



ASFPM Foundation Annual Report FY15  
Presented to ASFPM Board May 31, 2015  
and ASFPM Foundation Board of Trustees June 3, 2015

*By Foundation President Doug Plasencia*

## **Overview**

FY15 was generally a successful year for the foundation. We undertook an internal evaluation of our operational focus while at the same time delivering events and products commensurate with our funds. An adverse headwind that slowed down progress on all fronts was related to the fact that our leadership is primarily corporate leaders, all of whom were in the midst of multiple FEMA contract competitions, for an extended period of time. However as these competitions came to conclusion, progress began to be made.

Financially for the year we projected the need to augment fundraising from reserves by \$12K, and it looks like this augmentation is more in the range of \$9.5K. Fundraising in total however was down significantly below budget in part due to the before mentioned time constraints on leadership, but also due some lingering impacts of the recession. This shortfall in fundraising however was offset by controlling new costs and project starts.

## **Accomplishments**

Our programs reached out to nearly 400 people this year due to Events Committee efforts, Executive Board, leadership of Firas Makerm, Matt Koch and Diane Brown, and the skilled facilitation of Brad Anderson, Bruce Bender and Jeff Sparrow. Symposia were held in cooperation with state chapters in Florida, Illinois and Arizona. It is our hope to bring value to our chapter donors and to encourage continued and ongoing support of the foundation. In each state the agenda was tailored to engage participants in topics relevant to those in the state and to lay the framework for local policy initiatives. The State of Illinois subsequent to this event published a draft policy document on urban flooding issues.

We also chartered and kicked off the Larry A. Larson Speaker Series *Creating Flood Resilient Communities*, in Washington DC at the National Building Museum. The purpose of this event is to bring additional value to our donors and invite them to partake in an evening of networking and listen to a leading authority on a current topic. Associate Director of Natural Resources for OMB Ali Zaidi addressed the group on the newly released Federal Flood Risk Management Standard.

In addition to these activities, we continue to fund and support the student paper competition, made improvements to the FloodManager game, and hope very soon to see in print Ann Riley's Stream Restoration book.

Internally we spent considerable time considering if we were addressing the needs of our donors and came to the conclusion that there was room for improvement. As a result we have focused the foundation to continue to deliver the events previously mentioned, as well as funding project needs emanating from ASFPM, and to partner with chapters on advancing floodplain management. We still will

entertain requests from others but our primary focus will be events and meeting the needs of ASFPM and chapters. At the same time we hope this increased focus will translate into increased support from chapters as well as ASFPM leaders and members.

### **Looking Forward**

We have restructured the Executive Board to meet our new charge. We replaced the Liaison Committee with the Project Committee – chaired by David Maurstad. Development has been renamed Fundraising with co-chairs Dale Lehman and Joe Bruno. Events will be chaired by Matt Koch, and outreach by Jo Ann Howard.

Resigning from the Board is Firas Makerm and Scott Edelman due to work commitments and a desire to engage others from their firm.

Joining the Board are Jerry Sparks, Jeff Sparrow, Matt Koch, Brad Anderson, Tim Hillier, Molly O'Toole, Don McEvoy and Marko Bourne.

We will be discussing obligating up to \$75k from reserves to fund the following projects led by the Executive Office

- Updates to NAI How-to Guides
- Support cataloging of donated collections to the library
- Preparation of a summary of Flood Programs in Review

We also are intending to hold two State Symposia as well as a Gilbert F. White Flood Policy Forum in FY16. The Forum topic is related to the Executive Order 13690 and FFRMS and the implementation of Best Available Climate-informed Sciences.

We also will make headway on a new initiative we are evaluating to provide a meaningful four-year scholarship. Criteria to be established, but this would be a needs-based scholarship drawing on areas and applicants that are from an area that was severely impacted by flooding. This would most likely be a dedicated fundraising activity.

My thanks to the many dedicated trustees, associates and volunteers who led or assisted the foundation this year; the efforts of EO staff, and most important, our individual and corporate donors who supported us with their cash contributions, in kind services and auction donations.