



Our Mission is to ensure the environmental health and recreational enjoyment of our nation's lakes and waterways administered by the US Army Corps of Engineers.

PROMOTING WATER SAFETY

With more than 402 lake and waterway projects attracting millions of visitors annually, the U.S. Army Corps of Engineers (USACE) is the largest provider of water-based recreation and the logical provider of water safety education.

Your Corps Foundation has partnered with the USACE National Water Safety Program to develop a year-round Boating Safety Public Service Announcement (PSA) campaign through a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard and distributed nationally through television, radio and the Internet. The campaign is on schedule for a September 2015 launch.

The campaign targets adult males who don't wear life jackets; statistics show they are at the highest risk of drowning on our nation's open waters.

[Read More](#)



RECOGNIZING CORPS VOLUNTEERS

Volunteers play an invaluable role in helping the Corps meet its recreation and environmental stewardship program goals. Last year the work of more than 48,000 total volunteers equated to approximately 27% of the Corps' workforce. In support of volunteers at Corps lakes, your Corps Foundation partnered with the USACE to create a new award recognizing the extraordinary service volunteers provide and national level recognition of individuals and groups.

The winners for the 2014 National Volunteer awards were announced in February. The South Carolina Department of Natural Resources, Cooper River Rediversion Project Visitor Center Team in the Charleston District (SAD) was selected by the U.S. Army Corps of Engineers as recipient of the 2014 National Volunteer Group Award, and Ms. Mikayla Conrad of Deer Creek Lake in the Huntington District (LRD) was selected as recipient of the 2014 National Volunteer Individual Award.

[Read More](#)



SUPPORTING PARTNERSHIPS

The Corps Foundation partners with nonprofit organizations and the private sector in a variety of ways. An excellent example of the Corps Foundation's support for a local Friends group is now underway at the Hiram M. Chittenden Locks in Seattle. The Corps Foundation and Discover Your Northwest partnered with the nationally known Jones and Jones Architects to develop a Master Plan for

renovating Hiram M. Chittenden Locks in preparation for the Locks Centennial in 2017. The Hiram M. Chittenden Locks is a major tourist attraction in Seattle, ranking in the top five along with the Space Needle and Pike Place Market. The Locks were dedicated in 1917 for the purpose of commercial navigation but now services mostly recreational boats (over 40,000 per year). Visitation exceeds one million annually; they come to see the boats, the salmon in the fish ladder and the extensive English Gardens.

[Read More](#)

EXCELLENCE IN PARTNERSHIPS AWARDS

Since 2011, the Foundation has co-sponsored the U.S. Army Corps of Engineers Excellence in Partnerships Award, annually recognizing one local partner organization with a plaque presented at an appropriate national event. The award recognizes exceptional contributions to the Corps Recreation and/or Environmental Stewardship programs. Award recipients are selected based on accomplishment of management objectives, creativity, improvements in public awareness, increasing public education, serving diverse audiences and involvement of other partners.



The recipient of the 2014 National Excellence in Partnerships Award is the Roanoke River Basin Association - Upper Reach in the Wilmington District (SAD), as selected by the U.S. Army Corps of Engineers, due to their efforts to provide ecotourism, recreational therapy and environmental education throughout the Roanoke River Basin.



Group photo taken of the Roanoke River Basin Association award winners at the kayak launch.

[Read More](#)

DEVELOPING INTERNAL CAPACITY

With our new strategic plan as our guide, the Corps Foundation Board had begun implementing several key actions designed to improve our internal capacity, helping us better fulfill our mission

and deliver more services to our members and partners. We have identified the following organizational changes to accelerate our future growth:

- Fund development planning and infrastructure
- Membership/donor database software and training
- External communications strategies, messaging and branding
- Technology enhancements, consultation and oversight
- Board training and development

BROADENING OUR MEMBERSHIP AND INVOLVING OUR MEMBERS

Recognizing the value of a strong and thriving membership program, the Corps Foundation intends to expand membership, broaden the knowledge and support of Corps lakes and waterways nationwide, and at the same time build a core of support for the Foundation. Our hope is to involve individuals and the private sector in the work of the Foundation - as volunteers, board or task force members and donors.

To help achieve our vision and support our core goals, the Corps Foundation is establishing a new membership committee consisting of volunteers. Our goal is to increase our membership tenfold to 700 members within the next three years and to retain members with an annual renewal rate of at least 85%.



In order to build our membership program to effective levels, we recognize the need for a membership database system, to help distribute membership appeals, streamline and improve member/donor communications, track and acknowledge contributions. Toward this end, we recently purchased the Little Green Light Membership and Fundraising software through the generous donation of one of our Board members. The software will allow us to build a database for members, donors and grants, as well as prospective members and donors.. In the coming months we will be recruiting volunteers to serve on the membership committee and help tackle the work of building and maintaining the membership program. This will be a time consuming process, however we are confident the end result will be a more viable membership program providing predictable annual revenue and help us establish credibility to pursue additional fundraising initiatives.

STRENGTHENING OUR ORGANIZATIONAL IDENTITY AND OUTREACH



Last year we improved communications with our members and partners by personally contacting Corps Lake Friends groups as part of the market survey. This year one of our priorities is to establish a communications committee to increase our "awareness factor" and improve our external communications, messaging and branding. In the coming months we will be recruiting volunteer

committee members to help us better inform our membership and partners about Foundation activities and to reach out to new constituents and stakeholders.

DEVELOPING PHILANTHROPIC SUPPORT

Amazon Smile. To develop some philanthropic support for the Corps Foundation we registered with Amazon Smile operated by Amazon.com, who donates 0.5% of the price of eligible purchases to the charitable organization you select. The program is available to shoppers who visit Amazon via a special Web address - smile.amazon.com - instead of the normal Amazon.com homepage. When customers enter through the Amazon.Smile gateway, they are prompted to select one charitable organization from a searchable database. To select the Corps Foundation, simply enter "Corps Foundation" in the search bar. The products, prices and shopping experience are identical to the Amazon website. The difference is that a worthy cause gets a small donation from Amazon.com.



Our hope is that the sheer size of Amazon's customer base, and the ease with which donations are made, this may become an additional source of revenue for the Foundation.

[Sign up for AmazonSmile](#)

Dear Members & Friends of the Corps Foundation

On behalf of the Corps Foundation Board of Directors, I am glad to send you this summary of our current and planned activities. It's an exciting time for the Foundation. To help advance our Mission, the Board has established a Vision Statement and Strategic Plan to guide and prioritize our activities in 2015 and the foreseeable future. I welcome your comments and support as we continue to improve our level of service to our members and the Corps' NRM.

Our Vision: An involved public enjoying and supporting Corps lakes and waterways.

Our Strategic Plan in Five Parts:

1. Build and broaden our membership
2. Strengthen our organizational identity and outreach
3. Develop philanthropic support
4. Support Corps lakes, waterways, friends groups and volunteers
5. Ensure organizational sustainability.

Our Priorities for 2015:

Our volunteer Board of Directors is working diligently to develop and maintain strong relationships on a nationwide scale with federal and state institutions, nonprofit organizations with similar missions and related outdoor recreation entities. One of our main goals for the year is to increase capacity building efforts related to membership and communications. We will continue to seek new program initiatives to provide support for national level Corps recreation and natural resource priorities and local initiatives with the potential for nationwide replication.

Your Corps Foundation is an all-volunteer organization and relies on our members and friends to implement the initiatives in this report. If you or someone you know would like to help out, please contact me directly so we can discuss your interests, skills and availability.



Greg Miller, Chairperson, Corps Foundation
Phone: [816-651-4895](tel:816-651-4895)
mail: Millerga50@gmail.com

PARTICIPATE!

Your support helps Corps projects and their friends groups connect, grow and increase their capacity to fulfill the Corps' natural resource education mission on lakes and waterways across America.

The Corps Foundation is a non-profit public charity designated 501 (c) 3 by the Internal Revenue Service. All contributions are 100% tax deductible-and all amounts are appreciated!

[Find out more at our website](#)

FOLLOW THE CORPS FOUNDATION ON FACEBOOK



[Forward this email](#)

 **SafeUnsubscribe™**

This email was sent to millerga50@gmail.com by jones_mk@yahoo.com | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



Corps of Engineers Natural Resources Education Foundation | 404 E. 30th Avenue | North Kansas City | MO | 64116