

CERT Resource Development Webinar



April 22, 2015
Individual and Community
Preparedness Division

Agenda

- Welcome and Introduction – Dante Randazzo, ICPD
- Cowley County Emergency Management - Jolan Csukas
- SAR-Ohio - Brian Maier
- State of Mississippi - Dave Nichols
- CERT Resource Development – Dante Randazzo, ICPD
- Facilitated Q&A Session

Cowley County Emergency Management (CCEM)



Jolan Csukas

Volunteer Services Coordinator
Cowley County Emergency Management
Winfield, Kansas

jcsukas@cowleycounty.org

620/221-0470

- Level 3 CERT member since 2006
- Volunteer Services Coordinator since 2012
- KEMA member since 2013
- 2013 KEMA New Emergency Management Professional of the Year



FEMA

citizen★*corps*

Cowley County Emergency Management

- Rural county w/population of 36,000
- Located in South Central Kansas
- CCEM is the support agency for Citizen Corps volunteer programs – CERT, CART, MRC
- Also supports the Cowley County Emergency Auxiliary (storm spotters) - CCEA

emergencymanagement@cowleycounty.org

www.cowleycounty.org/em



FEMA



OUR CORE FOUNDATION

- Strong leadership
- Ability to recognize/identify strengths within the membership
- Keep members engaged: training exercises; Community projects/presentations
- Use media to keep focus on groups/educate public

WHEN THE FUNDING WENT AWAY

- The groups had small accounts from:
 - Some organizations paid for traffic control assistance
 - Some organizations donate “speaker’s fees” for programs
 - Sale of hats and tee shirts to members
- This would not sustain the volunteer programs



SO WE



- Formed a 501©3 – a collaborative effort between CERT, CART, MRC and CCEA and called it:
 - Cowley County Emergency Response Volunteers (CCERV, Inc.)
- *Able to access grants for non-profits
- *Able to offer tax deductions to donors



FEMA



BUT WE DISCOVERED THAT IS

- Expensive
- Time Consuming



FEMA



SO WE



- Joined LEGACY FOUNDATION – a local endowment association
 - Offered services for a 2% fee
 - They do all the paperwork – acknowledgements, legal paperwork and file annual tax report
 - CCERV, Inc. is on the endowment gift list
 - They maintain separate account for each volunteer group
 - We receive quarterly statement



FEMA



HOW HAS IT PAID OFF?

- Community awareness, presentations and activities raised:

\$6,178 in 2014

- Anonymous donors thru Legacy
- Local businesses
- KPA grant
- Donations for assistance
- Three fund raisers

SMART PRACTICES

- Know your volunteers
- Know your community
- Be creative
- Be resourceful



FEMA



CONTACT INFORMATION

emergencymanagement@cowleycounty.org

www.cowleycounty.org/em



Cowley County



FEMA



Search and Rescue Ohio



Brian Maier
Chief Operations Officer

Why SAR-OH became 501(c)(3):

- Shortly after 9/11, SAR-OH founders answered the President's Call to Service and formed a group to aid those in need.
- As organization details were formulated, it became apparent that autonomy, self-sufficiency and the ability to aid others outside of Delaware County Ohio were extremely important to the overall vision.
- It was imperative that the group have the ability to provide services to those in need, free of charge, but also have the ability to solicit funding from those that wished to support the organization's mission.

How SAR-OH became 501(c)(3):

- Determined type of organization (charity, education – association, LLC, etc.)
- Selected and applied for name through state (check to make sure not already used)
- Formulated mission statement and Articles of Incorporation
- Filed Articles of Incorporation with state
- Developed Bylaws, organized Board of Directors and developed plan of action regarding structure, budget and developed a strategic plan
- Applied for EIN with IRS
- Applied for tax exempt status with IRS
- Filed with state as charitable organization
- Don't forget annual filings with the Ohio Attorney General and IRS

Non-Profit Resources

- [Ohio Secretary of State](#)
- [Ohio Attorney General](#)
- [IRS](#)



FEMA



CERT Program Funding and Resource Development



Dave Nichols
State of Mississippi

CERT teams are local

- Remember there must be a local contact for all CERT teams. Start there.



FEMA



Get local government buy in

- Have your local contact do all they can to get an Elected official to one of the trainings.
- Have them get local fire, police, or EMA leaders to a training.



FEMA



Tap into local community leaders

- Encourage the local contact to recruit local community leaders to be a part of the team.



FEMA



Tap into local business leaders

- Encourage participation of local business owners to be a part of the team.
- They bring manpower and resources to the table.



FEMA



Invite the local media to your training

- T.V.
- Newspaper
- Radio
- Local Blogger

Recruit a local trainer

- If you can partner with a neighboring City or County, to have an in house trainer.



FEMA



Stay Active



- Make sure your teams remain active in training at the local level and state level. They will bring their own resources to the table if they feel needed.
- One Day add on's
- Olympics or CERT rodeo's



FEMA



Partner



- Always be on the look out for other agencies and organizations you can partner with.



FEMA



Believe



- If you do not believe in the value of the program no one else will either.



FEMA



Additional CERT Resource Development Strategies



Dante Randazzo

FEMA Individual and Community
Preparedness Division

501c3 Organizations

- Commonly referred to as charitable or non-profit organizations.
- Eligible to receive tax-deductible contributions.
- Your CERT program may be eligible to apply for 501(c)(3) status because its purpose is for public safety and education.

501c3 Pros and Cons

PROS

- Potentially greater financial independence
- Possible eligibility for wider range of grants
- Attract donors who are interested in making tax-deductible contributions

CONS

- Requires significant work, creation of a corporate structure, an annual fee, and annual filing with the IRS
- Time, resources, and effort spent on maintaining status may detract from CERT activities



Steps to Become a 501c3

- Apply for 501(c)(3) Status through the IRS
- File for a Federal Employee ID Number (EIN)
- File for State and Local Tax Exemption
- Fulfill Charitable Solicitation Law Requirements

TIP: For more information about becoming a 501(c)(3) organization, please visit the IRS website at <http://www.irs.gov/Charities-&-Non-Profits/Application-for-Recognition-of-Exemption>

501c3 Alternatives

- **Local Government Tax ID:** Check with your local jurisdiction's attorney to find out if your program can use the local government's tax ID number
 - Contribution is tax-deductible for donor
 - Requires financial management within local government's system
- **Local Community or Government 501(c)(3) Organization:** Identify local 501(c)(3) organizations and ask them to serve as a fiscal agent/umbrella for your program
 - Many local government agencies, including fire and police departments, have related 501(c)(3) organizations
 - These organizations are likely to charge a fee for the corporate and fiscal management services they provide
 - Your program must itself meet 501(c)(3) organization requirements to participate in this type of arrangement

Smart 501c3 Practices 1/2

- If your program is government-sponsored, consult the jurisdiction's legal counsel.
- If considering using local government's tax ID number, confirm fiscal management practices with jurisdiction's financial officer. For example, confirm whether or not a special account would be created for funds donated to the program and how funds would be withdrawn from the account to cover CERT expenses.

Smart 501c3 Practices 2/2

- If considering an existing 501c3 to act as a fiscal agent for your program:
 - Do your homework to assure that your organization would fit under their “umbrella”
 - Determine who is responsible for what
 - Determine any requirements the other organization may have in addition to standard 501c3 qualifications
 - Determine if there will be a fee
 - Find out if they will provide tracking or reporting for your program’s activities and expenditures
 - Prepare references

Strategic Planning and Budgeting

- Work with Local Leaders to Evaluate Your Community's Needs
- Determine How Your Program Can Address Your Community's Needs
- Identify Your Program's Needs
- Calculate the Total Cost of Running Your Program and the Cost Per Participant
- Research Approaches for Meeting Your Program's Needs and Potential Supporters and Partners

Visibility



- Organize activities that will raise the visibility of your program and highlight its value to the State and local communities
- Increasing the visibility of your program will help to establish and solidify it as a permanent fixture of your community and create a base of public awareness and support
- It doesn't cost anything to have your volunteers be visible in their communities showcasing the good work that they are doing
- If you are not visible and easy to find, potential volunteers may pursue other opportunities
- Volunteers are also your program's most effective advocates: they can act as a force multiplier and engage potential partners



Strategic Partnerships

- Institutions of Higher Education
- Homeowner Associations
- Private Businesses
- Places of Worship
- Non-Profit Organizations

Regionalization

- Multiple CERT programs in different jurisdictions (within the same state) work together to support one another's goals
- Facilitates cross-pollination of ideas and jurisdiction-to-jurisdiction assistance and resource sharing
- May offset some of the drawbacks of becoming a 501c3
- Potentially simplifies/consolidates state-level budgeting if local jurisdictions decide to merge budgets
- Some states, like Utah and Kentucky, already have regional structures in place
- Fair representation on Regional CERTs is critical to account for all voices and considerations
- Regional CERTs may need to create and adopt new bylaws



FEMA



Record Keeping

- Accurate data and information are essential in supporting almost every aspect of your program
- Track and maintain the budget and keep records on resources provided by supporters and how you use them
- Regular progress reports can provide supporters with updates on how their resources are being used and encourage them to support your program in the future
- Identify your information needs and develop a system
- Designate someone to maintain records for your CERT program
- Keep your data simple and back it up



FEMA



Knowing Your Potential Donors

Potential Donor Sources

Type of Audience/Organization	Possible Donors
State and Local Government	<ul style="list-style-type: none">○ Emergency Management Agency○ Fire Department○ Police Department○ Public Works Department
Non-Profit Organizations	<ul style="list-style-type: none">○ Chamber of Commerce○ Churches○ Kiwanis and Rotary○ Neighborhood/Homeowners Associations○ American Legion and Veterans of Foreign Wars○ Indian Gaming Fund○ Teacher and Fire Unions
Private Sector Organizations	<ul style="list-style-type: none">○ Hardware stores○ Big box stores○ Hotels○ Restaurants○ Banks○ Insurance companies○ Utility companies
Other	<ul style="list-style-type: none">○ General public○ CERT members



FEMA



Knowing Your Potential Donors

Donor Research

- What does the organization do?
- What is the organization's interest in disaster preparedness in their community?
 - What is at stake for the organization?
- If applicable, what relationships does the organization have with emergency management and professional response agencies?
- What is their contact information?
- What is their fiscal year cycle?
- What is their current and historic charitable and donation activity?

Knowing Your Potential Donors

Donor Motivators

What are the goals and interests of the organization?

How does the organization's mission align with CERT?

What are the personal goals and interests of the organization's leadership?

How can CERT benefit the organization?

What does the organization offer CERT?

TIP: Research public and private grant programs and foundations to identify organizations that may be interested in supporting CERT.

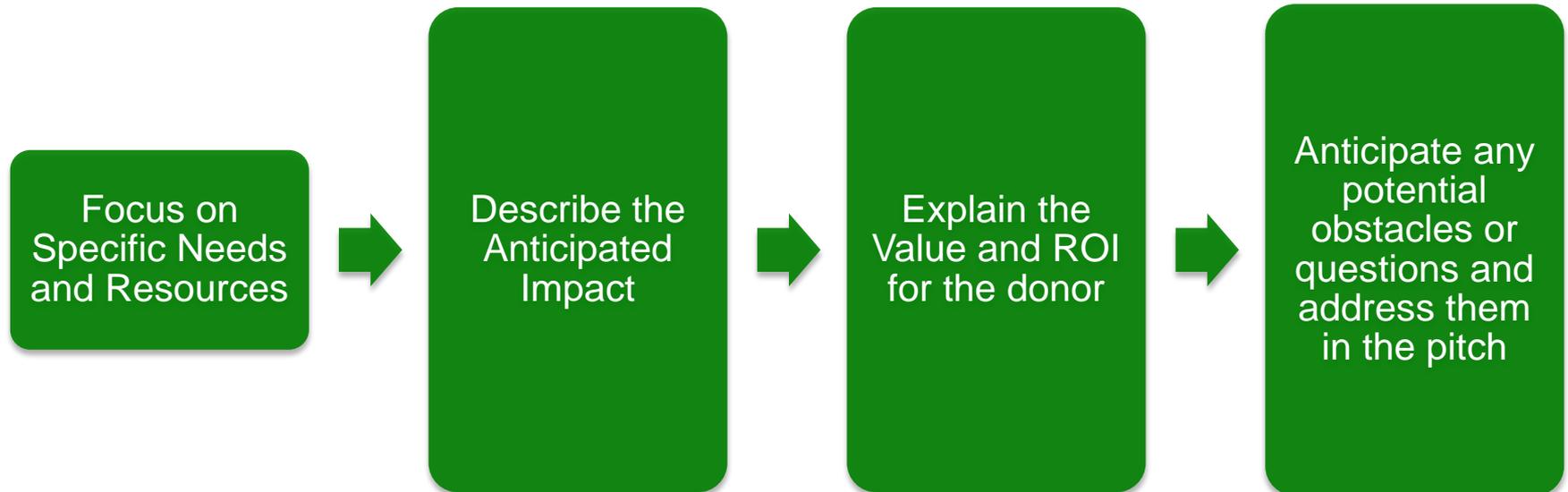
Messaging and Outreach

Creating a Standard Pitch



Messaging and Outreach

Creating a Tailored Pitch



TIP: Practice both your standard and tailored pitches in front of someone who is familiar with the CERT program and its goals, as well as someone unfamiliar with the program.

Messaging and Outreach

Reaching out to potential donors

- Follow up
- Be prepared
- Stay in touch
- Remember to say “thank you”

TIP: Keep track of who donates what to the program—as well as who declines to donate. Those who do not donate should still be thanked for their time.

Contact Information

Technical Assistance

- cert@fema.dhs.gov

State CERT/Citizen Corps Program Manager

- <http://www.ready.gov/citizen-corps/find-my-state-program-manager>
- Click on “state/territory point of contact”

Local CERT Point Of Contact

- <http://www.fema.gov/cert>
- Click “Find Nearby CERT Programs”





Facilitated Q&A