



# Great Swamp Watershed Association

## Meeting of the Board of Trustees

November 30, 2022

568 Tempe Wick Rd., Morristown

5PM Board meeting

6PM GSWA annual meeting

6:30 Holiday dinner party

## Agenda

- Approval of Board Minutes from September 16, 2022, Meeting
- Finance Report
  - Finance committee meeting review
  - Gala results review
  - Year to date review
- Executive Director Report
- Discussion and approval of easement from Anthony Sblendorio
- Development Report/ Grant discussion with Lynne Applebaum
- Election of Meisha Williams Bertels to Board of Trustees and Carolyn Dempsey and Nirav Bodalia to Advisory Council
- Other Business
- Post/share/like GSWA on LinkedIn
- Adjourn

Next board meetings:

January 20 8AM zoom

March 24 8AM hybrid

May 19 8AM in person

June 26 8AM in person



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GSWA Board of Trustees Meeting  
09.16.2022  
Minutes

In person: Deb Apruzzese, Ralph Jones, Eric Inglis, Kevin Sullivan. Staff: Sally Rubin, Sue Levine, Val Thorpe, Wade Kirby  
Zoom: Lisa Steven, Carolyn Sharaway, David Naidu, Reed Auerbach, Clark Wagner, Todd Hyde, Tony DellaPelle, Brett Williamson, Dave Robinson, Stacey Valentine, Yorgi Vlamis, Dot Stillinger, Michael Dee, Guy Piserchia, Jordan Glatt (joined at 9)  
Advisory members by zoom: Sally Glick, Thelma Achenbach, Judith Hazlewood, Frank Stillinger, Kathy Pfeil, Fran Schultz

Meeting Called to Order 8:40am

We started the meeting with the new Video – it received rave reviews and the group agreed it should be presented at the Gala and use it as an ask. Someone asked if it could be a PSA and it should also be posted on YouTube.

Tony thanked both Deb Apruzzese and Sally Glick for taking the lead on interviewing and meeting with the staff regarding the Strategic Plan.

Deb interviewed all the staff individually (except the ED) on their views and roles and whether we are achieving the mission and goals.

Deb presented her results and shared that concerns were voiced on the Post COVID Environment when the employees were interviewed individually. Deb asked staff: what should we do more of, less of and continue to do.

Team:

1. More team building and cohesiveness with staff
2. Understanding of priorities – more alignment to the 2021 strategic plan – refresh and educate new staff and board on the Strategic Plan
3. More connectivity and communication between departments and more staff meetings

Leadership:

4. More involvement with leadership and more in person access with Sally
5. More routine communication
6. More capacity and resource balancing /alignment – Deb shared that she was inspired by the dedicated, devoted, and passionate team. It is a small staff so we can't always say yes to everything.

Board:

7. More board engagement and involvement with the staff
8. Recruiting the board with purpose – Time Talent Treasure – Each board member should ask what they are here for and how they can help or what they can do.
9. More board help in the strategic planning and assessment

Deb shared that after speaking with the staff, her trust and appreciation of the team increased. Although she is rolling off the board, she will continue to stay involved because she believes in the team and mission. She shared that hard work, passion and dedication is contagious.

Tony shared that he feels more detached due to COVID and realized he needs to do more and asked what each board member can do to help themselves get more involved with the team and mission.

Tony thanked Deb for her time and for compiling and sharing the information.

Sally G presented her results from her two-day 6 total hour sessions with the staff. She indicated good communications and leadership is needed for every organization. The team is eager to work here and with the board. Staff identified challenges and looked for ways to approach/tackle those challenges. The team did a SWOT analysis.

Strengths:

- mission is solid and relevant
- reputation
- longevity
- fiscally sound
- remain relevant over time

Weaknesses:

- limited footprint
- lack of board engagement
- lack of board and staff diversity
- branding and name recognition downstream

Opportunities:

- strengthen the board
- increase diversity
- expand the reach or footprint
- better use of social media/website
- more disciplined and structured initiatives

Threats:

- aging donors
- 2.5 years of pandemic effect (uncertainty and burnout)

She then discussed staff's thoughts on top priorities for GSWA.

1. Downstream connections to expand
2. Marketing plan to extend the reach – Sally G offered to assist here
3. Greater board engagement on leadership and direction; staff recommendations:
  - a. to have more diversity on the board to get more downstream and expand the mission
  - b. Board should do a post COVID re-set with the staff to re-engage board and staff together

Tony thanked Sally G for her support and for meeting with the staff and presenting the information to the board and then asked for board comments.

Reed expressed his disagreement with some of the observations and shared that he thinks the biggest issue is that we do not have enough money, which would address the overworked staff issue. He expressed concerns that we are too small to meet our mission without the increase in funds and staffing. Some activities are too resource intensive and too time consuming for the net results so more time result assessments are needed.

An exchange on Board Diversity needs were addressed and the need to have diversity on the staff was addressed as well.

Board engagement was questioned by Reed - the board's role is to give direction, support and oversee risk management. *The staff needs to run the ship.* Staff is overworked and asking for free help from the board is not a solution. The bigger problem is the lack of funds which is causing an overworked staff who are putting out fires.

Sally G. emphasized one of the board's primary roles is to help raise money.

Sally G shared the more the organization is recognized, the more you can improve the finances. The board is the door opener to help improve finances.

Ralph questioned whether the staff expressed concern that the increased mission scope is more than the present staffing can handle. Both Sally G. and Deb said no the staff had not indicated that.

Kevin shared that Covid has impacted all team connectivity and loss of company culture.

Deb expressed concern that the group (board and staff) needs to be connected to the mission and team building is needed to ensure we are all moving in the same direction.

She indicated it would be good to assess if the individual efforts are cohesively moving toward the achievement of the mission/goals.

Ralph said that if everything is important then nothing is important.

Sally Rubin shared that the team wants to establish an expansion target guideline so that we are more strategic on how we expand. This will help manage taking on more than can be handled.

Tony wrapped up saying we need to re-group as a next step to address how to go forward. Although not created by the pandemic, the issue has been exacerbated. The board and staff will need to address these challenges going forward.

Deb added that we need to align the financials, resources, and board engagement. The board needs to help keep the organization on track with the strategic plan by reviewing the status at board meetings to ensure the board is providing the guidance and leadership to the team. She also shared that this board has historically and culturally been a very hands-on board in the field and that we need a board that is as passionate as the team. The board needs to assess the correct mix of members to capture the correct mix of Wealth, Wisdom and Work needs of the organization.

Many thanks were expressed to Sally G and Deb for building the foundation to refocus on the mission in a post COVID workplace.

Ralph asked if we asked ourselves has the expansion downstream been a good move? Sally R said that discussion needs to include staff, specifically program staff.

The board was asked to include their board member status on LinkedIn and to like, post and comment on all forms of social media. It was recommended that there is a posting each board meeting for LinkedIn and have it noted on the agenda so it reminds members to post/share, etc.

For new board members it was discussed that we would ask them before joining "How will you be engaged?" A team building event with board and staff should be on the calendar 1-2 times per year. It was shared that it is demoralizing for the staff to get no reply from the board.

Tony called for approval of the Board Meeting Minutes from June 27, 2022. *Deb made a motion to approve the Minutes which was seconded by David Naidu.* All in favor. None opposed. The motion carried.

*Tony then called for a motion to approve a revised template easement on our property which was a land trust accreditation requirement. The motion was seconded by Yorgi Vlamis.* All in favor. None opposed. The motion carried.

Tony stated that the start of the capital campaign will be delayed until a confirmation of the Ferber Property acquisition is received. The funds need to be stabilized.

**Financial review for the board meeting:**

Sue reported fiscal year-end that we again achieved operational revenues of over \$1.0 million (M). Our operational expenses were also just over \$1.0M resulting in breakeven results that were in line with our annual budget. Unfortunately, the stock market was not as favorable, and our Board Designated Reserve was down for the year by \$0.3M. As a result, net assets declined by \$0.3 M.

The October 2021 Gala did better than budgeted. Although it was smaller than prior years due to COVID concerns, it still resulted in net earnings of more than \$114 Thousand (K).

We faced some ups and downs on revenue with Corporations, Foundations and Trustee Giving coming in lower than budgeted, offset by Major Donors, the Music Fest and the Native Plant Program coming in better than budget. The Native Plant Program continues to be a significant mission success and the team and volunteer hard work were highlighted in the results.

The Music Fest, which was again challenged by weather, still resulted in net earnings of \$30K. Discussion was had on the results and concerns and Sue expressed a need to ensure we carefully assess the balance of the need to increase the Endowment to \$2M, the capital campaign and the risk of cannibalization on the operational revenue streams.

On the expense side, again some ups and downs. Although the Capital Campaign remains a strategic goal, we had to put the process on hold until we have more information regarding the land availability.

The team at the Conservation Management Area were incredibly busy this season with boardwalk repairs and tackling invasive species, as a result, those expenses were higher.

Coming out of COVID, the team brought in a successful fiscal year 2022 and 2023 is shaping up to be even better now that the schools are ready to incorporate more environmental education.

Deb asked if COVID funding (PPP and ERC) gave false sense of finances. Sue said no, there is a healthy mix of revenue, although board giving has decreased.

Our insurance policies were reviewed. The Umbrella Policy has coverage of up to \$4 million. Risk management was discussed including the Directors and Officers liability and the need for board members to review their personal coverages. We meet annually with our agent who assists us in risk management. The board was asked to review the coverages and get back to Sue if they have any questions.

The balance sheet was reviewed.

The need for a company credit card was discussed, the staff spends approximately \$120,000 per year on their personal credit cards. Having a company credit card will net approximately \$2400, reduce the employee burden on their credit cards, improve data availability on grant submissions and expense reporting. But there will always be a need for employees' expense reports. *A motion to approve a company credit card with a \$15,000 limit with Sally or Sue's approval was made by Deb and seconded by Lisa Stevens.* All unanimously approved. Additionally, Deb said that some staff members are using personal data services on their phones when in the field. Other arrangements may need to be made.

The endowment was reviewed and the balance on 8/31/22 was \$1,665,877, it was noted that only \$68,050 is truly an Endowment and restricted in perpetuity. The remaining funds are board designated and are an operational reserve. The target for our operational reserve should be approximately 2x annual expenses. So ideally our goal is to get to \$2M. A 4% draw from the endowment is budgeted operationally each year.

Sally R then gave the Executive Director's report. The board should have received the newsletter and Gala invitations last week. So far, there have been no RSVPs to the Gala from board or Advisory Council members, and we really need you to respond ASAP.

Rolling Knolls has a new Community Advisory Group facilitator Doug Sarno who is going to try to negotiate/mediate with the EPA, the refuge, and responsible parties for an amicable remedy. PFAS, a new contaminant testing results may be a "game changer" and require more of a clean-up than previously proposed.

Staff would like to add a couple of board members who provide the work component of the work, wealth, wisdom triumvirate. Eligibility includes Sue Kessel who does our printing through Chatham Print and Design and attends many of our programs, and Lydia Chambers who has been very active in the Save the Drew Forest initiative and our plant sale. Deb said we need a balance of board members that includes diversity. Sally reminded the board that we currently have 23 members with 4 rolling off at the end of the year leaving us with 19 out of a total 25 potential members. We need to schedule a Trusteeship Committee Meeting to discuss new trustees. Tony said this committee will convene prior to the next board meeting.

The Program Staff would like to add an office administrator to assist with responding to and prioritizing emails, scheduling, etc. Might a full-time staff administrator be hired to double as an Office Manager as well?

The Strategic Plan is being followed. The staff feels that a name change to be more Passaic encompassing is important as we move downstream. Tony stated that the downstream expansion appears to be a good thing, however do we have the bandwidth to cover it? Diversity is good and needed, but making inroads is difficult! A staff task force is going to create a template for expansion into new areas, including capacity evaluation.

Staff would like to see new potential board members address how they can be engaged in the organization, perhaps through team building events? There has been no response during recent past efforts to schedule team building which is very disheartening. Deb suggested a new strategy for this ...maybe schedule 1 event? Board members are encouraged to participate through LinkedIn. GSWA has only 208 followers right now. Post, post often and SHARE.

Val then delivered a Gala report...**four weeks away!** There is currently no Office Manager, but Sarah Thorpe is organizing the Silent Auction items. Val requested board support for attendance, contacts, referrals, inviting guests to your table, advertising, and soliciting Silent Auction items. She reminded the board that this event needs to raise 20 - 25% of our annual operating income. Board members should also please contribute \$75 per person toward the cork pull. The wine package deliveries are a *great way* to say thank you! Tony asked the board to **please help** with the Gala! Post on social media.

The date of our Gala: Tuesday, October 18<sup>th</sup>, 2022 is also the 50<sup>th</sup> Anniversary of the Clean Water Act.

Election of Carolyn Dempsey to the Advisory Council was deferred to the next meeting as we ran out of time.

Other business: The in-person board meeting and staff/board holiday party will be on Wednesday, **November 30** at 6 p.m. at the GSWA Office.

Tony adjourned the meeting at 10:32 a.m.

Respectfully submitted,

Sue Levine  
Sally Rubin  
Wade Kirby.



Finance Committee Meeting Minutes:

Attendees:

David; Guy; Kevin, Dot, Clark, Sally, Sue

As always, thank you for your active involvement in the Finance Committee!

***Investment Account:***

We discussed the \$50,000 that is presently in a MM at Vanguard and agreed to leave it as is given the market volatility. We reviewed the portfolio balance for both the Operational Reserve and for the Board Designated Endowment. Presently we are at 72% stocks, the mix is aligned with the market and has moved accordingly. (Down approximately 20%). The committee agreed to leave the investments as is and make no adjustments at this time. Clark, thank you for the re-balance review and thank you for agreeing to do the annual presentation of the Investments at the January Board Meeting.

***Financial Trigger:***

The Gala Trigger of \$10,000 net was hit. We expect to be approximately \$16-17k short of budget. We had anticipated receiving \$6k from JCPL and received an email from them confirming, however they backed out of the commitment due to an internal issue. They asked us to submit a grant and indicated they would fund \$7k at a later point. Guy agreed to help GSWA with the relationship with Yolanta and Carol at JCPL.

Gala results were discussed. Sally shared that the speaker, economy and covid impacted the attendance which is the primary reason we fell short on the results. The second reason is that we were too aggressive on the budget. We discussed the need for the board to be more involved and to fill their tables that they purchase. We discussed the need for the board to get more involved with the event planning to increase attendance. Deb Apruzzese introduced Sally to a potential Advisory Council member and Misha could also be helpful with Gala planning as she is an Event planner.

After much discussion, the Finance Committee decided no action is required at this time and will proceed with a wait and see approach.

***Trigger:***

The Finance Committee proposes that we change the Gala Trigger to a percentage from a specific amount of \$10,000 Net. The proposal is 10%. This change will need board approval.

***Save Noe Pond:***

Save Noe Pond is disbanding, Sally secured for GSWA \$5000 from the funds. The balance will go to Save Drew Forest. Guy recommends we meet Bob Munsie of Chatham (Bank of America) as he was strongly behind Save Noe Pond. Guy will assist with introductions for GSWA. Dot indicated the importance that we continue to support and help these grassroots efforts both as advocacy benefits and to encourage and support the communities. She encourages us to find and connect more of these situations to increase partnerships and collaboration. Dot agreed to look into Crowd Funding and alternatives.

***Other:***

Future Meetings - tentatively scheduled for

- i. Mid -January TBD – depending on December trigger
- ii. Mon 4/10 8:30am – Third Quarter review and trigger assessment
- iii. Sat 6/24 9am – Budget Fy2023 review

Great Swamp Watershed Association  
Profit & Loss YTD Comparison  
July 1, 2017 through November 14, 2022

	Jul '17 - Jun 18	Jul '18 - Jun 19	Jul '19 - Jun 20	Jul '20 - Jun 21	Jul '21 - Jun 22	Jul 1 - Nov 14, 22	FY 2023 Budget
Ordinary Income/Expense							
Income							
Annual Event							
Total Annual Event Revenue	210,033	227,625	217,431	122,143	154,957	137,173	175,000
Expense							
Total Annual Event Expenses	53,101	59,506	44,946	24,052	36,666	27,022	52,069
<b>Net Gala Results *</b>	<b>156,932</b>	<b>168,119</b>	<b>172,485</b>	<b>98,091</b>	<b>118,291</b>	<b>110,151</b>	<b>122,931</b>

\* FY 2023 is a close estimate, finals will be completed after November close.

# Great Swamp Watershed Association

Fiscal Year Budget 2023

Finance Committee Approved 6/17/2022

	Actuals FY 2022	Annual Budget	FY 2023 Budget	FY 2022 Fcst	Actuals % of Budget	Fiscal Year 2023 Notes
<b>Ordinary Income/Expense</b>						
<b>Income</b>						
4% Fund Transfer Draw	58,027	48,000	56,000	58,027	97%	based on \$1.4M holdings on 7/1
401K Operational Reserve BD	0	20,000	25,000	0	100%	Will only use if required
Advocacy Operational Reserve BD	0	20,000	20,000	0	100%	
Annual Event	0	0	0	0	0%	increased 100 PPL; VIP tickets all other same as FY 22; Speaker EPA
Total Annual Event	152,356	136,250	175,000	152,356	115%	Olivia Glenn - Environmental Justice
Corporate	0	0	0	0	0%	
Restricted Corp	66,500	57,000	44,500	66,500	67%	
Unrestricted Corp	22,500	39,500	25,250	22,500	112%	
Total Corporate	89,000	96,500	69,750	89,000	78%	Bayer reduced -20K; JCPL reduced -9K; PSEG increased +10K
Foundation Support	0	0	0	0	0%	
Restricted Foundation Support	87,200	122,400	72,750	87,200	83%	
Unrestricted Foundation Support	181,518	143,500	212,000	181,518	117%	TBD 40K; upside potential on FM Kirby; +5k Cornell Douglass;
Total Foundation Support	268,718	265,900	284,750	268,718	106%	Cestone +\$20k; impact 100 +\$20k; offset by reduced Mazer and H&W
Government Grants	18,674	600	20,000	18,674	107%	Rolling Knolls \$20k; \$5k +2 plus 10K consultants
Individual - Membership	78,941	89,280	89,000	78,941	113%	Area of Concern: will do focused solicitations - american river screening,
Individual Major Donors	212,864	200,000	222,000	212,864	104%	Wade
Individual Trustee Giving	30,610	32,000	30,000	30,610	98%	Increased focus on new board member ability to give
Merchandise Misc	223	250	0	223	0%	
Music Fest Event	48,054	47,810	49,006	48,054	102%	Need to evaluate location; timing
Native Plant Program	60,000	37,700	60,750	60,000	101%	terrific program with an added benefit
Total Other incomes misc	594	394	8,500	594	1431%	Goldman Sachs Stewardship \$8K
Programs - Education & Outreach	20,158	17,600	30,000	20,158	149%	S2S \$10k is a risk; increased school programs
Deferred Income Restricted Grants*	29,833	67,500	23,000	29,833	77%	
Restricted Individual Donations	43,333	77,500	5,000	43,333	12%	

Total Income	1,081,552	1,089,784		1,167,756	1,081,552	108%	Due to +100 PPL at the Gala; increased focus on Membership (risky); increased EDU SZS (risky) ; corporate stewardship(in/out); Corp/Foundations - expect to start seeing results of newer staff efforts (risky if recession)
Gross Profit Expense	1,081,552	1,089,784		1,167,756	1,081,552	108%	
Administrative Expense							
Total Administrative Expense	126,537	110,090		128,065	126,537	101%	Utilities + 15%; rent +8%; Insurance +5%; New IT outsourced fees lower 4% COI; wage adjustments for 2 PPL; increased hours in education;
Total Administrative Payroll Total	664,207	671,996		737,756	664,207	111%	increased 401k participation; fully staffed
Total Advocacy / CAGs / Other	29,936	20,000		40,000	29,936	134%	\$10K Rollings Knolls CAG and \$10K Mt Kemble / Other
Total Annual Event Expenses	36,336	37,975		52,069	36,336	143%	5% increase plus 100 additional PPL
Capital Campaign Exp	0	44,000		2,500	0	100%	
Total Development Expense	6,350	10,900		13,165	6,350	207%	Volunteer Dinner FY 23; More Friendraisers - targeting plant sale contacts
Total Education and Outreach	53,131	27,700		54,100	53,131	102%	
Hyde and Watson Grant Exp	6,267	7,400		0	6,267	0%	Every other year - some c/o funds will be spent in fy 23 from funds received in fy22
Total Mailing	7,123	14,840		11,259	7,123	158%	Plant Program acq mailing added; addl downstream
Total Membership	17,271	16,800		20,280	17,271	117%	increased quantity and costs
Merchandise	314	1,000		0	314	0%	
Music Fest	16,514	18,100		19,000	16,514	115%	
Total Stewardship	37,962	16,396		25,800	37,962	68%	Re-Accreditation Completed in 2022; offset by Goldman Sachs \$8K
Total Stewardship Land Acquisition	1,626	825		450	1,626	28%	
Total Water Quality	25,976	29,500		34,350	25,976	132%	increased costs; more travel down stream; increased site testing
Total Water Testing - Well	4,013	2,000		0	4,013	0%	Every other year
Total Expense	1,033,563	1,029,522		1,138,795	1,033,563	110%	Inflation has been factored into rent, utilities, insurance and printing costs; COLA included at 4%; increased advocacy - will only spend if needed - 10k Mt Kemble; 10k tbd; increased the number of downstream mailings to boost declining membership; WQ increased testing and downstream activity
Net Ordinary Income	47,989	60,262		28,961	47,989	60%	this includes deferred revenue which was previously included in other income 23k in FY23 and 29k in FY 22 (moved between finance comm meeting and board meeting)
Other Income/Expense	0	0		0	0	0%	
Other Income							
Covid Based Assistance PPP ERTC	146	0		0	146		

Investment Related - Dividends; Unrealized	-74,371	0	0	-74,371
Community Action Committees/Other	453	0	0	453
Total Other Income	-73,918	0	0	-73,918
Total Other Expense	150	0	0	150
Net Other Income	-74,068	0	0	-74,068

\* Deferred Income on Restricted Grants moved from Other Income to Total Income

## Executive Director Report for November 30, 2022

The good news is the gala is over! Once again, I spent a great deal of time on the event, especially since we do not have an office manager/event planner on staff. Both Val and I spent a lot more time on the gala and other administrative tasks because of this. We will start looking for someone to fill the role in January. Unfortunately, for the first time in my tenure, we did not make our budget for the gala. As Sue will review, we came in about \$13,000 below budget. We think there are several factors involved in this. COVID is still an issue in people attending in person events, the economy, and the speaker was not a draw. Our pre-COVID attendance was over 400 and last year we had 200+ attendees at an outdoor event. Sue and I felt it was reasonable to split the difference and we budgeted for 300 attendees. We were obviously overly optimistic. I know the board has not wanted to honor more politicians, but the bottom line is that is what has brought the most people to the events.

Val and I wrote and sent the annual appeal, a lapsed donor solicitation as well as a new member solicitation. We are anxiously waiting to see the results this month.

I am incredibly pleased to let you know that Wade reached out to a donor regarding an estate plan bequest. We met with the couple along with Stacey Valentine who offered her assistance. Just this week, the donors informed us that they have included a bequest in their will that they will donate their home to us upon their passing (provided they still own the property).

We held a trusteeship meeting and continue to reach out to solicit potential new board members.

We have established a new banking relationship with Columbia Bank in Bernardsville and hope to have a corporate workday with them and apply for a grant.

Deb Apruzzese and I met with our potential new board member, Meisha Williams Bertels. Meisha and her husband live in Maplewood and Meisha works in digital marketing. She is already thinking about finding a great speaker for next year's gala!

I assisted Ginger with land accreditation follow up and providing supplemental information and documentation.

I finalized the Save Noe Pond initiative now that Noe Pond has indeed been saved! The liaisons graciously donated \$5,000 to GSWA and the remaining \$13,000+ to the Friends of Drew Forest.

I attended the virtual evening composting program and the in person Save Drew Forest program which Lydia Chambers gave.

We held a finance committee meeting.

Ralph Jones facilitated a zoom meeting with the Director of Science in the Newark school district. I hope to make inroads with Newark school programming for the spring.

I will be doing a PSA for Long Hill with New Jersey American Water.

Finally, I am working with Anthony Sblendorio (former board member and owner of Back to Nature garden center) to acquire an approximately 3 acre easement at his personal residence. He lives in Bernards Township directly upstream from the Millington Gorge. The easement will include several hundred feet of Passaic River frontage. The easement is at no cost to GSWA and Anthony will provide a

stewardship fund for ongoing monitoring with the amount TBD. We are drafting the easement language and have retained Rob Simon as our attorney for the transaction. There is a resolution to proceed in your board package that we will discuss and vote on. Hazel, Ginger, Dot Stillinger, and I met with Anthony at his property last month to review and take baseline photographs.

As always, we are thankful for your service. I hope you have a wonderful Thanksgiving holiday and joyful season.

Best, Sally

RESOLUTION OF THE BOARD OF TRUSTEES OF  
GREAT SWAMP WATERSHED ASSOCIATION

I, Anthony DellaPelle, Chairman of Great Swamp Watershed Association (GSWA) Board of Trustees, do hereby certify that at a meeting of the Board of Trustees of GSWA, held at its principal office at 568 Tempe Wick Rd., Morristown, NJ, on the 30th day of November, 2022, at which a quorum was present, the following resolution was adopted:

WHEREAS, GSWA is desirous of obtaining an easement on property owned by Anthony and Maria Sblendorio, located at 510 South Maple Avenue, Bernards Township, Somerset County, NJ, appropriate for environmental conservation, with several hundred feet of frontage along the Passaic River and totaling approximately 3 acres of land.

NOW THEREFORE BE IT RESOLVED, that the Chairman of the Board of Trustees of GSWA and or the Executive Director be and are hereby authorized, empowered and directed to negotiate and accept a conservation easement on a portion of the property located at 510 South Maple Avenue, Bernards Township, NJ, Block 3301 Lot 2 on the tax map of the Township of Bernards in the County of Somerset, consisting of approximately 3 acres, at no cost to the organization except for usual attorney's fees, title fees, and recording fees.

BE IT FURTHER RESOLVED, that the Executive Director be and is hereby authorized to conduct due diligence necessary for the acquisition, including liaising with the organization's attorney, Robert Simon, and ordering the title search and other reasonable undertakings to effectuate the transaction.

The following persons are duly elected, qualified and acting Officers and or Executive Director of GSWA in the capacity indicated and are authorized to execute and deliver documents on behalf of GSWA for the purpose of binding GSWA and the signatures set forth after their names and titles are their true and genuine signatures:

Name:	Office:	Signature:
Anthony DellaPelle	Chairman	
Sally Rubin	Executive Director	

IN WITNESS WHEREOF, I have set my hand this 30th day of November, 2022.

Anthony DellaPelle, Chairman, Great Swamp Watershed Association

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Tony and I met a couple of weeks ago to touch base about funding opportunities and he suggested that I reach out to all of you with this.

Below is a list of local companies and political representatives. If you know anyone at these companies, or one of the representatives who can possibly get us an introduction to someone at one of these companies – or any local company – it would be very helpful, as we are trying to expand our network of opportunity for corporate support, in the way of grants/workdays/donations. Thanks in advance for any help with this.

#### **LOCAL COMPANIES**

GAF – Parsippany <https://www.gaf.com/en-us/about-us/leadership>

BARCLAYS – East Hanover

HONEYWELL – Morris Plains

PRICE WATERHOUSE COOPERS -Florham Park

REALOGY HOLDINGS CORP – Madison

RECKITT BENCKISER LLC – Parsippany

DELOITTE & TOUCHE – Morristown

#### **REPRESENTATIVES**

District 21 - John Bramnick, Michele Matsikoudis, Nancy Munoz

District 24- Stephen Oroho, Parker Space, Harold Wirths

District 25- Anthony Bucco, Brian Bergen, Aura Dunn

District 26 - Joseph Pennacchio, Christian Barranco

District 27 – Richard Codey, Mila Jasey

Thank you in advance for any assistance you can give.

*Lynne*

Lynne Applebaum  
Director of Institutional Relations

Grant Recap November 2022						
	BUDGET	ACTUAL	VARIANCE	NOTES		
<b>Corporate Restricted</b>						
Wells Fargo	\$ 15,000.00	\$ 15,000.00	\$ 0.00	Environmental Education. Awarded in July.		
PSEG	\$ 15,000.00	\$ 7,500.00	-\$7,500.00	Environmental Education, Awarded in November		
BMS	\$ 15,000.00	\$ 15,000.00	\$ -	Environmental Education and WQ equipment, received notification in November		
Kearny Bank Foundation	\$ -	\$ 2,500.00	\$ 2,500.00	Environmental Education submitted 12/15/21. Awarded November 2022.		
Investors	\$ 0.00	\$ 3,500.00	\$ 3,500.00	Environmental Education. Awarded in September.		
<b>Corporate Unrestricted</b>						
BASF	\$ 7,500.00	\$ 7,500.00	\$ 0.00	Unexpected GOS grant award from them, we are also in their budget for 2023. Awarded in November.		
<b>Foundation Restricted</b>						
Glasser Foundation	\$ -	\$ 10,000.00	\$ 10,000.00	2nd Topographic Model - awarded in November.		
Leavens Foundation	\$ -	\$ 10,000.00	\$ 10,000.00	PFAS sample analysis and retesting - awarded in November.		
Marta Heflin Foundation	\$ 5,000.00	\$ 6,200.00	\$ 1,200.00	CMA Stewardship - awarded in August.		
<b>Unrestricted Foundation Support</b>						
Thivent Charitable/Edith Hahn Animal and Wildlife Preservation Fund	\$ -	\$ 20,000.00	\$ 20,000.00	General Operating Support - Awarded in July. New support, renewable for 3 years with a possibility of going to 5 years		
Bauer Foundation	\$ 20,000.00	\$ 10,000.00	-\$10,000.00	General Operating Support - awarded in July. Gave less this year due to family shifting priorities elsewhere in the country.		
Impact 100		\$ 1,000.00	\$ 1,000.00	General Operating Support- applied for the \$20K anniversary grant but did not receive. This is a merit award for being finalists. Awarded in Nov.		
Cestone Family Foundation	\$ 25,000.00	\$ 25,000.00	\$ 0.00	General Operating Support - awarded in November		
Victoria Foundation	\$ 25,000.00	\$ 25,000.00	\$ 0.00	General Operating Support - awarded in October		
The Fatzler Foundation	\$ 4,000.00	\$ 4,000.00	\$ 0.00	General Operating Support - awarded in November		
Guilford Foundation	\$ 20,000.00	\$ 15,000.00	-\$5,000.00	General Operating Support - awarded in July		
<b>TOTAL</b>	<b>\$151,500.00</b>	<b>\$177,200.00</b>	<b>\$25,700.00</b>			
<b>Other</b>						
Stackhouse Foundation			\$ 15,000.00	Pending, GOS, Applied in September		
Lillian Schenck Foundation			\$ 3,000.00	Pending, Environmental Education, applied in July		
Lowell Johnson			\$ 5,000.00	Topographic watershed model, applied in October		
Tyler Foundation			\$ 20,000.00	Environmental Education, applying in October		
Mazda Foundation			\$ 7,000.00	Pending, GOS, Applied in June		
Lawrence Foundation			\$ 5,000.00	Pending, GOS, Applied in October		
Cliff Family Foundation			\$ 5,000.00	Pending, GOS, Applied in October		
Max and Victoria Dreyfus Foundation			\$ 5,000.00	Pending, GOS, Applied in October		
First Energy			\$ 7,500.00	Pending, Environmental Education, applied in July		
Meerwarth Foundation			\$ 15,000.00	Environmental Education, applying in October		
<b>TOTAL</b>			<b>\$ 146,400.00</b>			

MWB Bio:

## About Meisha Williams Bertels



**Meisha is an experienced digital strategist and social impact advocate who supports commercial and nonprofit organizations as their DEI and marketing expert with her firm Phase One Strategy, LLC.**

**Over the last 20 years, she has honed her skills working with companies and brands such as Sports Illustrated, FOX, American Idol, Bloomberg, MySpace and United Way.**

**A tireless women's rights advocate, Meisha serves as Board Member for UN Women USA's New York chapter. She firmly believes in the power of paying it forward - allowing everyone from all backgrounds to reach for their full potential.**

MWB Headshots:

[Image 1](#)

[Image 2](#)

## Overview



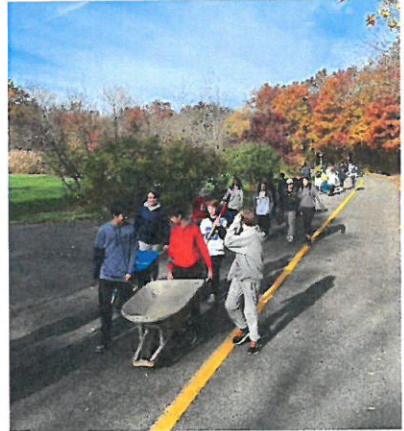
After almost 10 months, our long stewardship season of weekly and more outdoor workdays is winding down- much like our outdoor teaching. We will continue to undertake stewardship throughout the winter, weather permitting, but it becomes harder to feel fingers and toes after several hours in the swamp in December or February! We can content ourselves that while the endless list of stewardship tasks always remains, (especially that of keeping hard fought control of invasive species), we have achieved a great deal of success this field season. With help from Insight Global, Goldman Sachs and BMS, we restored almost a 1000 feet of raised boardwalk this summer and fall. With funding from Marta Heflin foundation, TEVA corporation and help from 100 Pingry Community service students and several stewardship crews, we have laid out, cleared, chipped, and edged almost ½ mile of NEW trail along the LaMorgese section of the property, and now have a spanking new bridge to tie our new

trails together. This is exciting as creating trails that traverse the entire property in logical ways has been on the to do list for several years. We had to first wait for the machinery impacts during restoration work to be completed, and then COVID impacted our volunteer levels, but we have finally made great progress. Hunting season is currently upon us! As a reminder, deer hunting for herd reduction is permitted and controlled at our 73 acres. We



encourage deer harvesting to allow the restoration to be successful both inside and outside the fenced areas of our land. The deer populations in Morris County, is 7-10 times that which the forest can support, so reducing deer grazing pressure from our property is essential to keeping our forests healthy. As a reminder, the CMA is closed until noon on weekdays and is completely closed December 5-10 for six-day firearm season. Signage is present at all entrances and on the GSWA website.

We had a very busy Fall for CMA stewardship in amidst our teaching. Most excitingly, with the help of the TEVA pharmaceuticals workday, we were able to create a new bridge over the Silverbrook. This is a vital addition to the new trails we are creating on the LaMorgese Property and is no small undertaking. 12-foot-long boards must first be carried in nearly ½ mile, then the bridge created in situ, made stable and strong by reinforcing and finally made safe with treads and handrails. In order to avoid permitting, all our bridges are built without footings, and are solely for pedestrian trail access. This bridge now links the new 20-acre parcel of the Cma to the original parcels and will be further tied together with a linkage trail =that will join onto the raised boardwalk.



Along with corporate workdays, we had over 68 middle school and 30 high school Pingry students visit the CMA for their annual day of service. They helped out on various stewardship activities including mulching the green trail, creating new seating areas along the Silverbrook, trail creation on our new LaMorgese trail, and even filling an entire dumpster worth of rotten wood. Thanks to Harding DPW our fleet of wheelbarrows was expanded for the day, and their provisioning of a dumpster made cleanup even easier. We also had two successful community workdays this fall – one on Indigenous People’s Day and a pre-Thanksgiving clean up. Volunteers helped clear the new trail on LaMorgese, put up bird boxes donated by the Drew Civic Scholars program, and carried lumber out to where we will be building a new teaching platform. We also readied the shed and trails for winter. Come hike to see the work we have achieved this year



#### **Land Accreditation Reaccreditation**

Our Land Trust Accreditation renewal was submitted mid-May, and we received some feedback regarding a few additional documents that were needed for our re-certification. We collected these, and provided the remaining documents and information needed and finally submitted it. We should hear back in a few weeks regarding our Land Trust Accreditation Status renewal which will last for another five years.

### Potential New Easement

We are in discussions regarding a potential conservation easement donation along the Passaic River. The property is in Basking Ridge and would consist of about a 3.5-acre warm meadow habitat that backs up to the Passaic River. The donation would remove a potential developable lot along the Passaic and protect water quality as well as stream buffering along the Passaic. The land owner is looking to close by December 31, which although a tight timeline should be feasible with no bumps in the process.



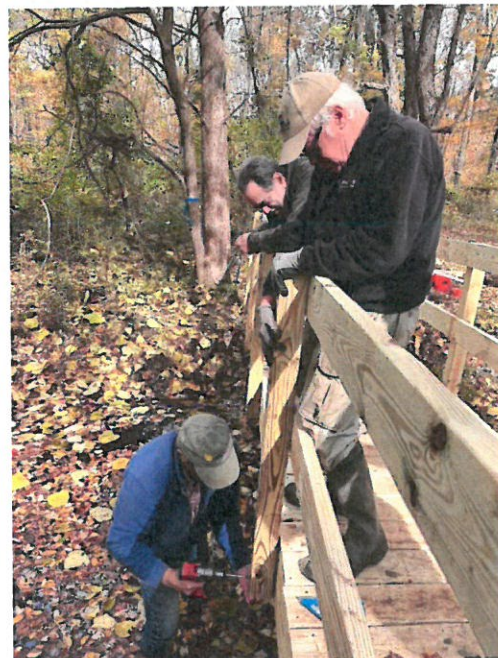
510 South Maple Ave  
Basking Ridge, NJ

0 0.01 0.03 0.05 Miles

Cad\_Parcel

### Superhero Volunteer Thanks

Our three- (sometimes four) programming staff who double for stewardship, water quality and education are always hustling to get everything done, but in essence we have additional staff capacity we can rely upon every week, from our trusted and invaluable volunteers. Steve Gruber, John Kramer and Jack Caffrey show up every week, every workday, and often in between, and although their combined average age is very close to 80, they regularly outwork youngsters half or a quarter their age. We appreciate all the time, energy, expertise and enthusiasm they provide every week, and don't know what we would do without them. However, we are always looking for additional volunteers, so please reach out if you might be interested in helping us during our 2023 field season.



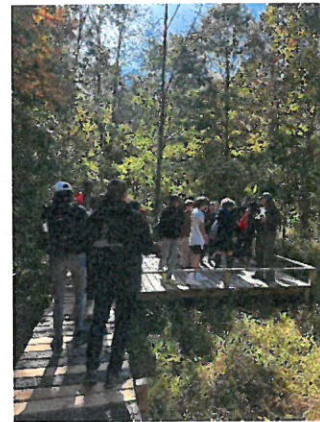


## Overview

We are finally winding down after a season of school programming that was busy, busy, busy! Over the last 7 weeks, GSWA staff have taught over six hundred middle and high school students from primarily urban, underserved schools ranging from Paterson STEAM HS, International HS and Orange HS to colleges including Kean, Drew, William Paterson, and Rutgers University.

With our partnership with S2S revived post-COVID, we were able to teach 8 of 10 agreed full-day field program days to Orange High School and Paterson STEAM School 9-12<sup>th</sup> graders, with locations spread between Jockey Hollow, Great Swamp National Wildlife Refuge, and our very own CMA! We were able to additionally add in 24 in class-class programs for these students prior to their field experience due to underwriting from BMS. This allowed us to survey their skill level, meet teachers and better prepare them to maximize learning while on their field excursion. During this field time, we taught roughly 500 students and for many, English was not their primary language. While most students spoke some English as a second language, there were a handful of students on each day that were solely Spanish, Creole, or French speakers. Luckily, with the help of Kean University Students, (as well as Google Translate and effusive gesticulations at times!) we were able to translate live in-person, and also some of the students' worksheets as well. We are currently working on translating all of our worksheets into both Creole and Spanish so when our spring S2S teaching days roll around we will be more fully able to work with students where they are in learning. One Spanish student told his teacher that it was the first US science lesson where he had truly understood everything, and he loved having the ability to understand both content and concepts and ask and answer questions. At this time of Thanksgiving, it makes me truly thankful to be able to offer transformative experiences to even a few students, and our goal is to broaden this for the spring.

Our educational staff were able to attend the annual Alliance for NJ Environmental Education (ANJEE) conference and spent the day learning about different ways to teach environmental education. It was nice to spend the day as



students rather than educators and we always come away with good ideas we can incorporate into programming!

We are excited to order our duplicate copy of our topographic model of the Passaic, which will allow us to divide and conquer, taking the model to two different schools at the same time, rather than one educator having to work around not having it. We thank the Thomas Glasser foundation for generous support.



We had a scaled back slate of public programs due to the extensive school programming, but held several ever popular public and member hikes, walks and talks. Unfortunately, due to the weather refusing to cooperate, we had to cancel two fall paddles due to rain. We are looking forward to the spring paddles and hope the weather will be on our side as getting folks out onto the river to learn about it as they paddle is one of the best ways to build support for protecting Passaic River Resources!

### Plant Sale

It may seem a long way off, but with winter just around the corner we have already been seriously preparing for our 3<sup>rd</sup> annual plant sale. We officially booked our webinar speakers for the Plant Sale- beginning in January and continuing monthly until the official kick off of the sale on April 3<sup>rd</sup>. We will have nationally renowned speakers talking about the ecology and importance of insect pollinators in our backyard landscapes and look more closely from the perspective of the pollinator, looking first at pollinating wasps and then more broadly at other bees and garden pollinators. We allocated some funds this year to pay for speakers, as many of the best speakers typically charge for their presentations.



We have managed to secure all three presenters for \$700, and while we will not charge for the talks, we will actively encourage donations to offset the costs. All 30,000 plant plugs have been ordered, and we are working in the background on the descriptions for the six kits we will offer this year. There will be new additions so even those who have previously purchased from us will find plants to delight. WE have even secured middle school community service volunteers from Pingry School to label the 10,000 popsicle sticks with the names of the plants. All in all, we are making good progress toward the sale.

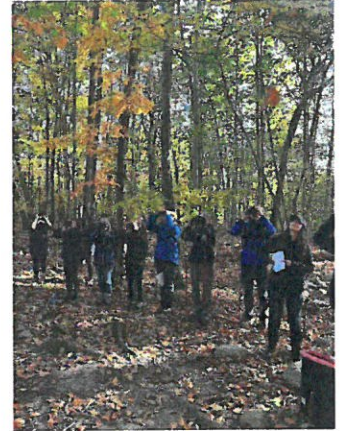
### Public Programs

*We encourage all our board members to attend one of our upcoming education programs- you will learn more about what we do, who our members and supports are and new locations around the watershed you may not be familiar*





with. Fall is notorious for beautiful weather and foliage, and this Fall was no exception. Despite the drought over the summer, trees were able to hold on to their leaves long enough to show off their beautiful yellows, oranges, and reds. We held an introduction to birding hike at High Mountain Park Preserve during the peak of the Fall colors. We are using our additional binoculars almost daily and were able to set up our scope to add to the fun. These resources help participants get more from our programs.



We offered a hike in Boonton, rescheduled from August's heat, at what the locals call "the hollow" - the site of the historic Boonton Ironworks. The hike travelled along the Rockaway River (tributary of the Passaic) and hikers got a beautiful view of the Boonton Fall, located right next to the ironworks.

Young hikers got to test out their nature detective skills at the kid's nature hike at our very own CMA where they searched under logs and found salamanders, worms, and fungi, did leaf etchings, and spotted different woodpecker holes. We also had two sellout night hikes, a Harvest Moon hike at the Refuge, where the barred owls did not disappoint, and our last hike of the Fall - a New Moon hike at the CMA which will benefit from the trail clean-up work carried out on Sunday at our community clean up event. These clean up events are part stewardship, part education and expose new groups of potential volunteers to the property...



Unfortunately, due to the weather refusing to cooperate, we had to cancel two fall paddles this fall due to rain. But don't worry - the programming staff is busy planning for more events in the coming winter and spring including additional spring paddles and will be continuing to offer new and different locations and types of programming in addition to our busy spring school programming schedule.

As for the upcoming weeks, there are two fun holiday-themed workshops including a cookie decorating workshop as well as a wreath making workshop. These are still a couple of spots left on each!



# GSWA Water Quality Programs

*Board Meeting Report*

November 22, 2022

## Water Quality Monitoring

2022 –

### *Chemistry Monitoring –*

We have completed our fall sampling which also concludes our sampling for 2022. During this round of sampling we conducted follow up Hydrocarbon sampling at the two Loantaka Brook sites where the oil spill was observed. The hydrocarbon samples collected immediately following the spill, during our summer sampling, came back undetectable for hydrocarbons, however, the calcium and total dissolved solids parameters were significantly elevated. In many diesel fuels, salts and detergents are added as lubricants. We followed up with the full chemistry parameter panel as well as the hydrocarbons and will compare the data to determine if the clean up efforts were successful in reducing the amounts of chemicals in the stream.

We have begun to review the PFAS data collected in August. I am working with a chemist, Cathy Lee, to help best understand the results. Initial review shows some level of PFAS at every site sampled. The lowest levels were found, not surprisingly at Primrose Brook in Jockey Hollow. Each sample was tested for 24 different PFAS compounds and many sites tested positive for multiple compounds at varying levels. On each sampling date we collected a field blank. This is a method in which we follow the SOP for collecting our field samples but instead of stream water we fill the sample bottle with pre-tested water that is PFAS free. All of our field blanks came back fully negative for PFAS indicating that our sampling methods were successful and we did not cross contaminate our stream samples.



In early October, we received a second AQUA Troll monitoring unit and deployed it at the downstream area of the Silver Brook with the CMA. We have collected initial data reports from both units and are working with a team of Drew interns to process the data. The units will be brought back into the office at the end of November for the winter and then redeployed in the spring after the threat of freezing is past. By looking at data from the upstream and downstream units we can assess the impacts of the runoff coming into the CMA from the upper Silver Brook watershed, along Sand Spring Rd and across Rt 287. We can then compare it to the downstream data which shows the impact of the water as it travels through the newly restored flood plain forest within the CMA.

### Visual Monitoring

Our fall visual assessments are currently underway and are collected as per usual between October 1<sup>st</sup> and November 30<sup>th</sup>. We held a very successful Stream Assessment training at the Parsippany Library with over 50 people in attendance, many high school students and green team members. We have already had three new teams send in fall visual assessment data and I am working with the library to have them hold a volunteer stream sampling bucket for us. This will allow volunteers in the area more easy access to the materials they need for conducting assessments.

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) We are always in need of new teams for collecting this important data.

### Macroinvertebrate sampling

We successfully completed our annual macroinvertebrate sampling in the early summer. As usual samples will be processed by Normandeau Labs in PA for identification.

### Education –

Our fall schedule was extremely busy with outdoor educational trips. We once again worked with S2S to bring urban students out to the Great Swamp Watershed for hands on science lessons with the whole GSWA educational and water quality staff. Our SWaMP program was also back in full swing and I worked with 6 schools to collect WQ data throughout the region from Madison to Paterson. For more information on the full range of Educational programing we participated in please see Hazel England's Education report.

### River Clean-up -



In mid-September GSWA teamed up with Shiseido, to clean up the banks of the Passaic River in Fairfiled. Shiseido is a woman owned company the supports minority business and has a focus on environmentally friendly practices. They reached out to us to see how we could work together in a positive way to help the environment and promote clean water. Their team showed up ready to work and we had an amazing day pulling tires, plastics and a wide range of debris out of the stream bank and flood plain along the river. Shiseido also made a generous donation to GSWA to support the work we do and finally they sent us a gift basket of

their products to support our silent auction at this years gala.

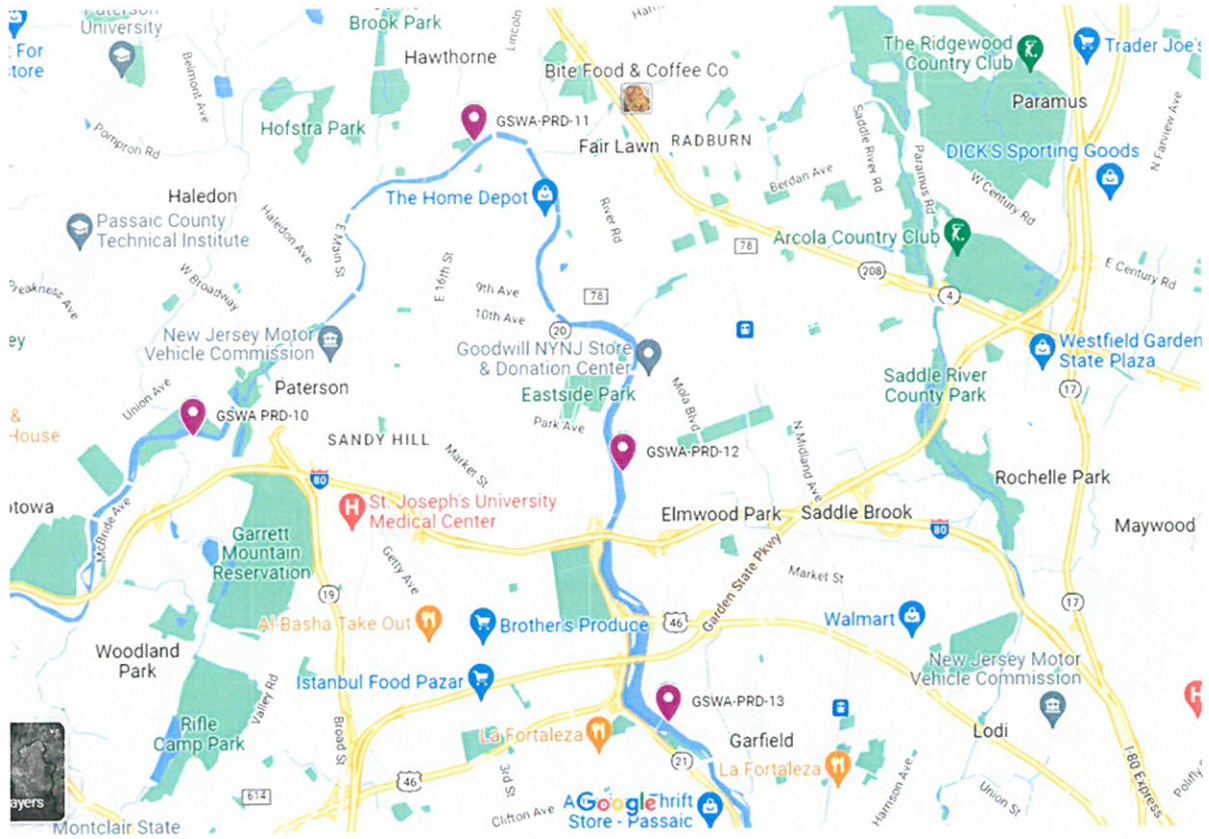
## 2023 Expansion –

Our next expansion along the Passaic River will bring us from Little Falls down to Dundee Dam. This will encompass the loop that goes around Patterson. The biggest challenge in this downstream area is access to the river. As with our current downstream sites, the Passaic is wider here and it will be best if, when possible, we can access our sites via kayak. All four of our sites have been assessed and will be added to our chemistry sampling schedule for 2023.

Below on the map you can see our four new sampling locations marked in purple. These are areas where we can access the river by wading or with our kayaks, allowing for the most accurate sampling results.

- GSWA PRD10 – This site, located behind the Patterson Fire Department will give us data on the inputs of Molly Ann Brook and the areas of Haldon and Wayne.
- GSWA PRD11 – This area will capture the northern area of Patterson as well as inputs from Goffle Brook which runs through Hawthorne
- GSWA PRD12 – This site captures the entirety of the industrial areas of Patterson and also Elmwood Park
- GSWA PRD13 – This final site, located just below Dundee Dam will allow us to look at the impacts of the dam on river ecology and the final inputs from the areas of Clifton and Garfield.

We look forward to our next expansion and all of the history and water quality data we will learn from it. While we expand downstream we also continue to closely monitor our historic regions of the Great Swamp Sub Watershed and all of the regions of the Passaic River that we have already worked in.



# Communications Board Report – Val Thorpe

November 2022

## Events/Fundraisers

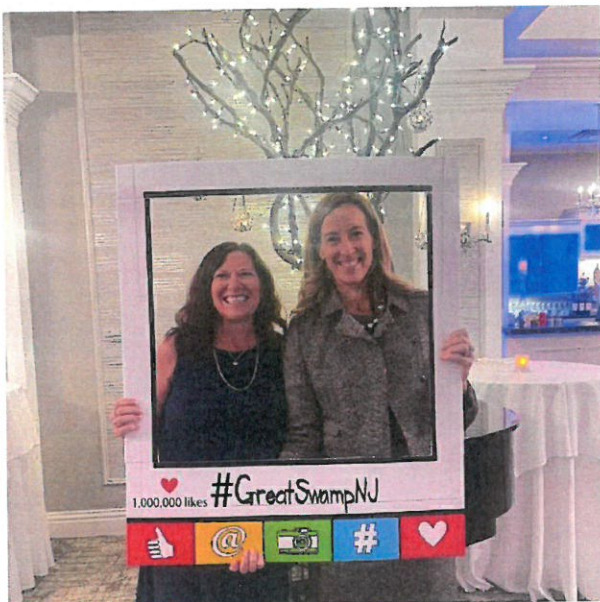
### Gala Celebration and Silent Auction

Our annual Gala took place Tuesday, **October 18, 2022**, at the Brooklake Country Club in Florham Park. For the second year in a row, in the absence of an office manager, I served as coordinator of this fundraising event. Luckily, we were able to hire Sarah Thorpe on a temporary basis to manage the silent auction once again. We launched the online site on October 16, and it closed at 9 PM the night of the gala. We are grateful to the current/past board members and advisory council members who financially supported the event and/or procured silent auction donations and/or attended the event.

Attendees appeared to enjoy the evening which consisted of a VIP cocktail hour followed by the general cocktail hour, dinner, presentations, and a call-for-cash led by Sandra LaVigne. Sandra spoke about the 50<sup>th</sup> anniversary of the Clean Water Act as it relates to GSWA's mission. The goal was to inspire 50 or more people to donate for 50 years, which Sandra masterfully achieved.

Although the gala did not hit our budgeted number as stated in Sally's board report, there were several notable highlights:

- Wade and Lynne exceeded their budgeted underwriting target.
  - With a record number of 158 items from 108 donors, the silent auction surpassed its financial goal.
  - Sandra's call for cash and on-site donations yielded approximately \$10,000.
  - We increased the number of wine bottles for the cork pull - all were sold bringing in nearly \$1000.
  - 32 people received wine packages purchased by gala advertisers and learned about GSWA.
  - Rep. Mikie Sherrill once-again supported GSWA and even took a playful selfie with Sally!
  - We finally had the staff all in one place to take this fab photo!
  - A long-time music festival merchandise vendor once again photographed the event pro bono.
- Pictures to follow – stay tuned for more...



## **The Chathams and Madison Yard Sale**

As the beneficiary of this semi-annual community yard sale that took place this past October, GSWA received \$630 in donations via the \$10/household registration fee. To date, a grand total of \$3650 has been donated to GSWA by residents of The Chathams and Madison from the 4 community yard sale events taking place 2021-22. The 2023 dates have already been selected and GSWA will remain the beneficiary. Below are comments from 2 of the yard sale organizers and another from a generous donor:

“I can’t say how much we love partnering with GSWA.” – Claire Whitcomb, Madison Environmental Commission chair.

“Please always assume you are always our partner for these community yard sales!!!!” – Jessica Romeo, NJ Green Team Lead

“I am mailing a check for \$310 on behalf of glass4good. This represents money I collected from glass sales at the Madison/Chatham town wide yard sale on April 30, 2022. Through glass4good, I sell my original stained-glass artwork and donate 100% of sales to New Jersey-based social and environmental justice organizations. Since its inception in November 2020, I have donated over \$5000, thanks to the tremendous support I’ve received for this project. Thank you for all you do!” Margaret Malishchak / glass4good [Additionally, learning about GSWA through this yard sale, Margaret donated a stained-glass piece to this year’s Gala silent auction. One never knows where the next GSWA supporter will be found!]

## **Breakfast Briefing: Save Drew Forest Update**

We are thrilled to share that on November 15, we held our first breakfast briefing since pre-COVID! The program was well-attended and the speaker, Lydia Chambers did a great job moderating this lively, interactive program. We are hopeful this is a sign that people are ready to come out again for more in-person programs.

## **Virtual Challenge**

Following the success of the inaugural fundraiser, the second annual Virtual Challenge is on the books. It is tentatively scheduled for

**Please consider joining us at an upcoming event at [GreatSwamp.org/events](https://GreatSwamp.org/events).** We always appreciate seeing our board members enjoying themselves and seeing first-hand the exciting programs we offer the public.

## **Giving Tuesday/Year-end Appeal**

#GivingTuesday and the year-end appeal are in full swing. This year’s theme celebrated the 50<sup>th</sup> anniversary of the Clean Water Act, tying it back to our mission. The letter was mailed on November 18 to 1450 households including those who participated in the native pollinator plant sale and the 80-mile virtual challenge. These individuals seemed like a natural fit to support GSWA. Anyone from these groups who donates will receive a complimentary, one-year GSWA membership. Our #GivingTuesday social media campaign will follow the theme of the letter. Results to follow in the next board report.

## **Staffing Update:**

Sally and I will review and update the Office Manager job ad and post in early 2023. In the meantime, Sally and I continue to manage these responsibilities.

## **Press Releases**

The following press releases were published in some or all local news media outlets including New Jersey Hills Media (14 local newspapers), The Daily Record, InsiderNJ.com, The Patch, TapInto, and more. **Read the full press releases at [GreatSwamp.org](http://GreatSwamp.org) – click “about / publications / press releases”**

- GSWA Announces 2022 Gala
- Funding for Noe Pond goes to Save Drew Forest [many thanks to Sally Glick for writing the first draft!]



# Board Report: Membership and social media

Nancy Rago, November 22, 2022

My Membership tasks for the Gala Annual Event include inputting Gift Data into Donor Perfect platform and assisting the team with the One Cause platform used for the Silent Auction. Using spreadsheets, this large amount of gift information was successfully done using the import utility functionality into each platform's database. I can report that there were 108 Donors of Auction Items, 100 Donors of Auction Purchases, 29 Gala Ad Programs/Underwriters, 42 Gala Donations, 57 Night of Donations, and 57 Ticket transaction for the various seating types. I generate all the thank you letters to our constituents. My next focus was to assist with the Year-end Appeal. We approached the mailing lists assembly with a growth mindset. In addition to our 14-month Giving Criteria (1456 names), we adapted the letter for a 'Renew Your Membership' to the Q2 2022 list (234 names), 'Become a member' to Yard Sale, Music Fest, and Noe Pond Advocacy non-members (197 names); and a 'Your Membership Expired' to lapsed members from 9/2019 – 9/2021 (298 names). A total of 2185 Year-end letter have been mailed, which is about a 20% increase from average appeal mailing list count. As Social Media Manager, I worked with the Education/Communication team on implementing the content calendar through the end of 2022. Besides promoting programs and events, some highlights were World Water Monitoring (Sept 17) where our Stream Assessment Training was also promoted yielding 48 enthusiastic participants; International Hawk Migration Week (Sept 17-25) with four question/four answer posts; National Neighbor Day (Sept 28) where asked neighboring watershed for copy and photos to share; and sharing environmental issues for to vote for the Planet (leading up until Nov 8 vote).

## Membership FY2023 Q2 - 10/01/2022 to 12/31/2022

- Q2 Member Count and Individual Giving Spreadsheets (See pages 3 & 4) – NOTE: Year-end Appeal numbers are forthcoming since the letters are just arriving at the households.
- Discounted Annual GSWA Family Memberships sold through Events (11/1 Evening Briefing: Composting: 3, 11/15 Breakfast Briefing: Drew Forest, ): 11/22 Night Hike: 1.
- Q3 2023 Member Mailings will consist of monthly mailed reminders of upcoming renewals and a final reminder to lapsed member mailings between 01/01/2023 to 03/31/2023.

## Social Media as of 09/07/22:

- Audience Analytics – Audience growth and Demographics (09/08/2022 to 11/22/2022):
  - Facebook.com/GreatSwamp: 53 new Page Likes and 60 new Followers (3,473 people like and 3,887 people follow this Page)
  - Instagram.com/greatswampnj: 45 new Followers (2,629 followers)
  - Twitter.com/greatswampnj: -10 new Followers. (2,381 Followers)
  - LinkedIn.com/company/great-swamp-watershed-association: 10 new Followers. 217 Followers.
  - Gender: Women 66%, Men 34%. (Remained same)
  - Top Five Cities: Chatham, Morristown, Madison, Basking Ridge, New York, NY.
- Content Analytics – Top Three Content that yielded the best reach, like and replies:
  - YES...It's raining here on Tempe Wick Rd, Morristown (October 6, 2022 at 10:00 AM Facebook Post)
  - 1. Size overall. Coopers tend to be larger, about the size of a crow, while sharpie (September 22, 2022 at 7:00 PM Instagram Post)
  - This is the last post celebrating #InternationalHawkMigrationWeek! We covered. (September 26, 2022 Instagram Post)

- Looking Ahead to Social Media Post Content:
  - DECEMBER
    - Dec 5 - International Volunteers Day
    - Dec 8 - Winter Foliage Wreath Making at HQ 5 to 6:30 and 7 to 8:30
    - Dec 21 – Solstice Hike TBD 6 - 7:30 and Winter Solstice Infographic
  - JANUARY
    - Jan 5 - Wolf Moon Hike/National Bird Day
    - Jan 10, 17, 24, 31 - Lunch and Learn - WQ and Watershed Friendly Living
    - Jan 21 – Mar 31 - Virtual "Source to Sea" 80-mile Challenge
    - First Plant Sale #1 Webinar
  - FEBRUARY
    - Black History Month
    - Feb 2 – World Wetlands Day
    - Pub Quiz
    - First Plant Sale #2 Webinar

### Website Analytics as of 09/07/22

- Google Analytics Audience Overview – 09/08/2022 to 11/22/2022:
  - Users who have initiated at least one session during the date range – 8,436
  - Geo Location, United States Users – 7,627 (88.26%). Top Five Regions: NJ, NY, VA, PA, FL.
  - Behavior New vs Returning – 8,487 (86.3%) vs 1,342 Users (13.7%)
  - Mobile Overview –desktop 4,197 (48.91%), mobile 4,180 (48.71%), tablet 204 (2.38%)
  - Acquisition Channel Overview:
    - Organic Search 5,091 (58.08%) - Source/Medium in order of User Acquisition: Google, Bing, DuckDuckGo, Yahoo, ECOSIA.org.
    - Direct 2,767 (31.57%) – Landing Page in order of User Acquisition: Home Page, Gala 2022, Yard Sale, Composting, Garden to Bed for Winter.
    - Referral 480 (5.48%) – Sources: patch.com, rosenet.org, classroom.google.com, baidu.com, linktr.ee.
    - Social 424 (4.84%) – Social Network in order of User Acquisition: Facebook, LinkedIn, Twitter, Instagram, Instagram Stories.
    - Email 4 (0.05%) – Landing Page in order of User Acquisition: Veterans Day Paddle, Home Page, DIY Workshop Reusable Bags, Great Swamp Music Festival.
- Google Analytics Behaviors Overview – 09/08/2022 to 11/22/2022:
  - TOP TEN MOST POPULAR PAGES:
    - 1. Garden to Bed for Winter
    - 2. Home Page
    - 3. Did You Know About Red Tailed Hawk
    - 4. Cart
    - 5. Fall Community Cleanup at the CMA
    - 6. Noe Pond Donations to Drew Forest
    - 7. It's Too Wet Here – Can I fill in Wetlands?
    - 8. DIY Winter Wreath Workshop
    - 9. New Jersey Unique Geology
    - 10. Events

**Great Swamp Watershed Association  
Member Count Quarter Ending Jun 30, 2022**

	30-Sep	31-Dec	31-Mar	30-Jun
Calendar Year End	Q-1	Q-2	Q-3	Q-4
2023	<b>1987</b>	<b>2063**</b>		
2022	<b>1999</b>	<b>2017</b>	<b>2000</b>	<b>2081</b>
2021	<b>1370</b>	<b>1350</b>	<b>1413</b>	<b>1916</b>
2020	<b>1547</b>	<b>1487</b>	<b>1421</b>	<b>1389</b>
2019	<b>1639</b>	<b>1633</b>	<b>1599</b>	<b>1585</b>
2018	<b>1687</b>	<b>1726</b>	<b>1659</b>	<b>1673</b>
2017	<b>1767</b>	<b>1734</b>	<b>1738</b>	<b>1778</b>
2016	<b>1686</b>	<b>1783</b>	<b>1732</b>	<b>1792</b>
2015	<b>1668</b>	<b>1727</b>	<b>1664</b>	<b>1771</b>
2014	<b>1514</b>	<b>1561</b>	<b>1500</b>	<b>1682</b>
2013	<b>1543</b>	<b>1578</b>	<b>1446</b>	<b>1481</b>

\* Count Records based on all donors who have given in the 14 months prior to the end of the quarter.

\*\*Q2 numbers as of 11/22/22.

G:\Development\Reports\Membership Analysis\Member Count - Individual Giving Reports\FY 2022\[Quarter\_Ended\_FY2023 to date.xlsx]Memb

**Great Swamp Watershed Association  
Individual Giving (General Member + Major Donor + Trustee Giving)**

Quarter Ended	New	No. Donor Gifts	Renew (Plus SM, WG+)	No. Donor Gifts	Appeal	No. Donor Gifts	Donation	No. Donor Gifts	Total General Membership	Major Gifts	No. Donor Gifts	Trustee Giving*	No. Donor Gifts	Total Membership
<b>Q4</b>														
6/30/2023														
<b>Q3</b>														
3/31/2023														
<b>Q2</b>														
12/31/2022**	\$ 980	9	\$ 6,386	87	\$ -	0	\$ 141	10	\$ 7,507	\$ 8,220	6	\$ 180	1	\$ 15,907
<b>Q1</b>														
9/30/2022	\$ 694	12	\$ 12,369	162	\$ 3,095	13	\$ 725	12	\$ 16,883	\$ 31,628	14	\$ 7,135	8	\$ 55,646
<b>FY 2023</b>														
Total	\$ 1,674	21	\$ 18,755	249	\$ 3,095	13	\$ 866	22	\$ 24,390	\$ 39,848	20	\$ 7,315	9	\$ 71,555
<b>Q4</b>														
6/30/2022	\$ 893	21	\$ 8,013	92	\$ 3,782	52	\$ 3,816	76	\$ 16,504	\$ 28,560	21	\$ 5,120	12	\$ 50,183
<b>Q3</b>														
3/31/2022	\$ 1,843	41	\$ 11,577	107	\$ 94	3	\$ 4,090	72	\$ 17,604	\$ 76,780	15	\$ 625	4	\$ 95,008
<b>Q2</b>														
12/31/2021	\$ 1,289	20	\$ 22,544	224	\$ 4,903	52	\$ 3,340	35	\$ 32,075	\$ 71,365	51	\$ 15,048	12	\$ 118,488
<b>Q1</b>														
9/30/2021	\$ 492	9	\$ 6,164	77	\$ 4,850	56	\$ 2,027	16	\$ 13,533	\$ 35,330	19	\$ 11,090	5	\$ 59,953
<b>FY 2022</b>														
Total	\$ 4,516	91	\$ 48,298	500	\$ 13,628	163	\$ 13,273	199	\$ 79,716	\$ 212,035	106	\$ 31,882	33	\$ 323,633
<b>Q4</b>														
6/30/2021	\$ 1,909	32	\$ 14,163	175	\$ 4,180	48	\$ 2,349	70	\$ 22,601	\$ 35,365	23	\$ 14,111	12	\$ 72,077
<b>Q3</b>														
3/31/2021	\$ 2,200	45	\$ 12,708	155	\$ 426	6	\$ 3,027	45	\$ 18,361	\$ 93,240	26	\$ 13,745	17	\$ 125,345
<b>Q2</b>														
12/31/2020	\$ 2,168	24	\$ 20,829	217	\$ 5,387	66	\$ 2,404	22	\$ 30,788	\$ 64,083	51	\$ 8,841	9	\$ 103,712
<b>Q1</b>														
9/30/2020	\$ 1,247	14	\$ 8,968	105	\$ 1,050	12	\$ 883	21	\$ 12,148	\$ 26,000	17	\$ 621	3	\$ 38,769
<b>FY 2021</b>														
Total	\$ 7,523	115	\$ 56,668	652	\$ 11,043	132	\$ 8,664	158	\$ 83,898	\$ 218,688	117	\$ 37,317	41	\$ 339,903
<b>Q4</b>														
6/30/2020	\$ 309	7	\$ 16,615	201	\$ 6,939	82	\$ 122	7	\$ 23,984	\$ 29,500	18	\$ 19,370	18	\$ 72,854
<b>Q3</b>														
3/31/2020	\$ 957	22	\$ 10,324	137	\$ 250	2	\$ -	16	\$ 11,531	\$ 66,015	12	\$ 6,786	9	\$ 84,332
<b>Q2</b>														
12/31/2019	\$ 2,130	30	\$ 18,535	218	\$ 6,025	72	\$ 1,365	15	\$ 28,055	\$ 73,400	45	\$ 2,450	3	\$ 103,905
<b>Q1</b>														
9/30/2019	\$ 745	15	\$ 8,356	94	\$ 1,097	16	\$ 1,268	22	\$ 11,466	\$ 25,500	10	\$ 1,150	4	\$ 38,116
<b>FY 2020</b>														
Total	\$ 4,140	74	\$ 53,831	650	\$ 14,311	172	\$ 2,755	60	\$ 75,037	\$ 194,415	85	\$ 29,756	34	\$ 299,207
<b>Q4</b>														
6/30/2019	\$ 1,135	17	\$ 14,157	185	\$ 5,190	82	\$ 253	12	\$ 20,735	\$ 48,281	31	\$ 22,225	11	\$ 91,240
<b>Q3</b>														
3/31/2019	\$ 2,140	31	\$ 10,545	132	\$ -	0	\$ 442	9	\$ 13,127	\$ 68,500	15	\$ 2,650	5	\$ 84,277
<b>Q2</b>														
12/31/2018	\$ 2,370	30	\$ 20,080	230	\$ 6,250	89	\$ 3,188	16	\$ 31,888	\$ 61,150	39	\$ 1,875	3	\$ 94,913
<b>Q1</b>														
9/30/2018	\$ 880	15	\$ 7,020	90	\$ 1,210	16	\$ 1,001	13	\$ 10,111	\$ 7,002	11	\$ 1,425	3	\$ 18,538
<b>FY 2019</b>														
Total	\$ 6,525	93	\$ 51,802	637	\$ 12,650	187	\$ 4,884	50	\$ 75,861	\$ 184,933	96	\$ 28,175	22	\$ 286,968

Notes: Donors may appear in multiple columns if they've given in different quarters and for multiple purposes.  
 \*Does not include Music Fest & Gala Giving.  
 \*\*Lower due to time spent on plant sale, renewal letters were delayed, and should rebound Q1/Q2 2023.  
 \*\*\*Q2 numbers as of 11/22/22.  
 G:\Development\Reports\Membership Analysis\Member Count - Individual Giving Reports\FY 2022\Quarter\_Ended\_FY2023 to date.xlsx\Member Count

Wade's Development Board Report  
11.22.2022

Attended multiple Bernardsville Area Networking Group Meetings - continued solicitation of Gala Silent Auction items...did remaining follow-up of **ALL** my Gala Silent Auction items

Phone conversation with Debra Apruzzese re. GSWA staff, morale, operations, etc.

Attended NJ Environmental Fundraisers' Presentations:

Metrics: Year-end Fundraising

How To Acquire New Year-end Donors

Attended final private Great Swamp National Wildlife Refuge Tour

Witnessed Lisa Leone's Leadership Morris GSWA presentation

Presented GSWA table display at the Madison Environmental Commission's Eco-Garden Tour

Assisted with GSWA's inclusion in the Events Calendar for **Decided Excellence** (a local publication)

ZOOM Meeting w. Stacey Valentine and Sally re. DeLap gift – in person meeting with Linda and Robert DeLap re. gifting their home to GSWA

Introduction to Nick Bodalia at Columbia Bank resulting in subsequent opening of GSWA savings acct. Lunch w. additional non-profit liaison representatives from Columbia Bank.

Trusteeship Committee Meeting via ZOOM (took Minutes)

ZOOM Meeting with Jocelyn Grahame of McKinsey & Co. – direct referral from Judith Hazlewood

Attended Garden Club of Madison Annual Cocktail Party (networking)

Worked the Gala (cultivated Tim Dalton/Edward Jones Investments & Charles and Kathleen Apt)

Attended Virtual Area Networking Group Meeting

Viewed GSWA Composting Webinar

Attended Regent Atlantic's Annual Nonprofit Symposium

Via ZOOM, viewed The Raptor Trust's presentation on Bird Migration featuring Scott Weidensaul

Solicited certain major donors

Major donor gift acknowledgment phone calls made and letters sent.