

**WEEB**  
**Development/Task Force Committee Report 10/28/2004**

***Major Outcome: Regeneration of funding for general EE program***

Two task forces were established October 2002 in response to the loss of the \$200K general EE support from GPR.

- A. Task force for reinstatement of GPR funds and/or alternative state funding
- B. Task force for private fundraising campaign

**A. Strategic plan for regeneration of state funding for general EE program**

Task Force Members: Robin Harris and Randy Champeau (co chairs), Senator Neal Kedzie, Representative Mark Miller, Bill Neuhaus, Vance Rayburn, Rick Wilke.

**1. Reinstatement of \$200,000 GPR funds.** DEFERRED because of State budget crisis.

**2. Alternative state funding.** DEFERRED

a. Environmental Fines.

1. Winter 2002/03.

Three alternate bills were drafted by Task Force member Representative Mark Miller following discussions with DNR Secretaries Daryll Bazell (12/16/02) and Scott Hassett (1/23/03): i. increase from 10% to 20%, 50:50 split with DNR as now; ii. increase from 10% to 15%, all increase to WEEB; iii. increase from 10% to 20%, all increase to WEEB. Decision to defer made at January 03 WEEB meeting.

2. Spring 2004

Following the April-04 WEEB meeting, work was initiated with Representative Mark Miller on coordinating a support base, and assembling necessary paperwork, to take advantage of any legislative opportunities that might arise in the near future for regeneration of WEEB's general and energy education grant programs (see attached #1). This resulted in a letter from Representative Miller to DNR Secretary Scott Hassett (4/26/04) requesting that DNR reactivate option i. above (see attached #2). The response was a general thank you and "budgets are tight" letter from the Secretary.

b. Littering Fines. Deferred – high priority.

c. EE License Plate Fund. Deferred – medium priority.

d. Bottle Charge. Deferred – medium priority.

e. Plastic bag fee. Deferred – low priority

f. State Income Tax Check Off Option. Deferred – low priority.

g. Deer Feeding Fine. Deferred – low priority

**B. Strategic plan for private fund raising campaign for general EE program**

Task Force Members: Janet Brandt and Jim Gibson (co chairs), Randy Champeau, Robin Harris, Mark Krysiak, Representative DuWayne Johnsrud, Senator Fred Risser.

Historical background on the WEEB EE Trust Fund is attached (#3). The following progress report on the private fund raising campaign was prepared by Janet Brandt.

### 1) **Reanalysis of plan**

As reported at the spring meeting, the Private Fundraising task force has focused their efforts on gaining a better understanding of the issues involved with soliciting funds for WEEB from private donors. Four activities were pursued:

- A subgroup of the task force met with Mark Lefebvre, a highly successful fundraiser for the UW Foundation. We gained good information about fund raising basics and also Mark's confirmation that there were probably many private foundation sources that would be interested in our goals.
- The task force worked with Ginny to put together some preliminary materials – lists of private foundations with environmental agendas, a draft solicitation letter, copies of the biennial report, and copies of our CD presentation.
- A few individual members of the task force made some initial calls to talk with potential funders and to better understand what type of message and format would be most successful. As part of this effort, Jim Gibson and Janet Brandt met with fellow Board member and Business/Industry representative Mark Ishihara to walk through a practice presentation and to request a follow-up meeting with the appropriate personnel at Rockwell International.
- As a result of this work, the task force members learned that to be successful, it was critically important for the WEEB to have a supporting foundation with 501c3 status to accept private donations. Our preliminary contacts told us that we should pursue this goal before devoting any more significant effort to soliciting donations from corporations and private foundations.

### 2) **Foundation with 501c3 status**

The task force was able to engage the pro bono services of a Madison attorney, Jim Egle with Stafford Rosenbaum, LLP, to pursue setting up a 501c3 foundation. Upon receiving the Board's approval at the spring meeting (and follow-up decisions/recommendations from the State Ethics Board and the UW System Counsel), task force member Janet Brandt worked directly with Mr. Egle to submit the necessary filings. There are two steps to the process:

- Filing for status as a Wisconsin corporation with the Department of Financial Institutions. Articles of Incorporation for the "Wisconsin Environmental Education Foundation" were developed and submitted. Notice of Incorporation was received on October 26, 2004. (see attached #4)
- Filing for 501c3 status with the Internal Revenue Service. A comprehensive form (#1023) was completed and submitted to the IRS in October. Requests can take 4-6 months to get processed. We anticipate receiving 501c3 status for the foundation by late Spring.

### 3) **Website plan follow-up**

At this time, the task force recommends not changing the WEEB website information regarding Financial Support Opportunity and Task Force Update, except for recognition that the new "Wisconsin Environmental Education Foundation, Inc" officially exists as a corporation in the State. We will continue to offer the current solicitation information and procedures until the new Foundation receives 501c3 status. At that time, all information will be updated by the task force.