



Starting a CERT Program - Step 2: Identifying Resources

Overview

Starting a CERT program requires resources—personnel, equipment, and materials—and some type of program funding will be required. Local government may be your source of funding, you may get a grant, or you may have to be creative in how you fund your program. Step 2: Identifying Resources, provides some suggestions to help you determine how much your program will cost and how to fund it.

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Web Resources

- Internal Revenue Service: Charities and Non-Profits
Web Address: <http://www.irs.gov/charities/article/0,,id=96109,00.html>
 - Association of Volunteer Emergency Response Teams
Web Address: <http://www.avertdisasters.org/AVERTOffice.html>
 - Connection Newsletter Article: "Who, What, Where, When, Why, and How Do You Begin?"
Web Address: <http://www.naem.com/connection/5/begin5.html>
 - Connection Newsletter Article: "CERT in the Rural Community: The Melrose Model"
Web Address: <http://www.naem.com/connection/5/melrose5.html>
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How To: Funding a CERT Program

How much funding is required to start and maintain a CERT program? The answer to that question will be determined by your CERT plan and will be based on factors, such as:

- The number of CERTs that you will train, initially, then on a continuing basis.
- The role that CERTs will play in your community. (CERTs that have functions that are not covered in the basic curriculum will require additional training and supplies.)
- Equipment that you will supply to each team (e.g., hardhat, vest, ID, gloves, goggles, medical kits).
- Costs for instructors, training facilities, and equipment.
- Costs for supplemental training, exercises, and team maintenance activities.
- The demographic makeup of the community (e.g., size, economic makeup, languages spoken, etc.).

After you have answered these and other questions that you may have about the cost factors involved for your CERT program, you will need to develop a budget and determine the best approach to funding your program.

The job aid, *Funding Your CERT Program*, will help you determine what your costs are. After determining total and per-student costs, your next step is to obtain the funding necessary for the program.



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How To: Ideas for Obtaining CERT Resources

This job aid presents some sources of funding or in-kind contributions, in addition to agency support, that have been successful for CERT Program Coordinators. As you review the list, consider your community. You may identify other sources for the resources you need.

As you arrange for funding, remember that most communities will not establish a separate account for CERT funds. Be sure to check with the appropriate personnel locally to determine the process required to receive funding for the CERT program.

- **Request a line item in the community budget.** Communities that are committed to emergency preparedness and response may be able to support at least part of your program costs on a continuing basis.
- **Charge a fee.** Some communities charge a fee to cover the costs of their materials and equipment. While this is not the preferred method for funding CERT programs, it is a viable alternative in some communities. Be careful if you plan to develop CERTs in low-income areas. Many residents in low-income areas cannot afford to pay for a CERT program and will not be able to attend if there are out-of-pocket costs involved.

Businesses may be more willing to pay for CERT training because they can show a direct benefit to their operations. One community charged businesses for the training, explaining that this money would be used to support neighborhood training.

- **Solicit donations.** Some corporations, businesses, and service clubs have a history of supporting community programs and include it in their donations plan. Try to determine how CERT can benefit them and can fit into their donations plan before you approach them. The worst thing that can happen is that they will say no. When soliciting donations, ensure that you recognize business contributions on your website or in your newsletter. Talk with your budget person to see if monetary donation can be managed as a separate account for CERT within your department.
- **Solicit in-kind contributions.** Corporations may be more willing to donate materials or supplies for CERTs, rather than money. If this is the case, try to gain donations for items that are critical to the program. You will need hardhats, flashlights, batteries, rope, printing services, recharging of fire extinguishers, and a lot more. Offer attribution as a sponsor of CERT programs in exchange for the donation, and follow up with a formal thank you.

Also, utility companies have a track record for providing the mockups you'll need to demonstrate how to turn off gas and electrical utilities. Approach your local utilities to explain your program. You might be surprised at what they'll offer. (They may also have supplemental training programs to offer your CERT graduates.)

- **Apply for a grant.** FEMA through the States is making grant funding available for local CERT training. If you are beginning a CERT in a school district, grant money may be available under the Federal "Safe Schools" program. Additionally, some corporations also offer grants for specific causes, including emergency preparedness. Remember, though, that grant funding is temporary. Even if you get a grant to get your program started, you will have to find a permanent source of funding for program maintenance.



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How To: Ideas for Obtaining CERT Resources (Continued)

- **Establish a Not-For-Profit Organization.** Some CERTs have established themselves as not-for-profit organizations, which are also called 501c(3) organizations. Organizations need to complete and submit an application for 501c(3) status and, typically, CERTs that have done so, are well established rather than startup groups. However, if CERTs can be organized as 501c(3) organizations, they are able to raise funds through tax-deductible contributions from donors.



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CERT Program Personnel Resources

As the CERT Program Coordinator, you will not be able to make the program successful if you don't have help. To run a healthy, growing CERT program, you will need:

- Administrative assistance (You might check with groups, such as Senior Corps or AmeriCorps for volunteers).
- A cadre of well-qualified instructors.
- Volunteers who take responsibility for parts of the program.

Use this information to determine your personnel needs and decide how you will staff the program. Your CERT instructor cadre is another critical resource. The section titled "Establishing a Training Cadre" presents resources on recruiting, selecting, and preparing instructors.

CERT Program Coordinator

As the CERT Program Coordinator, you are responsible for the overall success of the program for your community. But what does a Program Coordinator do? Some of your key responsibilities are listed below. As you progress through program development and introduce program maintenance, you will identify other responsibilities. When you do, add them to this list as a reminder of what it takes to run a CERT program.

General Management

- Develop the initial plan for implementing a CERT program in the community.
- Develop forms and records or a database to track training, program participation, exercises, mailings, etc.
- Develop a budget and obtain funding.
- Maintain records (financial, inventory, database of CERT members, etc.).
- Coordinate a CERT electronic newsletter or other mailings to maintain contact with current CERT volunteers.
- Establish Standard Operating Procedures for the use of CERTs in disaster and nondisaster situations.
- Evaluate the overall program.

Marketing

- Gain support by marketing the plan to local leaders, unions, first responders, citizens, employers, and potential partners.
- Pitch to the media to gain public recognition of CERT capabilities and accomplishments.



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CERT Program Personnel Resources (Continued)

Training

- Train administrative staff to handle public inquiries by phone and email about the program.
- Schedule training, follow-up training, exercises, special events, etc.
- Arrange all program logistics, including classroom setup.
- Identify, recruit, train, and schedule instructors.
- Recruit class participants.
- Maintain the course content.
- Provide an orientation at the beginning of each course (very important for new programs, less important in well-established programs).
- Monitor classroom delivery.
- Evaluate training and results.
- Arrange for speakers at graduation.
- Develop supplemental classes, exercises, and projects to keep CERT members involved and improve their skills.

Administrative Assistance (Paid or Volunteer)

CERT will generate a lot of telephone calls and a lot of paperwork. While you are marketing the program to key stakeholders and running classes, you will need someone reliable to assist you by:

- Answering telephone calls and responding to routine inquiries.
- Processing mailings.
- Processing registrations.
- Arranging the training logistics.
- Maintaining the CERT member database.
- Arranging for the printing of course materials, flyers, brochures, and other CERT materials.
- Helping with a newsletter and/or website.

You may be able to delegate other responsibilities. CERT members may have leadership, administrative, and creative talents that can help you. Remember, it is their program.



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Words of Advice: Tips for Obtaining Resources

Dale Kleos - Whatcom County, Washington **People, People, People**

People, people, people — you need people to train, to organize, to carry out public relations. Every aspect of every little detail needs to be taken into account. Without committed community members the program won't get off the ground.

Rachel Jacky - Portland, Oregon **Everyone Who Has Something To Contribute**

The same resources that are necessary to support a new CERT program are also necessary to sustain the program—the people, community members, program volunteers, emergency responders—everyone who has something to contribute.

For a new CERT program, you need two things:

- Enthusiastic community volunteers, and
- Enthusiastic trainers who will make the community volunteers feel like respected partners in disaster preparedness and response.

Any other resources (funding, political support, etc.) won't help much if you don't have committed volunteers and trainers.

Stew Anderson - Natrona County, Wyoming **Find a Champion**

The most important things to get a program started is to have a champion to spearhead the program and the citizens wanting to do more for their community. Also it's important to have the necessary equipment to do effective training.

Joe Lowry - Memphis, Tennessee **It's a Team Effort**

Number one is the people. People are needed to form the teams, to administratively support the program, to support the teams, to support the training, volunteers are needed to attend the training and be prepared to deal with events. We need people to plan in the event of an emergency, we need people to respond to an emergency, we need people to help those after an emergency.

The program cannot be carried out without a strong team of supporters. This includes everyone from the volunteers that make the coffee and checks the participants in to the businesses that financially support the program's efforts to the professionals that train the citizens and finally the citizens who get trained. It's all a team effort. One piece of the puzzle cannot be left undone.



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Resource Requirements Worksheet

Listed below are resources you will need to start your CERT program. You may identify others, especially if you speak with one of the CERT Program Coordinators, but this information will get you started.

Category	Items
Administrative Equipment & Supplies	<input type="checkbox"/> Classroom and Exercise Facilities
Course Materials	<input type="checkbox"/> Instructor Guides <input type="checkbox"/> Student Manuals (1 per student)
Classroom Supplies	<input type="checkbox"/> Chart Paper <input type="checkbox"/> Masking Tape <input type="checkbox"/> Pencils/Pens <input type="checkbox"/> Certificates of Completion <input type="checkbox"/> Wallet Cards
Audio/Visual Equipment	<input type="checkbox"/> Computer (with PowerPoint 2000 software) <input type="checkbox"/> Computer Projector <input type="checkbox"/> VHS Player <input type="checkbox"/> TV Monitor(s) <input type="checkbox"/> Easel Stands
Fire Suppression Equipment	<input type="checkbox"/> Class A:B:C Fire Extinguishers (1 for every 5 students) <input type="checkbox"/> Dry Chemical Fire Extinguisher (1) <input type="checkbox"/> Fire Pan & Propane Tank <input type="checkbox"/> Fire Suppression Supplies: <input type="checkbox"/> Pyrex® Jar w/Lid (optional) <input type="checkbox"/> Cotton Swabbing (optional) <input type="checkbox"/> Wooden Matches <input type="checkbox"/> Fire Pan <input type="checkbox"/> Road Flares and Pole <input type="checkbox"/> Propane Fuel
Medical Equipment	<input type="checkbox"/> Mannequin <input type="checkbox"/> Blanket
Medical Supplies	<input type="checkbox"/> Examination Gloves <input type="checkbox"/> Triangular Bandages <input type="checkbox"/> 4" x 4" Bandages <input type="checkbox"/> Towels <input type="checkbox"/> Splints
Search and Rescue Supplies	<input type="checkbox"/> Blanket <input type="checkbox"/> Pry Bar or Long 2 x 4 <input type="checkbox"/> Jackets <input type="checkbox"/> Wood (for leveraging and cribbing)



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Resource Requirements Worksheet (Continued)

Category	Items
Miscellaneous Supplies	<input type="checkbox"/> Hard Hats <input type="checkbox"/> Vests <input type="checkbox"/> Flashlights <input type="checkbox"/> Work Gloves <input type="checkbox"/> Goggles <input type="checkbox"/> Other (List):
Training Props	<input type="checkbox"/> Mockups of utility (gas and propane) valves, breaker boxes, fuse boxes, etc. <input type="checkbox"/> Other (List):
Personnel	<input type="checkbox"/> Firefighters <input type="checkbox"/> EMTs or Paramedics <input type="checkbox"/> Other (List):
Advertising Materials	<input type="checkbox"/> Registration Forms <input type="checkbox"/> Flyers <input type="checkbox"/> Other (List):
Information Management Tools	<input type="checkbox"/> Tools to track: <input type="checkbox"/> Who takes the course <input type="checkbox"/> When they graduate <input type="checkbox"/> Refresher training and exercises <input type="checkbox"/> How often CERTs are deployed

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Sample CERT Budget

The budget below is a sample of what your CERT budget might look like. Note that this budget is simplified, and your budget will be more complex than the budget shown.

Sample Annualized Costs	
Halftime Coordinator	\$24,000
Overtime for trainers (firefighters)	6,000
Postage and miscellaneous printing	<u>2,750</u>
	\$32,750
Sample Costs Per Student	
Helmet, vest, & badge	16
Training manual	<u>2</u>
300 graduates @ 18/ea.	\$5,400
Total Sample Costs	<u>\$38,500</u>
Total Sample Cost/Student	\$127



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CERT Program Costs Worksheet

Use this worksheet to help create a budget for your CERT Program. An Excel Spreadsheet version of this tool is available on the website.

What Does Your Program Cost?				
Item	Unit Cost	Number Needed	Subtotal	Total Cost
1. Administrative Equipment & Supplies				
1.1 Administrative Facilities			\$	
1.2 Classroom and Exercise Facilities			\$	
				\$
1.2 Course Materials				
1.2.1 Instructor Guides			\$	
1.2.2 Participant Manuals (1 per student)			\$	
				\$
1.3 Classroom Supplies				
1.3.1 Chart paper			\$	
1.3.2 Masking tape			\$	
1.3.3 Pencils/pens			\$	
1.3.4 Certificates of Completion			\$	
1.3.5 Wallet Cards			\$	
				\$
1.4 Audio/Visual Equipment (List)				
1.4.1 Computer (with PowerPoint 2000 software)			\$	
1.4.2 Computer Projector			\$	
1.4.3 VHS Player			\$	
1.4.4 TV Monitor(s)			\$	
1.4.5 Easel Stands			\$	
				\$
TOTAL EQUIPMENT & SUPPLIES				\$
2. Unit Equipment & Supply Requirements				
2.1 Fire Suppression Equipment				
2.1.1 Class A:B:C (1/ea. 5 students)			\$	
2.1.2 Dry Chemical (1/ea.)			\$	
2.1.3 Fire Pan & Propane Tank			\$	
				\$
2.2 Fire Suppression Supplies				
2.2.1 Pyrex® jar w/lid (optional)			\$	
2.2.2 Cotton Swabbing (optional)			\$	
2.2.3 Wooden Matches			\$	
2.2.4 Fire Pan			\$	
2.2.5 Road Flares			\$	
2.2.6 Propane Fuel			\$	
				\$
2.3 Medical Equipment (List)				
2.3.1 Mannequin			\$	
2.3.2 Blanket			\$	
				\$



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CERT Program Costs Worksheet (Continued)

What Does Your Program Cost?				
Item	Unit Cost	Number Needed	Subtotal	Total Cost
2.4 Medical Supplies				
2.4.1 Examination Gloves			\$	
2.4.2 Triangular Bandages			\$	
2.4.3 4" by 4" Bandages			\$	
2.4.4 Towels			\$	
2.4.5 Splints			\$	
				\$
2.5 Search and Rescue Supplies				
2.5.1 Blanket			\$	
2.5.2 Pry Bar or Long 2 x 4			\$	
2.5.3 Jackets			\$	
2.5.4 Wood (for leveraging and cribbing)			\$	
				\$
2.6 Miscellaneous Supplies (List)				
2.6.1 Hard Hats			\$	
2.6.2 Vests			\$	
2.6.3 Flashlights			\$	
2.6.4 Work Gloves			\$	
2.6.5 Goggles			\$	
2.6.6 Rope			\$	
2.6.7 Other (List)			\$	
				\$
TOTAL EQUIP. & SUPPLY REQUIREMENTS				\$
3. Training Props				
3.1 Mockup of utility (gas and propane) valves, breaker, fuse boxes, etc.				\$
3.2 Other (List)				\$
TOTAL PROPS				\$
4. Personnel				
4.1 Firefighters				
4.2 EMTs or Paramedics				
4.2.1 Coordinator			\$	
4.2.2 Admin Assistant			\$	
				\$
4.3 Other (List)				\$
TOTAL INSTRUCTORS				\$



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CERT Program Costs Worksheet (Continued)

What Does Your Program Cost?				
Item	Unit Cost	Number Needed	Subtotal	Total Cost
5. Advertising Materials				
5.1 Registration Forms			\$	
5.2 Flyers			\$	
5.3 Other (List)			\$	
TOTAL ADVERTISING MATERIALS				\$
6. Information Management Tools to Track				
6.1 Who takes the course			\$	
6.2 When they graduate			\$	
6.3 Refresher training and exercises			\$	
6.4 How often CERTs are deployed			\$	
TOTAL INFO TOOLS				\$
TOTAL COST PER DELIVERY				\$
STUDENTS/YEAR				
TOTAL COST/PER STUDENT				\$