

An aerial photograph of a dense forest covered in a thick layer of snow. The trees are mostly evergreens, their branches heavily laden with white snow. The ground is also covered in a smooth layer of snow, with some darker patches visible where the trees are more sparse. The overall scene is serene and wintry.

FUNDING THE COMMUNITY PREPAREDNESS PROJECTS YOU WANT TO DO - 2024

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Focusing on Money is the Wrong Approach

- Success is not about how well we spend money.
- Most government grants will not perfectly fit your needs because of limitations and admin burdens.
- We tend to create projects that fit the money whether we need them or not.
- Don't let a grant define your vision!

A DIFFERENT MINDSET IS NECESSARY

- ▶ Who is our customer?
 - ▶ It's not FEMA, PHMSA, EPA, CDC or State Agencies
- ▶ Think about emergency planning as a consumer product.
 - ▶ If it doesn't work your customer will be mad.
- ▶ We must market emergency planning as a product.
 - ▶ That means engaging our customers.



<https://www.washingtonpost.com/opinions/2024/08/14/disaster-emergencies-normal-people/>

OPINIONS Columns Editorials Guest opinions Cartoons Letters to the editor Submit a guest opinion Submit a letter

Opinion | Here's what I've learned about disasters: Your neighbor is your best hope

Disasters happen. When they do, it is normal, everyday people who are the heroes.



MARKETING TO OVERCOME CURRENT PERCEPTIONS

- ▶ Evaluated in 20/20 hindsight
- ▶ Focus on response instead of preparedness & planning
- ▶ No community sense of responsibility for preparedness
 - ▶ Public and small business get a “pass” - creates “victims”
- ▶ Lack of fire codes or land use rules are not a safe harbor
 - ▶ Planning must incorporate all the risks



What is Success and How is it Measured?

- Success is satisfying the civil right to an adequate emergency planning process by filling capability gaps.
- Identify, educate & communicate about risks, capabilities and create a plan to prioritize & close capability gaps with public input.
 - Results in a measurable, step-wise approach to filling gaps.

This is how we demonstrate an adequate planning process.

As transportation is included HMEP can be used for all these steps.



FEDERAL GRANTS ([grants.gov](https://www.grants.gov))

- HMEP, Pipeline Safety, Assistance for Local Emergency Response Training, Supplemental Public Sector Training, Community Safety
- EMPG, Assistance to Firefighters, Pre-disaster Mitigation, Homeland Security Grants

They come with baggage

- Matching requirements, limits on use and sometimes competitive
- Reporting can be a huge pain

There are options.



NON-TRADITIONAL SOURCES

Taxes, Impact Fees, Fines, Forfeitures, Enterprise Funds, Utility Rates, Hazmat Reimbursement Statutes, Restitution Awards, General Funds

EPCRA enforcement settlements

- **Beware of EPA & States**

Sell services to other groups/entities

- **Provide training and planning support**

Seek donations (money or “in-kind”) from the community – just ask.

- **Local businesses, foundations and citizens**

CREATE YOUR OWN FUNDING SOURCE

Creating a 501(c)(3) is not difficult

STATE NONPROFIT CORPORATION (\$100)

- Requires A Charitable Purpose Such As Supporting Local
Emergency Preparedness**

APPLICATION TO IRS (\$200)

FEES REIMBURSED FROM DONATIONS LATER

ADVANTAGES

Board of Directors Decides on Use, Priorities & Conditions

Not Part of Government Agency

Not Subject to State/Federal Grant Limits

Not Subject to State/Federal Agency Approval

Money Raised Stays Local & Can be Used to Match

People and Companies that Donate Get a Deduction

MECHANICS

BOARD OF DIRECTORS

BY-LAWS

- **Conflict Of Interest – not a problem normally**

FEDERAL EIN TO OPEN A BANK ACCOUNT (on-line)

ANNUAL REPORT TO SECRETARY OF STATE (\$10)

ANNUAL POSTCARD TAX RETURN (on-line)

- **UNLESS YOU RAISE OVER \$50,000**

A NOTE ABOUT LEPCs CHARGING FEES

NO INHERENT LEGAL AUTHORITY IN EPCRA

**A STATE OR LOCAL GOVERNMENT COULD AUTHORIZE
LOCAL PROGRAMS MAY BE PREEMPTED IF YOUR STATE
CHARGES FEES**

SOME LEPCs DO THIS IN THE GUISE OF A “DONATION”

**TIER II REVIEW OR PROCESSING FEES – STATE-BY-
STATE ANALYSIS NEEDED, BUT SUSPECT**



Thank You

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