



Great Swamp Watershed Association

Meeting of the Board of Trustees

Monday, January 13, 2020

8:00 a.m. – GSWA Headquarters

Agenda

- Election of New Board Member – Marilyn Dee
- Approval of Board Minutes from 11/22/19 Meeting
- Election of Second Three-Year Board Term:
 - Chris Obropta
 - Kevin Sullivan
 - Yorgi Vlamis
- Thank You to Trustees Rotating off Board:
 - Michael Dee
 - Jay DeLaney
 - Cathy Lee
 - Anthony Sblendorio
 - Nadine Vitro
- Election of New 2020 Advisory Council Members:
 - Michael Dee
 - Andrew DeLaney
 - Jay DeLaney, Jr.
 - Jeff Grayzel
 - Cathy Lee
 - Fran Schultz
 - Nadine Vitro
- Election of Chris Sanchez (either Board or Advisory Council)
- Renewal of Current Advisory Council Members for 2020:

• Kathy Abbott	• Dr. William Diehl	• Adam Psichos
• Chris Allyn	• John Donofrio	• Jon Rafalowski
• Astri Baillie	• Russ Furnari	• Gerry Scully
• Len Berkowitz	• Claire Griffin Miller	• Alden Siegel
• Peter Birnbaum	• Pam Harding	• Julia Somers
• David Budd	• Mary Horn	• Frank Stillinger
• Brenda Curnin	• Jane Kendall	• Kit Stinson
• Michael Dee	• Cathy Lee	• Alex Vitro
• Susan Deeks	• Drew Maldonado	• Nadine Vitro
• Jay DeLaney, Jr.	• John Neale	• Jeff Webb
- Thank You to Non-renewing Advisory Council Members:
 - Phyllis Fast
 - Jay Graham III
 - Lois Olmstead

- Trustee Signature Forms for 2020 (please **sign and return** at this time):
 - Annual Conflict of Interest Disclosure
 - Code of Conduct and Ethics
- Election of 2020 Committee Chairs:
 - Finance Committee (same as Treasurer)
 - Development Committee
 - Education and Outreach Committee
 - Land Preservation & Advocacy Committee
 - Land and Water Stewardship
- New Trustee Suggestions
- Donor Privacy Policy Revisions
- Finance Report – December Year-To-Date Budget Performance
- Clark Wagner – 2019 Investment Results
- Executive Director Report
- Development Report:
 - Monthly Development Summary
 - Grant Activity
- Update on Kent Acquisition
- Update on Ferber Property
- Gala Honoree for 2020
- Capital Campaign Discussion
- 40th Anniversary 2021
- Other Business
- Adjourn

Upcoming Events

<i>January 19</i>	<i>1-3 PM</i>	<i>Cross Estate Gardens Historical Hike</i>	<i>Cross Estate Mansion</i>
<i>January 21</i>	<i>6-7:30 PM</i>	<i>Workshop: Ditch the Plastic & Chemicals</i>	<i>GSWA Headquarters</i>
<i>January TBD</i>	<i>5-6:30 PM</i>	<i>Stretch Your Legs Hike</i>	<i>Foot's Pond Wood</i>
<i>February 4</i>	<i>5-7:00 PM</i>	<i>Evening Briefing: Backyard Birding</i>	<i>GSWA Headquarters</i>
<i>February 9</i>	<i>1-3 PM</i>	<i>Dog-friendly Hike</i>	<i>CMA</i>
<i>February 12</i>	<i>5:30-7:30 PM</i>	<i>Valentine's Day Friendraiser</i>	<i>GSWA Headquarters</i>

GSWA Board of Trustees Meeting
11.22.2019
Minutes

The board meeting convened at 8:06 a.m. Board members present were Nic Platt, Matt Krauser, Yorgi Vlamis, Reed Auerbach, Dot Stillinger, Kathy Pfeil, Alan Pfeil, Kevin Sullivan, Cathy Lee, Gerry-Jo Cranmer, and Nadine Vitro. Participants via conference call were Guy Piserchia, Tony DellaPelle, Michael Dee, Chris Obropta, Jay DeLaney, and Teresa Lane. Advisory Council member Jeff Webb attended as well. Staff members included Sally Rubin, Wade Kirby and Sue Levine.

Gerry-Jo Cranmer made a motion, seconded by Cathy Lee, to approve the Minutes from the board meeting held on September 23, 2019. The motion was approved.

Sue then presented the Finance Report:

The Endowment account was reviewed and the portfolio balance remains in line with GSWA investment guidelines. The Operational Funds Account should be at 50% Equity, 45% Bonds, 5% cash. The Endowment Balance is \$1,220,266 and the Board Reserve is \$145,220 for a total invested at \$1,365,486.

The Financial policies were reviewed with the following changes approved by the finance committee:

- A. The Budget Deficit Policy (known as the “trigger” policy) should be revised so that the Third Quarter net income will be based on YTD results.
- B. The Endowment Policy was also reviewed with the following proposed revisions to include:
 - a. Asset Manager Selection:
 - b. Add – Performance of each fund must have competitive 3 and 5 year results
 - c. Add – Environmentally Sustainable Governance (ESG) investing will be considered over other funds provided the returns are comparable. Clark agreed to look at the Vanguard Sustainable Funds and provide some feedback.
 - d. Other: Modify – a quarterly presentation will be made to the board on the value of the fund and report annually on the fund performance. It was agreed that the January meeting would be best each year. Clark volunteered to present at this January meeting.

Motion to approve both policy revisions - Motion Reed; 2nd Kathy; Unanimously approved.

- C. Actual results were reviewed – we are ahead of budget and tracking well for the start of this fiscal year. Gala results were discussed. Annual event income was \$205,000, with expenses of \$50,000 for a net of \$155,000 which was in line with the budget. The Vegan Challenge was a great success in that it was educational and beneficial to the net results (an additional \$18,000). 368 guests attended the event and 242 vegan meals were served. There was some discussion that the vegan option would need to be improved if we do the challenge again.
- D. The Audit report was reviewed. The following changes will be made to the report.
 - a) The functional allocation will be modified. Total expenses remain the same however a correction will be made to the programing allocation.

- b) P9 – We do not always write down the value of the property. We only write it to zero if/when a conservation easement is put on the property.
- c) P13 – our investment account is not professionally managed. It is managed through policy and a Finance Committee.
- d) *Motion to approve both 990 and Audit report with proposed revisions - Motion Guy; 2nd Jay; Unanimously approved.*

Kathy Pfeil moved to approve the Finance Report, seconded by Reed Auerbach. Motion carried.

Clark Wagner, Finance Committee Chair may deliver a presentation regarding the endowment at the January 2020 Board Meeting. Reed Auerbach suggested that the endowment may be heavy in Equity positions. Sue explained that when we factor in how much cash we keep on hand, the balance shifts. This is something that can be discussed and addressed when we do a full presentation.

Sue reported that Charity Navigator rated the Great Swamp Watershed Association one of the top ten charities in New Jersey.

Sally reported that we have applied to the Garden Club of America's Founders Fund for a grant to install rain gardens in Paterson. We have been notified that we are one of three finalists. The maximum grant award would be \$30,000, and the minimum \$10,000. Decision will be made in the spring.

Sally stated that, thanks to an introduction from Gwenn DellaPelle, we have just been notified of an unrestricted gift of \$10,000 from Novartis Pharmaceuticals.

Sally then reviewed the details of the cocktail party to be held at the new Madison Community Arts Center on Tuesday, December 3rd, 2019 from 5:30 – 7:30 p.m. This is a follow-up for Gala attendees who we would like to know better and commemorates the 60th Anniversary of the battle that saved the Great Swamp. Sally encouraged all board members to attend the cocktail party, as well as the board holiday party at headquarters on Thursday, December 12th from 5 - 9 p.m.

Accolades were given to Nic Platt for winning re-election to the Harding Township Committee. Nic stated that he ran on a platform almost solely dedicated to advocating for the environment.

Sally reported that the Long Hill sewer sale went through. Dot Stillinger had some questions about why it was successful this time but was not successful in 2017. This year there was a concerted marketing effort to get the word out. Sally mentioned that everyone's sewer bill had gone up and maybe they were paying more attention to the issue because of that.

The feasibility study for the Rolling Knolls Superfund site has still not been released and there is no release date in the foreseeable future. A three year grant for the Community Advisory Group has been received from EPA to hire a technical advisor to assist the CAG. A Request for Proposal should go out next week.

Nic Platt suggested that Mayor Jeff Grayzel be added to our Advisory Council.

Wade delivered the Development Report and encouraged trustee giving sooner than later during our current fiscal year. Sally encouraged contributions to our recently mailed 2019 Year End Appeal.

Sally spoke about the potential acquisition of the 10 acre Kent Property which is contiguous to the refuge and a good property for wetlands restoration. Our ultimate goal would be to convey it to the refuge. Tony DellaPelle explained that Phase I environmental assessment for the property would consist of an inspection that would rule things out. Phase II would address certain areas of concern. We would offer up to \$10,000 as a purchase price, Sally is hopeful we could acquire the property as a donation. Tony recommended that environmental consultants be included as possible new board members. Sally called for a vote on the resolution authorizing GSWA to negotiate a contract to purchase up to \$10,000 and to conduct due diligence. Alan Pfeil motioned for approval and Kevin Sullivan seconded. Motion approved unanimously.

There is a proposed lease amendment extension for one year at our office at 568 Tempe Wick Road for which we pay \$2,650 per month. This was approved.

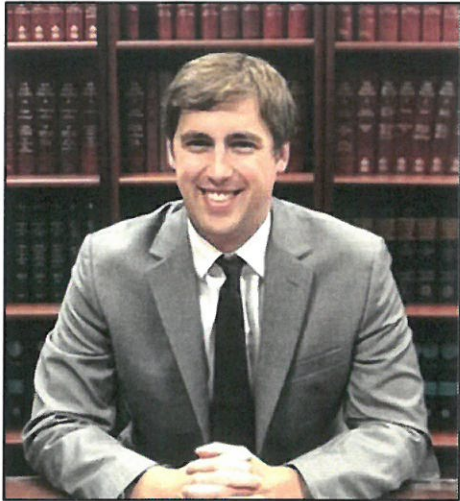
Sally mentioned the potential acquisition of the Ferber property. PSE&G is negotiating to purchase it to use as a lay down area for their transmission line upgrade project and then they plan to convey it to the GSNWR with potential subdivision to convey the building portion to GSWA. We would turn a residential property into an office.

Sally encouraged new recommendations for the Board of Trustees. Five seats will be available at the end of December 2019.

As we consider a capital campaign to celebrate our 40th Anniversary in 2021, Jay Angeletti of The Angeletti Group is a possible campaign consultant.

Michael Dee's father just passed away. Michael will roll off the board in December 2019 but his wife Marilyn would like to join the board.

The meeting adjourned at 9:14 a.m.



Andrew DeLaney

Attorney At Law, Morristown, NJ

Andrew is an attorney newly in private practice in Morristown. He has experience in handling criminal defense, residential real estate closings, civil litigation, wills/trusts/estates, and landlord/tenant matters.

Previously, Andrew worked as an Associate Attorney with Pawar, Gilgallon & Rudy, LLC in Morristown, specializing in municipal civil litigation defense, real estate transactions, wills/trusts/estates and pharmaceutical compliance, in addition to criminal defense.

Andrew has a J.D. from St. John's University School of Law and a B.A. in Political Science and Government from Syracuse University.



Jeffrey R. Grayzel

Mayor, Morris Township, NJ

Jeff presently serves as Mayor of Morris Township. He also previously served two terms (6 years) on the Township Committee and brings with him a wealth of knowledge and experience from participation on a broad spectrum of boards and committees.

Jeff continues to serve as President of G3 Medical Development in Englewood, NJ, a medical device, product development company in the area of cardiovascular medicine with a focus on interventional cardiology.

Jeff has a M.S. in Industrial Engineering from Columbia University, NY and a BA & BS in Economics/Operations Research from Cornell University.



Frances Schultz, PG, LSRP

Senior Professional, GEI Consultants
Bloomfield, New Jersey

Fran is a Professional Geologist (PG) and New Jersey Licensed Site Remediation Professional (LSRP) with over 25 years of experience managing projects and project teams in site remediation and brownfield development/construction projects throughout the New York metropolitan area and the Northeast. Her projects include combined environmental/geotechnical projects, management of state and federal superfund projects, environmental projects in a variety of industries, and close coordination with public agencies. One of Fran's highlights is her work on the investigation and remediation of properties for inclusion into the Great Falls National Historic Park.

Fran has a M.S. in Geology from the University of South Carolina and a B.A. in Geology from Bryn Mawr College.



Chris Sanchez

CFP® Analyst, Regent Atlantic

Chris earned his CERTIFIED FINANCIAL PLANNER™ designation in 2019. As an Analyst at Regent Atlantic, Chris is responsible for analyzing client financials, preparing recommendations, and assisting the Wealth Advisors in developing strategies to help clients in reaching their goals.

Prior to joining Regent Atlantic, Chris worked in many capacities supporting financial advisors at Merrill Lynch.

Chris holds a Bachelor of Business Administration in Finance from Temple University and received his Certified Financial Planning Education from Stockton University.

Great Swamp Watershed Association
Conflict of Interest Policy and Procedures
Adopted 03/31/2016; Amended 03/16/2017

ANNUAL CONFLICT OF INTEREST DISCLOSURE FORM

The conflict of interest policy applies to all of the following insiders: 1) board members, 2) staff members, 3) substantial contributors, 4) parties related to board members, staff members, and substantial contributors, 5) those who have the ability to influence decisions, and 6) volunteers and those with access to information not available to the general public.

Please initial each statement that applies to you:

_____ I have read and am familiar with the Conflict of Interest Policy.

_____ I am not aware of any direct or indirect financial or other material interest or co-investment interest that is required to be disclosed under the Conflict of Interest Policy.

OR

_____ I have completed in the form below every direct and indirect financial or other material interest or co-investment interest that is required to be disclosed under the Conflict of Interest Policy. (Please complete the Declaration Form below).

I agree to report promptly any future situation that might involve or appear to involve me or any of my relatives in any potential conflict of interest with GSWA.

I am completing this disclosure statement based on the definitions from the Conflict of Interest Policy.

Signature: _____ Date: _____

Print Name: _____

Please return this statement no later than January 31 of each calendar year or as identified.

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CONFLICT OF INTEREST DECLARATION

I hereby acknowledge that I have a potential conflict of interest with the following organizations that may have a relationship with GSWA:

Organization	Relationship
_____	_____
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Great Swamp Watershed Association
Conflict of Interest Policy and Procedures
Adopted 03/31/2016; Amended 03/16/2017

Purpose:

It is the policy of Great Swamp Watershed Association (GSWA) to identify conflicts of interest involving GSWA and related parties, as well as situations that may create the appearance of a conflict of interest and to address such conflicts and situations in a manner that will fully protect the integrity and reputation of GSWA, as well as related parties.

Introduction

GSWA's effectiveness depends on its record of accomplishment and its reputation. GSWA's success results directly from maintaining the confidence of the individuals, groups and organizations with whom it works. GSWA's greatest asset is its good name. Having a sound conflict of interest policy and procedure will help GSWA comply with Land Trust Standards and Practices and will also help assure compliance with the U.S. Internal Revenue Service (IRS) rules against private inurement and impermissible private benefit and with New Jersey statutes addressing conflict transactions.

One of the principal purposes of the Conflict of Interest Policy and Procedure is to help GSWA staff and board members identify and avoid or resolve conflicts of interest. For that reason, GSWA employees and board members must read and retain a copy of this Conflict of Interest Policy and Procedure at the outset of their tenure with GSWA and at such time as the policy or procedure is amended.

The Conflict of Interest Policy and Procedure will be discussed at all orientation sessions for new employees and board members.

GSWA will require annual confirmation from board members and other insiders that they know of no conflicts needing disclosure. There may be certain GSWA volunteers who, because of their level of involvement in GSWA business, and because of their access to inside information, are covered by this Conflict of Interest Policy and Procedure and must be fully informed of its contents.

Any questions concerning the scope or possible impact of the Conflict of Interest Policy and Procedure upon any insider should be addressed to GSWA's Executive Director or to a GSWA staff member designated by the Executive Director.

Conflict Concepts and Definitions

A. **Conflict of Interest**. A conflict of interest arises when "insiders" are in a position, or perceived to be in a position, to benefit financially (or create a benefit to a family member or other organization with which they are associated) by virtue of their position within GSWA.

B. **Insiders**. "Insiders" include board and staff members, substantial contributors, those who have an ability to influence decisions of the organization and those, like some

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volunteers, with access to information not available to the general public. In addition, insiders include all persons related to the listed persons.

C. **Related persons.** "Related persons" include a spouse, as well as brothers, sisters, ancestors, children, grandchildren, great-grandchildren and spouses of all the foregoing. Any person with whom a related person shares living quarters under circumstances that closely resemble a marital relationship or who is financially dependent upon the related person will be considered to be a related person.

D. **Substantial contributors.** "Substantial contributors" include any individual, corporation or foundation that makes a gift or pledge of \$25,000 or more at any one time or cumulatively within a five-year period prior to the occurrence of the conflict either in cash, appreciated securities, other assets or in land, easement or bargain-sale value.

E. **Inside information.** "Inside information" includes any material information that is identified as confidential or proprietary pertaining to the business and affairs of GSWA, whether related to a specific transaction or to matters pertaining to GSWA's interests, activities and policies.

F. **Material financial interest.** "Material financial interest means any financial interest in a transaction, direct or indirect, other than one that is so minor that no one would reasonably believe that the interest could affect or influence the judgment or decisions of the person or persons involved.

General Guidelines

GSWA expects that GSWA insiders will conduct themselves under strict rules of honesty and fair dealing in their relations with GSWA and on behalf of GSWA with third parties. Each such insider must carry out his or her fiduciary duties of loyalty to GSWA in accordance with applicable law. GSWA is organized and operated exclusively for charitable purposes, and GSWA and all insiders must avoid participation in any transaction involving private inurement or impermissible private benefit.

GSWA Administration and Procedure for Reviewing and Managing Conflicts

Insiders' Obligations

An insider who becomes aware of any actual or potential conflict of interest or of circumstances that may appear to involve such an actual or potential conflict of interest shall do the following:

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1. Disclose the existence of any such conflict or circumstances, providing such information to GSWA as may be requested. As to staff members, other than the Executive Director, disclosure shall be to his or her supervisor or Human Resources. As to the Executive Director and all board members, other than the board chair, disclosure shall be to the board chair. As to the board chair, disclosure shall be made to the Executive Committee. As to all other insiders and volunteers, including substantial contributors, disclosure shall be to the Executive Director or the board chair.
2. After such disclosure, abstain from discussing with board or staff members anything related to the conflict of interest or circumstances unless specifically asked by the board or a board committee to give information on the matter.
3. Absent him or herself from board or board committee discussions on anything related to the conflict of interest or circumstances unless specifically asked by the board or a board committee to give information on the matter.
4. Absent him or herself during voting on anything related to the conflict of interest or circumstances.
5. Resign from the board, if requested to do so by the board, until such time as the matter giving rise to the conflict of interest or circumstances has been resolved. When, in the opinion of the board, the matter has been sufficiently resolved, the resigned director may be invited to rejoin the board.

GSWA Process

When any GSWA transaction, contract or project (the “transaction”) involves an actual or potential conflict of interest or circumstances that may appear to involve such an actual or potential conflict of interest, GSWA shall do the following:

- A. Take all appropriate steps to determine the facts relating to the conflict, including receiving the disclosures required of the insider, as stated above.
- B. As to a transaction in which a GSWA board member has a material financial interest, the board may approve the transaction only if it determines and makes specific findings that:

- 1) GSWA is entering into the transaction for its own benefit

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Adopted 03/31/2016; Amended 03/16/2017

- 2) The transaction is fair and reasonable as to GSWA
- 3) Prior to consummating the transaction or any part of it, the board has authorized or approved the transaction in good faith by a vote of the majority of the members in office without counting the vote of any interested board member and with knowledge of the material facts concerning the transaction and the board member's interest in the transaction
- 4) Prior to authorizing or approving the transaction, the board considers and in good faith determines, after reasonable investigation under the circumstances, that GSWA could not have obtained a more advantageous arrangement with reasonable effort under the circumstances (For example, for land purchase transactions, land valuation must be by a licensed appraiser in good standing and conducted in accordance with the Uniform Standards of Professional Appraisal practice or in the case of a sale of a land asset, the organization must market the land in a manner sufficient to ensure the property is given suitable market exposure for a buyer to make an offer at or above fair market value. Sale of land to an insider below market value is permissible only after a bona fide attempt to market the land through a legitimate real estate offer involving a New Jersey licensed realtor with a minimum open market exposure time of 6 months.)

- C. As to transactions in which no GSWA board member has a material financial interest, but another insider has an actual or potential conflict of interest or circumstances exist that may appear to involve such an actual or potential conflict of interest, following the disclosures by the insider outlined above, the GSWA representative receiving the disclosures shall work with the insider to develop an appropriate course of action to be recommended to the Executive Director in the case of staff members or volunteers and to the board chair in all other cases. Each such recommendation of a proposed course of action will describe the particular activity in question that gives rise to the conflict or appearance of conflict, the reasons why the proposed course of action should be approved and any special circumstances surrounding the situation. The GSWA person receiving that recommendation shall have the authority, in his or her discretion, to take action to resolve the matter as he or she deems appropriate. However, the Executive Director or the board chair may elect to refer the matter to the Executive Committee or the board for a decision. In any case, the Executive Director, board chair or Executive Committee, as applicable, shall report the disposition of the matter to the board.

- D. In all cases in which conflicts of interest or circumstances giving rise to the appearance of a conflict are disclosed, in developing responses to such conflicts, every reasonable

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effort will be made to avoid the conflict. In cases where it is not possible to completely avoid a conflict or the appearance of a conflict, reasonable efforts will be made to mitigate the effects of the conflict. At a minimum, the recommended course of action shall ask the individual involved in the conflict to disclose the situation fully to the relevant parties and recuse and absent him or herself from any involvement in decisions pertaining to the conflict or the appearance of conflict. Before the conflict is disclosed and while the request for approval of a proposed course of action is pending or being considered, the individual involved in the conflict shall refrain from participating in the questionable activity.

- E. GSWA will document, in board minutes or otherwise as appropriate, the existence of each disclosed actual or potential conflict, or of circumstances that may appear to involve such an actual or potential conflict, and the actions taken to manage such a conflict.

Conclusion

Adhering to the Conflict of Interest Policy and Procedure is a condition of association with GSWA as an employee, volunteer or board member. Violations of the Conflict of Interest Policy and Procedure may be grounds for dismissal as an employee or volunteer or severance from the board.

The Executive Committee and the Executive Director will periodically review and assess this Conflict of Interest Policy and Procedure and its implementation and notify employees, volunteers, board members and other insiders of any changes and/or revisions.

This Policy amends the Conflicts of Interest Policy dated 03/31/2016.

Approved and Adopted by the Board of Trustees on the _16th day of March, 2017.

Great Swamp Watershed Association

Code of Business Conduct and Ethics (1D) (Replacing Ethical and Legal Business Policy 01/07/2016; 2015)

Scope

This Code of Business Conduct and Ethics provides further clarification to the Ethical and Legal Business Policy, the Employee Handbook and the Roles and Responsibilities of a Trustee. It applies to all officers, Trustees, volunteers and employees. Such officers, Trustees, volunteers and employees are referred to herein collectively as the "Covered Parties."

Purpose This Code of Business Conduct and Ethics serves to (1) emphasize GSWA's commitment to ethics and compliance with the law; (2) set forth basic standards of ethical and legal behavior; (3) provide reporting mechanisms for known or suspected ethical or legal violations; and (4) help detect and prevent wrongdoing.

This document serves only as a basic guide. If confronted with ethically ambiguous situations that are not addressed in this Code, Covered Parties should (1) consult GSWA's Policies and Procedures manual, as applicable, for further specifics; and/or (2) seek advice from supervisors, administrators or other appropriate personnel.

ETHICAL STANDARDS

Compliance with Laws, Rules and Regulations

Obeying the law, both in letter and in spirit, is the foundation on which GSWA's ethical standards are built. Covered Parties shall comply with applicable governmental laws, rules and regulations at all levels of government in the United States. Although not all Covered Parties are expected to know the details of these laws, it is important to know enough about the applicable local, state and national laws to determine when to seek advice from supervisors, administrators or other appropriate personnel.

Confidentiality

Covered Parties must not disclose confidential information that is entrusted to them, except when disclosure is authorized by an officer of GSWA or required by laws or regulations. Confidential information includes all non-public information that might be harmful to GSWA or its landowners, partners, contractors or donors if disclosed. The obligation to preserve confidential information continues even after association with GSWA ends.

Conflicts of Interest

Covered Parties should familiarize themselves with GSWA's *Conflict of Interest Policy*, which lists prohibited activities, describes how conflicts or potential conflicts should be reported, and outlines how reports will be handled by the Board.

Corporate Opportunities

Covered Parties are prohibited from taking for themselves opportunities that are discovered through the use of organization property, information or position without the consent of the Trustees of GSWA. No Covered Party may use organization property, information or position for improper personal gain.

Fair Dealing

Great Swamp Watershed Association

Code of Business Conduct and Ethics (1D) (Replacing Ethical and Legal Business Policy 01/07/2016; 2015)

Covered Parties shall behave honestly and ethically at all times and with all people. They shall act in good faith, with due care. Covered parties shall refrain from making negative or disparaging remarks about the organization verbally or in writing, in print or otherwise.

Covered parties and their family members are prohibited from offering or accepting cash gifts to/from anyone with whom GSWA does business. Further, no non-cash gift or entertainment should ever be offered or accepted by a Covered Party or by any family member of a Covered Party unless it (1) is consistent with customary business practices; (2) is not excessive in value; (3) cannot be construed as a bribe or payoff; and (4) does not violate any laws or regulations. Covered Parties should discuss with their supervisors, administrators or other appropriate personnel any gifts or proposed gifts that they think may be inappropriate.

Protection and Proper Use of GSWA Assets

All Covered Parties should endeavor to protect GSWA's assets including proprietary information and ensure their efficient use. Unauthorized use or distribution of this information would violate GSWA policy. It could also be illegal and result in civil or criminal penalties. Any suspected incident of fraud or theft should be immediately reported for investigation.

Reporting of Significant Accounting Deficiencies

Covered parties shall promptly bring to the attention of the Trustees any information they may have concerning (1) significant deficiencies in the design or operation of internal controls over financial reporting, which could adversely affect GSWA's ability to record, process, summarize and report financial data; or (2) any fraud, whether or not material, that involves Covered Parties who have a significant role in GSWA's financial reporting, disclosures or internal controls over financial reporting.

Timely and Truthful Public Disclosure

In reports and documents filed with or submitted to government entities by GSWA, and in other public communications made by GSWA, the Covered Parties involved in the preparation of such reports and documents shall make disclosures that are full, fair, accurate, timely and understandable.

Covered parties shall not knowingly conceal or falsify information, misrepresent material facts or omit material facts. Covered Parties will do all that is required to avoid misleading GSWA's independent public auditors and supporters.

Waivers

There will be no waivers to this Code.

VIOLATIONS OF ETHICAL STANDARDS

Reporting Known or Suspected Violations

Covered parties are expected to disclose to the management of the organization anything that may violate this policy. In compliance with GSWA's *Whistleblower Policy*, no retaliatory action of any kind will be permitted against anyone making such a report in good faith.

Great Swamp Watershed Association

**Code of Business Conduct and Ethics (1D)
(Replacing Ethical and Legal Business Policy 01/07/2016; 2015)**

In cases where it would be inappropriate or uncomfortable to discuss an issue with a supervisor, or where you believe your supervisor has given you an inappropriate answer, express your concerns to another GSWA officer or Trustee.

If you are unsure of what to do, seek guidance before you act.

Accountability for Violations

If any GSWA Trustee believes that this Code has been violated, either directly, by failure to report a violation, or by withholding information related to a violation, the incident shall be referred to the Chair, who shall convene a meeting of the Executive Committee to gather information and discuss the incident(s), interview the party or parties involved, and issue a report on its findings to the Board of Trustees, along with recommendations for follow-up actions. All Covered Parties are expected to cooperate fully with internal investigations of misconduct. Depending on the decision of the Board, the offending Covered Party may be disciplined for non-compliance with penalties up to and including removal from office. Violations of this Code may also constitute violations of law and may result in criminal penalties and civil liabilities for the offending Covered Party and GSWA.

Agreement by Board Member, Executive Director and Director of Finance:

Each Board member, Executive Director and Director of Finance will acknowledge this policy upon joining the organization and will be obligated by way of signature indicating agreement to adhere to the policy in acting in the capacity as a Trustee, Executive Director and Finance Director of the organization.

Approved and Adopted by the Board of Trustees on the ____31st_ day of __March____, 2016.

Trustee Acknowledgment

“As a duly elected member of the Board of Trustees, Executive Director or Director of Finance of Great Swamp Watershed Association, I have read this policy and hereby agree to abide by it in all of its terms.”

Trustee Name

Trustee Signature

Date

Great Swamp Watershed Association

Privacy Policy

Donor Privacy Policy - Effective 2015 Revised 03/31/2016; revised 12/05/19

Great Swamp Watershed Association (GSWA) takes your privacy very seriously. We do not collect personally identifying information about you on-line or off-line, unless you choose to provide such information to us. Providing such information is strictly voluntary. GSWA will not trade, share or sell a donor's personal information with anyone else, nor send donor mailings on behalf of other organizations OR it will only share or sell personal information once the donor has given the charity specific permission to do so.

GSWA may ask for and collect from you personally identifiable information. You may be asked to provide your name, email address, mailing address, phone number, payment details and similar information to make a donation, register for a program, or join our mailing list.

If you choose to provide your credit card information to GSWA, we will use that information only for the purposes for which it was provided. All credit card information is not retained. Should it be provided in writing, it will be kept in a locked secure place until cross hatch shredded. To the extent any donations are processed through a third-party service provider, our donors' information will only be used for purposes necessary to process the donation.

GSWA may use your information:

- to process and respond to inquiries and for the purposes for which you provided the information, such as to process donations, register for a program or receive information.
- to personalize the content and improve the navigability of the website.
- to alert you to new programs, site features, special events, information and services.
- to conduct surveys to measure your satisfaction with our service.
- GSWA processes your information on servers located in the United States.

Subject to your right to opt-out (discussed later in this policy), GSWA may share your name and postal address (but not your email address, phone number or credit card number) with similar non-profit organizations that we believe may interest you. GSWA may also share your information with third parties in the following situations: (i) to complete your request, e.g. providing information about a program or service; (ii) to outsource one or more of the functions described above; or (iii) to share your information with the authorities in response to a legal order or official request.

- GSWA will not sell your personal information.

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Great Swamp Watershed Association

Privacy Policy

GSWA attempts to protect against the loss, misuse and alteration of your personal information. Our servers are protected by reasonable physical and electronic security.

~~GSWA may also use your personal information to send you surveys or email messages about our programs, information and services.~~

Our Site may include links to other websites that may be of interest to you. Any links are provided only as a convenience and do not imply any endorsement of another site. Be sure to read the privacy policies on other websites.

OPTING OUT:

You may also choose to opt-out of receiving email and information from GSWA. ~~You may also choose to opt-out of sharing your information with other similar non-profit organizations.~~ To opt-out or change your preferences at any time, contact info@greatswamp.org to request changes. If you prefer, you may opt-out by calling us (973)538-3500 Monday through Friday between 9:00am and 5:00pm Eastern Time.

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Approved and Adopted by the Board of Trustees on the 31ST day of MARCH, 2016.
~~Revised on this 5th day of December, 2019~~

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Great Swamp Watershed Association
Profit & Loss Budget Performance
 December 2019

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 01/03/20
 Accrual Basis

Ordinary Income/Expense	Dec 19	Budget	% of Budget	Jul - Dec 19	YTD Budget	% of Budget	Annual Budget
Income							
4% Fund Transfer Draw	0	0	0%	49,143	40,000 ¹	123%	40,000
Annual Event	250	0	100%	217,431	200,200 ²	109%	200,200
Corporate	9,950	7,800	128%	46,769	53,463 ³	87%	85,325
Foundation Support	47,000	107,700	44%	163,175	186,200 ⁴	88%	207,700
Individual - Membership	21,098	22,033	96%	36,756	40,800	90%	75,400
Individual Major Donors	57,550	38,000	151%	94,650	71,500	132%	187,200
Individual Trustee Giving	2,150	2,000	108%	3,700	5,100 ⁵	73%	30,000
Music Fest Event	0	0	0%	514	0	100%	44,900
Other incomes misc	0	117	0%	849	700	121%	1,400
Programs - Education & Outreach	250	50	500%	9,900	11,300	88%	25,800
Restricted Individual Donations	0	0	0%	20,000	20,000	100%	20,000
Total Income	138,248	177,700	78%	642,887	629,263	102%	917,925
Gross Profit	138,248	177,700	78%	642,887	629,263	102%	917,925
Expense							
Administrative Expense	7,621	8,724	87%	44,224	58,347 ⁶	76%	122,083
Administrative Payroll Total	60,018	57,774	104%	294,672	297,141	99%	594,282
Advocacy / CAGs / Other	428	550	78%	1,641	3,300	50%	16,600
Annual Event Expenses	207	0	100%	44,199	58,000	76%	58,000
Development Expense	4,038	313	1,289%	5,932	6,670	89%	16,500
Education and Outreach	158	2,040	8%	1,071	8,960 ⁷	12%	21,800
Hyde and Watson Grant Exp	0	8,000	0%	0	8,000	0%	8,000
Mailing	2,864	2,687	107%	3,162	4,277	74%	10,550
Membership	730	1,550	47%	8,274	7,900	105%	14,210
Music Fest	0	0	0%	684	0	100%	17,000
Stewardship	187	0	100%	4,469	2,667	168%	17,000
Uncategorized Expenses	0	0	0%	290	0	0%	0
Water Quality	603	4,647	13%	4,620	18,315 ⁸	25%	43,690
Water Testing - Well	0	0	0%	0	0	0%	2,500
Total Expense	76,854	86,286	89%	413,237	473,577	87%	942,215

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01/03/20

Accrual Basis

Great Swamp Watershed Association Profit & Loss Budget Performance

December 2019

	Dec 19	Budget	% of Budget	Jul - Dec 19	YTD Budget	% of Budget	Annual Budget
Net Ordinary Income	61,394	91,414	67%	229,650	155,686	148%	-24,290
Other Income/Expense							
Other Income							
Bequests	0			51,407 ⁹			21,000
Deferred Inc. -accrual reversal	0	0	0%	0	21,000	0%	0
Dividends Received	9,536			16,818 ¹⁰			8,000
Dreesen 401k BD Fund	0	0	0%	0	0	0%	10,000
Dreesen Advocacy Fund	0	0	0%	0	0	0%	0
Grants - Dreesen Advocacy	1,000			1,000 ¹¹			
Total Other Income	10,536	0	100%	69,225	21,000	330%	39,000
Other Expense							
Pilgrim Pipeline Restricted Fun	0	0	0%	30	0	100%	0
Total Other Expense	0	0	0%	30	0	100%	0
Net Other Income	10,536	0	100%	69,195	21,000	330%	39,000
Net Income	71,930	91,414	79%	298,845	176,686	169%	14,710

Great Swamp Watershed Association
Profit & Loss Budget Performance
December 2019

5:28 PM
01/03/20
Accrual Basis

1. \$9k over budget
2. Includes \$18,150 Vegan Challenge
Advertising was lower than budget and prior year.
Underwriting excludes \$6k from Pfizer which was recorded in the PY.
368 guests served; 242 Vegan Meals; 45 VIP tickets.
3. Unfortunately we didn't get PSEG -\$15k due to a processing error however we are working to get this resolved.
We continue to work closely with PSEG on the Ferber Property.
4. FM Kirby -\$25k - due to timing of Audit report - expect in Q1 2020
We also didn't get approved by Watershed Institute -\$10k
These are offset some by Bauer = \$10k and Tyler + \$5k over budgeted amounts
5. Hoping for a better new year!
6. Computer upgrade purchases and website re-design - timing
7. Timing
8. Timing
9. Babbott Bequest
10. Pfizer Gala \$6k; Leavens Microplastics \$5k; Rutgers - Paterson SMART \$5k; WI \$5k all booked in the prior ye
11. NJFutures Grants Receivable - will be reclassified to ordinary income upon receipt.



Business Account Svcs: 800-984-5919

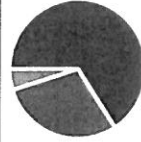
Statement overview

\$1,407,471.84

Total value of all accounts as of December 31, 2019

Accounts	Value on 12/31/2018	Value on 12/31/2019
Great Swamp Watershed Associat		
Corporation account	\$1,110,327.94	\$1,259,567.37
Corporation brokerage account	\$42,499.29	\$147,904.47
Total	\$1,152,827.23	\$1,407,471.84

Asset mix



	Value on 12/31/2019
67.2% Stocks	\$946,079.82
29.7% Bonds	418,695.81
3.1% Short-term reserves	42,696.21
0.0% Other	0.00
Total	\$1,407,471.84

Your asset mix percentages are based on your holdings as of the prior month-end.

Great Swamp Watershed Association

Balance Sheet

01/03/20

As of December 31, 2019

Accrual Basis

	Dec 31, 19
ASSETS	
Current Assets	
Checking/Savings	
IB Checking x5131	120,065.08
ISB MM 289902218	135,038.61
PG - Checking x 1390	1,006.79
PG Bank x5855 CD matures051620	53,995.25
PG Game of Chance x5919	100.00
PG MM x 0924	51,407.43
Valley National x 9893	16,043.57
Total Checking/Savings	377,656.73
Accounts Receivable	1,000.00
Other Current Assets	
The Endowment Fund	
Board Discretionary x2647	146,916.65
Defense Fund for Easements	50,000.00
LaMorgese Pending Harding Funds	77,000.00
Unrealized loss on Endowmt fund	366,813.93
The Endowment Fund - Other	746,266.58
Total The Endowment Fund	1,386,997.16
Total Other Current Assets	1,386,997.16
Total Current Assets	1,765,653.89
Fixed Assets	
Equipment	39,227.00
Land-Lamorgese Tiger Lily Lane	155,000.00
Land Twp. of Chatham	179,100.00
Total Fixed Assets	373,327.00
Other Assets	2,682.88
TOTAL ASSETS	2,141,663.77
LIABILITIES & EQUITY	
Equity	
Permanently restricted Endowmnt	65,080.00
Retained Earnings	1,422,927.03
Retained Equity (Land)	334,100.00
Temporarily restricted	20,713.05
Net Income	298,843.69
Total Equity	2,141,663.77
TOTAL LIABILITIES & EQUITY	2,141,663.77

Executive Director report for GSWA board meeting January 13, 2020

Happy and Healthy New Year to everyone!

Since our meeting in November, I have spoken with several campaign consultants about a potential capital/endowment campaign for GSWA. I was most impressed with Jay Angeletti. He is local and knows many of our donors and potential donors. A small subcommittee should discuss all candidates and potential timing of a campaign.

Hazel, Sandra, Adam and I planned our winter spring programming. Please try to attend some of our upcoming events. We have also started working on our spring newsletter.

Staff attended a Land and Water Conservation Fund (LWCF) event with Mikie Sherrill at Loantaka Reservation.

We held a trusteeship committee meeting to discuss potential candidates for board and advisory positions for 2020.

I had lunch with three potential board/advisory members.

We held a successful cocktail party in Madison on December 3, the 60th anniversary of the beginning of the battle to fight the jetport. Approximately 85 donors attended the event.

I had numerous discussions with stakeholders regarding the September Rolling Knolls CAG meeting minutes.

I finished the RFP for the Rolling Knolls environmental expert. I spent several hours compiling a list of experts and the RFP went out to approximately 45 potential consultants.

Proposals were due December 31. I have received four proposals. A small committee will help me review proposals and interview candidates and I hope to select a consultant by the end of January.

I attended the Somerset County Business Partnership annual meeting as a guest of PSEG. Speaking of PSEG, we did not receive our usual grant from them this fall. They indicated it was an oversight on their part and we hope to speak with them this month.

We have reached an agreement with the seller of the 10-acre Kent property in Chatham for \$2500. I have spoken with our pro bono attorney from McCarter & English and have reviewed the proposed contract for sale. I have also spoken with potential consultants for a Phase I environmental assessment which will be the next step.

I had discussions with Sally Glick and Gwen Packard about suggestions for our gala. We need to discuss an honoree or speaker for 2020.

Sue and I conducted a Paterson SMART meeting. We also had a meeting with the Paterson mayor. We will attempt to schedule and facilitate two more SMART meetings. Our funding has run out and we will be turning SMART over to the city to continue if they wish.

Sue and I also met with another Paterson school which is very interested in working with us. Hazel will meet with them in January. We also met with the ED of Paterson Boys & Girls Club and she is also very interested in working together.

Sue and I attended the NJ Waterworks conference in New Brunswick.

I met with Peter Mercer to discuss board governance and solicit his guidance since he is familiar with several other local NGOs where he's been a board member.

Val and I worked on multiple annual appeal solicitations. Some were snail mailed, some were emailed, and one was sent from Nic Platt's email (which we hoped would get a good response!).

We held a staff meeting to discuss long range planning (if money were no object, etc.) and did a quick SWOT analysis. This is something I'd like to do with the board as well.

GSWA Water Quality Programs

Board Meeting Report

January 2020

Water Quality Reporting

As we head into 2020, we are wrapping up our first round of downstream expansion sampling. In January, the data from 2019 will be compiled into our annual Watershed Report Card. I will also be reviewing the full three years of expansion to gain a better understanding of the issues that are impacting water quality through the Livingston area (our most downstream sampling location). Two presentations are planned in March. One will be the presentation of the 2019 Report card at a GSWA Breakfast Briefing on March 10th. The second presentation will be at the 2020 Watershed Congress in PA to be held on March 14th. The Congress accepted my proposal for a presentation on our work with Microplastics.

Water Quality Monitoring

Chemistry Monitoring

All sampling for 2019 has been completed and we are awaiting final results from our various labs. Macroinvertebrate data, microplastics data and final chemistry data should be reported to GSWA in the coming weeks. All the collected data will be used to produce the 2019 Water Quality Report Card.

Our first round of sampling for 2020 will begin in Feb, weather permitting. We have added four new sites along the downstream reach of the Passaic River with our furthest site being located in Little Falls. This will bring our total of sampling sites up to nineteen per sampling event in 2020. Our chemistry sampling occurs quarterly to help us to capture the seasonal changes along the river.

If anyone is interested in assisting with sampling, please let me know via email sandral@greatswamp.org

Visual Monitoring

Fall visual assessments were collected at eighteen out of 23 locations. The Stream Team had a successful year overall and participation has been expanding with our training sessions being held at downstream locations.

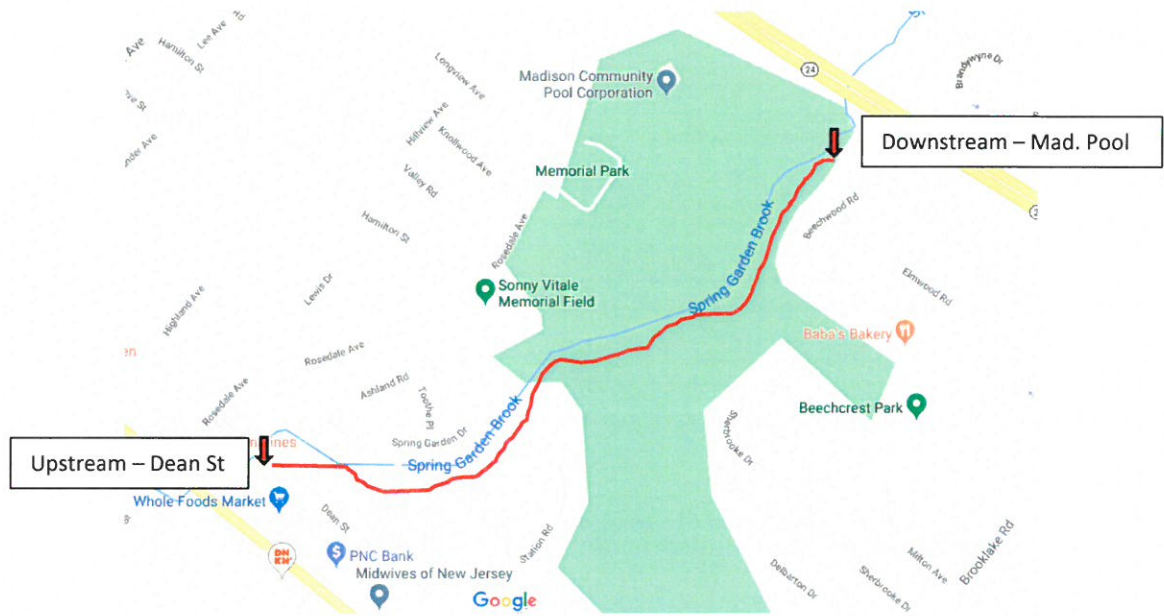
Spring assessments will be collected from early April through May. We are looking for teams to monitor new downstream locations as well as some vacancies within the Great Swamp Watershed.

Our spring assessment training will be held on April 4, 2020, please check our website for more details and location.

If you are interested in volunteer monitoring, please contact me at sandral@greatswamp.org

Bacteria Sampling

Our initial 2019 Bacteria sampling run for the full five weeks from July 9th through Aug 6th. Results along the Silver Brook continued to be mostly within normal limits, as they were last season. The one elevated sample was collected following a significant rain event and all samples, from all sites, collected that week were elevated. In 2019, we found continued elevated levels of bacteria along Spring Garden Brook in Madison. Our primary sampling site is in the area behind the Madison Pool where we have worked with the Madison Nature Nuts program in the past. Two years ago, when working with this program, an odor of sewage was noted near the stream. We began with a single sample that year and followed up last year. This year, with continued elevated bacteria being observed, we followed up post sampling season with further sampling along the corridor upstream from our primary site (see map below). Finding elevated levels all along the stretch of stream between the Madison Pool and Dean St. GSWA contacted Astri Baily, Madison Town Council, and met with her on site and with a member of the Madison DPW.



After our meeting GSWA did one final round of sampling, collecting six samples along the stream reach. The results were reported to the town and they are investigating possible sources of contamination. We will continue to work with them to resolve the issue.

Macroinvertebrate Sampling

Macroinvertebrate sampling was conducted from late June into July. Samples were collected from 11 sites, including sites along the Silver Brook, for a baseline prior to our restoration work there, and extra sites along Loantaka Brook to follow up on the success of our work at Seaton Hackney Stable several years ago. Samples will be processed by Normendaeu Inc. Results are expected in Jan to early Feb.

Education

SWaMP –

The 2019 – 2020 school year has started strong with many returning schools as well as new schools to the program. In the fall we worked with Watchung High school for the first time, leading a full day program in Watchung Reservation.

As we head into spring we will be working with William Patterson University and four Patterson Schools. The program will connect students with art as well as water quality issues. Students will participate in a SWaMP program along Molly Ann Brook (a Passaic trib) followed by a tour of an ongoing art exhibit titled Living Together: Nurturing Nature in the Built Environment, at William Patterson University. The overall program goal is to help students make better connections to the environment in their area and the importance of taking part in protecting it.

We already have many returning SWaMP school programs on the calendar as well as a full load of S2S programming.

Adult Education –

Following a successful semester of teaching at Drew University, one of my students will be joining us as an intern this spring.

In December GSWA worked with Eric Olsen to lead a combined history and ecology hike at Jockey Hollow Park. Upcoming programs include the Watershed Report Card presentation on March 10th, Microplastics Presentation on March 14th, and our Spring Stream Assessment Training on April 4th.

Microplastics –

Our primary round of microplastics sampling for 2019 is complete with 17 samples collected from throughout the Passaic River region. Samples are being processed by Jersey City University using the Fenton method to digest off the organic materials collected in the samples leaving only the in-organic materials to sort through. The plastics will be sorted by size and basic type of plastic (film, chip, fiber, ect). Some samples will then be further analyzed to determine the chemical makeup of the plastic polymer. This will help to better understand what the primary source materials for the microplastics in our water are.

We have already been able to utilize the results from our pilot study in 2018 to help support local efforts in Madison and Chatham to pass ordinances to reduce single use plastics by putting bans and restrictions on plastics bags in retail stores. With the data from our 2019 study we will continue to push for communities to help reduce dependence on single use plastics and keep them out of our area.



Participants try out the new visitor platform at the marsh at the rear of the CMA

Overview:

As stated in previous reports this year, this has been a year of huge growth in the number, type and reach of our education programming. While we have mentioned some of the numbers in past reports, here is a snapshot of the year in review, using the categories we break our programming and education into for grant reporting:

9 – Number of Interns working with us over the academic and summer program period.

10 – Number of S2S Collaborative programs for Urban Students.

11 – Number of new schools for 2019 we had not previously worked with.

27 – Number of College students experiencing wetland ecology programs from 2 different colleges.

45 – Number of new programs or repeat programs to new audiences.

240 – Number of Middle school students receiving programming

550 - Number of students taught in K-12 combined groups.

1,482 – Number of Elementary school students taught, from 13 different schools and 8 different towns or cities.

1,316 – Number of high school students taught, from 14 different municipalities

3615 – Total number of students coming through our programming- from in class, to playground exploration to SWaMP to Field trips.

5,149 – Total number of individuals reached, including family and adult general education programming.

As we look forward, our 2020 vision will be to continue to partner with our existing historic schools, and to deepen relationships with our newer downstream partner school. This might not necessarily entail expanding programming to higher numbers of students but continuing to thoughtfully design programs that allow us to work in more meaningful ways with them. We are looking at ways to involve interns more meaningfully in teaching our ever expanding roster of programs and to look at per diem educational instructors to get us over the busy periods when many staff are needed on single programs.

General Public Programming

We finished out the end of 2019 as we spent the rest of the year, offering programs to sell out audiences! 12/15 saw us lead a member only behind the scenes tour at Great Swamp National Wildlife Refuge, where participants were entertained by the two resident bald eagles displaying over their heads.

We have started a new Sunday hikes series that kicked off on 1/5 with a hike at our own Conservation Management Area. We have structured these hikes for Sunday afternoons, and each hike will be at a new location and cover some new natural history and environmental issues. A bonus of this first hike is the 16 participants got a close-up view of our brand-new teaching platform on the trails.

We are currently finalizing programs for winter spring, but look out for a maker's series, to expand on the successful pollinator box building workshops held last year. Workshops will give participants some watershed friendly living tips, then help them make/construct or build a take home they can install or use in

their homes to change behavior and live a more watershed friendly life. See below for information about the first in the series.



Upcoming events:

Moonlight Hike at Great Swamp National Wildlife Refuge WOC 1/11 5:30-7pm

Come enjoy the Wolf Moon and listen for owls which are calling at this time.

Sunday Hike Series- Cross Estate at Jockey Hollow Brigade Area 1/19 1-3pm

Explore the NJ brigade area and hike the peaceful Cross estate gardens

Maker Workshop- Ditch the plastic Wrap 6-7:30pm. Come make reusable produce bags and wax cotton covers to begin to ditch the single use plastic .

Civic, Community and Outreach Events.

In December we were invited into William Annan Middle School to present to 140 8th graders, who learned about various volunteering options in their communities, and how to get involved with local area nonprofit organizations. All students left with a bag of birdseed to scatter in their yards, learning more about the water quality preservation work of GSWA and our watershed friendly living program.

In 2020 we are looking to partner with REI to offer River cleanups in new communities, using the word of mouth that both of our memberships can reach out to broaden community involvement in the care and stewardship of the Passaic. We will start with an event in March and a follow up event downstream later in the summer. We have set the date for the Paterson Falls Earth day partner event held at the Great Falls and attended by several hundred Paterson Students annually.

K-12 School Programs:

We hosted the 3-8th grade students we have been working with in collaboration with Trust for Public Land. On an extremely cold day in mid-November, the students enjoyed a visit to Great Swamp National Wildlife refuge, and bundled up in multiple scarves, hoodies and gloves loaned by staff, enjoyed learning about the role of forests in water quality protection, and some different ways to connect to nature. The students will then use this information in helping them to redesign the new playground they will be installing over the next two years at Lincoln School. While obviously out of their comfort zone in a wilderness area, the students really enjoyed the day. One highlight was the opportunity to enjoy recess

in an area with grass, and kids spent their break cartwheeling over the area, something they cannot do in their 100% blacktop schoolyard.

We are already filling our spring programming dates and have our full slate of 10 S2S dates already scheduled. We will look to find dates for as many schools as possible this spring season, but need to accept that we may reach capacity in our programming and ability to schedule students before we have met the need we are experiencing. We continue to expand our programming emphasis in Newark, and will work with at least three new schools in the district this spring.

Communications Board Report – Val Thorpe

January 2020



Happy New Year!

Events

The first event of 2020 happened on Sunday, January 5. Adam led a New Year's Resolution hike at the CMA. According to Adam, "It went awesome!" It was a good turnout despite the blustery weather.

We have planned an ambitious 29 unique, mission-based events January-June 2020. Summary:

Hikes

- Adam will lead 6 "Sunday Series" hikes at new and favorite locations
- Our traditional moonlight, nature detectives, dog, and vernal pool hikes are also scheduled

Workshops

- Ditch the Plastic & Chemicals: DIY wax covers, produce bags and cleaning solutions
- 2 box building workshops: bird and screech owl
- Wild edibles

Speaker Programs

- Green your closet
- Composting

Misc.

- 3rd Annual Great Swamp Great Music festival – June 7 (mark your calendar!)
- Pub Quiz – This Jeopardy-style beer & trivia event was wildly popular last year
- Birdsong yoga – early morning, outdoor yoga
- Stargazing
- Plein Air Painting – instructor-led outdoor painting

Visit <https://www.greatswamp.org/events/> for more info and join us!

2019 Year-end Appeal – SUCCESS!

Major components: 4 GivingTuesday emails, 1 year-end appeal US mail letter from Sally Rubin, 1 year-end appeal email from Nic Platt. We received a \$10,000 donation to use for a match.

	2019			2018		
	Giving Tuesday	Year-end Appeal	Total	Giving Tuesday	Year-end Appeal	Total
Total	2,200	46,800	49,000	3,100	41,600	44,700
Less the match			(10,000)			(15,000)
Grand Total			39,000*			29,700*

*These numbers reflect what the appeal prompted. They will be broken down further for reporting purposes: major donors, membership renewals, new memberships, etc.

WEBSITE – AT-A-GLANCE

Fun 2019 facts:

We increased traffic to our website by 35% from 2018 to 2019

- In 2019 alone we acquired 25,500 users
- In 2018 alone we acquired 18,900 users

Our #1 most visited page in 2019 was a Blog by Laura Kelm (former GSWA Director of Water Quality Programs) "[It's Too Wet Here – Can I fill in Wetlands?](#)"

June 9 (music festival day) had the highest number of website visitors at 621, followed by October 3 (gala day) at 195, and December 3 (prompted by the GivingTuesday email blast that focused on the 60th anniversary of the jetport article) at 186.

GSWA's website activity trajectory continues to grow steadily in three categories: Sessions, Users, and Page Views.

SOCIAL MEDIA

Social media has taken a bit of a hit since November. With the focus on other year-end activities, less posts have happened on these mediums, which reflects in our numbers. We are working with our intern to help us research and post important topics on our social media.

Facebook: We've seen a minor increase in page likes and followers in the pasts 2 months

Page Likes – 2899 (up 9 since November, a below average increase)

Followers – 3059 (up 11 since November, a below average increase)

Instagram: Followers – 1258 (up 23 since November)

Twitter: Followers – 2287 (down 8 since November)

Press - GSWA in the News

- November 21, 2019, we had 2 articles appear in the paper announcing:
 - GSWA's participation in Giving Tuesday (an international day of giving), our 4-star rating from Charity Navigator, and our being named as a Top-10 NJ charity
 - Great Swamp partnership and the co-sponsored events to celebrate the 60th anniversary of the Launch of a Battle to Save the Great Swamp
-

As always... please follow us, like us, and share us

Use the links below to join GSWA's social media, then copy/paste the info below and share with your families, friends, and colleagues:

Please support the Great Swamp Watershed Association (GSWA) by liking and following us on social media!

Facebook: <https://www.facebook.com/GreatSwamp/>

Instagram: <https://www.instagram.com/greatswampnj/>

Twitter: <https://twitter.com/GSWA>

Learn more about GSWA at: www.GreatSwamp.org

Wade's Development Board Report

01.06.2020

Attended a Donor Cultivation Analysis Meeting with Kristina and Sally on 11.25.2019

Attended an event with Congresswoman Mikie Sherrill at the Loantaka Brook Reservation announcing a bi-partisan bill to permanently reauthorize the Federal Land and Water Conservation Fund 11.25.2019

Participated in a Trusteeship Committee Meeting via teleconference 11.26.2019

Attended a follow-up Gala Cocktail Party with current and prospective major donors at the Madison Community Arts Center 12.3.2019

Attended the GLENMEDE Investment and Wealth Management Holiday Party at the Beacon Hill Club in Summit 12.4.2019

Attended the funeral service for Fred Horn (Mary Horn's husband) at Christ the King Church in New Vernon 12.6.2019

Attended the GSWA Board Holiday Party 12.12.2019

Networked and thanked current GSWA major donors at Dillard and Adrienne Kirby's Open House 12.14.2019

Lunch with Andrew DeLaney (prospective Advisory Council member) 12.17.2019

Attended GSWA Staff Meeting Discussion regarding the Next Five-Year Wish List 12.18.2019

Attended Bernards Area Networking Group Meeting at the Grain House Restaurant 12.19.2019

Lunch with Andy Bulizak/Greenside Experiences - potential resource for the Gala

*Throughout the month...major donor follow-up to the Year-end Appeal mailing via email and phone calls soliciting a response prior to December 31, 2019. Wrote acknowledgment letters for gifts received.

Great Swamp Watershed Association
Monthly Development Summary
November 30, 2019

	Nov Actual	Nov Goal	YTD Actual (July - Nov)	Goals YTD (July - Nov)	Percent of Goal Through Nov	Goals July '19- June '20	Progress to FY2020 Goals	Nov 2018 Actual	July '18 - June '19 Actual	Note
Individuals										
Trustees	150	1,000	1,450	3,100	47%	30,000	5%	625	28,675	
Major Gifts	8,000	13,500	37,100	33,500	111%	187,200	20%	13,000	184,933	Note 1
Membership	4,335	6,033	16,785	18,767	89%	75,400	22%	7,312	74,605	Note 2
Total Individuals	12,485	20,533	55,335	55,367	100%	292,600	19%	20,937	288,213	
Institutions										
Corporations Restricted	0	0	32,500	42,500	76%	66,500	49%	15,000	59,543	Note 3
Corporations Stewardship Rest.	350	0	1,050	700	150%	6,700	16%	n/a	n/a	
Corporations Unrestricted	480	300	3,269	2,463	133%	12,125	27%	197	12,558	Note 4
Foundations Unrestricted	2,000	2,000	92,000	57,000	161%	122,000	75%	2,000	84,000	Note 6
Foundations Restricted	18,675	5,000	34,175	21,500	159%	85,700	40%	15,000	106,475	Note 3
Total Institutions	21,505	7,300	162,994	124,163	131%	293,025	56%	32,197	262,576	
Events										
Gala	60	0	199,221	200,200	100%	200,200	100%	4,730	238,775	Note 5
Gala - Vegan Match	0	-	18,150	-	n/a	-	n/a	-	-	
Music Festival	0	0	290	0	0%	44,900	1%	0	46,953	
Total Events	60	0	217,661	200,200	109%	245,100	89%	4,730	285,728	
Misc - Income										
Bequest	0	-	51,407	-	-	-	-	-	-	
Total	34,050	27,833	487,397	379,730	128%	830,725	59%	57,864	836,517	

*includes bequest

Notes

Bequest was not expected and is not a regular part of the annual budget.

1. All individual gifts \$500 and up. Excludes Trustee Giving. In previous years, Major Gifts were included in Membership.
 2. Anyone who has donated in the last 12 months + 2 month grace period is considered a member.
- Membership contributions include: new member donations, renewals, appeals, donations, memorial gifts, and monthly sustaining gifts. Excludes major gifts, trustee giving and gala related donations.
3. Restricted gifts are contributions designated by the donor for a specific purpose.
 4. Includes corporate matching gifts.
 5. Includes all Gala revenue regardless of source. A major donor's Gala gift, for instance, will appear here and not under the Major Donor category

Great Swamp Watershed Association
Monthly Development Summary
December 31, 2019

	Dec Actual	Dec Goal	YTD Actual (July - Dec)	Goals YTD (July - Dec)	Percent of Goal Through Dec	Goals July '19- June '20	Progress to FY2020 Goals	Dec 2018 Actual	July '18 - June '19 Actual
Individuals									
Trustees	2,150	2,000	3,600	5,100	71%	30,000	12%	1,125	28,675
Major Gifts	57,550	38,000	94,650	71,500	132%	187,200	51%	36,150	184,933
Membership	20,144	22,033	36,929	40,800	91%	75,400	49%	20,824	74,605
Total Individuals	79,844	62,033	135,179	117,400	115%	292,600	46%	58,099	288,213
Institutions									
Corporations Restricted	9,750	7,500	42,250	50,000	85%	66,500	64%	0	59,543
Corporations Stewardship Rest.	0	0	1,050	700	150%	6,700	16%	n/a	n/a
Corporations Unrestricted	200	300	3,468	2,763	126%	12,125	29%	219	12,558
Foundations Unrestricted	0	65,000	92,000	122,000	75%	122,000	75%	50,000	84,000
Foundations Restricted	37,000	42,700	71,175	64,200	111%	85,700	83%	60,000	106,475
Total Institutions	46,950	115,500	209,943	239,663	88%	293,025	72%	110,219	262,576
Events									
Gala	250	0	199,471	200,200	100%	200,200	100%	2,200	238,775
Gala - Vegan Match	-	-	18,150	-	n/a	-	n/a	-	-
Music Festival	0	0	290	0	0%	44,900	1%	0	46,953
Total Events	250	0	217,911	200,200	109%	245,100	89%	2,200	285,728
Misc - Income									
Bequest	0	-	51,407	-	-	-	-	-	-
Total	127,044	177,533	614,440	557,263	110%	830,725	74%	170,518	836,517

*includes bequest

Notes

Bequest was not expected and is not a regular part of the annual budget.

1. All individual gifts \$500 and up. Excludes Trustee Giving. In previous years, Major Gifts were included in Membership.
 2. Anyone who has donated in the last 12 months + 2 month grace period is considered a member.
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	A	B	C	D	E
1	GSWA Grant Activity	Current Period Results			
2	Nov 12, 2019 - January 06, 2020	Actual	Budget	Diff	Comments
3	Corporate Unrest.				
4	Novartis Corporation	\$9,750	\$5,000	\$4,750	First grant from them
5	Sub total	\$9,750	\$5,000	\$4,750	
6	Corporate Restricted				
7				\$0	
8	Sub total	\$0	\$0	\$0	
9	Foundation Restricted				
10	Meerwarth Family Foundation	\$10,000	\$15,000	-\$5,000	Environmental Education
11	Summit Area Public Foundation	\$7,000	\$5,000	\$2,000	Summit Area Programs & WQM
12	Ogden Family Foundation (New)	\$5,000	\$0	\$5,000	Summit Area Programs & WQM
13	Community Foundation of NJ	\$5,000	\$5,000	\$0	Paterson Area Education
14	Tyler Foundation	\$20,000	\$15,000	\$5,000	Environmental Education
15	Hyde & Watson Foundation	\$10,000	\$7,200	\$2,800	Computer and Server Equipment
16	Sub total	\$57,000	\$47,200	\$9,800	
17	Foundation UnRest.				
18	Sidney E. Frank Fdn. (New)	\$5,000	\$0	\$5,000	Rick, Sally & Nic to have meeting with Elaine LeBuhn In memory of Robert LeBuhn
19	Sub total	\$5,000	\$0	\$5,000	
20	Total Grants	\$71,750	\$52,200	\$19,550	
	Applications Submitted & Pending				
21	Approval	Total O/S			Notes re Grant Requests and YTD Grant Results
	PSEG - \$20k Education, Lillian Schenck Fdn. \$5.0 Education, BASF 2020 Unrestricted Funding \$7.5k, Garden Club of America, \$30k - Paterson Rain Gardens & Education				PSEG - Expected grant award moved to 1st Qtr 2020 as top level staff changes at PSEG Foundation in last qtr 2019 resulted in some grant reviews being delayed. F.M. Kirby Foundation , we rescheduled application to them for Jan 2020 in order that 2019 Audit Report was available to submit to them. Garden Club of America grant decision due in May , GSWA one of 3 finalists in competition. Currently YTD grant receipts are at 88% of YTD Budget with excellent outlook for 2nd half of fiscal year 2019-20.
22		\$62,500			