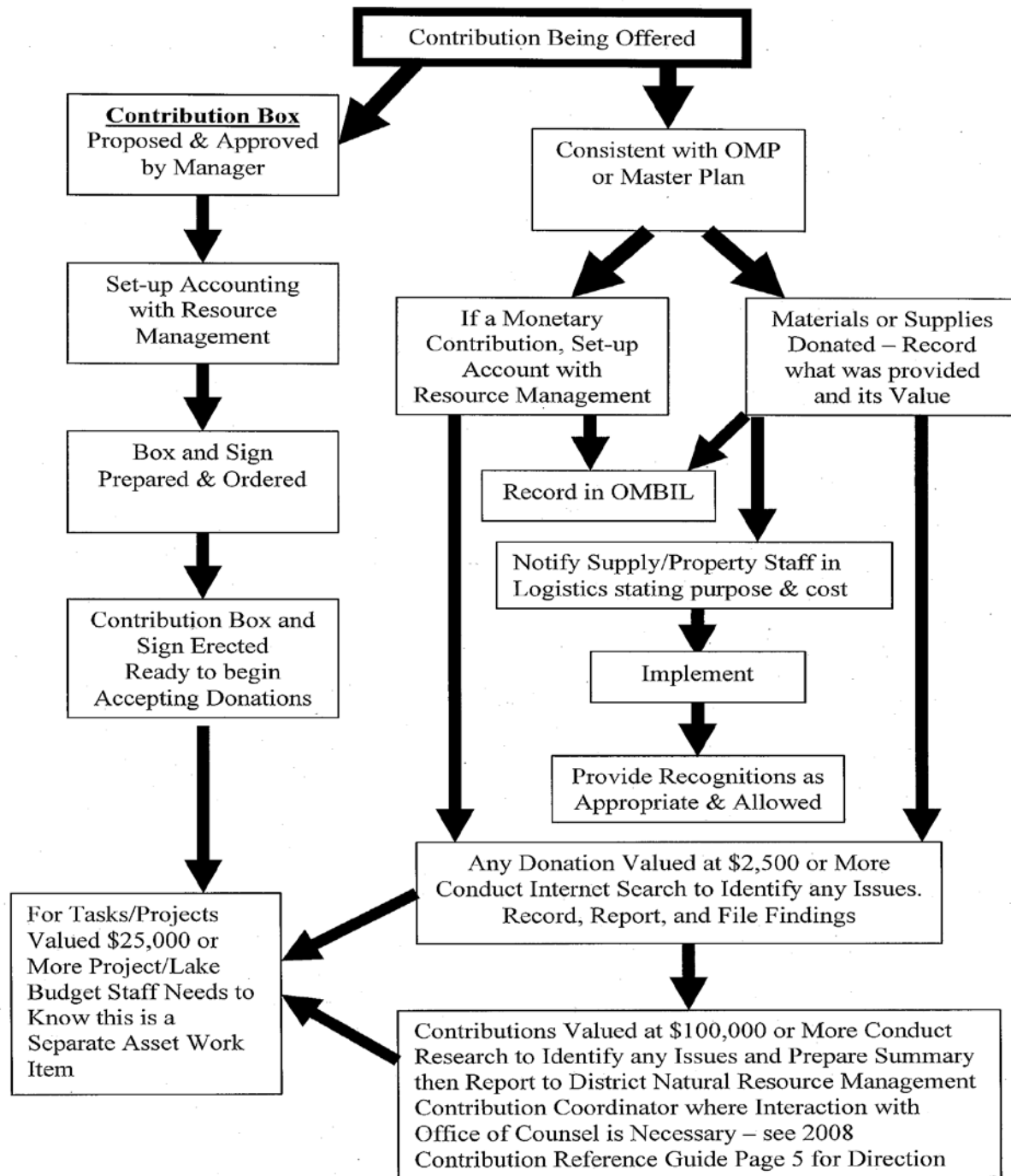
# Deposits, Form, Reports

- Engineering Report 3313 (remittance register) should be used to report monthly contributions when they exceed \$1,000. If \$1,000 or more, a deposit is required.
- A weekly deposit is recommended if funds begin to come in on a regular basis.
- A monthly report may be maintained at the District Office and be coordinated through District staff in RM.





# Accepting Contributions - Flow Chart



Flow Chart developed by Portland District



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# Who can Accept Contributions?

- >\$2,500: Manager Approval
- >\$100K: Coordinate with Counsel
- >\$1M: OC, MSC, HQ NRM, DCW review
  - ▶ Must have a donor recognition plan approved by OPM and OC (Alternative to individual project plans is to develop a district-wide plan.
  - ▶ Can be included in contributions plan.



# Templates

- HQ suggested non-mandatory templates are available at
- <http://corpslakes.usace.army.mil/employees/contribute/template.cfm>



# Potential Projects

- General: Contributions will be utilized to accomplish tasks or projects for the protection, improvement, restoration, rehabilitation or interpretation of natural resources, environmental features, recreation areas and facilities or cultural resources at the Project.



## River Safety

A journey on the river is exciting and fun; please follow these simple guidelines to ensure that your trip is a safe one.

Always wear a PFD (lifejacket) while on the water, no matter what the activity is.

Cold water can kill, dress appropriately. Smith River temperatures can range from 45 -70 degrees F.

- Never float or paddle over low-head dams, avoid fallen trees and other in-stream obstructions.
- Do not stand up in a canoe or kayak, and avoid weight shifts that may cause capsiz.
- Never go boating or tubing while under the influence of alcohol or drugs.
- Carry a supply of food and water adequate for your trip length.
- Avoid weather or water conditions beyond your skill level.
- Learn rescue skills necessary to assist others.
- Plan for emergencies, carry basic first aid.
- Learn more about your route in advance.
- Inform others of your trip plan.

The four major causes of drownings are:

- ✓ Not wearing a life jacket;
- ✓ Abuse of alcohol;
- ✓ Lack of sufficient swimming skills;
- ✓ Hypothermia

WEAR YOUR LIFE JACKET!

**Power Generation**

The Smith River is a "fall-race" river from Philpott Lake to Martinville. Water levels can change rapidly during power generation. The Army Corps of Engineers generates during peak demand hours from Philpott Dam. Know the generation schedule by calling : (278) 629-3432

**River Etiquette**

Obey all rules and regulations. Respect private property. Be considerate of others. Give fisherman a wide berth. Avoid taking disposable containers; take it in, take it out. Please do not litter. Do your part to keep the river clean So the next person can have the same experience.

DRBA River Safety sign placed at launch sites along the Smith River



# Typical Tasks Identified in Project OMPs Acceptable for Contributions

|   |  |
|---|--|
| <p>Enhancement of lake aesthetics and recreation facilities</p> | <p>Vegetation plantings in recreation areas<br/>Removal of invasive species<br/>Repairs/upgrades to facilities<br/>Drift and debris removal<br/>Signs and marker installation<br/>Accessibility improvements</p> |
| <p>Interpretive and Water Safety Programs</p>                   | <p>Outreach materials<br/>Interpretive signage<br/>Life jackets and other safety equipment<br/>Advertising/Marketing<br/>Special events</p>  |
| <p>Environmental Stewardship</p>                                | <p>Forest management<br/>Wildlife management<br/>Level 1 and 2 inventories<br/>Habitat studies<br/>Trail development<br/>Develop/enhance GIS database</p>  |



# Use of Contributions

Contributions will not be used to begin construction or other projects or programs, unless there are sufficient appropriated and donated funds in hand to ensure completion of the work to a degree that has independent utility.

Donated funds may, however, be used to advance project design work.

Research projects, books, mapping, exhibits, films and all other projects funded with contributions must receive the same reviews and approvals as do projects that use only appropriated funds.

All facilities and work accomplished become the property of the Corps.



# Contributions/Donations to Avoid

- May not be accepted: Real Estate (land)
- Contributions from an entity which holds or is seeking a concessions contract or which would identify the Corps with alcohol or tobacco products shall be declined.
- No Solicitation of Contributions by USACE personnel.
- No Lobbying - Partners shall not seek appropriations from Congress to support any ongoing or proposed partner activity or project.
- Anti-Deficiency Act - The Corps can not expend funds in advance of the funds being donated. In other words, the Corps cannot spend money it does not have.
- Contributions may not be used for permanent employee salaries.



# Fundraising by Your Partner

- The implementation of many partnership projects depends upon monetary support and fundraising to obtain the necessary funds. Non-federal organizations support partnership projects by providing in-kind services, contributions and participating in fundraising campaigns.



The Ozarks Rivers Heritage Foundation providing umbrellas and concessions at Moonshine Beach.





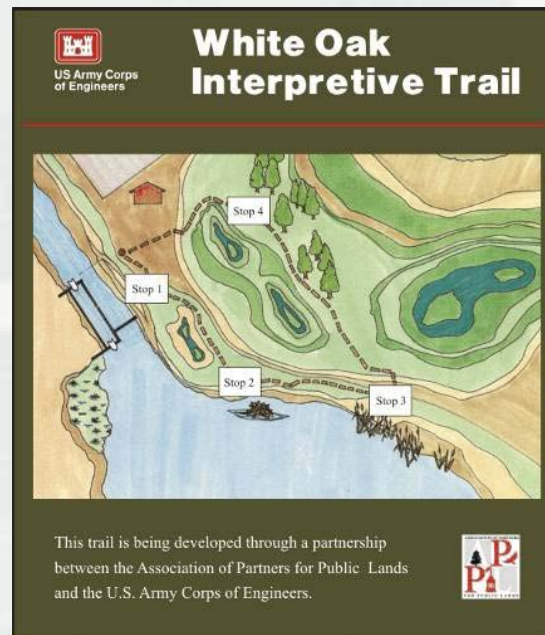
# USACE Fundraising Ability

- Corps employees may not solicit or take any action that gives the appearance that they are soliciting contributions in support of Corps programs or activities.
- It is important to understand that negotiating and documenting a partnership arrangement, where the Corps and a partner are coming together and contributing resources towards a mutually beneficial outcome, is not considered fundraising.



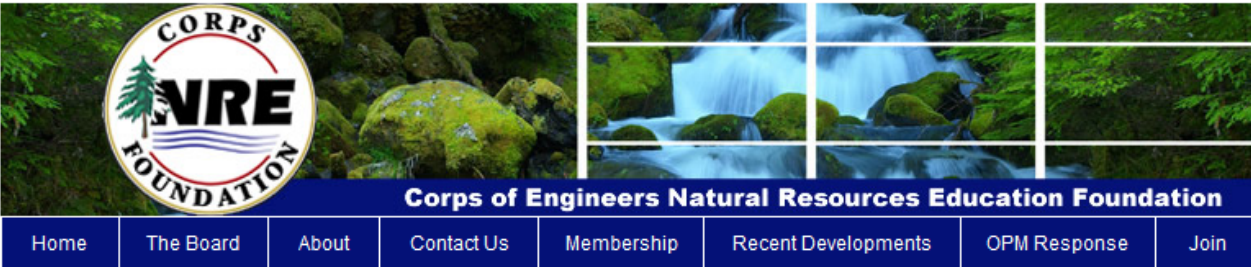
# Fundraising Displays and Materials

- The Corps may allow the non-intrusive display or distribution of materials on its projects to educate visitors about an authorized fundraising partnership or activity.



# Fundraising Website Connections


- The Corps may authorize links from Corps websites to partner websites that provide opportunities to make electronic contributions provided that such linkages conform to Corps information technology management and security policies, including those pertaining to websites, and are authorized by the written agreement between the Corps and partner.



The Corps of Engineers Natural Resources Education Foundation (CNREF) is a non-profit advocacy organization, IRS designation 501(c)(3), dedicated to the stewardship of the environmental, cultural, educational, and outdoor recreational resources associated with the Natural Resources Management mission of the [U. S. Army Corps of Engineers](#) (The Corps).

**DONATE**

VERIFIED & SECURED  
VERIFY SECURITY  
Secure Website



# Corps Contribution Boxes

- A contribution or donation box may be set up at field offices, visitor centers and other appropriate locations.
- However, the installation of a contributions box is optional and at the manager's discretion. The contribution box should be locked and have a sign stating the use of the contributions. It should be clear to the visitor that any money collected is a voluntary contribution and is not required for touring the visitor center, receiving brochures or pamphlets or any other services.



# Example Outline to Deposit Contribution Funds

1. Create debtor/sponsor in CEFMS (RM-F)
2. Set up advance account and cost share (RM-F)
3. Work item from P2 for each AMSCO Project Code (OP-SR)
4. Collections to advance account (Authorized Recreation Fee Collector )
5. Confirmed deposit (UFC)
6. Email to Budget staff who creates register and fund account for cost share work item.
7. Money available to expend.

May vary in each MSC, contact your Resource Management Office.

Deposits must occur once the fund exceeds \$1,000.00

Funds received from Corps donation boxes must be accounted for in the same manner as any other donation,



# Partner Contribution Boxes

- The Corps may allow the placement of an authorized fundraising partner's donation box within the Corps project facility through a written agreement. Such donation boxes may recognize the role of a Corps partner in maintaining the box under its agreement with the Corps.



Completed Riverside Watchable Wildlife Viewing  
Platform and Trail  
Kinzua Dam and Allegheny Reservoir



# Contributor/Donor Recognition

- The Corps is appreciative of contributions that aid in the accomplishment of its mission and will thank all donors in a manner consistent with the mission and goals of the Corps.
  - ▶ Specific forms of donor recognition may include letters or certificates of appreciation, news releases, photo opportunities, ribbon cutting ceremonies, articles in the project news briefs or other appropriate means.
  - ▶ Recognition will avoid any suggestion of commercialization, advertising or endorsement of a product, service or organization.
  - ▶ Personnel may recommend exceptional donors to HQUSACE for possible special recognition.



# Donor Recognition Plan

- The partner should be involved in developing a donor recognition plan to help identify, in advance, what recognition opportunities are available and not available.
- A donor recognition plan sets out the basic philosophy to guide donor recognition activities. It provides a framework for donor recognition at a project, ensuring that recognition is commensurate with the level of the donation.
- The plan also helps fundraising partners understand the means and levels of recognition that the Corps can provide.





# Donor Recognition Plan

- Donor recognition plans for projects that receive minimal contributions (less than \$5,000 annually) may simply be a memo stating that the project will send a thank you note in response to any donation over \$100.
- Donation Recognition Plans should be included in the Project/District Contribution Plan.



# Donor recognition plans should include, at a minimum, the following elements:

- A statement of the basic philosophy of donor recognition opportunities consistent with project mission, purposes and plans;
- Procedures for acknowledging/thanking donors;
- Hierarchy of donor levels and associated recognition;
- The range of allowable forms of in-project recognition, as well as the appropriate locations, consistent with this section;
- Criteria for donor boards or walls, if any, including the location, minimum thresholds for recognition and length of time the recognition is in place.



# Donation Plaques

- For contributions valued at \$XX (TBD by manager) or more, a plaque or other appropriate sign may be purchased and placed on the project site to recognize the donation.



# Donor Boards or Walls

- For contributions valued at \$XX (TBD by manager) or above, a donor board or wall located and integrated into the project office, visitor center, or other appropriate visitor facility may be used to recognize the donation.



Donor board at the Tamástslikt Cultural Institute, Pendleton, Oregon



# Donor Boards or Walls Guidelines

These boards or walls should utilize a format that allows recognition of donors by the placement of name plates or other markers that can be added and removed with relative ease.

The names of corporate or business donors will appear in the same fashion as all other names.

Corporate name scripts and logos will not be used on donor boards and walls.

Donor boards and walls, either electronic or traditional, should be integrated into the design of the facilities.



# On-Site Recognition Options

**Credit lines** - short, discrete, unobtrusive statement expressing appreciation typically found at the end of the material or item or on a donor recognition plaque, printed or electronic material, audio/video products, wayside exhibits, kiosks, interpretive signs or as recognition for a special event.

**Interpretive programs** - Where a donation is integrally related to the lake/project, to the existence of the lake/project, or to what is being interpreted, interpretive programs may identify the donor and how the donation was used.

**Temporary construction/restoration signs** - A temporary sign may recognize donors' contributions to a restoration or construction project.

**Commercial Slogans and taglines** - To maintain Corps policy that its facilities be free of commercialism, advertising and marketing, slogans and taglines may not appear under any circumstances. Donor recognition is not allowed on motor vehicles or on bricks, benches or other facility furnishings.



# Off-Site Recognition

Most donor recognition should occur outside Corps facilities, through letters or certificates of appreciation, news releases, articles in the project newsletters or other similar means.

Thank You Letters or Certificates of Appreciation

Publicity (unpaid media)

Events

Agency Websites

Non-monetary recognition be offered.

Recognition ceremonies





**US Army Corps  
of Engineers**  
Portland District

Season's Greetings Volunteers, Partners, and Donors:

As this exciting year ends, our Park Ranger staff here at The Dalles Dam would like to tell you about the programs we were able to do this year thanks to your participation and generosity.

In 2012 your involvement allowed us to:

- Host a *Take A Warrior Fishing* event that let several local veterans get out on the Columbia River and enjoy the day relaxing by fishing with their families. This was a great way to show our appreciation to these honorable soldiers.
- Host a Family Fishing Clinic at Spearfish Lake that coincided with National Get Outdoors Day. Your donations aided us by supplying staff support, fish, bait, poles and prizes!
- Host our second annual The Dalles Dam Eagle Watch. Thanks to your efforts in providing staff support and programming, it was a success.
- Conduct our third annual 6<sup>th</sup> grade Water Safety Poster Contest. Your donations and support continue to keep our youth active in learning how to be safe around water.
- Restore native vegetation and remove invasive species at Spearfish Lake and other public areas.
- Promote public safety and beautify our public lands by removing litter and debris and through trimming trees.
- Promote public safety through the donation and installation of several new Life Jacket Loaner kiosks in our parks.
- Promote public education of Corps missions through donations of interpretive materials.
- Participate in The City of The Dalles Children's Fair teaching water safety techniques to families.
- Makeover the Historic Seufert Rose Garden through removal of weeds, laying new landscape fabric, pruning and mulching.

Thank you for assisting us by offering your support and contributions. Looking ahead in 2013, our resolution is to continue promoting health and wellness through recreational opportunities, water safety education and to encouraging environmental stewardship through public outreach events. We hope you will join us again in 2013 to make that happen! It has been a great year. Thank you and happy holidays!

Sincerely,

Amber Tilton, Park Ranger  
US Army Corps of Engineers  
The Dalles Lock and Dam  
Volunteer Partnership Coordinator  
Office # (541)-506-7818





# Partner Logos and the Corps Communication Mark

The logo of a donor(s) may appear in conjunction with a credit line. The Corps Communication Mark may also appear on jointly produced products or interpretive materials

The Communication Mark has been registered with the US Patent and Trademark Office. The ® symbol is to be displayed with the Mark only when reproducing printed promotional material that is intended for public usage and can not be used in a manner that appears to imply endorsement of the organization, company or product.

Advertising and marketing slogans and taglines may not appear in conjunction with a credit line or the Communication Mark.



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# Questions and Answers

LRD: Chris Rapenchuk, [Christopher.t.rapenchuk@usace.army.mil](mailto:Christopher.t.rapenchuk@usace.army.mil)

937-325-2411

or Visit

**Natural Resources Management Gateway**  
*to the future . . .*

<http://corpslakes.usace.army.mil/nrm.cfm>

