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Earth Conservation Corp.

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Coors Brewing Company
Golden, Colorado 80401-1295

April 9, 1992

The Honorable J. Danforth Quayle
Vice President of the United States
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Mr. Vice President:

I am honored to invite you to join me, local environmental leaders and dignitaries at the launch of the Coors Pure Water 2000/Earth Conservation Corps Lower Beaverdam Creek reclamation project on April 30, 1992. The event will be held at 3 p.m. in Beaver Dam Park in Prince Georges County, just outside of Washington, D.C.

Coors Pure Water 2000, a national, grassroots-oriented environmental program, is proud to be sponsoring this major project, which is the initial effort of the newly formed Earth Conservation Corps. The Corps will utilize inner-city young adults from Washington to clean up and reclaim the creek, a tributary of the Anacostia River. The Anacostia and many of its tributaries are severely polluted with trash, tires and other debris. Yet there is much hope for the river. Thanks to the efforts of concerned citizens, environmentalists, government and private industry, the Anacostia has a future. Together, we can restore the Anacostia and make it a proud waterway of our nation's capital.

The Earth Conservation Corps has its origins in the White House, and was conceived in the office of Jim Pinkerton. The Corps offers a dynamic and vital way to address critical environmental and social concerns.

Now entering its third year, Coors Pure Water 2000 aims to preserve, protect and help clean up America's water resources. The program provides funding to organizations who conduct local water resource projects.

I would be greatly honored if you could be our special guest at this event.

Sincerely yours,

Peter H. Coors
President



The Environment and America's Youth: A Natural Partnership.

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THE EARTH CONSERVATION CORPS

Our environment and our youth are America's most precious resources. Helping both to endure and thrive is the mission of the Earth Conservation Corps.

"The Earth Corps is still a seedling. But it is a daring idea."

**--Lance Morrow
Time Magazine, 2/12/90**

THE EARTH CONSERVATION CORPS

"From now on in America, any definition of a successful life must include serving others."

*--President George Bush
June 22, 1989*

Mission Statement

- Nurtured in the White House, the Earth Conservation Corps (ECC) is a privately funded, non-profit corporation whose purpose is to challenge youth, ages 18 to 23, with important wildlife and habitat restoration projects.
- The ECC will provide opportunity for young people to improve the environment while nurturing positive values such as hard work, responsibility, discipline, and confidence--qualities integral to success in life.
- By working alongside professional conservationists and completing an environmental curriculum, our volunteers will gain the experience and contacts to boost them into careers in conservation and the natural sciences. Vigorous job targeting and follow-up will help volunteers achieve their goals.
- The ECC hopes to become a dynamic extension to existing conservation corps by founding a one year "second step" educational/service option for youth with an interest in a career in conservation and the natural sciences.
- This additional opportunity for upward mobility will be especially important to our nation's disadvantaged youth who otherwise might not have the chance to participate in the study of conservation and habitat restoration.
- Through the Earth Conservation Corps, young people will improve the environment while becoming thinkers and doers. As has been proven in existing conservation corps, the completion of difficult tasks alongside crew mates from diverse backgrounds will furnish a life enhancing growth experience and provide this county with a **new generation of conservationists.**

The Program

"It's not talking about conservation, it's acting. Conservation begins with the boots on a mans feet."

*--Diane Fossey
1979*

The Earth Conservation Corps intends to tap the energy and idealism of youth from all socio-economic backgrounds in a full-time educational, conservation service program lasting for nine months (September to June).

The ECC volunteer must commit to nine months of rigorous, action oriented conservation work. They will be fitted for boots and a uniform, and provided one hundred dollars a week. An environmental education curriculum, woven into their work days, will help give volunteers a significant leg up in pinpointing and acquiring entry level conservation work. The ECC will also provide advice and assistance with vocational training, college and career choices.

The Corps will typically operate with squads of ten volunteers under one squad leader. Volunteers will work on urban projects near their homes before a final assignment to a wilderness or remote habitat.

After the successful completion of a tour of duty the volunteer will be awarded a \$3,000 Public Service Award in the form of a college or vocational training scholarship, or a cash readjustment and a savings certificate, both payable over two years.

The Need

The main goal of the Earth Conservation Corps is to help young Americans, particularly those with limited opportunities, to become part of the solution to our nation's environmental problems and to forge careers for themselves in the natural world.

Social

Today all segments of American youth face threats from violence and drugs on top of the age old angst about what they will do with their lives. This problem has reached its greatest crisis among urban African-American youth.

- . Homicide is now the leading cause of death for African-American males between the ages of 15 and 34. Nearly half of all U.S. murder victims are black.
- . In 1989, 23 percent of all African-American men aged 20 to 29 were either in prison or on probation or parole. By one study, one fifth of all black males between 15 and 34 now have criminal records.

Newsweek: April 6, 1992

Our pilot program addresses the needs of this troubled group of American youth as we will be recruiting volunteers from the Anacostia-Congress Heights Partnership area. According to an Institute for Urban Development Research study of "at risk" neighborhoods - of the 28 neighborhoods identified citywide, 9 are located within the Anacostia Partnership area.

Environmental

- . On December 12, 1991 The National Research Council, the government's chief scientific advisory group, called for the restoration of ten million acres of woodlands by 2010. The restoration of 400,000 miles of polluted rivers and streams and ten million acres of lakes over the next twenty years is a national goal.

Our pilot program addresses the environmental needs of possibly the most degraded tributary in the Chesapeake Bay Watershed: Lower Beaverdam Creek. This tributary had been used as a public dump site for decades and is a major source of pollution in the Anacostia River and Chesapeake Bay.

Recruiting

"Everybody can be great because everybody can serve."

*--Martin Luther King, Jr.
1967*

While the ECC will recruit youth from all socio-economic backgrounds, our projects could provide the critical difference for those youth who are at risk of being left out of the mainstream.

Volunteers will be sought through recommendations of existing conservation and service corps, conservation organizations already working in target areas, in addition to church, school and community groups. The primary criterion for the prospective volunteers will be desire: A desire to learn about and improve the natural world along with a willingness to work hard will win a place in our ranks.

Project Selection

The ECC will go wherever there is important conservation work that it can uniquely fulfill. Our emphasis will be on habitat reclamation and restoration with a priority given to rivers, wetlands and critical habitats for endangered species. Decisions will be guided by the benefits to volunteers from work on potential projects.

Follow-up

By monitoring the needs of government and business, we hope to guide a percentage of our volunteers into related field work. We believe that a prospective employer will recognize the former Earth Conservation Corps volunteer as an exceptional individual.

Habitat restoration and monitoring will be a significant growth area in the coming decades for jobs in both the private and public work force. We will be giving our volunteers experience in these fields and assigning professional mentors to the volunteers in an effort to boost them into conservation related work.

We plan to forge strong ties within business and government as well as the service corps, conservation and scientific communities. The ECC would draw on this expertise to both target projects and post service opportunities for our volunteers.

Pilot I

"From the days of L'Enfant, Americans have come to expect the best of their Nations Capitol. More than any other city . . . more than any other region, the Nation's Capitol should represent the finest in a living environment which America can plan and build."

*--John F. Kennedy
May 1961*

Phase I--Beaverdam Creek

Taking President Kennedy's ideals to heart, the Earth Conservation Corps will be launched outside our nation's Capitol. Lower Beaverdam Creek, a tributary of Washington's Anacostia River that is choked with tires and rusting car hulks, is where the Earth Conservation Corps will hit the ground. Phase One will be non-residential and last for four months. Our ten volunteers are coming through the recommendation of the Anacostia/Congress Heights Partnership.

We estimate that at least 4,800 tires are strewn along Beaverdam's four mile course. During thunderstorms many become dislodged and are soon in the Anacostia River, while remaining tires act as an open invitation to further dumping. Our volunteers' daily presence in the river will bring attention to the many individuals and organizations who already working to break this cycle.

The Earth Conservation Corps hopes to help spread a message through action: It is time to reclaim Beaverdam Creek. By getting the community involved in cleaning up the river and replanting its banks we hope to make them aware of the importance of their river in their daily lives.

Please see pages nine and ten for a breakdown of volunteer activity during this period.

Phase II--Rich Creek

After reclaiming Beaverdam Creek our volunteers will travel overland to Monroe County, West Virginia to assist the Dept. of Natural Resources in the improvement of Rich Creek. This spring fed creek will be a dramatic contrast to Beaverdam, as it has its own self-sustaining trout population and is a vibrant stream with pockets of damage in need of improvement.

The volunteers will repair cattle damaged banks, install boulders for pool improvement, and complete the kind of professional restoration work that will be in increasing demand throughout the country. They will also be working with the fisheries department at a nearby hatchery, learning about aquaculture as well as the monitoring and management of natural fish populations.

For these final two months of the six month pilot our volunteers will be living in a tent camp in a nearby National Forest giving them the chance to leave their urban environment and experience working in a rural setting.

Lower Beaverdam Creek--March 21, 1992



Anacostia Pilot Breakdown

On Beaverdam Creek and other Anacostia tributaries, the Earth Conservation Corps will bring muscle power to help enact the plans of sixty private, state and federal organizations already working to restore the Anacostia and Chesapeake Bay watershed. Earth Corps volunteers will work in five basic areas.

1. *River Reclamation*-- Our primary task will be removing solid debris from Beaverdam Creek. This will include many tons of old tires, shopping carts and abandoned cars.

2. *Riparian Reforestation*--Under the direction of the Riparian Reforestation Division of the Anacostia Restoration Team, the Earth Corps will help replant eighteen sites in the Anacostia watershed. These projects are funded through an *America the Beautiful* grant and are "ready to go" with the exception of a source for heavy labor and site preparation.

3. *Environmental Education*--Education will take up thirty percent of a volunteer's time. The Center For Environmental Education will provide an intensive "streamside" environmental classroom.

4. *Education and Employment Guidance*--The ECC scholarship program will be a powerful incentive for volunteers to continue their education. A goal of the Earth Conservation Corps will be to make its volunteers aware of and prepared for related employment opportunities, such as county siltation monitor, shellfish officer, or restoration technician.

5. *Community Education*--Our volunteers' presence on Beaverdam Creek will act as a stimulus to the surrounding community to take pride in and protect their river. We will encourage the community as a whole to participate in this restoration effort.

Earth Corps Daily Schedule - Monday through Thursday

Each day will start with a brief exercise period after which volunteers will learn both how to do the job ahead and how it relates specifically to the entire surrounding habitat. Each squad leader having his or her particular area of expertise will hold frequent impromptu lessons to share their knowledge and enthusiasm about the natural world.

8:00 AM	Pickup at Central Locations
8:30-8:45	Calisthenics
8:45-9:00	Assignments are given out
9:00-12:30	Field Work
12:30-1:30	Lunch at site
1:30-2:00	Streamside Education
2:30-5:00 PM	Field Work

Friday Payback Days

Every Friday will be a "Payback Day" devoted to education, field trips and non-labor activities. The curriculum developed for the pilot will be applicable to all future Earth Conservation Corps river projects. Below is a sampling of these events.

1. At the Patuxent Wildlife Research Station we will experience the work being done to save such endangered species as the Whooping Crane and the Bald Eagle. Volunteers will meet and question the researchers.
2. Chesapeake Bay Keeper - We will go out on the Bay to learn more about the Chesapeake Bay Watershed that our volunteers are working to improve.
3. Audubon Sanctuary - The Audubon Naturalist Society will take us on a field trip to a Great Blue Heron rookery in Chevy Chase, Maryland to see and photograph the nesting birds.
4. Oystering - We will go out with the Oystermen harvesting oysters on the Bay.
5. National Zoo - Dr. Mitch Bush, head veterinarian of the national Zoo will take us on an "inside the Zoo labs" tour.
6. Assateague Island - An overnight stay on one of the most beautiful national seashores.

Cooperating Organizations and Individuals

We are coordinating this major restoration with the help, advice, and in-kind services of a number of organizations, including the Maryland Parks & Planning, the Prince Georges County Department of Environmental Resources and the Metropolitan Washington Council of Governments. Below is a more detailed analysis of the relationships we have established with other organizations.

1. The Interstate Commission on the Potomac River Basin

Executive Director - Jim Cummings

Mr. Cummings has been a major support and role model for our pilot program. He will be working on Beaverdam this summer with ten youths from the Maryland Conservation Corps and has proposed we take on some joint activities and engage in spirited competitive games between our two groups. For example, we plan to reward a team for the most tires removed by a team in a single day.

2. Anacostia Congress Heights Partnership

Executive Director - Brenda Richardson

The partnership is a non-profit organization, representing a network of public and private neighborhood based institutions and individuals committed to helping the most vulnerable families in the Anacostia Congress Heights area. The youths for our pilot all come from this area and on the recommendation of Brenda Richardson, who has provided immeasurable help in finding exceptional candidates for our program. In addition, through the Partnership our volunteers will receive physicals to qualify them for insurance purposes, training for their GED exams, and counseling for the duration of the pilot.

3. The Anacostia Watershed Society

Executive Director - Robert Boone

A non-profit organization that has long been working to raise public awareness about the problems facing the Anacostia Watershed. START, Stop Trashing the Anacostia River Today, is a program run by Mr. Boone's group that puts volunteers on the river for clean-up and maintenance detail. We will lend support to projects they are working on and in return they will take the Earth Corps volunteers on sailing excursions on the Anacostia River.

4. Adopt-A-Stream

We will work with the Izaak Walton League's Adopt-A-Stream Program to encourage industry and business to adopt portions of the entire four mile length of Lower Beaverdam Creek.

Duplication

Although the Earth Conservation Corps is drawing heavily on the decades of experience of the various state and local conservation corps we have already gained valuable insights into how to launch a small community based/privately funded corps. We believe what we have learned and will learn on Beaverdam and Rich Creeks will be valuable tools for any of the myriad of communities who might be interested in fielding their own corps.

By promoting media exposure of our pilot we hope to encourage individuals to launch their own community programs and to demonstrate to the business community that supporting a conservation corps can pay public relations dividends.

The Earth Conservation Corps will continue to establish small community based pilot programs in the hope that our success will further encourage duplication.

We have already been asked by the Houston based Lockheed Sciences and Engineering Corporation to replicate our pilot in Houston. Lockheed has pledged to take the lead in raising the private sector funds for this program. We have found that our Beaverdam/Rich Creek model and budget works for Texas.

The following outlines how we are replicating ourselves in Houston in the belief that others will soon do the same.

Texas Replication - July 1992

We plan to recruit ten youths through community organizations for a six month tour of duty with the same structure as our pilot. We are working with Trees for Houston, The Houston Arboretum and the Buffalo Bayou Coalition to develop four months of work projects in Houston that will have educational benefits for our volunteers.

For the two month "Backcountry" detail our volunteers will travel to the Gulf Coast with the U.S. Fish and Wildlife Service, planting Spartina Grass to restore the barrier beach which protects the fresh water marsh at Anahuac National Wildlife Refuge. At the Aransas National Wildlife Refuge, we will help install riprap along the Matagorda Intercoastal Canal to protect the endangered Whooping Crane from the disruptive effects of the waterway's barge traffic.

We are not currently asking the National Fish and Wildlife Foundation for monies for this project at this time. A separate proposal for this project will be submitted at a later date.

New Solutions to Conservation Problems

The Earth Conservation Corps plans to work with the scientists and restoration technicians who are leaders in their fields - the kind of people whose lives are dedicated to finding new solutions to fish, wildlife and plant conservation problems. We will be acting as support services to the experts already in the field and we always try to be engaged in the most interesting and innovative projects because of the educational benefits to our volunteers.

We see our greatest contribution as creating a small "farm team" of bright young minds who are dedicated to pursuing careers in conservation. We hope that some of our graduates will move on to develop solutions to some of today's conservation problems and that some of them will continue with the Earth Corps in the role of squad leader to a new group of youths.

Funding

The Earth Conservation Corps intends to seek its funding from contributions from business and foundations.

Our pilot is a six month program. We currently have pledged grants totaling \$60,000. A matching grant from the Fish and Wildlife Foundation is integral to our plans, but if the Foundation is unable to match our grants, we will proceed with a three month pilot, beginning April 30, 1992, with the same ten youths.

Below is a list of funding sources for the Earth Conservation Corp.

Coors Pure Water 2000 - \$50,000 pledged
Citizens Energy Corporation - \$5,000 pledged
Max and Victoria Kennedy - \$5,000 pledged

Westmoreland Energy - application pending
Chesapeake Bay Trust - application pending
Ben and Jerry's Foundation - application pending

Staff

The Earth Conservation Corps is dedicated to being lean and action oriented. We are committed to ensuring that 80% of all donations go directly to youth in the field.

Towards that end, you'll find our brief list of staff.

Acting Executive Director - Robert Nixon

Mr. Nixon is a lifelong conservationist, filmmaker, and expert on birds of prey. For two years he gave educational lectures to schoolchildren throughout Maryland and the District of Columbia. He has built a prolific film career reporting on the work of leading biologists and conservationists around the world.

Assistant to Executive Director - Cara Haycak

Ms. Haycak earned a B.S. Degree in Urban and Regional Planning from Cornell University in 1983. She will provide organizational support to the Earth Conservation Corps.

Squad Leaders

Each project will assign a paid squad leader with expertise in the field of operation. For our pilot, we are lucky to have Charles Gaines, well-known sportsman, conservationist, writer, and physical fitness expert, as a volunteer eager to launch the Corps with us.

Accounting and Legal Services

Pro bono Legal Council - George Mayo

Mr. Mayo, a partner at Hogen and Hartson will insure that our management and accounting system will comply with the requirements for federal cost and auditing.

Pro bono Accounting Services - Frank & Company

This accounting company has already provided the Earth Conservation Corps with their services, most recently having completed an audit of the organization through September 30, 1991.

A New Generation of Conservationists

The Earth Conservation Corps, with its commitment to restoring America's damaged ecosystems through the untapped power of America's youth, is clearly a concept whose time is at hand. With your support and participation, the Earth Conservation Corps will become a vital force for restoring America's natural splendor, benefiting our country today and for generations to come.

ESTIMATED BUDGET FOR EARTH CONSERVATION CORPS PILOT

Six Month Pilot for Ten Youths

Phase I--Non-Residential--4 months

Stipend - \$100 per week x 10 x 26 weeks	\$ 26,000
Squad Leader - \$500 per week x 26 weeks	\$ 13,000
Scholarships for Six Month Pilot - \$3000 a youth x 10	\$ 30,000
Project Manager	\$ 17,500
Boots & Uniforms - \$150 x 10 youths	\$ 1,500
Insurance	\$ 7,000
Equipment	\$ 2,500
Heavy equipment & Boats	Pro Bono
Van rental - \$400 x 4 months	\$ 1,600
Food - \$8 x 10 x 16 weeks	\$ 6,400
Educational Programs	\$ 2,000
Streamside Classroom	Pro Bono
Debris hauling - majority pro bono	\$ 800
Subtotal for Phase I	\$108,300

Phase II: New Environment--Residential--2 months

Project Manager Scouting Trips - two trips	\$ 2,000
Travel - \$300 fare x 12 individual	\$ 3,600
Educational Programs	\$ 2,000
Tent for 2 youths - \$ 75 x 6 tents	\$ 450
Sleeping bags - \$ 60 x 12 youths	\$ 720
Backpacks w/frame - \$ 60 x 12 youths	\$ 720
Cooking gear	\$ 300
Food for 2 months	\$ 6,000
Contingency	\$ 1,000
Subtotal for Phase II	\$ 15,790
Subtotal for Six Month Pilot	\$124,090

Six Month Start Up Expenses

Office space	Pro bono
Legal counsel	Pro bono
Executive director	\$ 25,000
Secretary	\$ 12,000
Telephone - \$400 x 6 months	\$ 2,400
Fax costs - \$ 50 x 6 months	\$ 300
Supplies - \$100 x 6 months	\$ 600
Contingency expenses	\$ 1,200
Travel expenses - \$1,000 x 6 months	\$ 6,000
Business meals - \$ 300 x 6 months	\$ 1,800
Subtotal for Start Up Expenses	\$ 49,300
Total Budget for Earth Conservation Corps's Pilot	\$173,390

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