



# Great Swamp Watershed Association

## Meeting of the Board of Trustees

Monday, November 29, 2021

6PM Meeting 568 Tempe Wick Rd., Morristown

### Agenda

- Approval of Board Minutes from 9/13/2021 Meeting
- Finance Report
- Approve annual audit
- Approve updated financial oversight policy
- Executive Director Report
- Rolling Knolls update
- Irene's Spring Tree Farm, Mendham
- Employee update
- Development Report
  
- 2021 Fall Gala results
- Other Business
- Adjourn

GSWA Board of Trustees Meeting  
Minutes  
09.13.2021

Tony DellaPelle convened a meeting of the Board of Trustees at 9:01 a.m. via ZOOM. Board members present included Brett Williamson, Sally Glick (Advisory Council), Paul Boudreau, David Naidu, Clark Wagner, Anthony DellaPelle, Matt Krauser, Chris Obropta, Dot Stillinger, Kevin Sullivan, Reed Auerbach, Michael Dee, Marilyn Dee, Debra Apruzzese, Teresa Lane, Alan Pfeil (Advisory Council), Eric Inglis, Guy Piserchia, Kate Barry, Nic Platt, Russell Furnari (Advisory Council), Jay Delaney (Advisory Council), and Gerry-Jo Cranmer. Staff included Sally Rubin, Sue Levine, and Wade Kirby.

Tony called for the approval of the previous Board Meeting Minutes dated June 18, 2021. *Clark Wagner made a motion to approve the Minutes which was seconded by Gerry-Jo Cranmer. The motion carried unanimously.* Tony then called for the election of three new board members. Sally elaborated on the previously sent qualifications of Ralph Jones, Stacey Valentine, and Carolyn Sharaway. Tony endorsed both the gender and geographic diversity of all three candidates. He stated that they would be good contributors to the team. Sally noted that all three reached out to us instead of us reaching out to them. Tony then called for the election of Ralph, Stacey and Carolyn to the board. *Guy Piserchia motioned for approval which was seconded by Michael Dee. The motion carried unanimously.* Discussion ensued regarding the election of Thelma Achenbach as a new member of the Advisory Council. Matt Krauser and Nic Platt strongly endorsed her credentials, as did Gerry-Jo and Tony. Tony then called for the election of Thelma to the Advisory Council. *Eric Inglis motioned to approve which was seconded by Gerry-Jo. The motion carried unanimously.*

Sue Levine then delivered the Finance Report.

Vanguard as of 08/31/2021 total value: \$1,803,647. The 4% operational draw is \$58,027 which will be moved from the Endowment Account to the Operational Account. The Finance Committee will meet again soon to review the Endowment account and determine if a rebalancing is needed.

The Line of credit for \$200,000 with Investors expired in July. We received quotes from Peapack Gladstone Bank and Investors. Peapack Gladstone's offer was at a higher rate and significant commitment fees. We discussed that Investors was merged with Citizens and what impacts that may have. Sally and Sue have been meeting with Investors and were advised that the Investors branches and foundation would continue to be managed by the existing Investors Team. It was agreed we should continue to solidify the relationship however with a degree of caution to see what the Citizens impact will be. We want to establish a new line of credit with Investors for \$350,000 at Prime plus 1%. Investors has agreed to waive the commitment fees. Because we never used the LOC, Investors was unwilling to do a \$500,000 LOC. However, we received a verbal from Investors U/W that we can raise the amount to \$500,000 should we have a specific purpose. Additionally, Sally and Sue discussed drawing small amounts on the LOC periodically and repaying them the following month just to show use. Vote was held and the motion approved. Resolution attached. Motion to approve LOC and Resolution - Vote: First\_ Kevin Sullivan Second Matt Krauser. Motion was unanimously approved.

We started the Audit of FY 2021. Revenue was over \$1 Million. Expenses were just under \$1M and the Endowment Account saw significant growth vs. prior year. Debra asked what were the areas that caused us to come in over \$1M in revenue, it was explained that it was due to a mix of positive increases to include government support, corporate, and membership, particularly major donors and including Trustees, which were above prior years plus the plant sale. For a challenging pandemic year, the community stepped up and supported GSWA.

Year to date results through 07/31/2021 were provided. At this early stage, we are on track with budget.

Tony then asked Sally to give an update on the new employees. Sally stated that Nancy Rago who replaced Kristina is doing very well on many different fronts including the design of the Gala invitation. Two new women have replaced Adam Palmer: Ginger Van Ryzin and Angela Oviedo. Angela's attributes include a command of Spanish and she lives downstream. Adam worked 40 hours/week and the two women work 30 hours each with a goal to bring them up to full time. Val Thorpe's daughter Sarah is currently working 20 hours per week assisting with the Gala Silent Auction items following the unfortunate dismissal of Diane Lioudis whose computer skills were inadequate. Following the Gala, Sally plans to conduct interviews for the Office Manager's permanent replacement.

Debra Apruzzese would like us to become the 'employer of choice' for new, young talent. Chris Obropta suggested that tracking the employees when they leave would be a good idea. Tony added our appreciation for Chris conducting the "Exit Interviews" with Kristina, Debbie and Adam. Are we providing a good enough benefit structure for our employees? It was suggested that a board member be assigned as a liaison to employees for any potential HR issues. Tony asked if anyone on the board has Human Resource experience? Board self-evaluations and executive director evaluations need to be completed and sent to Tony as soon as possible. Our strong GuideStar and Charity Navigator ratings need to be maintained and depend on this timely submission.

Sally said that the negotiations with PSE&G on the Ferber Property are going well. Meetings and evaluations regarding the Rolling Knolls Superfund Site are moving ahead, including a comparison with other local landfill remedies. Our lease agreement renewal with the landlord (the National Park Service) is almost finalized.

Is Cyber Security Insurance important? Tony said we will discuss it again at the next board meeting. Sue Levine asked about training and database tracking. Deb offered a contact who could explain fee structure and training. Tony's concern is for the security of our assets and private donor information.

Sally then segued to a discussion regarding the Gala. The options at Brooklake Country Club include both indoor and outdoor. Sally asked what kind of information we should provide for social distancing. Michael Dee thought that the outdoor option would appeal to more people and notifying people now is a good idea. He and Marilyn will attend only if it is held outdoors. Tony recommended a pro-active notification now. David Naidu agreed. Discussion ensued regarding the disclosure of vaccination status to which Sally was opposed. Gerry-Jo strongly endorsed sending a postcard defining the availability of an outdoor event, or a hybrid of indoor and outdoor with the silent auction items inside for browsing. She generously offered to underwrite the cost of the postcard. An outdoor only event will limit us to

225 people. Michael Dee spoke about an event he recently attended where “masks while moving” was the credo for the day! Everyone agreed this would be a good idea for our Gala as well. Provisions for the weather need to be made. Brooklake is very accommodating for whatever we want to do. Sally suggested following receipt of the RSVP’s that we could call people and ask whether they would prefer inside or outside. She emphasized the **Customer Appreciation Wine Celebration Package** component of the advertisement. Will all board members please send in your Gala RSVP’s as soon as possible and consider contributions of silent auction items and advertising? We look forward to hearing from you!

The next board meeting will be in the evening on Monday, November 29th combined with a holiday party. Tony adjourned the meeting at 10:21 a.m.

Respectfully Submitted,

Wade Kirby  
Director of Development

## Great Swamp Watershed Association Profit & Loss Budget Performance October 2021

	Oct 21	Budget	% of Budget	Jul - Oct 21	YTD Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4% Fund Transfer Draw	0	0	0%	58,027 <b>1</b>	48,000	121%	48,000
401K Operational Reserve BD	0	0	0%	0	0	0%	20,000
Advocacy Operational Reserve BD	0	0	0%	0	10,000	0%	20,000
Annual Event	71,389	45,500	157%	152,007 <b>2</b>	136,250	112%	136,250
Corporate	5,000	20,000	25%	20,000 <b>3</b>	37,000	54%	96,500
Foundation Support	0	15,000	0%	74,200 <b>4</b>	75,500	98%	265,900
Government Grants	0	0	0%	0	600	0%	600
Handling Income as Agent	0	0	0%	8	0	100%	0
Individual - Membership	2,392	3,267	73%	17,353	15,427	112%	89,280
Individual Major Donors	2,500	7,000	36%	37,315	43,000	87%	200,000
Individual Trustee Giving	210	150	140%	11,197	900	1,244%	32,000
Music Fest Event	0	0	0%	60	0	100%	47,810
Other incomes misc	0	33	0%	33	381	9%	38,344
Programs - Education & Outreach	331	185	179%	1,804	870	207%	17,600
Restricted Individual Donations	10,000	10,000	100%	20,400	10,000	204%	10,000
<b>Total Income</b>	<b>91,822</b>	<b>101,135</b>	<b>91%</b>	<b>392,404</b>	<b>377,928</b>	<b>104%</b>	<b>1,022,284</b>
<b>Gross Profit</b>	<b>91,822</b>	<b>101,135</b>	<b>91%</b>	<b>392,404</b>	<b>377,928</b>	<b>104%</b>	<b>1,022,284</b>
<b>Expense</b>							
Administrative Expense	12,516	8,238	152%	47,292	33,754	140%	110,090
Administrative Payroll Total	54,781	53,333	103%	209,827	213,332	98%	671,996
Advocacy / CAGs / Other	3,225	10,000	32%	18,255	20,000	91%	20,000
Annual Event Expenses	25,598	34,775	74%	32,242 <b>5</b>	37,975	85%	37,975
Development Expense	119	92	130%	445	14,367	3%	54,900
Education and Outreach	0	421	0%	379	2,983	13%	7,700
Hyde and Watson Grant Exp	0	0	0%	0	7,400	0%	7,400
Mailing	24	308	8%	4,033	1,268	318%	14,840
Membership	84	275	30%	707	6,650	11%	16,800
Merchandise	0	0	0%	0	0	0%	21,000
Music Fest	1,075	0	100%	1,351	0	100%	18,100
Stewardship	191	242	79%	6,935	4,167	166%	16,396
Stewardship Land Acquisition	0	0	0%	813	350	232%	825
Uncategorized Expenses	0	0	0%	0	0	0%	0
Water Quality	0	1,867	0%	-1,078 <b>6</b>	8,467	-13%	29,500
Water Testing - Well	0	0	0%	0	0	0%	2,000
<b>Total Expense</b>	<b>97,613</b>	<b>109,550</b>	<b>89%</b>	<b>321,200</b>	<b>350,712</b>	<b>92%</b>	<b>1,029,522</b>
<b>Net Ordinary Income</b>	<b>-5,791</b>	<b>-8,416</b>	<b>69%</b>	<b>71,204</b>	<b>27,216</b>	<b>262%</b>	<b>-7,238</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
Deferred Inc. -accrual reversal	0	0	0%	29,833	67,500	44%	67,500
Save Noe Pond	0	0	0%	95	0	100%	0
<b>Total Other Income</b>	<b>0</b>	<b>0</b>	<b>0%</b>	<b>29,928</b>	<b>67,500</b>	<b>44%</b>	<b>67,500</b>
<b>Net Other Income</b>	<b>0</b>	<b>0</b>	<b>0%</b>	<b>29,928</b>	<b>67,500</b>	<b>44%</b>	<b>67,500</b>
<b>Net Income</b>	<b>-5,791</b>	<b>-8,416</b>	<b>69%</b>	<b>101,132</b>	<b>94,716</b>	<b>107%</b>	<b>60,262</b>

**Great Swamp Watershed Association**  
**Profit & Loss Budget Performance**  
**October 2021**

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1. We set a conservative budget
2. The gala will be \$15K above budget once we include the remaining expenses that will be booked in November. We will make a total of \$113K.
3. Bristol Meyer gave \$15K v Budget of \$10k.  
Novartis gave \$0 v. Budget of \$10k  
PSEG gave \$5k v Budget of \$25k  
Bayer - not in the above just pledged \$30k v Budget of \$10k
4. Meerwarth was budgeted in October in error - funds should arrive in December.  
Guildford gave \$15k v budget of \$3.5K
5. will be \$39k.
6. Timing of accrued expenses

My accounts

# Balances and holdings

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Current balances Balances compared to year-end Balances by date

\$1,839,244.52 Total assets

Data as of 11/12/2021 8:50 a.m.

Text size: [A](#) [A](#) [A](#)

<b>Nasdaq</b>	15,704.28	0.00	0.00%	<b>S&amp;P 500</b>	4,649.27	0.00	0.00%
<b>10-year T-note</b>	1.56%	0.00	-0.26%	<b>DJIA</b>	35,921.23	0.00	0.00%

Great Swamp Watershed Association—Brokerage Account—37512647\* [Registration details](#) \$270,000.28

Buy and sell Order status Transaction history Cost basis Corp actions More account information Account balance detail

Available balance: \$42,100.06

Transfer money

Vanguard Federal Money Market Fund (Settlement fund)	\$42,100.06	<b>Funds available to trade</b>	\$42,100.06
Total credits and debits	\$0.00	<b>Funds available to withdraw</b>	\$42,100.06
<b>Available balance</b>	\$42,100.06		

Symbol	Name	Expense ratio	Quantity	Price as of 11/11/2021 4:00 p.m., ET	Change		Current balance			
Mutual funds										
VFIAX	Vanguard 500 Index Fund Admiral Shares	0.04%	179.693	\$429.76	\$0.24	0.06%	\$77,224.86	Buy	Sell	Exchange
VFIDX	Vanguard Intermediate-Term Investment-Grade Fund Admiral Shares	0.10%	7,246.115	\$10.05	-\$0.02	-0.20%	\$72,823.46	Buy	Sell	Exchange
VTIAX	Vanguard Total International Stock Index Fund Admiral Shares	0.11%	1,067.030	\$35.24	\$0.20	0.57%	\$37,602.14	Buy	Sell	Exchange
ETFs										
QQQ	INVESCO QQQ ETF	0.20%	26.000	\$390.590	\$1.08	0.28%	\$10,155.34	Buy	Sell	
ESGU	ISHARES ESG AWARE MSCI USA ETF	0.15%	283.455	\$106.170	-\$0.06	-0.06%	\$30,094.42	Buy	Sell	
<b>Total</b>							<b>\$270,000.28</b>			

Great Swamp Watershed Association—Brokerage Account—31806230\* [Registration details](#) \$1,569,244.24

Buy and sell Order status Transaction history Cost basis Corp actions More account information Account balance detail

Available balance: \$0.02

Transfer money

Vanguard Federal Money Market Fund (Settlement fund)	\$0.02	<b>Funds available to trade</b>	\$0.02
Total credits and debits	\$0.00	<b>Funds available to withdraw</b>	\$0.02
<b>Available balance</b>	\$0.02		

Symbol	Name	Expense ratio	Quantity	Price as of 11/11/2021 4:00 p.m., ET	Change		Current balance			
Mutual funds										
VFIAX	Vanguard 500 Index Fund Admiral Shares	0.04%	1,075.777	\$429.76	\$0.24	0.06%	\$462,325.92	Buy	Sell	Exchange
VMFXX	Vanguard Federal Money Market Fund	0.11%	501.670	\$1.00	—	—	\$501.67	Buy	Sell	Exchange
VFIDX	Vanguard Intermediate-Term Investment-Grade Fund Admiral Shares	0.10%	38,372.164	\$10.05	-\$0.02	-0.20%	\$385,640.25	Buy	Sell	Exchange
VIMAX	Vanguard Mid-Cap Index Fund Admiral Shares	0.05%	1,131.368	\$318.27	\$1.31	0.41%	\$360,080.49	Buy	Sell	Exchange
VTIAX	Vanguard Total International Stock Index Fund Admiral Shares	0.11%	7,887.081	\$35.24	\$0.20	0.57%	\$277,940.73	Buy	Sell	Exchange

ETFs									
ESGU	ISHARES ESG AWARE MSCI USA ETF	0.15%	779.459	\$106.170	-\$0.06	-0.06%	\$82,755.16	Buy	Sell
<b>Total</b>							<b>\$1,569,244.24</b>		

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Total assets \$1,839,244.52

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[Buy & Sell](#)

[Order status](#)

[Transaction history](#)

[Statements](#)

[Personal performance](#)

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Great Swamp Watershed Association  
Financial Oversight Policy

**Financial Oversight Policy**

Updated 11/19/21, (prev. Updated 3/31/16; 3/27/15, 10/24/12)

Prepared by - Director of Finance

**Purpose:** To maintain all aspects of financial management to ensure the effective and efficient running of the organization. To ensure the financial records are maintained in Generally Accepted Accounting Principles, GAAP compliance and in compliance with all applicable state and federal statutes. Every effort will be made to protect against fraud. The size of the organization limits the ability to create significant separation of responsibilities in a cost effective manner so it is the fiduciary responsibility of the Director of Finance to protect the organization with policies whenever practical.

1. Financial Management:

**Financial Review** – Ensure the organization has an annual audit performed by a qualified outside financial advisor and that the audit meets the requirements of the State of New Jersey and IRS. This report must be presented to the Board of Trustees upon completion.

**Auditor:**

Change auditor approximately every 5 years to ensure there is another perspective in the review process. Prepare all financial records for the audit. Assist auditor as needed for the fiscal year-end audit.

**Budget** –

An inclusive annual operating budget is generated prior to the start of the fiscal year and approved by the Finance Committee, the Executive Committee and the Board of Trustees. This is a critical process for the effective management of programs and strategic planning. The board is provided the budget in advance of the meeting so they have time to review it. In addition, the board meeting is used to discuss the changes and details to ensure that we remain focused on the mission. The Budget should remain in line with the strategic plan and is targeted to have annual revenues in line with annual expenses. Any significant deviations must be addressed and approved. Development Director and Executive Director are key in finalizing the results. All programs are reviewed and changes are addressed versus prior year so that they will be captured accurately in the Budget. Education and Stewardship Director and Water Quality Director are requested to provide their specific changes and needs for programming. The Budget Process begins immediately after the close & reconciliation of March results.

**Financial Trigger Policy** – see specific policy – Ensure that the policy is followed, reviewed and communicated as needed.

**Funds for Stewardship and Enforcement** – Ensure the funds necessary for the Stewardship and Enforcement of land and easements of GSWA are segregated and tracked as per the requirements of Accreditation by the Land Trust Alliance.

**Sale or Transfer of Assets** – see policy Sale and Transfer of Assets

**Accounts Payable and Vendor Selection-**

Great Swamp Watershed Association  
Financial Oversight Policy

Blank checks are maintained on site. Any check with an account number is stored in a locked cabinet. Voided checks, should be posted in QuickBooks and then shredded.

Ensure routine review of expenses and recommend cost savings. Review vendors and on larger vendors, secure quotes when it is functionally and financially practical. New Vendors are reviewed before adding them to prevent fraud. Invoices are to be approved by either the staff member that made the purchase or Executive Director. Check authorization is held by both the Executive Director and the Financial Director. It is preferred that the Executive Director sign all the checks. When this is not possible, the Financial Director will sign them and advise the Executive Director. Checks over \$10,000 will be approved by both the Director of Finance and the Executive Director or the Chairman of the Board or Treasurer. Checks over \$50,000 will be approved by both the Director of Finance, Executive Director and Chairman of the Board or Treasurer.

Revenue – Ensure donations received by mail are opened by someone that does not have access to financial data. Ensure all funds are received and entered into two systems by two different people. Ensure two separate systems are maintained and cross checked routinely, at a minimum post gala, December year end and prior to fiscal year end.

On occasion, cash is received at some of our programs. The amount has never been significant however, should this change, or the amount become significant, there will be two systems of recording receipt and of depositing the funds. At the annual gala, cash is to be collected by the Finance Director at the end of the night. The receipt is then cross checked to the detailed receipt data recorded that evening. All revenue is stamped for deposit only and deposited as quickly as possible. Any confidential information is stored in a locked cabinet; and will be shredded with cross hatch once the audit has been completed.

Any funds solicited specifically for the Endowment or donated specifically for the endowment must be noted and recorded separately and not included in operational results but will be recorded in the IRS Form 990 – Non Profit Annual Filing.

Payroll:

Maintain all payroll records and post all payroll requirements as received – including Workman's Compensation, Disability, 403B, etc. Ensure all records are maintained confidentially and stored in a locked cabinet.

Month End - Ensure the reconciliation of financial accounts and Close Month End in a timely fashion; Report Month End data to Chairman, Executive Director, Director of Development as requested.

Provide original Bank Statements to Executive Director – to initial -see bank statement policy  
Ensure timely reconciliation of credit card receipts in Donor Perfect with funds deposited in the bank account

Cash Flow (CF)- Ensure the organization has sufficient liquid funds to run operations effectively. Monitor Cash flow weekly; make suggestions on CF and money market investments as needed. Make transfers from MM Account to Checking as needed based on Daily Cash flow needs. As a small operation, ensure that any statement with a transfer is initialed by the Executive Director.

Investments - See Endowment Policy – Vanguard Account Client Services: 800-662-2739

The Board Treasurer will remain the overseer of the account however the only registered agents are Director of Finance and the Treasurer. At any random time the Executive Director, Treasurer

Great Swamp Watershed Association  
Financial Oversight Policy

and Board may request data on the Investments. Ensure the Finance committee reviews the Investments and makes recommendations to the Board. Ensure the board is presented the account status at board meetings. The Endowment is predominantly board restricted however some funds are specifically endowment funds. Ensure those restricted funds are tracked on an excel spreadsheet and maintained and reported in the audited reports.

Credit Card Security Management – see specific policy. At the end of each month, ensure any full credit card numbers received from donors in written form are made illegible and remain in a locked cabinet until shredded. After close of the fiscal year and after the audit, shred all financial records with credit card numbers. Shred all original checks for the prior fiscal year with a cross hatched method.

Record Maintenance

Ensure all records are maintained to meet any audit requirements, financial reviews, IRS requirements, GAAP requirements and are maintained in a manner that will ensure the privacy of our donors and business activity. All records that are deemed confidential to an individual donor are password protected and stored in a manner to ensure the confidentiality of the information and is purged according to the Records Policy. Any court order would supersede any purge of confidential data.

Back- up –Ensure routine back up of financial data to G:\Quickbooksbackup\ so that there is no significant loss of data. The data is stored on the desktop and on the G drive. Ensure the data is also backed up on the cloud. The data must at all times be password protected and the password is stored under lock with two keys. One with the Executive Director and the other the Financial Director.

QuickBooks and other pertinent financial records –

Ensure financial data is maintained and backed up in a timely fashion both locally and on the cloud and at all times is password protected with the password maintained in a locked cabinet accessible by the Director of Finance and the Executive Directory. Occasionally make an offsite back up to a flash drive and store in a secure, safe location which could be with the Auditor.

G:\Finance\ – Ensure all necessary financial forms are maintained on the shared directory to include but not limited to: 990 Forms; Tax Exempt Forms 501(c); NJ Registration of Charities in good standing; Annual Reports; Financial Reports; Certificate of Incorporation; Tax Reports; NJ State Sales Tax Exemption ST-5 as well as the Budget and Strategic Plan. This ensures we continue to keep an open and accessible view of our financial position. Post the 990 and audited report on the website.

**Additional Responsibilities of Director of Finance:**

2. Safety – GSWA has a proactive, open door policy on all safety issues. Any issue is immediately addressed. Safety is addressed at every staff meeting.
3. Human Resources – oversee Human Resource Policies and Issues as they arise. Mediate and address in a timely fashion any Human Resource based issues. Seek outside counsel if needed. Ensure that the Employee Handbook is reviewed and updated as needed. Ensure all new employees review and acknowledge the Handbook. Manage all aspects of compensation as per the Executive Director and Board directive. Ensure all employee records are maintained in a locked

Great Swamp Watershed Association  
Financial Oversight Policy

cabinet. The outsourced payroll company is to provide any key changes in regulations, etc. This information is also requested from the auditor to ensure we are up to date on payroll and human resource legislation requirements.

4. **Board Meetings** – Ensure all pertinent financial data is disclosed to the board in a timely fashion. Generate minutes from meeting, present financial data at each meeting and as requested by the Officers of the Board, Executive Committee, Finance Committee and Executive Director. Provide minutes to Office Manager for distribution and storage.
5. **Risk Management and Insurance** - see Risk Management Policy  
**Insurance:** Review all coverage and make changes as needed or recommended.  
Secure certificates of Insurance when possible from the Deer Hunting Club, Gala Venue and other offsite events. Periodically solicit competitive quotes.
6. **Fraud:** Review procedures and modify as needed – see Financial Policies

**Approved and Adopted by the Board of Trustees on the \_\_\_29th\_ day of November 2021.**

Executive Director report for November 29, 2021

Well of course, the first item would be our wonderful gala last month. The weather cooperated beautifully and we held a fabulous event outdoors under a tent at Brooklake Country Club. We served 214 dinners and everyone in attendance seemed to have a great time. There is a lot to be said for a smaller more intimate event! We are fortunate to have exceeded our (conservative) budget. see separate gala summary.

I spent a lot of time working on grants and grant reports with Lynne, including Summit Foundation, Watershed Institute, Victoria Foundation, Hyde & Watson, Bayer, BMS, Invest in Others, among others...

Sue and I finalized and executed the Letter of Credit with Investors Bank.

I met with various board members and donors.

Wade and I were able to attend the premiere of An American River. It is a fabulous documentary about Mary Bruno's kayak trip down the Passaic, including interviews with people along the way. I encourage everyone to see it when it is more widely distributed and I look forward to hosting a showing, either virtually or in person.

I attended Stacey Valentine's Planned Giving seminar. She was a fabulous speaker!!

I spent a lot of time on Rolling Knolls. I held several meetings with the consultants and refuge, wrote and submitted my quarterly grant report, and spent several hours writing and editing the response to the letter from the PRP attorney.

I toured our CMA with Hazel to see all the hard work that has been put in there recently. If you haven't been there lately, you really need to see the property. Since completion of the NRCS project, the property looks totally different, retaining so much water even when it hasn't rained.

I have been investigating a couple of potential property preservations. One is on Britten Road where the owner contacted me about possible preservation. It is approximately 6 acres and is contiguous to the Refuge. It is 70% wetlands. I'm not sure but it might provide better leverage with the EPA regarding Rolling Knolls if we are a local property owner.

The other property is approximately 170 acres in Mendham known as Irene's Spring Tree Farm. Mendham is probably changing the zoning from 10 acres to 5 acres and it would be a fabulous property to preserve instead of develop.

I worked with Lynne on documentation for Guidestar and Charity Navigator to maintain our platinum and 5 star ratings respectively. (If you recall, this is what I needed board and executive director evaluations for.)

Lynne and I had a meeting with Boys and Girls Club of Newark to see if we could possibly do some educational programming with them. Hazel and Sandra have a meeting scheduled to follow up on the potential opportunity.

Lynne and I met with Ralph Jones and Kathy Cree, the Executive Director of Newark Life Camp. This was to see if Kathy could facilitate any introductions for us to work with other schools in Newark. Kathy

introduced us to someone from Newark STEAM (science, technology, engineering, arts, math) and we are waiting to get a meeting scheduled.

We held a new board member orientation meeting with staff and Ralph Jones, Carolyn Sharaway, and Stacey Valentine to get to know each other better.

I met with the Mayor of Chatham Township just to catch up on things including Rolling Knolls and filling her in on our desire to acquire the Ferber property.

I finally finalized the lease with the landlord. It only took a year!

I worked on the year end appeal with Val and you should have received it. We are grateful for all of you!

Depending on when you read this, I hope you have or had a wonderful Thanksgiving!!

**Great Swamp Watershed Association**  
**Monthly Development Summary**  
as of September 30 2021

	Actual Prior YTD (July - Sept)	Actual Sept	Goal Sept	Actual YTD (July - Sept)	Goals YTD (July - Sept)	Progress of Goals through July	Goals July '21 - June '22	Progress to FY2022 Goals	Actual Prior Sept 2020	Actual July '20 - June '21
<b>Individuals</b>										
Trustees	\$620	\$542	\$150	\$6,142	\$750	81%	\$32,000	19%	\$150	\$30,792
- Capital Campaign	\$0	\$0	\$0	\$0	\$0	#DIV/0!	\$0	#DIV/0!	\$0	\$5,500
Major Gifts	\$26,000	\$6,115	\$15,000	\$34,830	\$36,000	97%	\$200,000	17%	\$15,000	\$218,688
Membership	\$11,450	\$3,283	\$4,100	\$14,304	\$12,160	118%	\$89,280	16%	\$3,668	\$84,317
<b>Total Individuals</b>	<b>\$38,070</b>	<b>\$9,941</b>	<b>\$19,250</b>	<b>\$55,276</b>	<b>\$48,910</b>	<b>113%</b>	<b>\$321,280</b>	<b>17%</b>	<b>\$18,818</b>	<b>\$339,297</b>
<b>Institutions</b>										
Corporations Restricted	\$2,000	\$0	\$0	\$0	\$0	#DIV/0!	\$57,000	0%	\$2,000	\$49,500
Corporations Stewardship Rest.	\$0	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$2,000
Corporations Unrestricted	\$12,697	\$0	\$2,000	\$15,000	\$17,000	88%	\$39,500	38%	\$600	\$32,100
Foundations Restricted	\$15,000	\$10,000	\$0	\$16,600	\$15,500	107%	\$20,000	83%	\$0	\$109,375
Foundations Unrestricted	\$0	\$0	\$0	\$68,000	\$45,000	151%	\$123,000	55%	\$0	\$123,000
<b>Total Institutions</b>	<b>\$29,697</b>	<b>\$10,000</b>	<b>\$2,000</b>	<b>\$99,600</b>	<b>\$77,500</b>	<b>129%</b>	<b>\$239,500</b>	<b>42%</b>	<b>\$2,600</b>	<b>\$315,975</b>
<b>Events/Merchandise</b>										
Programs / Events	\$398	\$576	\$435	\$1,430	\$685	209%	\$17,600	8%	\$122	\$8,238
Gala	\$63,702	\$65,001	\$75,750	\$92,341	\$90,750	102%	\$136,250	68%	\$49,428	\$122,071
Music Festival	\$21,490	\$0	\$0	\$0	\$0	#DIV/0!	\$47,810	0%	\$1,815	\$72,544
Plant Sale	\$0	\$0	\$0	\$0	\$250	0%	\$37,950	0%	\$0	\$36,571
Merchandise	\$0	\$0	\$0	\$0	\$0	#DIV/0!	\$0	#DIV/0!	\$0	\$2,569
<b>Total Events/Merchandise</b>	<b>\$85,590</b>	<b>\$65,576</b>	<b>\$76,185</b>	<b>\$93,771</b>	<b>\$91,685</b>	<b>102%</b>	<b>\$239,610</b>	<b>39%</b>	<b>\$51,365</b>	<b>\$241,993</b>
<b>Sub Total</b>	<b>\$153,357</b>	<b>\$85,517</b>	<b>\$97,435</b>	<b>\$248,647</b>	<b>\$218,095</b>	<b>114%</b>	<b>\$800,390</b>	<b>31%</b>	<b>\$72,783</b>	<b>\$897,265</b>
<b>Other</b>										
Advocacy	\$0	\$0	\$10,000	\$0	\$10,000	0%	\$0	#DIV/0!	\$0	\$27,922
Corp - Onetime/Other	\$0	\$7	\$0	\$7	\$0	#DIV/0!	\$0	#DIV/0!	\$0	\$1,642
Gov Grants	\$0	\$0	\$0	\$0	\$600	0%	\$0	#DIV/0!	\$0	\$40,667
Restricted Individual Grants	\$0	\$0	\$0	\$0	\$0	#DIV/0!	\$0	#DIV/0!	\$0	\$19,815
<b>Other Total</b>	<b>\$0</b>	<b>\$7</b>	<b>\$10,000</b>	<b>\$7</b>	<b>\$10,600</b>	<b>0%</b>	<b>\$0</b>	<b>#DIV/0!</b>	<b>\$0</b>	<b>\$90,046</b>
<b>Grand Total</b>	<b>\$153,357</b>	<b>\$85,524</b>	<b>\$107,435</b>	<b>\$248,654</b>	<b>\$228,695</b>	<b>109%</b>	<b>\$800,390</b>	<b>31%</b>	<b>\$72,783</b>	<b>\$987,311</b>

1. 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, workplace giving, and monthly sustaining gifts. Excludes major gifts, trustee giving and gala related donations.

2. Restricted gifts are contributions designated by the donor for a specific purpose.

3. Includes corporate matching gifts.

4. Per accounting requirement, some funds received in FY20 carried to FY21. Allergan \$2500 Corp-Restricted was moved into FY2021. Summit Foundation (Fnd-Restricted) \$6000, and Ogden Foundation - Major Gift \$6000 was moved into FY2021. The above report is only a reflection of those funds received in FY21.

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**  
as of October 31 2021

	Actual Prior YTD (July - Oct)	Actual Oct	Goal Oct	Actual YTD (July - Oct)	Goals YTD (July - Oct)	Progress of Goals through Oct	Goals July '21- June '22	Progress to FY2022 Goals	Actual Prior Oct 2020	Actual July '20 - June '21
<b>Individuals</b>										
Trustees	\$862	\$419	\$150	\$6,561	\$900	729%	\$32,000	21%	\$191	\$30,792
- Capital Campaign	\$0	\$0	\$0	\$0	\$0	#DIV/0!	\$0	#DIV/0!	\$0	\$5,500
Major Gifts	\$33,198	\$2,500	\$7,000	\$37,330	\$43,000	87%	\$200,000	19%	\$7,198	\$218,688
Membership	\$14,351	\$2,437	\$3,267	\$16,741	\$15,427	109%	\$89,280	19%	\$2,950	\$84,317
<b>Total Individuals</b>	<b>\$48,411</b>	<b>\$5,355</b>	<b>\$10,417</b>	<b>\$60,632</b>	<b>\$59,327</b>	<b>102%</b>	<b>\$321,280</b>	<b>19%</b>	<b>\$10,339</b>	<b>\$339,297</b>
<b>Institutions</b>										
Corporations Restricted	\$0	\$5,000	\$10,000	\$5,000	\$10,000	50%	\$57,000	9%	\$0	\$49,500
Corporations Stewardship Rest.	\$0	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$2,000
Corporations Unrestricted	\$14,974	\$0	\$10,000	\$15,000	\$27,000	56%	\$39,500	38%	\$10,276	\$32,100
Foundations Restricted	\$37,500	\$0	\$15,000	\$16,600	\$30,500	54%	\$20,000	83%	\$12,500	\$109,375
Foundations Unrestricted	\$52,000	\$0	\$0	\$68,000	\$45,000	151%	\$123,000	55%	\$25,000	\$123,000
<b>Total Institutions</b>	<b>\$104,474</b>	<b>\$5,000</b>	<b>\$35,000</b>	<b>\$104,600</b>	<b>\$112,500</b>	<b>93%</b>	<b>\$239,500</b>	<b>44%</b>	<b>\$47,776</b>	<b>\$315,975</b>
<b>Events/Merchandise</b>										
Programs / Events	\$525	\$362	\$185	\$1,793	\$870	206%	\$17,600	10%	\$127	\$8,238
Gala	\$120,880	\$61,770	\$45,500	\$154,110	\$135,750	114%	\$136,250	113%	\$57,354	\$122,071
Music Festival	\$29,741	\$0	\$0	\$0	\$0	#DIV/0!	\$47,810	0%	\$0	\$72,544
Plant Sale	\$0	\$0	\$0	\$0	\$250	0%	\$37,950	0%	\$0	\$36,571
Merchandise	\$0	\$0	\$0	\$0	\$0	#DIV/0!	\$0	#DIV/0!	\$0	\$2,569
<b>Total Events/Merchandise</b>	<b>\$151,146</b>	<b>\$62,132</b>	<b>\$45,685</b>	<b>\$155,903</b>	<b>\$136,870</b>	<b>114%</b>	<b>\$239,610</b>	<b>65%</b>	<b>\$57,481</b>	<b>\$241,993</b>
<b>Sub Total</b>	<b>\$304,031</b>	<b>\$72,487</b>	<b>\$91,102</b>	<b>\$321,135</b>	<b>\$308,697</b>	<b>104%</b>	<b>\$800,390</b>	<b>40%</b>	<b>\$115,596</b>	<b>\$897,265</b>
<b>Other</b>										
Advocacy	\$0	\$0	\$0	\$0	\$10,000	0%	\$0	#DIV/0!	\$0	\$27,922
Corp - Onetime/Other	\$0	\$0	\$0	\$7	\$0	#DIV/0!	\$0	#DIV/0!	\$0	\$1,642
Gov Grants	\$0	\$0	\$0	\$0	\$600	0%	\$0	#DIV/0!	\$0	\$40,667
Restricted Individual Grants	\$0	\$10,000	\$10,000	\$10,000	\$10,000	100%	\$0	#DIV/0!	\$0	\$19,815
<b>Other Total</b>	<b>\$0</b>	<b>\$10,000</b>	<b>\$10,000</b>	<b>\$10,007</b>	<b>\$20,600</b>	<b>49%</b>	<b>\$0</b>	<b>#DIV/0!</b>	<b>\$0</b>	<b>\$90,046</b>
<b>Grand Total</b>	<b>\$304,031</b>	<b>\$82,487</b>	<b>\$101,102</b>	<b>\$331,142</b>	<b>\$329,297</b>	<b>76%</b>	<b>\$800,390</b>	<b>41%</b>	<b>\$115,596</b>	<b>\$987,311</b>

1. 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, workplace giving, and monthly sustaining gifts. Excludes major gifts, trustee giving and gala related donations.
2. Restricted gifts are contributions designated by the donor for a specific purpose.
3. Includes corporate matching gifts.
4. Per accounting requirement, some funds received in FY20 carried to FY21. Allergan \$2500 Corp-Restricted was moved into FY2021. Summit Foundation (Fnd-Restricted) \$6000, and Ogden Foundation - Major Gift \$6000 was moved into FY2021. The above report is only a reflection of those funds received in FY21.
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.



Grant Recap November 2021

	BUDGET	ACTUAL	VARIANCE	NOTES
Corporate Restricted				
PSEG	\$ 25,000.00	\$ 5,000.00	-\$20,000.00	Awarded in Sept. Was told that they got an "astounding number of applications with a limited budget", as an explanation for the discrepancy.
Bayer Fund	\$10,000.00	\$ 30,000.00	\$20,000.00	Award notification in November. Education in schools and wraparound program at BGCPP
Bristol Myer-Squibb	\$10,000.00	\$ 15,000.00	\$5,000.00	Award notification in November. Education in schools and wraparound program at BGCPP
Corporate Unrestricted				
Wells Fargo	\$0.00	\$ 15,000.00	\$15,000.00	General Operating Support - awarded in July
Foundation Restricted				
Marta Heflin Foundation	\$ 5,000.00	\$ 6,200.00	\$1,200.00	CMA Stewardship - awarded in July
Thomas Glasser Foundation	0	\$ 10,000.00	\$10,000.00	Awarded in September. Kayaks for water quality programs.
New Jersey Future	\$ 625.00	\$ 625.00	\$625.00	Adopt-A-Catch Basin program in Paterson, awarded in July
Hyde & Watson	\$ 7,400.00	\$ 13,000.00	\$ 5,600.00	Applied in August - office and remote equipment - award notification in October
Unrestricted Foundation Support				
Bauer Foundation	\$ 20,000.00	\$ 20,000.00	\$0.00	General Operating Support - awarded in July
Mazer Foundation	\$ 7,000.00	\$ 8,000.00	\$1,000.00	General Operating Support - awarded in July
Guilford Foundation	\$ 3,500.00	\$ 15,000.00	\$11,500.00	General Operating Support - awarded in July
Victoria Foundation	\$ 25,000.00	\$ 25,000.00	\$0.00	General Operating Support - awarded in August
<b>TOTAL</b>	<b>\$112,900.00</b>	<b>\$162,825.00</b>	<b>\$49,925.00</b>	
Other			<b>\$ Request</b>	
Meerwarth Foundation			\$ 25,000.00	Proposal sent in September, pending - Education
Watershed Institute			\$ 8,500.00	Proposal sent in October, pending - Translating educational material into Spanish
Stackhouse Foundation			\$ 15,000.00	Proposal sent in September, pending - GOS
Summit Foundation			\$ 10,000.00	Proposal sent in September, pending - Test the Tap and raingarden supplies in Summit
Tyler Foundation			\$ 25,000.00	Proposal sent in September, pending - Education
Grants for Good			\$ 20,000.00	Proposal sent in October, pending - Education
Frelinghuysen Foundation			\$ 1,500.00	Proposal sent in November, pending -GOS
Roxitcius Foundation			\$ 5,000.00	Proposal sent in November, pending - Water Quality programs
Leavens Foundation			\$ 10,000.00	Proposal sent in October, pending - PFAS Testing
MTN DEW Outdoor Grant			\$ 5,000.00	Proposal sent in November, pending - CMA restoration
<b>TOTAL</b>			<b>\$ 125,000.00</b>	

NOTES:

The increase in the grant amounts we are receiving from Bayer and Bristol Myers Squibb reflect the need to do more in-depth programming in the underserved urban communities in our watershed. With these additional funds, we are able to work with more of the student population in these communities, and translate educational materials to Spanish to connect with them more effectively.

The Victoria Foundation is changing their strategic direction, and will focus exclusively on the needs of the Newark community moving forward. They have committed funding to current grantees, like GSWA, for the next 3 years, but will be phasing out any organizations who do not have this specific connection to Newark. GSWA may still be eligible for grants from Victoria if our programming fits their new strategic plan.

Wade's Development Board Report  
11.19.2021

Staffed a GSWA display at the Madison Environmental Commission's Fair of Non-profits

Attended a networking event with major donors at the Beneduce Vineyards in Pittstown

Participated in a virtual networking group over multiple weeks.

Viewed "The Art of Thriving" Investors Bank Webinar

Concluded solicitation of Gala sponsorships, advertisers and silent auction donations - September

Assisted with transport of Gala silent auction items to Brooklake Country Club on 10.7.2021

Aided visual/sound engineer with Gala set-up on day of

Attended Gala and assisted with break down and transport of remaining items back to the office

Attended staff debrief following Gala

Followed-up with board members' table guest attendees to solicit ongoing interest in GSWA

Fielded calls with Stacey Valentine regarding her presentation on Planned Giving at the Kemmerer Library on 10.20.2021

Prepared GSWA promotional materials for distribution at event

Attended presentation

Followed-up with all attendees

Viewed Environmental Fundraisers' Gathering presentations on tax updates and storytelling power.

Attended staff introduction to new board members

Lunch with Conor Evans - prospective new Advisory Council and/or board member

Lunch with Andrew DeLaney (Advisory Council) and Sally re. his continued support and assistance with recruitment of younger members through a planned event

Viewed Pentera Planned Giving Marketing Webinar

Made gift acknowledgment phone calls and sent letters to major donors for all gifts received.

# Communications Board Report – Val Thorpe

November 2021

## Events

### **GSWA 40<sup>th</sup> Anniversary Gala and Silent Auction**

Thursday, October 7, Brooklake Country Club, Florham Park, NJ

## Financials

Thru 10/31/21		
<b>Income</b>	Gross	\$154,110
	Budget	\$135,750
		<b>\$18,360</b>
<b>Expense</b>	Actual	\$32,300
	Budget	\$38,000
		<b>(\$5,700)</b>
<b>Net</b>		<b>\$121,810*</b>

\*We exceeded our financial goal and underspent our expenses. Year-over-year analysis to follow.

### Some specifics

Underwriting: \$47,000

Silent Auction: \$33,036

Advertising: \$9750

Donations (at the Gala): \$5,074

With Debbie Rice's retirement and new staff members in place, we had our hands full planning and executing our 40th Anniversary Gala and Silent Auction, our largest fundraiser of the year. On August 9, just shy of two months to the Gala, we hired Sarah Thorpe on a temporary basis to manage the silent auction portion of the event. A week prior to the event, we opened the auction online with over 140 items up for bid. Once again, we offered wine packages to advertisers (2 bottles of wine to be delivered to friends, clients, and/or customers of those purchasing the package) which provided an excellent opportunity to cultivate potential GSWA supporters. 37 wine packages were delivered by GSWA staffers the week leading up to the Gala.

On October 7, we celebrated in style, outdoors under a starry sky in an open-air tent at the Brooklake Country Club, Florham Park, NJ. The weather was perfect. Although this year's Gala was smaller in size than previous years, it was big on smiles. There was a charge in the air as old friends reconnected once again in the name of clean water and land. The intimate gathering was attended by 214 attendees with a timely presentation on climate change by guest speaker, David Robinson, NJ State Climatologist and

Rutgers professor. Congresswoman Mikie Sherrill, 11th Congressional District of New Jersey, joined us to honor GSWA for "40 years of service to the community and their commitment to protecting and preserving the health of the Passaic River." The certificate is in Sally's office for anyone interested in seeing it in person. A bonus to the evening - Debbie Rice and Kristina Necovska attended to help celebrate our 40<sup>th</sup> anniversary! New Jersey Hills Media ran pictures and a writeup of the event in several of their local papers.

None of this would have been possible without our:

- Gala underwriters: New Jersey American Water, Atlantic Health System, Dixon Energy, Senlac Ridge Partners, Adrienne & Reed Auerbach, Avelino Law, BASF, Agi & Matt Krauser, PSEG, Schenk, Price, Smith & King, Valley Bank
- Unbelievably dedicated and hard-working staff
- Board and Advisory Council members who helped obtain silent auction items, promote the event, and help with numerous other necessary tasks
- Amazing volunteers leading up to and during the event
- Donors and supporters

### **The Chathams/Madison Community Yard Sales**

GSWA was once again the recipient of proceeds obtained via households registering to participate in the 3-townwide (the Chathams and Madison) yard sale in September. The event yielded us \$450. This same community event took place in April where we received \$1,100. We are grateful for the combined \$1,550 donation we received from these towns in 2021 and are equally appreciative for all the items that found new homes and did not end up in a landfill. Plans are already in the works for two similar events in 2022.

### **2021 Programs/Events at-a-glance**

While still in the midst of the pandemic, we brainstormed creative ways to keep the public engaged. The result was 56 public events in 2021 including hikes, evening briefings, zoom webinars, workshops, and more. These events often prompt new GSWA memberships and underscore our mission.

- **Hikes:** We led 14 hikes at the CMA, Jockey Hollow, Garret Mountain, and other locations on varying days of the week including morning, afternoon, and night hikes. Our hikes continue to be very popular with nearly all of them at maximum capacity.
- **Cook with GSWA:** We offered 4 virtual cooking shows on Zoom featuring recipes from our GSWA Quarantine Cookbook (a fundraiser created during the height of the pandemic – a collection of recipes from staff, board members, and other contributors including Mike Sherrill). Co-hosted by Hazel England and Sandra LaVigne, these ladies put on an entertaining and informative show weaving in information about our organization, the environment, and upcoming GSWA events. Our last program focuses on the benefits of foraging for edible invasive, turning the garlic mustard into a delicious garlic mustard pesto.
- **Water Quality:** Stream Assessment Training, 2020 Water Quality Report Card, PFAS readout
- **Rain/Native Gardens:** our wildly successful, financially lucrative, first-ever Native Plant Sale, Gardening for Pollinators, and Intro to Rain Gardens.
- **Back to Nature workshops** – We partnered with Back to Nature for 2 well-attended, virtual workshops .

- **CMA Stewardship Days:** Fridays were the day to get outside during the summer and help steward the land. Many volunteers took us up on this request and helped get boardwalks built, mulch trails, and more.
- We even pulled off a virtual Pub Quiz with prizes and a virtual chocolate tasting fundraiser. – Both were well attended and prompted several family memberships.

#### Upcoming events:

- 12/4 Geocaching – We are partnering with John Neale for a Geocaching event at our CMA. Geocaching is a popular and growing sport. This could introduce a whole new group of people to our organization.
- 12/8 Fundraiser – Wine and Cheese? Yes, please! This wine and cheese tasting event is our first in-person fundraiser in 18 months. 6-8 Tasting stations will be spread out throughout the first floor of the office. As always, we will hold an environmental-themed a pub quiz with prizes.

### **#GivingTuesday/Year-end Appeal**

This year's theme is "gratitude." Our year-end appeal was mailed on November 17 with a \$10K match challenge thanks to a generous donor. The appeal runs concurrently with #GivingTuesday, which takes place annually the Tuesday after Thanksgiving. It's a global generosity movement that follows Black Friday and Cyber Monday encouraging people to give of their time, donate to their favorite charity, or use their voice to make a change, which is communicated via social media.

### **eNews**

in 2021, we send 62 eNews communications through our Constant Contact program with an open rate of 29%. In total, there were 140,000 sends. An overwhelming majority of our recipients read our emails on their desktop 65%, vs. mobile at 35%.

# Board Meeting Report: Membership and Social Media

Nancy Rago, November 29, 2021

As Membership Manager, my focused has been on mastering the reporting function on the CRM software, Donor Perfect, as well as the many tasks needed for our Gala Annual Event. I am more confident in my report building and using the code/filter functions to yield better reporting for the development and finance teams. The Gala tasks included imputing 119 Auction Item Donations, 95 Auction Item Purchases, 33 Gala Ad Programs/Underwriters, and 78 Gala Donations. I tracked and reported to the Gala Event teams the 63 Ticket Purchases in the various seating types. I generated 325 letters thanking the constituents for their support to GSWA's largest fundraiser. With the above behind me, I have turned my focus to the Year-end Appeal; my first Friend Raiser; the second annual Plant Sales slated for April 1-22, 2022; and monitoring membership numbers quarter-over-quarter. As Social Media Manager, I am implementing a content calendar and working on new strategies to entertain, inform and educate the channels in various ways. One example is with the Facebook/Instagram channel, we are using Stories more in conjunction with posts.

## Membership Q1 FY2022

- Gifts from 07/01/2021 to 09/30/2021:
  - Donor Count: 419 Constituents (Q1 FY2021 314 Constituents)
  - Gift Frequency Analysis: 370 gave 1 Gift, 35 gave 2 Gifts, 8 gave 3 Gifts, 4 gave 4 Gifts, 1 gave 5 Gifts, 0 gave 6 Gifts, 1 gave 7 Gifts (Q1 FY2021 250 gave 1 Gift, 36 gave 2 Gifts, 13 gave 3 Gifts, 2 gave 4 Gifts, 0 gave 5 Gifts, 1 gave 6 Gifts)
- General Membership - Renew: 54, New: 15 (Q1 FY2021 Renew: 119, New: 21)
- Partnership with like-minded organizations, like the Save the Drew Forest and the NJ AmeriCorps Watershed Ambassador, continues to help with our events' depth and reach. The Member-only hike at Drew Forest reached original capacity count so we worked with the team to add a leader to extend the attendee count. The Fairfield Fall Cleanup Day on Nov 19 was promoted by both GSWA and the AmeriCorps team and yielded 12 volunteers to help with the cleanup.
- Year-end Appeal 2021 and Giving Tuesday:
  - Year-end Letters were be mailed to nearly 1,745 addresses with a Gratitude Challenge theme on 11/18/21. A Gift Match, up to \$10,000, doubles donations through the end of the year.
  - Giving Tuesday will be an Email and Social Media campaign. Three emails, four social media posts, and a Giving Tuesday webpage are planned.
- Q2 Member Mailings will consist of monthly mailed reminders of upcoming renewals and a lapsed member mailing to re-engage lost members between 09/30/2020 to 09/30/2021.

## Social Media as of 11/18/21:

- Audience Analytics – Audience growth and Demographics (08/31/2021 to 11/18/2021):
  - [Facebook.com/GreatSwamp](https://www.facebook.com/GreatSwamp) - 17 new Page Likes and 42 new Followers (3,209 people like and 3,514 people follow this Page)
  - [Instagram.com/greatswampnj](https://www.instagram.com/greatswampnj) - 48 new Followers (2,332 Followers)
  - [Twitter.com/greatswampnj](https://twitter.com/greatswampnj) - 19 new Followers. (2,303 Followers)
  - [Linkedin.com/company/great-swamp-watershed-association](https://www.linkedin.com/company/great-swamp-watershed-association) – 20 new Followers. 138 Followers.
  - Gender: Women 67%, Men 33%.
  - Top Five Cities: Chatham, Morristown, Madison, Basking Ridge, New York, NY.
- Content Analytics – Content that yielded the best reach, like and replies:
  - Intro to Rain Gardens Post
  - Thank you @RepSherrill, for the 40th Anniversary acknowledgment and coming out to the Gala.
  - Chainsaw Safety Training

- Looking Ahead to Social Media Post Content:
  - NOVEMBER
    - Post-Thanksgiving Hike & Cleanup - Oct 28
    - Giving Tuesday Infographic/Fundraiser Posts - Nov 23, 27, and 30
  - DECEMBER
    - Geocaching at the CMA - Dec 4
    - Friend Raiser: Tentative Dec 8 - Wine & Cheese Tasting at GSWA Headquarters
    - Winter Solstice Infographic - Dec 21
    - Year-End Charitable Donation Reminder - Dec 27
  - JANUARY
    - Virtual "Source to Sea" 80-mile Run. SAVE THE DATE! Post - Jan 4
    - National Bird Day - Jan 5
  - FEBRUARY
    - World Wetlands Day - Feb 2
    - International Day of Women and Girls in Science - Feb 11
    - National Skip the Straw Day - Feb 25

### Website Analytics as of 11/18/21

- Google Analytics Audience Overview – 08/31/2021 to 11/18/2021:
  - Users who have initiated at least one session during the date range - 12,033
  - Geo Location, United States Users - 10,870. Top Five Regions: NJ, NY, CA, FL, VA.
  - New vs Returning - 11,875 vs 1,222
  - Mobile Overview - mobile 7,384, desktop 4,262, tablet 479
  - Top Channels Acquisition Overview:
    - Organic Search 6,132 - Source/Medium in order of User Acquisition: Google, Bing, Baidu, Yahoo, DuckDuckGo.
    - Direct 4,583 – Landing Page in order of User Acquisition: Is It a Dog, a Wolf, or a Coyote?, Home Page, 40th Anniversary Gala & Silent Auction, Chatham-Madison Town-wide Yard Sale, Seeking Corporate/Community Groups for Stewardship, Upcoming Events, Rolling Knolls Landfill – What Will Become of It?, Evening Briefing: Put Your Garden to Bed, Have You Ever Talked To A Black Bear?, DONATE.
    - Social 1,028 – Social Network in order of User Acquisition: Facebook, Twitter, LinkedIn, Instagram, Pinterest, WordPress, Instagram Stories, YouTube.
    - Referral 483 – Sources: patch.com, baidu.com, chathamborough.org, classroom.google.com, hardingnj.org, linktree.ee, thewatershed.org, eco-usa.net, theraptortrust.org, rosenet.org.
- Google Analytics Behaviors Overview – 08/31/2021 to 11/18/2021:
  - TOP TEN MOST POPULAR PAGES:
    - 1. Is It a Dog, a Wolf, or a Coyote? - Pageviews 3,063
    - 2. Home Page - Pageviews 2,130
    - 3. Chatham-Madison Town-wide Yard Sale - Pageviews 1,671
    - 4. 40th Anniversary Outdoor/Indoor Gala & Silent Auction - Pageviews 997
    - 5. It's Too Wet Here – Can I Fill in Wetlands? A Guide to What You Can and Can't Do in a Wetland Area - Pageviews 925
    - 6. Upcoming Events - Pageviews 828
    - 7. Did You Know? About Red-tailed Hawks - Pageviews 736
    - 8. New Jersey's Unique Geology - Pageviews 499
    - 9. CART - Pageviews 433
    - 10. STAFF - Pageviews 310



Views of Paterson and our Participants on the Garrett Mountain Hike

**Overview:**

We have been incredibly busy over the last couple of months with public programming, school programming, finalizing grant deliverables and educational training and development work. We have had sell out attendances at our fall full moon and Garrett Mountain hikes, along with robust, if primarily virtual attendance at our Watershed Friendly Living workshops

including talks on the CMA restoration, rain

garden and green infrastructure, and putting your garden to bed workshops. Although our evening briefings were offered as hybrid for in person or virtual attendance, our attendees almost 100% opted for virtual attendance. We think that this may be the new normal for these types of programming. It is easier to attend talks virtually for many, and without the travel or potential risks. The downside is that it is a different type of engagement, and far less interactive than in person programming. We will continue to evaluate how we deliver our programming as we plan for winter spring programming shortly.



Teaching 3<sup>rd</sup> grade at Thomas Jefferson School, Morristown

Our two new staff have been busy learning and getting up to speed on the programming we teach. We all have attended CPR and first aid training, the fall outdoor Environmental education conference and youth protection training. We continue to expose them to our variety of programming to ensure they understand both what to teach and how to teach it. Angie is getting up to speed on the content and translating our lesson plans into Spanish and preparing for our educational videos to be dubbed into Spanish. Both Angie and Ginger have been helping us



Foote's pond was the location for our first outdoor programming of the school year

create new teaching materials, some structure for social media posts moving forward and other documents we have needed for teaching effectively in person and hybrid. We are also updating our program reporting forms so that we can effectively track our numbers to help in managing grant obligations.

We have taught over 430 students outside over the last 7 weeks- from Kindergarten to College students, on diverse water quality topics and ecological programming. It is great to be back in person with students, but we see that many students have forgotten important science



concepts and critical thinking skills over the change in instruction during the pandemic. We have several schools interested in our programming over the coming weeks and should finish December with more in class or playground instruction.



We participated each Wednesday for three weeks with 50 4-5<sup>th</sup> grade students from Luis Marin Munoz school in Newark, working with the staff from Trust for public land to plan lessons as they help students understand their playground environment, how water moves around it, and around their community and the scope of possibilities for a playground re-design. We are happy to partner with TPL and did so pre COVID on a similar project for Lincoln school in Newark. We will be teaching 110 Newark students from St Michael's the week after

thanksgiving, and although entry protocols are a little cumbersome (upload of a negative PCR test and vaccine for entry,) it is worth it to get into these urban, underserved schools again.



Altogether we have conducted 21 existing and 7 new educational programs this fall alone, and taught to several college programs, including William Patterson, Drew, and Kean universities on Freshwater ecology, Environmental studies and on the ecological restoration at the CMA. Students from Kean were seniors attending their first in person field trip in 18 months, and the wet weather meant there was still plenty of salamanders and fall insects for them to see and interact with.

We have also used much of our new tech equipment in creative ways, such as leading a virtual

field trip for the LMM students as we explored the many features of the TPL installed community areas of the Sussex Ave School playground ahead of them visiting their own playground. Our carefully crafted educational videos have also begun to be viewed as supplemental materials as part of programming, and the feedback on them has been excellent. We will continue to work on incorporating them into our teaching. We can tell that we are back to in person teaching as we all have experienced the hoarseness that results from teaching all day- something we haven't experience for 18 months!



New Funding from Bayer Foundation will enable us to work extensively with the Boys and Girls Club network, and we will pilot our program in Paterson into December, adding Passaic in the spring. We are scheduled to meet with the Boys and Girls club team after thanksgiving to flesh out the schedule and approach for this totally new multi week programming we will conduct with them.



### Rain garden work

The rain garden plant choice cards ready for our class teaching have been finalized and are shared to be printed. These cards allow students to choose rain garden plants that also help other beneficial species around the school. We continue to plan for access to PS30 before the end of the year. We presented the second Summit area rain garden workshop, attended by 25 participants. As follow up to this we will be making site visits to advise homeowners on green infrastructure installation and design. We also have funding to install a rain garden in a Summit area school and are targeting Franklin school to be the recipient. Although the rain garden would be installed in the spring, we would begin work with the students over the

winter months. We have helped advise Summit on the planning and ecological aspects of the design for their NJ American Water funded micro forest, which will be installed behind the community

### Plant sale planning

We have moved forward with planning for the 2022 sale. A larger palette of plants has been chosen and new kits including shade, wet condition and full sun kits will expand our offerings. Up from 19 species we will sell 28 plant plugs including grasses and ferns, and a broader array of perennials. We have determined new ways to create the kits by breaking up the large flats, which should entail a little less preparation work as we create them. We already have three new partners interested in participating and joining the 17 partners from 2021, and after meeting, Morris County Master Gardeners will also offer help and publicity. Preliminary

plant orders have been placed to safeguard the plants we need, and the students at Pingry created 5000 labelled popsicle sticks as part of a community service day. We created postcards as save the date cards and gave out more than 500 of these at the Morristown Festival on the Green (thanks to Susan and John Landau) and as place cards at the October GSWA gala. We will continue to pre advertise with our partners, and this week all 430 purchasers of plant materials from this spring received a newsletter with plant sale information along with advice and resources for over wintering their new pollinator gardens



## Overview

It may seem like Groundhog Day to say we are continuing to deal with wetter conditions at the CMA, but it is our ongoing reality! To put it in perspective, in September and October alone- not including the November rainfall we have incurred, 15.4" rain fell in Morris County, as against a 30-year average of



8". Given our site holds onto rainfall longer since our restoration, and we are dealing with massive rainfall amounts, the ongoing work of maintaining trail access, dealing with flood conditions, stabilizing, and strapping down boardwalks to stop them floating away and continuing to build more to access all trails will continue to occupy much of our time and give us headaches!



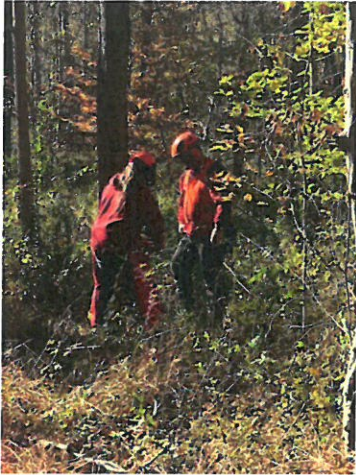
Thankfully the COVID induced lumber price spike is diminishing a little, but lumber costs are still proving a major expense at just less than double their pre COVID rates. With our corporate and community field season wrapping up, we managed to make the best of our limited help, with more than 780 volunteer hours spent in September and October alone carrying out lumber, chipping trails, and with one final group

addressing some of the overwhelming invasive removal stewardship that we have had to put on hold since COVID. We had two days of volunteering from Teva Pharma, along with \$2500 in underwriting and support, a day from Schindler Elevator, a morning from Bristol Myers Squibb and a day with 75 middle and high school students from Pingry undertaking community service, who worked incredibly for donuts and bragging rights as to which group moved the most mulch!!

We will have one final cleanup day on the **Sunday after thanksgiving 11/28 9-1pm** and would love your help (and your families help too if you can get them out of the house!) as we ready the trails for winter. Please register on the website to attend or let hazel know at [hazele@greatswamp.org](mailto:hazele@greatswamp.org)

Once begun, invasive removal needs to be carried out consistently to maintain ground against invasive plants, and with two years of little to no invasive work we risk losing the headway we have previously made on our acreage. With additional stewardship staff and a more positive outlook for corporate help for 2022 we hope to again regain control! We are continuing to monitor for newly emerging invasives at this and the Hoag property and are happy to report that the herculean bamboo control carried out at the Hoag property this summer shows little regrowth. It is easy to spot treat regrowth quickly, but if the bamboo is allowed to reestablish, removal is a much greater undertaking. The same goes for the many acres of multiflora rose and wisteria we have cleared around the trail system.





Our staff have now received two full days of chainsaw training to help us with safety and skills to be able to manage the fallen and small trees that we must take care of around the property. Although our experienced volunteers carry out much of the chainsaw work needed around the property, the training also highlighted safety and maintenance of the equipment we own, allowing us to prolong the life of the equipment and to ensure others are working safely. We also need to be self-reliant for removal of fallen trees that close the trail access around the property. However, we know when dead or difficult trees are above our pay grade, and recently we had a follow up inspection and assessment with John Rafalowski from Tree-tech to assess and prioritize our liability trees around the property. We had set aside some funds in our last fiscal year for this task, with the knowledge that work would take place late in the calendar year. It is essential to remove trees that

pose a risk to our boardwalks, or to hikers who access the trail system. Since there are several large dead ash trees in the property, and some of these are both large and surrounded by high value trees, the work may need to be done in phases. We are waiting for the quote for the scope of work outlines during the inspection and will proceed from there.

Our new coworker Ginger has been busy updating the CMA map with the new wetlands and redoing the layout of the map to reflect the additional boardwalk etc., the new map is installed at the kiosks at the trailhead and available as a trail map from the dispenser for hikers. We will shortly upload the new version once we are 100% finished to the website.



Our one-year inspection from our NRCS grant will happen right before thanksgiving, and the final small payment for installation of vegetation should occur after the biologists and engineers inspect our installation of the remaining native plant seed and shrub plantings. We will take the opportunity of the inspection to raise our concerns regarding standing water on the neighboring property and the need for possible ditch plug remediation since one of the ditch plugs is eroding slightly due to the volume of water flowing over it, and the need for us to dewater some of the property by cutting into the ditch plug. This was raised at the final as built meeting and this inspection will show both how well the restoration has been working, how the installed plugs and vernal pools have held up to the massive rainfall we have had this year and allow us to problem solve for the few issues we are seeing moving forward.

### **Fee and Easement Properties.**

Our annual inspection process took place earlier this week and the Hoag property and Wolkowitz and Fairmount easements were inspected. With two new staff, we made sure that they understood how to carry out inspections and write up the reports that are filed as part of our ongoing land management processes. Since last year the Wolkowitz property has been sold, and it was heartening to see that the new owner Mr Blanke had removed the bamboo noted as an issue in the last inspection. Otherwise, the parcels were in good order. The Fairmount easement, which is the forested and wetter rear ¾ of a long linear home lot possesses many dead and dying ash. These trees, if they fall, would not pose a threat to home or structure, however we are checking that at the rear of the parcel there may be a trail that traverses the rear of the lot.



GSWA has been contacted by a Chatham resident potentially interested in a donation close to the Rolling knolls site at the end of Britten Road. Initial visual inspection only has occurred, and the process is in its early stages.



# GSWA Water Quality Programs

## *Board Meeting Report*

November 2021

### Water Quality Monitoring

#### *Chemistry Monitoring*

2021 –

As we approach the end of the year we are finishing up all of our sampling. We are halfway through our last round of chemistry sampling with the final sample collection scheduled for 11/23. We have successfully collected all four rounds of sampling at 21 sites this year. This included the additional sites downstream between Summit and Little Falls as well as three sample sites around our CMA property. These last were added to collect pre and post water quality data around our amazing EQIP Restoration Project run by Hazel England.

#### *Visual Monitoring*

Our Fall visual assessments are also well underway with a little over half of our monitoring teams having submitted their data to GSWA. Many of our teams collect their fall assessments as part of their Thanksgiving holiday tradition.

We held a very successful fall Visual Assessment Training with thirteen people attending and four new teams signing up to be part of our Stream Team.

If you are interested in learning more about how we assess water quality please visit the GSWA web site to sign up or reach out to me at [sandral@greatswamp.org](mailto:sandral@greatswamp.org)

#### *Macroinvertebrate sampling –*

Macroinvertebrates sampling was conducted in July at 16 sites. The samples will be analyzed at Normandeau Laboratory for inclusion in our annual report card.

#### *Bacteria sampling –*

The 2021 Bacteria sampling was very successful with 10 Stream team volunteers and college interns collecting samples over a five week period. We had a range of weather conditions over the five weeks, which is ideal in looking at differences in bacteria levels. Overall the results were as expected with higher levels of bacteria following rain events.

#### *Education –*

We have had a slow but successful fall education programming run. We worked with three schools in the field for SWaMP programming as well as a number of virtual “field trips” where GSWA staff streamed live from the stream right into the students classrooms. As the fall season winds down we have two more in the field SWaMP sessions on the calendar including a new school, Don Bosco Prep in Wayne NJ.

GSWA Associate, Angie Oviedo, has also converted our data sheets to a new digital format which will allow us to more easily capture and share the SWaMP data that students collect with all of the schools that participate in the program. They will be able to see where other data was collected, historical data from the same site and eventually map the locations as well. This new dimension of data availability, will help teachers to better incorporate the SWaMP trips into their curriculum as extended research projects.

## Passaic River – Clean-up Part 2 - Fairfield

Our first Passaic River – City of Water Day clean-up was a great success and as I mentioned in my last report we need to keep up the good work. With that in mind, as I was conducting our third quarter chemistry sampling, shortly after hurricane Ida, I noticed a plethora of trash had collected in the flood plain just downstream of Great Piece Meadows. Many large items, such as Little Tikes play sets, propane tanks and coolers had obviously been carried into the area with the flood waters and then caught up in the trees in the flood plain.

After a meeting with Sydney Abraham, our current AmeriCorps Watershed Ambassador, we decided it was a great opportunity to team up and clean up. GSWA took the lead in the advertising and ran the sign up through our web site. Sydney reached out to Essex County and Fairfield Township to arrange for trash pick up and ask if supplies were available such as trash and gloves. Both the County and the Town responded with grateful thanks and offers of help.

Essex County DPW provided new trash pickers, wheelbarrows, trash bags and more. GSWA received three wheelbarrows to use for the day and to keep for future projects. On the day of the clean up, we had 15 volunteers, including a group of students from a local high school, show up to help as well as GSWA staff and AmeriCorps partners. For 2 hours we worked and pulled items both large and small from the flood plain and the river banks. The clean up was a huge success! We pulled 20 tires, 4 garbage cans, a bench swing, two chairs, and a small car (childs toy) from the area. See below for some great pictures!



