

IAFI Board Zoom Meeting Minutes

March 11, 2023

1. **Attendance:** Melanie Bell; Brent Cunderla; Lloyd DeKay; Denis Felton; Gary Ford; Jacqui Hair; Charles Hall; Gene Kiver; Consuelo Larrabee; Dale Lehman; Jim Shelden; Norm Smyers; Lloyd Stoess; Jane Walpole
Guests: Lorrie DeKay and Justin Radford.
2. **Approval of February minutes**
Motion to approve: Dale Lehman
Seconded by: Charles Hall
Passed unanimously.
3. **Update on Rock-Out Jubilee**
 - a. Deadline for chapter slide shows will be the end of April.
 - b. Liability Release Form
 - i. Have the insurance company look at the form.
 - ii. Will the form cover the entire event?
 - iii. Gary F will send the form to the insurance company.
 - c. Liability form and trip preference will be mailed out as soon as it is finished.
4. **NPS Ice Age Floods National Geologic Trail Update: Justin Radford**
 - a. **Notes from Justin**

Sent: Friday, March 10, 2023 6:20 PM

Subject: PWR Partnerships Update/March 8 Call Notes [bcc'd to PWR_Superintendents, PWR_Chiefs of I&E, and the PWR Partnerships Program contact list for both NPS liaisons and philanthropic partners. To be added/removed from this list, contact Heather at pwr_partnerships@Nps.gov]

Thank you for all who were able to join us on our call March 8. As this call coincided with the date we would have sent out our bi-monthly update email, we've combined the notes and update into this one email.

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2023 Public Lands Alliance Convention and Trade Show

The PLA 2023 Convention and Trade Show took place February 26-March 2 in Portland, Oregon, with parks and partners from the Pacific West Region well-represented among the 450+ attendees. A few highlights from the conference:

- Featured speakers highlighted varied perspectives, including Native American, LGBTQ, Black and People of Color, and those with disabilities. They highlighted the importance of both inviting people of historically underrepresented populations and creating an inclusive experience where all feel that they belong. Through personal stories of experiences on public lands, each speaker brought their perspectives of the unique values the lands provide to individuals.

- Breakout sessions / case studies offered something for everyone, including nonprofit board governance, addressing housing issues in gateway communities, evaluating the effectiveness of membership programs, engaging underrepresented populations, agency forums, and innovative programming.
- The Trade Show had representatives from over 130 companies sharing their wares.
- The final speaker was the Chair of the America's Semiquincentennial (250th) Commission, Rosie Rios. She spoke to the importance of telling not only the stories of the events of 1776, but also the stories of all the people in what is now the United States – their past, present, and future.
- There were some discussions regarding some park friends groups' frustration that their parks were not being in a position to execute/spend partner-assisted projects - especially capital improvement projects, in a timely manner to the frustration of park partner and key donors. Reasons for not completing work included: parks unable to hire as many employees as needed; environmental compliance requirement and capacity to complete those requirements; project management capacity limits; competing existing park workloads handling GAOA, IRA, economic and storm/fire recovery projects; and fire and storm disruptions. These can lead to challenges managing donor expectations, bridging staffing gaps, or focusing on projects/programs that don't require compliance
- More than one session put a spotlight on addressing employee housing shortages and possible solutions in Parks and Gateway Communities.
- During the NPS agency forum, Tom Medema (Associate Director for Interpretation, Education, and Volunteers) and Reggie Chapple (Deputy Associate Director for Partnerships and Philanthropic Stewardship) gave updates on:
 - o NPS Visitor Center Futures – how do we meet the needs of visitors within our capacity to maintain and staff visitor facilities?
 - o Director's Order #6 – Interpretation and Education - will soon be updated for the first time in nearly 20 years. The process will take place over the next 12 months; once it is complete, Reference Manual #6 will be updated with more detailed guidance.
 - o Checkout Counter Donations Guidance will be released by this Summer. The policy will guide how entities operating within a park may accept donations at retail and lodging establishments, including concessions and Cooperating Association bookstores. While many parks work with Concessions for a "dollar a night" program, the Yosemite Conservancy is now receiving \$3/night in its program (guests are informed they will be charged \$3/night unless they choose to opt out).

Perhaps most importantly, the convention was planned with networking in mind. Ray and Heather both had a chance to catch up with and in some cases meet individually with dozens of partner staff and board members as well as their NPS park liaisons. These opportunities to discuss park/partner issues and get to know each other better were invaluable.

Fund Source Updates

Centennial Challenge Fund

- FY23: We've been told to expect the list of awarded projects by the end of March.
- FY 24: Thirteen projects were submitted to the region. PWR projects are being ranked March 6-17. The Region Directorate will review/finalize the rankings by March 31, then will send to WASO. Funded projects will be notified in Spring 2024.

Challenge Cost Share (CY23)

- 13 Projects submitted. Ranked. Awarded project to be announced next week.

Connecting Trails to Parks (FY24)

- Ray is part of the team ranking this fund source. Rankings will be completed by March 15.

Youth Service Corps: CY2023 National Park Foundation call for Proposals; Deadline March 16

The National Park Foundation currently has a Request for Proposals out for the 2023 Youth Service Corps Grants, closing midnight (Eastern) March 16.

- Youth served can be ages 16 to 30 (35 for some veterans)
- Up to \$125,000 available per grant; total of \$2.5M will be awarded
- Grants will be awarded in April 2023, for use in calendar year 2023.
- Request for Proposals: NPF_2023ServiceCorps_RFP_Final_Original file.pdf (aprimocdn.net)

Once awarded these grants will require two different Agreements, managed collaboratively between the PWR Partnerships Program and PWR Youth Program.

National Park Friends Alliance Virtual Spring Meeting: April 13

The National Park Friends Alliance will hold a virtual Spring Meeting on April 13, 9am to 2pm Pacific time (noon to 5pm Eastern). Registration is \$50 (registration expected to open mid-March). NPS attendees do not have to apply through CARS. The tentative agenda includes:

- Keynote speaker Caroline Finney, author of *Black Faces, White Spaces; Reimagining the Relationship of African Americans to the Great Outdoors*.
- Presentation by Mike Reynolds, NPS Deputy Director, and Will Shafroth, National Park Foundation President and CEO.
- Co-management and Co-leaderships with Indigenous Communities: Dorothy Firecloud, NPS Native American Affairs Liaison and Malcolm McGeary, Senior Advisor to the Director.
- Breakout sessions
- Updates and conversations with the NPS Partnerships Team, including breakout session for each NPS region.
- Full agenda: [Spring2023 FAAgenda Summary Original file.pdf \(aprimocdn.net\)](#)

News from the World of Philanthropy

Amazon.com Inc. to End Amazon Smile Program

Amazon.com Inc. announced it shut down its charitable-donation program Amazon Smile by February 20, 2023. Some NPS Park Friends Groups had enrolled as Amazon Smile donation recipients.

An Amazon statement said, "After a decade, the program has not grown to create the impact we had originally hoped." Although Amazon Smile donations added up to \$449 million since the program began in 2013, the average donation for a charity in the U.S last year was \$230. The company says that it will continue to pursue and invest in other areas where they believe they can make meaningful change—from building affordable housing to providing access to computer science education for students in underserved communities to using its logistics infrastructure and technology to assist broad communities impacted by natural disasters.

To help charities that have been a part of the AmazonSmile program with this transition, the company will be providing them with a one-time donation equivalent to three months of what they earned in 2022 through the program. Once AmazonSmile closes, charities will still be able to seek support from Amazon customers by creating their own wish lists.

Amazon press release: [Amazon closing AmazonSmile to focus its philanthropic giving to programs with greater impact \(aboutamazon.com\)](#)

2023 Philanthropy Outlook Highlights (From *Forging Forward* Webinar, January 13, 2023):

- Inflation Impact on government programs is over 5% which has been especially impactful on what government spending can cover and has an impact on philanthropy needs.
- Giving is up 4.7% but the number of donors is down 7.1%.
- Household giving is declining by number of donors and amount given largely as a result of inflationary impacts on household budgets.
- Number of new and recent donors is down.
- Total giving amount by large amount donors is up.
- Need to focus on donors who have been supporting your organization. Donor retention is key.
- Important to diversify your donor revenue streams.
- Donor advised funds are a rising trend to tap into.
- Fundraising organization staffing is being impacted by increased retirements, position backfilling challenges, and the need to transition to flexible work environments and managing by teams rather than offices.
- Headed into recession. Uncertain how light, deep and long it will last. Average recession duration is 10 months.
- Considering that most fundraising efforts/initiatives are over more than 10 months, don't go into retreat or pullback mode.
- Most corporations will not pull back on supporting societal benefit/essential social good/social responsibility/social impact work in 2023 since it is crucial to their image and competitiveness with both their customers and employees.

Context: Brian Crimmins with Changing Our World Fundraising Consultants hosts biweekly 45-minute Friday morning (8:30am) online Forging Forward sessions largely focused on philanthropy with a variety of subject experts in his One

Hundred Forging Forward [Brian Crimmins - ONE HUNDRED \(onehundredagency.com\)](https://www.onehundredagency.com) for the last three years at no registration cost. Most are recorded and accessible on their Website or on YouTube: [Changing Our World - YouTube](#). Foundations Lost \$250 Billion in 2022, Payouts Expected To Drop

U.S. foundations had a 15.5% decline in asset values during 2022 as equities markets plummeted, portending what is likely to be a commensurate drop-off in giving to nonprofits during 2023 and possibly longer.

U.S. foundations lost nearly \$250 billion from investment portfolios year-over-year, which fell from a record high of \$1.3 trillion at the start of 2022 to \$1.06 trillion at the end of the year, according to data from research outfit FoundationMark's Grantmaker Investment Value (GIV) Performance Index.

It also followed a run of three straight years — 2019, 2020, and 2021 — during which foundations rode the wave of a bull market that saw their asset values grow by double-digit annual percentages of 20.1%, 11.6%, and 16.4% respectively.

Foundations are required by federal law to pay out a minimum of 5% of asset values each year. Most exceed this minimum and maintain a "remarkably consistent" giving rate of about 8% based on a rolling three-year average of their assets, Seitz said. Still, any decline in their asset valuations is typically bad news for nonprofits that rely heavily on foundation support.

Nonprofits today rely more heavily on foundation giving than they have in the past. The sector overall received 19% of its funding from foundations in 2021 as compared with just 11% in 2000, according to data prepared for Giving USA by Indiana University's Lilly Family School of Philanthropy in Indianapolis.

Foundations would likely require an 18% increase in investment performance next year — an outcome viewed as highly unlikely by most economists — to offset last year's losses and maintain their grantmaking levels of the past two years, Seitz said.

(Excerpted from [The NonProfit Times](#))

PWR Partnerships Program Office is on the Move!

Staff at the NPS Pacific West Region Office's San Francisco location at 333 Bush Street have begun the process to transition to a new office location at 555 Battery Street in San Francisco. The 333 Bush office closed on February 28, 2023. We are scheduled to occupy the new office on November 1, 2023, though that date will likely be delayed. The new office space will be much smaller, with the expectation that the majority of employees will be working remotely or teleworking on most days. Until we move into the new office, the temporary Regional Office mail address is the Seattle Office (909 1st Ave, Seattle, WA 98104).

Starting March 1, 2023, all staff duty stationed in the San Francisco office will be working in alternate locations until the new office space is ready. The majority of staff (including Heather) will be teleworking from their homes. A small number of staff (including Ray) will be working from San Francisco Maritime NHP headquarters at Lower Fort Mason in San Francisco. We continue to be reachable via Teams, email, or cell phone (Ray at 415-515-0574 and Heather at 415-629-9333). We are both still available to meet in person in San Francisco! If you'll be in the Bay Area and would like to meet with one or both of us, please contact us in advance to plan a time and location.

Recording of 3/8 Partnerships call

- All DOI link: [PWR Park Partnerships Quarterly Community of Practice Call \(recurring\)-20230308_150326-Meeting Recording.mp4](#)

Please note this is currently only accessible to NPS employees. However, NPS employees may download the file to a local server (or cloud drive) that partners have access to.

- All invitee link: [PWR Park Partnerships Quarterly Community of Practice Call \(recurring\)-20230308_150326-Meeting Recording.mp4](#)

In theory, this link should work for external partners who received an original invite. Please let Heather know if this does not work for you.

Calendar

Opportunities Coming up:

- March 16: Due date for NPF Youth Service Corps Request for Proposals
- April 5: PWR Bi-monthly Partnerships training: tentative topic: Special Park Uses
- April 13: Spring Friends Alliance Virtual Meeting
- May 1: Next PWR bi-monthly update newsletter
- June 7: Next PWR Partnerships quarterly call

Partner Resources

- [PWR Park Partnerships SharePoint](#) (NPS only) (policy and program info, Agreement templates, and more!)
- [NPS.gov partnerships site for Philanthropic Partnerships](#) (public site)
- [Common Learning Portal NPS Cooperating Associations and Partnerships](#) (accessible to all with login; just ask an NPS employee to invite you)
- **Coming soon**
 - o PWR Park Partners Teams Channel (will be accessible to all with an invite)
- [Interior Regions 1, 2, and NCA Partnership SharePoint](#) (NPS only)
- National Park Foundation [Park Partner Resource Portal](#) (to request access, email parkpartners@nationalparks.org)

5. Progress with Spokane School District in getting Ice Age Floods curriculum into schools: Melanie Bell and Consuelo Larrabee

- EXPO Exhibit had 300 people through their booth.
- Curriculum introduced to the Jefferson Development of Curriculum.
 - Target the 4th grade

6. Inactive Members Letter Response: Lorrie DeKay

- Over \$5,000 in new donations.
- Concentrated on outreach list. 33 renewals.
- Several bad emails. How should we proceed with fixing this?

7. Ellensburg Chapter Update: Gary Ford

- Having Nick Zenter and Carl Lindquest benefits the IAFI members from their activities.
- 42 members are relatively stable.
- Carl Lindquist is willing to do a few activities.
- A letter was sent out to the membership but there was no response.

8. Reminder: Puget Lobe and Lake Lewis chapters turn to provide article for the April newsletter. Scheduled Events through July and other newsletter articles are needed by April 10th: Lloyd DeKay

- Information needs to be in by April 10th.
- Articles: New things need to be added so that members can go out and look at.
- Send information to Lloyd or put it on the website.

9. Chapter Sharing: Board

- Lorrie DeKay: She and Lloyd attended an annual member meeting at the Columbia Gorge Discovery Center and Museum. The center is partnering with the Gorge Ecology Outdoors Non-Profit in working with 4th and 5th graders. Lloyd contacted them and said that the IAF could be a big part of their program. Lloyd was Contacted by the Gorge Town to Trails to be a part of their program. Lloyd will be giving his voice to their information points along the trail which will describe what people are looking at in relation to the Ice Age floods.
- Charles Hall: He and Jane are working hard on developing a working board. They are making good progress.
- Melanie Bell: Her chapter is partnering with the Spokane Conservation District's project. They will be developing walking trails which will have signage where geologic explanations will be given. The trails should be ready by next year.
- Lloyd Stoess: Attended the Colton School Dist. Steam Night. He put up a booth and talked to many teachers that are interested in the Ice Age floods story.

10. Meeting Adjourned

Motion to Adjourn: Charles Hall
Seconded by: Consuelo Larrabee
Passed unanimously