

## Overview:



What a difference a couple of months make!

With reduced NJ COVID rates allowing a return to increased in-person learning for schools, we have seen an uptick in schools requesting in person presentations over the last months. In a two-day spell in mid-May we presented to 243 middle schoolers and 150 2<sup>nd</sup> graders in 2 packed days!

Things are still markedly different from a typical field-trip laden spring though, where in April-May we might have 3-4 full day field trips a week, with buses of student's hands on learning at streams and natural areas. Our presentations to 2<sup>nd</sup>

graders were admittedly held outside, but were only 16 minutes long, our MS school lessons 19 minutes- that is not a lot of time to convey difficult concepts, especially to students who have had a choppy and difficult 15 months. We continue to look at ways to shorten the in-person content and back it up with the pre and post materials we have prepared, to prepare for these shortened teaching time slots and to look forward to September. From all we hear there will be a return to a more traditional school day and schedule, although there remains considerable uncertainty about what teacher and administration's educational priorities will be, especially with urban schools who have missed out on so much.

We cannot wait!



Our public programs over the last several months have been a blend of highly successful virtual programming, including our plant sale kick off webinar (150 registered attendees) Green infrastructure presentation by Chris Obrupta (50) and Native Garden Design presentation by Mike DeVos- the contractor who performed the restoration at the CMA (42). We have continued to host

several zoom cooking presentations, including the most recent where we removed invasive garlic mustard and turned it into delicious pesto! Our in-person programs have also been sellouts with several night hikes, foraging walks and the ever-popular Vernal pool exploration in late March.

We will review attendee numbers at outdoor events to allow the maximum participants we are comfortable leading, while still encouraging distancing and safe protocols in this period where we remain in a mixed state of vaccinated and unvaccinated attendees. In other forward planning, we will be meeting with our learning partner Students2 Science shortly to determine what our programming for fall 2021 will likely be, and continue to reach out to those schools we have attempted to work with over the last fifteen months, but who for a variety of obvious reasons were not able to schedule programming with.

Since there is still demand for virtual programming both for schools and the public, and we see the

Adam and Hazel present a bird migration program to eager Millington School 2<sup>nd</sup> graders



value of continuing to offer programs in multiple formats moving forward, we will likely continue to offer some live stream talks and programs even when we return to in person events. Zoom allows for a broader degree of participation than in person programs alone, and can be flexible and helpful to transfer knowledge. All our educational staff feel, however, that our primary goal is for in person programming where possible. We have taught in both formats and see the difference in learning, engagement, and successful outcomes. As long as the promotion and management of the logistics for multiple formats does not become overly complicated, we will offer our high-quality science based programming to the broadest audience through a variety of means.

Our plant sale was a roaring success by any metric- and I encourage you to look at the in-depth post sale metrics at the end of this report- the highlights were that we sold out of the nearly 14,000 plants we purchase with gross sales of \$37,700 and net proceeds of \$21,374. We had 430 purchasers, of whom 312 were new to GSWA databases. We also generated 17 new memberships through the sale, and have developed countless leads to new relationships, future presentations, and partners, including 380 hours of donated volunteer time to make the sale the success it was. Thanks to all who volunteered. We intend to repeat the sale next year with an approximately 25% increase in plants.



Susan and John Landau, Lydia Chambers, Hazel and Kristina, the plant sale brain trust!

Finally, it is very bittersweet to relay that Adam Palmer will be moving on to a new job in July. Starting in 2016 as a volunteer and joining us straight from college in 2017 we knew that Adam would not stay forever in his first grown up job! He has been a fantastic workmate to Sandra and I, an effective and competent educator, hardworking and reliable fellow land steward. However, Adam will be sorely missed in his role of millennial-tech-support- and—check-of-under-thirty zeitgeist! We wish him well as he moves into a technical advisor role for an engineering and agribusiness partnership, advising on best irrigation and fertilizer regimes for scaling up growing medical marijuana- and yes, we have already asked him for samples! We are taking the opportunity of his, and some other staff changes to review our needs for education, stewardship and water quality moving forward, and may end up with a slight change in role distribution moving forward.

## GSWA Plants for Pollinators Metrics

**Gross Sales:** \$37,700

**Net Costs:** \$16,350 (plant Materials , truck rental and incidentals

**Net Proceeds:** \$21,374

**Total number of plant flats:** 273 flats, 13,650 **individual Deep plugs**

**Plants Sold:** 180 4-species small kits, 145 7-species large kits and 19 individual species.

**Plant Sale Dates:** April 1- 22 (sold out of all plants April 19<sup>th</sup>)

**Number of customers:** 430 of which 312 purchasers new to GSWA (not on our database)

**New Memberships:** 17 directly through plant sale page or through webinar registration



**Number of distinct towns:** 72

**Purchasers:** Northernmost- Hope, Sparta Twp., Oakland Southernmost Heights town, Middletown Twp.

**Average sale spend:** \$76.94 **Smallest sale:** \$12 **Largest sale:** \$600

**Donation to offset credit card fees:** \$731 in added 3%

**Number sales/partner pick up location:** Bernards Township 32, Chatham Township 44, Chatham Boro 22, Harding Township 20, GSWA 26, Madison Boro 63, Morristown (Morris Twp.) 79, South Orange 67, South Plainfield 7, Summit 20, Westfield 63

**Number of Partner Organizations:** 10 municipalities, 7 nonprofit or community organizations

**Estimated Square Feet planted at 18" apart:** 20,475 sq ft. 0.5 acres

**Kick off Pollinator Webinar:** 150 registered. **YouTube views of webinar** 65

**Donations associated with webinar** \$857

**Volunteers:** 135/178 2 hour slots filled (cancelled 60 slots through rain) . 180 "factory processing hrs" 100 hours from pick up teams, plus 100 plus hours staff time during plant pickup week.

**Preview website-** prior to April 1 official website – 1000 plus views