

Ice Age Trail Alliance, Inc.
Policy: Trail Memorials
Effective Date: 07/18/2020

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1.0 Background and Purpose

The Ice Age Trail Alliance, Inc. (Alliance) receives requests asking to locate and/or name infrastructures on the Ice Age Trail (Trail) in memory of or in recognition of individuals or events. Because a majority of the Trail traverses land not owned or encumbered by the Alliance the authority of the Alliance to make memorial or recognition decisions is limited to a) Alliance owned or encumbered land and b) the process of collaboration with governmental (Agency) and private landowners. An Alliance Memorial Policy will enable Alliance staff to better serve members of the public, provide timely responses to Chapter inquiries, avoid potential conflicts with Agency partners and may generate a modest stream of revenue for the Alliance.

2.0 Authority

Authority for this Policy is provided by the Alliance Bylaws.

3.0 Related Policies

Funding and Development Gift Acceptance and Acknowledgement Policy
Segment Naming Policy
Philanthropy Policy
Vision and Attributes (TRIAD)

4.0 Memorial Definition

A memorial is a structure or physical area in memory of or in recognition of an individual or event with a significant connection to the Trail. These can include, but are not limited to, recognition plaques or signs; benches, boardwalks, bridges, kiosks, parking areas, trailheads and areas of land or water restoration (e.g. prairie restoration, stream/river/lake clean up).

5.0 General Guidelines

The Vision Statement and Attributes statement defines the Trail experience as "...a place where all people can enjoy and embrace the unique natural, geologic landscapes and cultural histories of Wisconsin..." Memorials should add to and enhance the trail user experience but not detract from the spirit and intent of the Vision Statement and Attributes or the Trail itself. The Trail, its infrastructures and memorials should lie lightly on the land.

6.0 Specific Guidelines

6.1 Location and Size

Memorials shall not block or impede viewsheds or any significant or natural feature of the Trail; and, shall be spaced so that they do not detract from the hiker's sense of being in a natural environment.

6.2 Message

Memorials shall not be used to promote any specific, religion, political affiliation, or contain political messaging.

6.3 Type

Memorials shall be designed and installed to blend with the Trail so as not to distract from the natural beauty and/or geologic feature of the Trail.

6.4 Cost

The initial installation and ongoing maintenance costs for the anticipated life of the memorial and any cost sharing agreements with donors shall be determined by the Alliance and shall be consistent with any landowner policies or guidelines for the property in question. Should such landowner policies or guidelines exist they may constitute a reason for approval, disapproval or modification of the memorial request, or referral of the request to the landowner or an entity other than the Alliance, for decision.

7.0 Committee and Staff Responsibilities and Authority

7.1 The Philanthropy Committee and the Trail Development Committee will, from time to time, collaboratively establish a schedule of amounts due for installation and maintenance of memorials (menu).

7.2 The Trail Development Committee shall be responsible for reviewing this Policy and related processes (e.g. Memorial Request Form, Fee Schedules) periodically and recommend any necessary revisions to the Executive Director for his/her consideration and action.

7.3 All memorial requests shall be submitted to the Director of Philanthropy, or as otherwise assigned by the Executive Director, for consideration and action. The Director of Philanthropy will be the point of contact for memorial requests who negotiates with a prospective memorial request/donor. Thereafter, the Trailway Director shall have the authority to approve or disapprove requests for memorials in a manner that is consistent with Section 3.0 of this policy and in a uniform manner in keeping with existing Alliance and partner policies in effect.

7.4 Memorial benches will be used as a fundraising tool for Alliance Chapters after receiving approval from the Trailway Director by completing the Memorial Bench Request Form. All other menu items will be acted upon by Alliance staff.

7.5 Any memorial project is dependent upon IATA capacity, federal, state, and local regulations, and/or environmental or other unforeseen factors.

7.6 Either party may request the removal of a memorial with written notice and the memorial will be removed within 60 days of notice. The Alliance reserves the right to remove any memorial which memorializes an individual or business whose actions are no longer aligned with the Alliance's mission, vision, statement of inclusion, or other organizational attributes.

MEMORIAL REQUEST FORM

Instructions: This document tracks memorial requests made to the Ice Age Trail Alliance staff. This process is completed by the Director of Philanthropy in collaboration with the Trailway Director.

Date of request	
Type of Memorial (materials and design)	
Location (park/property, and description of location or GPS coordinates) and ownership (city, county DNR):	
Name and contact info for Property Manager:	
Property Manager Approval	Yes No
Please provide bench text. An example follows. <ul style="list-style-type: none"> • Line 1: In Memory Of: • Line 2: Person being memorialized name • Line 3: blank or a short verse/saying or 19xx – 20xx 	
Trailway Director Approval	Signed:

Donor Representative <ul style="list-style-type: none"> • Name • Mailing Address • Phone Number • Email 	
Date of Donation/Payment Received	
Date Memorial Item (w/ Plaque) Installed	
Official Completion Email Sent to Donor	Yes No
Initial Term Expiration Date (if applicable)	
Special Instructions/Notes	

BENCH REQUEST FORM






Instructions: The top portion of this form is to be completed by the Ice Age Trail Alliance chapter representative and submitted to the Trailway Director for approval prior to bench installation. Upon approval and bench installation the second portion of the form will be completed and sent to the Director of Philanthropy for recording.

Name of member completing form	
Date of request	
Location (park/property, and description of location or GPS coordinates) and ownership (city, county DNR):	
Name and contact info for Property Manager:	
Property Manager Approval	Yes No
Please provide bench text. An example follows. <ul style="list-style-type: none"> • Line 1: In Memory Of: • Line 2: Person being memorialized name • Line 3: blank or a short verse/saying or 19xx – 20xx 	
Type of Bench (materials and design)	
Trailway Director Approval	Signed:

For chapter tracking and recording with the Director of Philanthropy

Donor Representative <ul style="list-style-type: none"> • Name • Mailing Address • Phone Number • Email 	
Date of Donation/Payment Received	
Date Bench (w/ Plaque) Installed	
Official Completion Email Sent to Donor	Yes No
Initial Term Expiration Date (if applicable)	
Special Instructions/Notes	

ICE AGE TRAIL ALLIANCE: MEMORIALS & TRIBUTE OPTIONS

Memorial Item	Description	Memorial Fee	Duration	Sample
Kiosk	Wooden Kiosk at a trailhead would be named in memory/recognition of specified person	\$3,000	5 years w/ option for 5 year renewal at 1/2 initial price	
Boardwalk	A stretch of mutually agreed upon boardwalk would have a commemorative sign in memory/recognition of a specified person	\$100/ft	5 years w/ option for 5 year renewal at 1/2 initial price	
Bridge	A bridge with commemorative sign in memory/recognition of a person	\$200/ft	5 years w/ option for 5 year renewal at 1/2 initial price	
Restoration Project	Restoration of an agreed upon number of acres of prairie, oak savanna, woodland, etc.	\$5,000	5 years w/ option for 5 year renewal at 1/2 initial price	
Burr Oak Legacy Society	Inclusion of IATA in will	N/A	Perpetuity	
Giving Tree in HQ	Variable levels of giving - purchasing leaves, knotholes, roots, rocks, etc.	Schedule Attached	Perpetuity	
CHAPTER GUIDED EFFORTS				
Memorial Bench	Bench would be named and placed in a mutually agreed upon location along the IATA owned properties or in coordination with partners. The amounts to the right are suggestions.	\$2,500	5 years w/ option for 5 year renewal at 1/2 initial price	

Honorary and Memorial Gifts
are honored by
an Inspired – and Inspiring – Work of Art!



The Giving Tree is a different take on the traditional donor wall — a quilt depicting a giant oak tree. Crafted by one of our members, Louise Schotz, it is a patchwork of colorful fabrics that reflect the natural beauty found on the Ice Age Trail.

Supporters of the Ice Age Trail are covering the Giving Tree in fabric leaves, acorns, footprints, roots, and knotholes emblazoned with their names and the names of their loved ones.

You can become a part of the Giving Tree, too, by making a donation to the Ice Age Trail Alliance. The artist will embroider each name on the leaf, acorn, footprint, root, or knothole the sponsor has purchased. It will then be sewn onto the quilt – a piece of art that is alive and growing.

Each item added to the tree represents a different level of giving.



Green Leaf, Gift of \$100



Red Leaf, Gift of \$250



Gold Leaf, Gift of \$500



Acorns, Gift of \$1,000



Boot Print, Gift of \$2,500



Root, Gift of \$5,000



For **in-honor-of** gifts, we'll send a letter to notify the honored person of your gift. For **in-memory-of** gifts, we'll send a letter to notify a friend or family member of your gift at your direction. You'll also receive a letter from us acknowledging your generosity.

Knothole, Gift of \$10,000

If you would like to help the Giving Tree mature, your gift will:

- Give you the **opportunity to honor** a friend or family member;
- Provide critical backing to the Ice Age Trail Alliance's efforts **to create, support, and protect** the Ice Age National Scenic Trail;
- **Help grow** the Giving Tree, which serves as a magnificent welcoming presence to those visiting the IATA headquarters; and
- **Inspire others** to support the Ice Age Trail Alliance.



Thank you!