

PD-ABS-811  
107233

# **NRECA International Foundation Annual Performance Report**

**USAID**  
**Development Education Grant**  
Award No. FAO-A-00-99-00045-00

**Year One**  
**(September 1, 1999 to August 31, 2000)**

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**November 30, 2000**

A

Cost Center No: 45-93110  
 Grant No: FAO-A-00-99-00045-00  
 Education Grant  
 GRANT PERIOD: 9/1/99 - 8/31/01  
 U.S. Dollar Funding  
 For the Quarter Ending September 30, 2000

Line Items	FEDERAL SHARE					MATCH AMOUNT					COMBINED TOTAL	
	Award Amount	Prior Period	Expenditures This Period	Cumulative Expenditures	Budget Remaining	Cost Share	Prior Period	Expenditures This Period <sup>1</sup>	Cumulative Expenditures	Budget Remaining	Total Expenditures This Period	Total Cumulative Expenditures
1. Personnel	\$129,920.00	\$24,404.01	\$5,177.76	\$29,581.77	\$100,338.23	\$103,557.00	-	66,048.00	66,048.00	\$37,509.00	71,225.76	95,629.77
2. Fringe	64,960.00	9,890.85	\$2,509.15	12,400.00	52,560.00	24,479.00	-	32,577.00	32,577.00	(8,098.00)	35,086.15	44,977.00
3. Travel	22,500.00	9,280.01	\$3,778.04	13,058.05	9,441.95	168,900.00	-	4,985.00	4,985.00	163,915.00	8,763.04	18,043.05
4. Equipment		-	-	-	0.00	319,133.00	-	156,275.00	156,275.00	162,858.00	156,275.00	156,275.00
5. Other Direct Costs	23,500.00	12,951.42	\$7,416.41	20,367.83	3,132.17	411,340.00	-	121,856.00	121,856.00	289,484.00	129,272.41	142,223.83
6. Indirect Costs	59,120.00	-	-	-	59,120.00	22,280.00	8,935.94	2,266.83	11,202.77	11,077.23	2,266.83	11,202.77
<b>TOTAL</b>	<b>\$300,000.00</b>	<b>\$56,526.29</b>	<b>\$18,881.36</b>	<b>\$75,407.65</b>	<b>\$224,592.35</b>	<b>\$1,049,689.00</b>	<b>\$8,935.94</b>	<b>\$384,007.83</b>	<b>\$392,943.77</b>	<b>\$656,745.23</b>	<b>\$402,889.19</b>	<b>\$468,351.42</b>

<sup>1</sup> Match Expenditures This Period cover the period from September 1, 1999 through September 30, 2000

B

**FINANCIAL STATUS REPORT**

(Long Form)

(Follow instructions on the back)

1. Federal Agency and Organizational Element to Which Report is Submitted <b>AID/New Delhi (EEE)</b>		2. Federal Grant or Other Identifying Number Assigned By Federal Agency <b>FAO-A-00-99-00045-00</b>		OMB Approval No. <b>0348-0039</b>	Page <b>1</b>	of pages <b>1</b>
3. Recipient Organization (Name and complete address, including ZIP code) <b>NRECA International Foundation 4301 Wilson Boulevard Arlington, VA 22203-1860</b>						
4. Employer Identification Number <b>52-1409279</b>		5. Recipient Account Number or Identifying Number <b>LOC-TFCS 72001338</b>		6. Final Report <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		7. Basis <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual
8. Funding/Grant Period (See Instructions) From: (Month, Day, Year) <b>Sept 27, 1999</b>		9. Period Covered by this Report From: (Month, Day, Year) To: (Month, Day, Year) <b>Aug 31, 2001 Jul 1, 2000 Sept 30, 2000</b>				
10. Transactions:				I Previously Reported	II This Period	III Cumulative
a. Total Outlays				\$56,526.29	\$18,881.36	\$75,407.65
b. Refunds, rebates, etc.				0.00	0.00	0.00
c. Program income in accordance with deduction alternative				0.00	0.00	0.00
d. Net outlays (Line a, less the sum of lines b and c)				56,526.29	18,881.36	75,407.65
<b>Recipient's share of net outlays, consisting of:</b>						
e. Third party (in-kind) contributions				0.00	0.00	0.00
f. Other Federal awards authorized to be used to match this award				0.00	0.00	0.00
g. Program income used in accordance with the matching or cost sharing alternative.				0.00	0.00	0.00
h. All other recipient share of outlays not shown on lines e, f, or g				8,935.95	384,007.83	392,943.78
i. Total recipient share of outlays (Sum of line e, f, g, and h)				8,935.95	384,007.83	392,943.78
j. Federal share of outlays (line d less line f)				56,526.29	18,881.36	75,407.65
k. Total unliquidated obligations						0.00
l. Recipient share of unliquidated obligations						0.00
m. Federal share of unliquidated obligations						0.00
n. Total Federal share (Sum of lines j and m)						75,407.65
o. Total Federal funds authorized for this funding period						150,000.00
p. Unobligated balance of Federal funds (Line h minus line g)						\$74,592.35
Program income, consisting of :						
q. Disbursed program income shown on lines c and/or g above						\$0.00
r. Disbursed program income using the addition alternative						\$0.00
s. Undisbursed program income						\$0.00
t. Total program income realized ( Sum of lines q, r, and s)						\$0.00
11. Indirect Expense						
a. Type of Rate (Place "X" in appropriate box) <input checked="" type="checkbox"/> Provisional <input type="checkbox"/> Predetermined <input type="checkbox"/> Final <input type="checkbox"/> Fixed						
b. Rate		c. Base		d. Total Amount		e. Federal Share
30.34% (1999)		3,917.82		1,188.67		0.00
30.34% (2000)		33,006.81		10,014.27		0.00
12. Remarks: Attach any explanations deemed necessary or information required by Federal sponsoring agency in compliance with governing legislation.						
3. Certification: <b>I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays and unliquidated obligations are for the purposes set forth in the award documents.</b>						
Typed or Printed Name and Title <b>Veneicia Lockhart - Contract Accounting Manager</b>					Telephone (Area code, number and ext.) <b>(703) 907-5960</b>	
Signature of Authorized Certifying Official <i>Veneicia Lockhart</i>					Date Report Submitted <b>Nov 13, 2000</b>	

C

## **Bringing Light and Prosperity to the Developing World**

The NRECA International Foundation received a two-year grant from the U.S. Agency for International Development to fund an educational program entitled "**Bringing Light and Prosperity to the Developing World.**" The program goals are to expand and institutionalize the Foundation's development educational programs with its 1,000 electric cooperative members systems and to work closely with the National Association of Purchasing Managers to reach out to the broader U.S. electricity industry.

The educational themes are:

- The importance of electricity to the development process,
- Global-local links/opportunities between U.S. co-ops and rural counterparts in lesser developed countries, and
- The links between electrification and the environment that include preservation of tropical forests and improvements in global warming, climate change, and energy efficiency.

### **I. Comparison of Accomplishments to Project Objectives**

#### **Program Objectives and Goals**

##### Objective #1: Implement the 1999 Regional-Meeting Activities

The September 1999 grant approval/start-date for the education grant program, which coincided with the start of the 1999 regional meetings left insufficient time to develop and implement the full range of activities, initially planned for the regional meetings. The foundation produced a video that was presented at each of the regional meetings. The video reached 6,475 people and resulted in an increase in volunteers. However, there was insufficient lead-time to conduct educator workshops as envisioned in the grant.

##### Objective #2: Develop New Floor Display

An informative floor display was developed as a key communications tool. The display, with a banner heading "Bringing Light and Prosperity to the Developing World", was produced in time for use at the 2000 NRECA Tech/Advantage & Annual Meetings in March 2000 and subsequently used at the NAPM Annual meeting in New Orleans in April 2000. The display reached about 20,000 annual meeting attendees at both meetings. The display will also be used as a communication tool at the NRECA 2000 regional meetings in Georgia, Arkansas, North Dakota, and Nebraska. (See photo of display - Attachment "A")

##### Objective #3: Revise Existing International Periodicals

The Foundation consolidated existing publications into a more educational format, entitled The TieLine. The new publication is formatted similar to NRECA's weekly journal the "Electric Coop Today" so the TieLine can be included as an insert to the "Electric Coop Today" mailings.

The new quarterly publication is being mailed to general managers and operations specialists at more than 1,000 electric cooperatives throughout the U.S. It is also being used as part of the informational package available at the various meetings and presentations being made as part of the program. The "TieLine" is about to be made available on-line on the NRECA and NRECA International Programs web-sites. The goal is to make it self-supporting and the foundation was successful in obtaining four sponsors that contributed \$2,000 to support the publication.

#### Objective #4: Develop New, NRECA International Program Brochures

The Foundation prepared new brochures and handouts that focus on the educational themes of the project. The brochures were completed prior to the annual meeting and distributed to attendees and mailed to member systems.

#### Objective #5: Implement 2000 Tech-Advantage Activities

Two NAPM/REU volunteers took the lead in presenting the education grant program to the attendees of the 2000 Tech/Advantage. They presented a workshop for 23 attendees on the Foundation's equipment and materials program and the USAID sponsored Education Grant. After the workshop, the presentation methodologies were revised. In addition, the Foundation hosted a marketing booth which was visited by an estimated 1,250 people, with many asking for more detailed information on how they can participate/support the expansion of this program.

#### Objective #6: Implement NRECA Annual Meeting Activities

The 2000 NRECA Annual Meeting was a focal point of the first year activities. The Foundation used this opportunity to develop and test the training workshops, review the impact of the floor display, and carry out an informational survey to ascertain interest in the educational themes.

The Foundation also made a presentation to the statewide editors association meeting, held a workshop of sister cooperatives as well as discussed opportunities for member systems to participate in the United Cooperative Appeal (UCA) campaign.

The new floor display was the centerpiece for the NRECA International Foundation booth where copies of TieLine were distributed. A raffle-based survey of two airline tickets donated by NRECA was conducted to draw attendee's interests and increase the number of people introduced to the international programs and activities of NRECA and USAID. The survey provided the Foundation with specific data about the impact of past and present informational campaigns and activities and indicated several areas that needed improvement and/or enhancement.

With more than 100 international guest attending the annual meeting, the Foundation set up a series of international guest visits to nearby electric cooperatives. These visits provided an opportunity to expand the direct contact between U.S. and LDC cooperatives and to increase knowledge of U.S. employees of electric cooperatives about international development issues.

### Objective #7: NAPM/REU Annual Meeting

Members of the NAPM/REU group made a presentation on the USAID Education Grant program to the more than 7,000 attendees of the NAPM annual meeting. The focus of the presentation was to promote the impact that programs such as the donated equipment program can have on international development and the environment. The NAPM/REU volunteers discussed education grant related issues, and the possibility of overseas volunteer assignments with many of the 1,200 attendees as they visited the Foundation's display booth.

### Objective #8: NWPPA Annual Meeting Activities

A volunteer from NAPM/REU attended the Northwest Power Producers Association (NWPPA) in Seattle on behalf of the NRECA International Foundation. A formal presentation was made to over 1200 attendees on the NRECA International Foundation and the USAID Education Grant. A marketing booth with the Education Grant display was staffed to disseminate information and discuss issues about international development.

A NRECA member donated the space for the booth at a cost of \$1,300 and is willing to repeat this donation for the upcoming 2001 meeting. This is an important link in our move toward sustainability.

### Objective #9: Implement Cooperative Educational Meetings

A program to hold Cooperative Educational Meetings at member cooperatives began in August 2000. A Foundation employee visited cooperatives in Alabama, Georgia, and South Carolina. These visits were successful and permitted the Foundation to provide detailed information on the education program and begin dialogues with cooperative personnel who do not normally attend the annual or regional meetings. These employees are considered key to developing a successful and sustainable long-term relationship between the local cooperatives and the Foundation.

### Activity #10: Youth Program Activities

The youth-centered programs are just getting underway. NRECA staff members who are key to the youth program team have been identified. Progress of the youth program development is gaining momentum with clear directives provided during the Summer 2000 Board Meeting. A renewed focus is being placed on this activity that will accelerate its implementation.

### Objective #11: Program Articles

The Foundation has been successful in placing a number of articles in the NRECA "RE Magazine". Full monthly coverage has not yet been attained, but a renewed emphasis is being placed on article submissions at this time. Intense marketing of this activity will help the Foundation move aggressively toward its goal during the next few months.

The Foundation was successful in increasing the coverage of international activities and issues in the "Electric Coop Today" with a steady flow of articles being forwarded to the weekly trade journal for publication. The increased coverage in the "Electric Coop Today" increases the knowledge and interest of the thousands of electric cooperative managers and employees that read the publication on a weekly basis.

The education grant activities have helped to significantly increase the number of articles being published in the statewide magazines. This increase is directly related to the presentations made during the NRECA annual meeting to the statewide editors association. With a focus on increased participation by the statewide editors, we expect to see a continuing rise in the number of articles. The impact of this activity is significant, as the statewide magazines are the largest in-state publications. In areas like Georgia where the "Georgia Magazine" has a subscription rate of almost 500,000 monthly, millions of readers throughout the U.S. learn of the issues and concerns being addressed through USAID- sponsored international development activities.

The number of local paper articles has significantly increased during the program year, with the Foundation staff encouraging the U.S. cooperatives to provide the local papers with photographs and write-ups describing their participation in international development activities. To support their efforts, the Foundation has developed a series of press releases highlighting the activities and participation of the cooperatives and volunteers. This activity has a significant role in developing support and informing the local communities of their local cooperative participation in international development activities. This ties back to strengthening the bond between the Foundation and the local cooperatives that are active in USAID-sponsored international development activities.

#### Objective #12: 2000 Regional Meeting presentations

The Foundation will begin the 2000 regional meetings in October with a new video and presentation developed to continue the dissemination of knowledge and pique the interest of an increasing number of cooperative members. The focus of the presentations will be the recent visit by a number of electric cooperative directors and officers to the NRECA international programs in Central America.

The Honorable Brady Anderson, Administrator of USAID, is scheduled as the guest speaker for the Region VIII & X meeting to be held in Little Rock Arkansas on October 18<sup>th</sup>. Mr. Anderson is expected to speak on USAID's role in international development prior to the video presentation and will hopefully be able to take part in presenting awards to cooperatives that participated in international activities in the past year.

Development educator workshops will be conducted beginning with the Region II-III meeting in Atlanta, Ga. The workshop will introduce the training program to an interested audience that will in turn utilize the information in their local communities to increase the impact. The workshops will also be given at the regional meetings in Arkansas, North Dakota, and Nebraska.

#### Objective #13: United Coop Appeal Campaign at NRECA Home Office

The Foundation staff implemented a program to increase the awareness of the impact and issues involved with international development activities and increase the number of NRECA home office personnel supporting the NRECA International Foundation activities through the United Cooperative Appeal (UCA).

A Foundation volunteer and Foundation staff hosted a series of four informational "coffee-breaks" over a one-month period. Each coffee break included the screening of at least one video

highlighting international development activities. After each video a question and answer session was held to further increase participation among the attendees.

The coffee break informational sessions averaged about 45 attendees each and increased the knowledge of the impact and issues of international development. The coffee breaks help to increase the total dollar pledges received through the UCA campaign (held a few days after the last coffee break) to an all time high.

#### Objective #14: Tri-State Managers Association Meeting

The Foundation is scheduled to make a presentation to the Tri-State Manager's meeting to be held in Gainesville, Florida, in September 2000. The presentation will highlight the issues and concerns of international development targeted by the Education Grant. The Foundation's presentation will include audience participation and a question and answer period. Approximately 20 cooperative managers attended a follow-on education grant workshop.

#### Objective #15: Presentations to civic groups

During the first year of the grant period, Foundation volunteers made presentations to a number of civic organizations across the nation. The total number of presentations is being compiled at this time, but included presentations by:

- Mr. Chuck Dawsey of Prosser Washington, to the local Lions Club
- Mr. Gerry Sornoso to several civic organizations in the LA County area
- Mr. Paul Wood to civic organizations in the Atlanta Georgia area
- Mr. Max Walser to civic groups in North Carolina

The presentations highlighted the issues and concerns of international development and the impact of organizations such as USAID and NRECA. These presentations were well received and each included an extensive question and answer period following the presentation. This approach will be expanded extensively during the second year of the program.

## **II. Performance Shortfalls/Goal Attainment**

One shortfall in the program's first year accomplishments was the inability to fully carry out educational workshops at all of the NRECA and NAMP regional and annual meetings. The grant approval/implementation date was well into the meeting year cycle and workshops and the Foundation was able to conduct workshops at only a few of the last 1999 regional meetings. The Foundation used the few regional workshops that were implemented to test the workshop methodology and found that participants were very busy and involved in competing activities and previous commitments. As a result, most participants could not devote sufficient time to learn about the educational themes and prepare themselves to make presentations at their local cooperatives and community organizations. In the second year work plan, the Foundation plans to rectify this deficiency through hiring additional staff and empowering a core team of volunteers to focus on workshops and presentations. Each team member will concentrate on a specific region and will carry out workshops directly in member systems offices, at statewide meetings, and events, with NAPM partners and civic organizations.

Another shortfall was in the area of youth involvement. The Foundation was not fully successful in integrating the educational program into the Youth Tour and activities of NRECA. This was caused by a significant turnover of personnel who operates the youth programs. The new manager of this program is now committed to introducing the development themes within the program. The methodology for youth education will be tested at the March 2001 Annual Meeting. The Foundation will also focus additional efforts on working with a select team of youth volunteers during the second year of the program. This select group of youth volunteers will be trained to make program presentations in their local schools, cooperatives, and civic organizations to promote the education grant themes and expand the youth audience being reached through this program.

### **III. Financial Operations**

NRECA spent at a slow rate in 1999, the startup year. We fully met the grant cost sharing requirements. With the hiring of additional staff and greater outreach directly to member systems, the Foundation expects spending outlays to increase and targeted spending projections will be met. We will also fully meet the cost sharing requirements of the grant.

Please note: Financial information is presented through the quarter ending September 30, 2000 which coincides with required financial reporting on the SF269.

## Attachment A

### Group photo taken in front of the NRECA International Foundation Display



James Andrew (President, NRECA), Michael Treadwell (Committee Chair, NRECA International Foundation), Brady Anderson (Administrator of USAID), Glenn English (CEO NRECA), and James Durnil (President, NRECA International Foundation) at the NRECA Regional Meeting in Little Rock, Arkansas, standing in front of the new floor display, "Bringing Light and Prosperity to the Developing World", funded by the USAID Education Grant.