



Great Swamp Watershed Association

Meeting of the Board of Trustees

March 24, 2023

8:00 a.m. – hybrid in person/zoom Video Meeting

Agenda

- Approval of Board Minutes from 1/20/2023 Meeting
- Election of new board members: Lydia Chambers and Sue Kessel
- Finance Report
- Investment presentation- Clark Wagner
- Strategic plan review
- Gala 2023 discussion
- Executive Director Report
- Development Report
- Other Business
- Next meeting dates: May 19 8AM in person, June 19 8AM in person budget review and approval.
Please note June meeting date is a change from June 26 because of the music festival on June 25
- Adjourn

Please remember to sign and return the annual conflict of interest and code of conduct and ethics

Executive Director report for March 24, 2023

Hi everyone, as I write this the snow is swirling and covering my daffodils which thought it was spring already, but I hope it will be gone by our board meeting (the snow, not my daffodils!).

We are currently reviewing a possible land donation from Jim Weichert of 2+ acres near his home. We will keep you posted if we think it is worth pursuing.

I recently met with Sue Kessel and Lydia Chambers to discuss joining our board (as you will see their election is on the agenda!).

Staff and a few guests had a special dinner to honor Hazel for her recent environmental educator award.

We have all spent a LOT of time on the KRE Mt. Kemble proposed development DEP hearing. If you haven't submitted comments to DEP, please reach out to Hazel, Sandra, or me as you can submit comments through March 23. It is really important that they hear from as many people as possible.

I am happy to report that we hired Melanie Hertgen as our new office manager/event planner. She is working 20 hours/week and I would love to bring her on full time next fiscal year and have her spend half her time with the program team. She is a great addition. Lynne and I are looking to secure funding for her.

I have held staff reviews with almost all staff and will complete the remaining reviews shortly.

As always, I have spent a fair amount of time working with both Lynne and Wade on major donors and grant writing. There are some interesting new grant opportunities we are pursuing and Lynne has done a great job!

We are continuing our planning on some collaborations with Morris Museum. We are planning two weekends in July with them. One at Morris Museum and then the next one at the CMA. At the Morris Museum, we hope to show the movie Dark Waters about PFAS contamination and then have a panel discussion.

I am delighted to let you know that I met with Jay DeLaney's widow, Deb, and she is excited for us to honor Jay at our gala. Jordan is working on getting Senator Booker to agree to be honored. We are tentatively holding October 5 as a possible date.

We received our land accreditation re-certification but there are a few issues we need to address. We did not send the appropriate notification to LaMorgese when we acquired that property and LTA is requiring us to have an attorney review the transaction and advise the board of any potential issues. More details to follow as this needs to be resolved by June as our accreditation is conditional until we satisfy their concerns.

Finally, I think we might be making some progress on the Ferber acquisition. I believe the subdivision will be before the Chatham planning board by May. Even assuming that goes smoothly and I have heard they may have some concerns with traffic, PSEG then has to get BPU approval, and then we still have to go to the zoning board for a use variance. But, this is definitely forward progress and I am ecstatic!

Great Swamp Watershed Association

Balance Sheet

03/10/23

As of February 28, 2023

Accrual Basis

	<u>Feb 28, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
Citizens Checking x5131	110,934.82
Citizens MM 289902218	106,574.74
Columbia Bank	16,508.01
PG Bank CDx5855	55,851.64
PG Game of Chance x5919	152,927.00
PG LEGACYMM x0924	53,225.84
Valley National x 9893	16,068.33
Total Checking/Savings	<u>512,090.38</u>
Other Current Assets	
Operational Reserve Vanguard	
Board Discretionary x2647	434,904.81
Defense Fund for Easements	50,000.00
Endowment for Continued Investm	68,050.00
LaMorgese RE	77,000.00
Unrealized loss on Endowmt fund	366,813.93
Operational Reserve Vanguard - Other	701,370.21
Total Operational Reserve Vanguard	<u>1,698,138.95</u>
Total Other Current Assets	<u>1,698,138.95</u>
Total Current Assets	<u>2,210,229.33</u>
Fixed Assets	
Equipment	32,161.52
Land - in deed	416,700.00
Total Fixed Assets	<u>448,861.52</u>
Other Assets	
Authorize.net Escrow Account	499.10
Prepaid	250.00
Prepaid insurance	14,135.40
Total Other Assets	<u>14,884.50</u>
TOTAL ASSETS	<u><u>2,673,975.35</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	14,000.00
Total Liabilities	<u>14,000.00</u>
Equity	2,659,975.35
TOTAL LIABILITIES & EQUITY	<u><u>2,673,975.35</u></u>

General Comments

- Market value of endowment + Operational Reserve decreased by 10.9% year-over-year
- Unusually difficult year as both stocks and bonds had substantial declines
 - Bonds did not provide any offset to the falling stock market

Market Value (versus 12/2021)

- Endowment + Operational Reserve: \$1,649,273 (\$1,851,374)
- Endowment: \$1,223,438 (\$1,523,149)
 - Note: includes 4% draw
- Op. Res.: \$425,835 (\$328,225)
 - Note: we added \$100K to the Op. Res. during the course of the year

Investment Returns

These are approximate based on estimated average allocations during the year

- Endowment: -16.7%
- Op. Reserve: -11.8%

- All funds performed as expected
 - ESG Aware fund underperformed the broad stock market due to underweight in energy stocks
- Fund expenses remain very low (<10 basis points in aggregate)

Rebalancing

- . Endowment: trigger not met
- . Op. Reserve: trigger met
 - . Target (Equity/Bond/Cash): 50%/45%/5%
 - . Year-end allocation: 45%/35%/20%
 - . Note: we intentionally maintained a higher than target cash allocation over the course of 2022
 - . Recommendation: maintain current allocations (do not rebalance)
 - . we will discuss target allocations at the next Finance Committee Meeting



Do Not Use For Account Transactions
PO BOX 3009
MONROE, WI 53566-8309

GREAT SWAMP WATERSHED ASSOCIAT
PO BOX 300
NEW VERNON NJ 07976-0300

February 28, 2023, monthly transaction statement

View your statements online at vanguard.com.

Business Account Svcs: 800-984-5919

This statement shows only transactions that occurred on your brokerage account during the past month. A comprehensive statement, which includes detail pages for each fund, will continue to be mailed following the close of each quarter.

Assets listed in this statement are held by Vanguard Brokerage Services® (VBS), a division of Vanguard Marketing Corporation (VMC), member FINRA and SIPC. Summary data are provided solely as a service and are for informational purposes only.

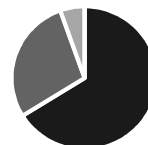
Statement overview

\$1,698,138.95

Total value of all accounts as of February 28, 2023

Accounts	Value on 01/31/2023	Value on 02/28/2023
Great Swamp Watershed Associat		
Corporation brokerage account	\$445,326.17	\$434,904.81
Corporation brokerage account	\$1,301,488.48	\$1,263,234.14
Total	\$1,746,814.65	\$1,698,138.95

Asset mix



	Value on 02/28/2023
66.2% Stocks	\$1,124,067.11
28.4% Bonds	482,210.70
5.4% Short-term reserves	91,348.09
0.0% Other	513.05
Total	\$1,698,138.95

Your percentages are based on your holdings as of the prior month-end. Recalculated values are included. See Disclosures for more information.

Corporation brokerage account—37512647
Great Swamp Watershed Associat

Business Account Svcs: 800-984-5919

Account overview

\$434,904.81

Total account value as of February 28, 2023

Year-to-date income

Taxable income	\$1,505.35
Nontaxable income	0.00
Total	\$1,505.35

Balances and holdings for Vanguard Brokerage Account—37512647

Your securities are held in your cash account, unless otherwise noted. This section only shows securities that were held in the account at the end of the time period indicated.

Sweep program

Name	Quantity	Price on 02/28/2023	Balance on 01/31/2023	Balance on 02/28/2023
VANGUARD FEDERAL MONEY MARKET FUND 7-day SEC Yield: 4.52%	85,089.2900	\$1.00	\$84,796.67	\$85,089.29
Total Sweep Balance			\$84,796.67	\$85,089.29

Mutual funds

Symbol	Name	Average price per share	Total cost	Quantity	Price on 02/28/2023	Balance on 01/31/2023	Balance on 02/28/2023
VFIAX	VANGUARD 500 INDEX ADMIRAL CL Est. annual income: \$1,544.80; Est. yield: 1.59%	\$240.16	\$63,697.71	265.2340	\$367.15	\$99,820.81	\$97,380.66

Corporation brokerage account—37512647
Great Swamp Watershed Associat

Business Account Svcs: 800-984-5919

Balances and holdings for Vanguard Brokerage Account—37512647 continued

Mutual funds continued

Symbol	Name	Average price per share	Total cost	Quantity	Price on 02/28/2023	Balance on 01/31/2023	Balance on 02/28/2023
VFIDX	VANGUARD INTERMEDIATE TERM INVEST GRADE ADMIRAL CL Est. annual income: \$4,751.62; Est. yield: 3.16%	9.22	166,405.32	18,053.2980	8.34	155,150.04	150,564.49
VTIAX	VANGUARD TOTAL INTL STOCK INDEX ADMIRAL CL Est. annual income: \$1,639.18; Est. yield: 2.82%	27.68	55,523.45	2,006.0990	28.96	60,604.25	58,096.62
Total Est. annual income: \$7,935.60; Est. yield: 2.59%						\$315,575.10	\$306,041.77

ETFs

Symbol	Name	Total cost	Quantity	Price on 02/28/2023	Balance on 01/31/2023	Balance on 02/28/2023
ESGU	ISHARES ESG AWARE MSCI USA ETF Est. annual income: \$669.03; Est. yield: 1.53%	\$38,762.85	498.1650	\$87.8700	\$44,954.40	\$43,773.75
Total Est. annual income: \$669.03; Est. yield: 1.53%					\$44,954.40	\$43,773.75

Account activity for Vanguard Brokerage Account – 37512647

This section shows transactions that have settled by February 28, 2023.

Income summary

	Dividends	Interest	Tax-exempt interest	Short-term capital gains	Long-term capital gains	Other income
February	\$746.76	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Year-to-date	1,505.35	0.00	0.00	0.00	0.00	0.00

Corporation brokerage account—37512647
Great Swamp Watershed Associat

Business Account Svcs: 800-984-5919

Account activity for Vanguard Brokerage Account — 37512647 continued

Completed transactions

Settlement date	Trade date	Symbol	Name	Transaction type	Account type	Quantity	Price	Commissions & fees	Amount
02/28	02/28	VFIDX	VANGUARD INTERMEDIATE TERM INVEST GRADE ADMIRAL CL	Dividend	-	-	-	-	\$454.14
02/28	02/28	VFIDX	VANGUARD INTERMEDIATE TERM INVEST GRADE ADMIRAL CL	Reinvestment	Cash	54.4530	\$8.3400	-	-454.14
02/28	02/28	-	VANGUARD FEDERAL MONEY MARKET FUND	Dividend	-	-	-	-	292.62
02/28	02/28	-	VANGUARD FEDERAL MONEY MARKET FUND	Reinvestment	-	-	-	-	-292.62

If you had an adjustment to a dividend or interest payment from a previous month, the monthly amount shown under the Income Summary section of your brokerage statement may be overstated.

Corporation brokerage account—31806230
Great Swamp Watershed Associat

Business Account Svcs: 800-984-5919

Account overview

\$1,263,234.14

Total account value as of February 28, 2023

Year-to-date income

Taxable income	\$2,045.01
Nontaxable income	0.00
Total	\$2,045.01

Balances and holdings for Vanguard Brokerage Account—31806230

Your securities are held in your cash account, unless otherwise noted. This section only shows securities that were held in the account at the end of the time period indicated.

Sweep program

Name	Quantity	Price on 02/28/2023	Balance on 01/31/2023	Balance on 02/28/2023
VANGUARD FEDERAL MONEY MARKET FUND 7-day SEC Yield: 4.52%	6,258.8000	\$1.00	\$6,237.28	\$6,258.80
Total Sweep Balance			\$6,237.28	\$6,258.80

Mutual funds

Symbol	Name	Average price per share	Total cost	Quantity	Price on 02/28/2023	Balance on 01/31/2023	Balance on 02/28/2023
VFIAX	VANGUARD 500 INDEX ADMIRAL CL Est. annual income: \$5,496.11; Est. yield: 1.59%	\$157.16	\$148,304.99	943.6530	\$367.15	\$355,143.80	\$346,462.19

Corporation brokerage account—31806230
Great Swamp Watershed Associat

Business Account Svcs: 800-984-5919

Balances and holdings for Vanguard Brokerage Account—31806230 continued

Mutual funds continued

Symbol	Name	Average price per share	Total cost	Quantity	Price on 02/28/2023	Balance on 01/31/2023	Balance on 02/28/2023
VFIDX	VANGUARD INTERMEDIATE TERM INVEST GRADE ADMIRAL CL Est. annual income: \$10,466.34; Est. yield: 3.16%	9.32	370,500.41	39,765.7340	8.34	341,746.72	331,646.21
VIMAX	VANGUARD MID CAP INDEX ADMIRAL CL Est. annual income: \$4,259.28; Est. yield: 1.48%	223.42	242,773.68	1,086.6360	265.19	296,162.64	288,165.00
VMFXX	VANGUARD FEDERAL MONEY MARKET INVESTOR CL Est. annual income: \$22.31; Est. yield: 4.35%	-	-	513.0500	1.00	511.29	513.05
VTIAX	VANGUARD TOTAL INTL STOCK INDEX ADMIRAL CL Est. annual income: \$6,397.01; Est. yield: 2.82%	28.25	221,188.83	7,828.9310	28.96	236,512.00	226,725.84
Total Est. annual income: \$26,641.05; Est. yield: 2.23%						\$1,230,076.45	\$1,193,512.29

ETFs

Symbol	Name	Total cost	Quantity	Price on 02/28/2023	Balance on 01/31/2023	Balance on 02/28/2023
ESGU	ISHARES ESG AWARE MSCI USA ETF Est. annual income: \$969.96; Est. yield: 1.53%	\$68,292.33	722.2380	\$87.8700	\$65,174.75	\$63,463.05
Total Est. annual income: \$969.96; Est. yield: 1.53%					\$65,174.75	\$63,463.05

Corporation brokerage account—31806230

Business Account Svcs: 800-984-5919

Great Swamp Watershed Associat

Account activity for Vanguard Brokerage Account – 31806230

This section shows transactions that have settled by February 28, 2023.

Income summary

	Dividends	Interest	Tax-exempt interest	Short-term capital gains	Long-term capital gains	Other income
February	\$1,023.60	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Year-to-date	2,045.01	0.00	0.00	0.00	0.00	0.00

Completed transactions

Settlement date	Trade date	Symbol	Name	Transaction type	Account type	Quantity	Price	Commissions & fees	Amount
02/28	02/28	VFIDX	VANGUARD INTERMEDIATE TERM INVEST GRADE ADMIRAL CL	Dividend	-	-	-	-	\$1,000.32
02/28	02/28	VFIDX	VANGUARD INTERMEDIATE TERM INVEST GRADE ADMIRAL CL	Reinvestment	Cash	119.9420	\$8.3400	-	-1,000.32
02/28	02/28	VMFXX	VANGUARD FEDERAL MONEY MARKET INVESTOR CL	Dividend	-	-	-	-	1.76
02/28	02/28	VMFXX	VANGUARD FEDERAL MONEY MARKET INVESTOR CL	Reinvestment	Cash	1.7600	1.0000	-	-1.76
02/28	02/28	-	VANGUARD FEDERAL MONEY MARKET FUND	Dividend	-	-	-	-	21.52
02/28	02/28	-	VANGUARD FEDERAL MONEY MARKET FUND	Reinvestment	-	-	-	-	-21.52

If you had an adjustment to a dividend or interest payment from a previous month, the monthly amount shown under the Income Summary section of your brokerage statement may be overstated.

Disclosures

Cost basis information

Vanguard is required to report cost basis information to the IRS for sales of covered securities in taxable (nonretirement) accounts. Covered securities are generally stock or mutual funds acquired on or after January 1, 2011 and 2012, respectively. Unless you select another method, we'll use the "first in, first out" (FIFO) accounting method for sales of stocks and exchange-traded funds (ETFs) and the "average cost" method for sales of mutual funds. For more cost basis information go to investor.vanguard.com/taxes/cost-basis

Gain or loss. The gain or loss realized by the sale or redemption, calculated by subtracting the cost from the proceeds. Gains and losses are generally short-term if the security was held a year or less, and long-term if held more than a year.

For our brokerage clients

Your brokerage cash and/or securities are held in custody by Vanguard Brokerage Services, a division of Vanguard Marketing Corporation, member FINRA and SIPC. Vanguard funds not held through your Vanguard Brokerage Services (VBS) account are held by The Vanguard Group, Inc., and are not protected by SIPC.

I. General information and key terms

Advice. Vanguard Brokerage Services doesn't provide tax, investment, or legal advisory services, and no one associated with Vanguard Brokerage Services is authorized to render such advice.

Direct Participation Program (DPP) and Real Estate Investment Trust (REIT). DPP and REIT securities are generally illiquid. The value of the security will be different than its purchase price. Any estimated value on your statement may not be realized when you seek to liquidate the security.

Financial statement. A Vanguard Brokerage financial statement is available for your inspection at any time upon request to Vanguard Brokerage Services.

Free credit balance. Any free credit balance carried for your account represents funds payable on demand, which, although properly accounted for on Vanguard Brokerage's books of record, aren't segregated and may be used in the conduct of its business to the extent permitted by law. Your settlement fund may be liquidated upon your request and the proceeds remitted to you.

Dividend reinvestment. When reinvesting dividends of eligible stocks, ETFs, and closed-end funds, Vanguard Brokerage Services combines cash distributions from the accounts of all clients who have February 28, 2023, monthly transaction statement

requested reinvestment in the same security, and then uses that combined total to purchase additional shares of the security in the open market. The new shares are divided proportionately among the clients' accounts, in whole and fractional shares rounded to four decimal places. If the total purchase can't be completed in one trade, clients will receive shares purchased at the weighted average price paid by Vanguard Brokerage Services. Participants in our free dividend reinvestment program should refer to the "Completed transactions" area of the "Account activity for Vanguard Brokerage Account" section of their Vanguard statements for details of transaction history and dates.

For dividend reinvestment of mutual funds held in your brokerage account, the instructions are provided to the fund and the "settlement date" and "trade date" on your statement will generally represent the day the transaction is entered in your account record. Call Vanguard Brokerage Services with any questions.

Reporting brokerage account discrepancies. Promptly report in writing any inaccuracies or discrepancies in your Vanguard Brokerage account (including unauthorized trading) to Vanguard Brokerage Services. Any oral communication must be confirmed in writing to further protect your rights, including your rights under the Securities Investor Protection Act.

Margin accounts. If you maintain a margin account, this is a combined statement of your general account and a special memorandum account maintained for you under Regulation T issued by the Board of Governors of the Federal Reserve System. The permanent record of the separate account as required by Regulation T is available for your inspection upon request to Vanguard Brokerage Services. All securities must be held in your margin account. Note that purchases of open-end mutual funds and Vanguard ETFs® will settle in your cash account and after 30 days be moved into your margin account.

Money market fund transactions. Vanguard Brokerage Services may elect to send a monthly statement, in lieu of an immediate confirmation, for transactions executed pursuant to a periodic plan or an investment company plan, or executed in shares of any open-end registered money market mutual fund.

Orphaned fractional share transactions. Vanguard Brokerage Services may elect to send a monthly statement, in lieu of an immediate confirmation, for transactions executed to liquidate orphaned fractional share positions. Orphaned fractional share positions are fractional share positions held without a corresponding whole share position. Liquidations of these positions are executed by Vanguard Brokerage Services on a principal basis at the previous day's closing price, and the proceeds are credited to your account. No transaction fee is charged.

Open orders. A good-till-canceled (GTC) order will remain in effect for 60 calendar days after the business day on which the order was placed. If the 60th day falls during a weekend or on a holiday, the order will be canceled on the next business day before the markets open. GTC orders are automatically entered on a “do not reduce” (DNR) basis. The limit price won’t be adjusted when a stock goes “ex-dividend.” Orders for securities undergoing corporate actions such as, but not limited to, stock splits, stock dividends, special cash dividends, and spin-offs may be canceled before the market opening on the ex-dividend date of the corporate action. You must maintain records of all open orders. Be sure to review your open GTC orders periodically.

Option accounts. Information regarding commissions and charges related to the execution of an options transaction is provided in the transaction confirmation sent to you at the time of the transaction. These are also available upon request. You should advise us promptly of any changes in your investment objectives or financial situation.

Tax information. After year-end, Vanguard Brokerage Services is required to provide tax information to the IRS and other governmental authorities. At that time, you’ll receive necessary information on the annual tax information statement; use that statement to prepare your tax filings. Note that certain types of assets typically need corrected tax forms.

Trade execution. Vanguard Brokerage Services may have acted as principal, agent, or both in the placement of trades for your account. Details are provided upon request to Vanguard Brokerage Services.

Average pricing. If average price transaction is indicated on this statement, details regarding the actual execution prices are available upon request to Vanguard Brokerage Services.

When issued. A short form of “when, as, and if issued.” The term indicates a conditional transaction in a security authorized for issuance but not as yet actually issued. All “when issued” transactions are on an “if” basis, to be settled if and when the actual security is issued.

II. Portfolio holdings

The net market value of the securities in your account, including short positions, is reflected in this statement on a trade-date basis at the close of the statement period. The market prices have been obtained from quotation services that we believe to be reliable; however, we can’t guarantee their accuracy. Securities for which a price isn’t available are marked “—” and are omitted from the total. Prices listed reflect quotations on the statement date. Current prices are listed to help you track your account and aren’t suitable for tax purposes. Account balances provided on the statement are displayed in short-form using only two decimal places. Please log on to your account at Vanguard.com to review your account balances. Accrued interest represents interest earned but not yet received.

Fund data on Vanguard.com is generally updated mid-month. Depending on when you log on, there may be a difference between the asset mix shown on your statement and the data shown online.

February 28, 2023, monthly transaction statement

There also may be a difference between your fund’s actual asset allocation and its target allocation. For more information about your fund’s target allocation, go to Vanguard.com.

Estimated values on statements. Vanguard Brokerage Services relies on external vendors to provide estimated, periodic valuation and market-price information for securities listed in your account statement. From time to time, this information isn’t available or isn’t received in time for posting to your account statement. In this case, the valuation or market price on your statement is marked “-” and the security hasn’t been valued for purposes of calculating account totals. For owners of auction-rate securities: If an estimated valuation is provided on your account statement for auction-rate securities, please note that due to market illiquidity, you may not be able to sell the security at or near the estimated valuation listed on your account statement.

The estimated annual income (EAI) and estimated yield (EY) figures are estimates and are for informational purposes only. EAI represents estimated income to be distributed by a specific position. EAI may be negative on short positions. EY represents the estimated yield of a specific position based on its EAI and current price. EY reflects only the income generated by an investment. It does not reflect changes in the investment’s price, which may fluctuate. EAI and EY for certain types of securities includes return of principal or capital gains, in which case the EAI and EY is not limited to realizable income. Actual income and yield may be higher or lower than the estimated amounts. These figures should not be considered a forecast or guarantee of future results. They are computed using information from providers believed to be reliable; however, no assurance can be made as to the accuracy. Since interest and dividend rates are subject to change at any time and may be affected by current and future economic, political, and business conditions, they should not be relied on for making investment, trading, or tax decisions. The money market settlement fund 7 day SEC yield is calculated by annualizing its daily income distributions for the previous 7 days, which is not the same methodology for calculating EY for other positions held in your account (s). Calculation methodologies differ by security type. Certain security types estimate the annual yield based on historical actual income paid while others estimate future yield based on existing conditions. Please contact Vanguard Brokerage Services for current information regarding your investments and the current estimated valuations of your holdings.

Asset mix for some funds recalculated by Vanguard. If the “Asset mix” section of your “Statement overview” page has a footnote that reads “Recalculated values are included,” the asset allocation breakdown of particular funds within your portfolio among stocks, bonds, and short-term reserves has been calculated using long positions, margin credit or debit balances; short positions have been excluded. Certain funds employ trading strategies, such as risk hedging, short selling, and use of leverage and derivatives, that could result in significant short positions that can’t be displayed using a standard asset allocation pie chart. Exclusion of these short positions may have a significant impact on the “Asset mix” pie chart. For more information about the strategies or holdings of a particular fund, see the fund’s prospectus.

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Great Swamp Watershed Association Profit & Loss Budget Performance

February 2023

	Feb 23	Budget	% of Budget	Jul '22 - Feb 23	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
Income							
4% Fund Transfer Draw	0	0	0%	60,986	56,000	109%	56,000
401K Operational Reserve BD	0	0	0%	0	0	0%	25,000
Advocacy Operational Reserve BD	0	0	0%	0	0	0%	20,000
Annual Event	0			145,073	175,000	83%	175,000
Corporate	0	4,500	0%	58,850	59,750	98%	69,750
Corporate Stewardship Restricted	0	0	0%	9,677	0	100%	8,000
Deferred Income from Prior Year	0			23,000	23,000	100%	23,000
Foundation Support	25,000	25,000	100%	194,400	191,000	102%	284,000
Government Grants	0	0	0%	4,653	10,000	47%	20,000
Individual - Membership	2,273	8,672	26%	59,726	59,692	100%	89,000
Individual Major Donors	53,015	13,530	392%	177,044	180,375	98%	222,000
Individual Trustee Giving	1,500	210	714%	25,026	26,246	95%	30,000
Merchandise Misc	0	0	0%	41	0	100%	0
Music Fest Event	0	0	0%	0	0	0%	49,006
Native Plant Program	0	0	0%	854	0	100%	60,750
Other incomes misc	218	42	522%	304	333	91%	500
Programs - Education & Outreach	8,894	5,233	170%	14,977	12,550	119%	30,000
Restricted Individual Donations	0	0	0%	45,000	5,000	900%	5,000
Total Income	90,900	57,187	159%	819,610	798,946	103%	1,167,006
Gross Profit	90,900	57,187	159%	819,610	798,946	103%	1,167,006
Expense							
Administrative Expense	11,134	10,236	109%	91,274	84,178	108%	125,966
Administrative Payroll Total	57,721	58,855	98%	458,855	481,337	95%	737,756
Advocacy / CAGs / Other	0	1,667	0%	319	13,333	2%	40,000
Annual Event Expenses	0	0	0%	32,095	52,069	62%	52,069
Capital Campaign Exp	0	0	0%	0	1,000	0%	2,500
Development Expense	313	1,088	29%	2,915	4,915	59%	13,165
Education and Outreach	69	1,090	6%	4,265	6,540	65%	13,100
Grant Specific Expense	0	0	0%	8,958	0	100%	0
Mailing	0	650	0%	2,864	7,483	38%	13,359
Membership	10	642	2%	11,120	11,634	96%	20,280
Music Fest	0	0	0%	57	0	100%	19,000
Native Plant Expenses	400	0	100%	719	0	100%	41,000
Stewardship	90	2,950	3%	8,681	9,000	96%	25,800
Stewardship Land Acquisition	0	0	0%	9,952	450	2,211%	450
Uncategorized Expenses	0			137			
Water Quality	777	2,579	30%	17,614	20,633	85%	34,350
Total Expense	70,515	79,756	88%	649,824	692,572	94%	1,138,795
Net Ordinary Income	20,385	-22,569	-90%	169,786	106,374	160%	28,211
Other Income/Expense							
Other Income	0	0	0%	-36,366	0	100%	0
Other Expense	0	0	0%	13,624	0	100%	0
Net Other Income	0	0	0%	-49,990	0	100%	0
Net Income	20,385	-22,569	-90%	119,796	106,374	113%	28,211

Wade's Development Board Report
03.17.2023

Recorded and submitted Minutes for Board Meeting held on 01.20.2023

Viewed a webinar on warehouse sprawl in New Jersey

Conducted interviews with Advisory Council members Kathy Abbott and Kathy Pfeil – wrote articles profiling them for the Spring-Summer issue of **Across the Watershed** (GSWA newsletter)

Attended a Real Estate Forum at the Morris County Chamber of Commerce led by Tony DellaPelle

Attended a New Jersey Fundraisers' Gathering via Zoom re. major gifts

Attended Bernards Area Networking Group on 02.02.2023

In person staff meeting with new board member Meisha Williams Bertels

Attended a presentation with Congressman Tom Kean at the Morris County Chamber of Commerce

Spoke with a contact at the MetLife Foundation re. GSWA Corporate Workday for their employees

Lynne and I held a strategy Zoom call with Carolyn Sharaway, new Chair of the Development Committee and a follow-up call to confirm the committee roster, priorities for assistance with fundraising, and a date for the first meeting. *Meeting invitation to be sent from Carolyn.*

Microsoft Teams Meeting with Lynne and Deirdre Wheatley-Liss at the Porzio, Bromberg and Newman law firm re. potential future support...music festival sponsorship?

Begun series of music festival sponsorship solicitations - seven affirmative responses received to date (Wade and Lynne) totaling \$14,500.

Attended the Morris County Chamber's Non-Profit Roundtable via Zoom

Lunch at The Morristown Club with Sally, Lynne and Ed and Sarah Ahart of the Starrett Foundation re. submission of a grant proposal.

Attended "The Art of Creating Place: Community Spaces in Real Estate Development" at the new Deloitte complex in Morristown

Represented GSWA in the **Parsippany Green Fair** at the Parsippany Library - assisted by board members Kate Barry and Dot Stillinger.

Viewed informational webinar and participated in the NJDEP's Public Hearing re. the proposed 96-unit low income housing development in the Office Park on Route 202 (Mt. Kemble Avenue.) Subsequently wrote a letter and encouraged others to do the same in opposition...including my two board member "adoptees."

Attended Hazel's Celebratory Dinner in recognition of her ANJEE Award.

Called major donors to thank for their gifts received. Wrote and mailed acknowledgment letters.

Sally and I met with Stacey Valentine and Jude Avelino at The Morristown Club to discuss their hosting a very generous GSWA fundraising event.

Attended the Morris County Chamber's monthly membership **Business Connections** networking event.

Overview

Our predominantly mild winter has allowed our stalwart volunteers led by Steve Gruber to continue to work at the CMA site. They have repaired boardwalks and bird houses, made fence repairs, and tacked down hardware cloth onto slippery boardwalks ready for our busy education season which starts at the site next week. We have received \$5,000 from the Kirby foundation to remove hazardous trees at the site, and will be meeting with Sav-a-Tree (formerly Treetech) to devise a plan for which are the most pressing trees to remove. Dead and dying ash trees, and other species killed by the higher water levels now present at the site close to trails are the most pressing to remove.

We have our first workday next week with new corporate partner Enbridge. Steve Woodruff, a CMA volunteer who works for the company set up the workday and supporting payment. We are grateful to work with new and old partners and will also have a workday with Columbia Bank in May. We are excited to have been invited to submit workday applications directly to Goldman Sachs Community Teamwork's (CTW) program this year, which marks a change in how we will work with the company. Since 2018 we have had to reach out directly to GS employees and handhold them through applying for workdays on our behalf. CTW programs come with large full day groups and substantial underwriting. They also tend to be super effective days, and over the last fifteen plus years have formed the backbone of fiscal and volunteer support at the CMA site.

We are working to build new boardwalk on the Lamorgese section of the property, to undertake substantial invasive species removal there this season, and to replace simple bog boardwalk with higher and more substantial raised tread boardwalk on the blue trail section of the property, in addition to bolstering and creating additional teaching areas throughout the site.

Corporate workdays

As mentioned above, we have two confirmed workdays with Enbridge (3/24) and Columbia Bank (5/19). We are also hopeful we will have at least a couple of Goldman Sachs workdays this spring, and have been approached by BASF about a fall workday (yes- already!!). These workdays are the backbone of the funding and volunteer labor that takes place at the CMA and as such are invaluable.

We would appreciate any board help to connect us with other potential funding or volunteer sources for our corporate workday program. We have FAQ and informational documents prepared to hand off to potential corporate partners and would just need an email or phone introduction to the correct person at the potential partner company and can take it from there.

If you have any links or helpful suggestions for potential partners, please reach out to Hazel at hazele@greatswamp.org

Deer Management Program

Hunting season has closed and will not reopen until September 2023. Our trails are now open daily dawn to dusk. We are still waiting on final number of deer harvested around the property. The hunters game cameras picked up three separate bears around the trails of the CMA while they were in operation during hunting



season. We will work with the hunters this spring to identify old deer stands that can be removed to clear up the LaMorgese parcel and to remove stands not in use, or that run close to our new trail system on this section of the property.

Easement and Fee Properties

We have been approached with a possible 2.3-acre parcel donation from Jim Weichert along Woodland road in Harding. We will investigate the site and run the possible donation through our parcel donation decision matrix as to whether a donation meets our stewardship and organizational mission goals. The refuge has expressed some interest in the parcel, and we will know more once we complete our initial site inspection.



LTA Accreditation

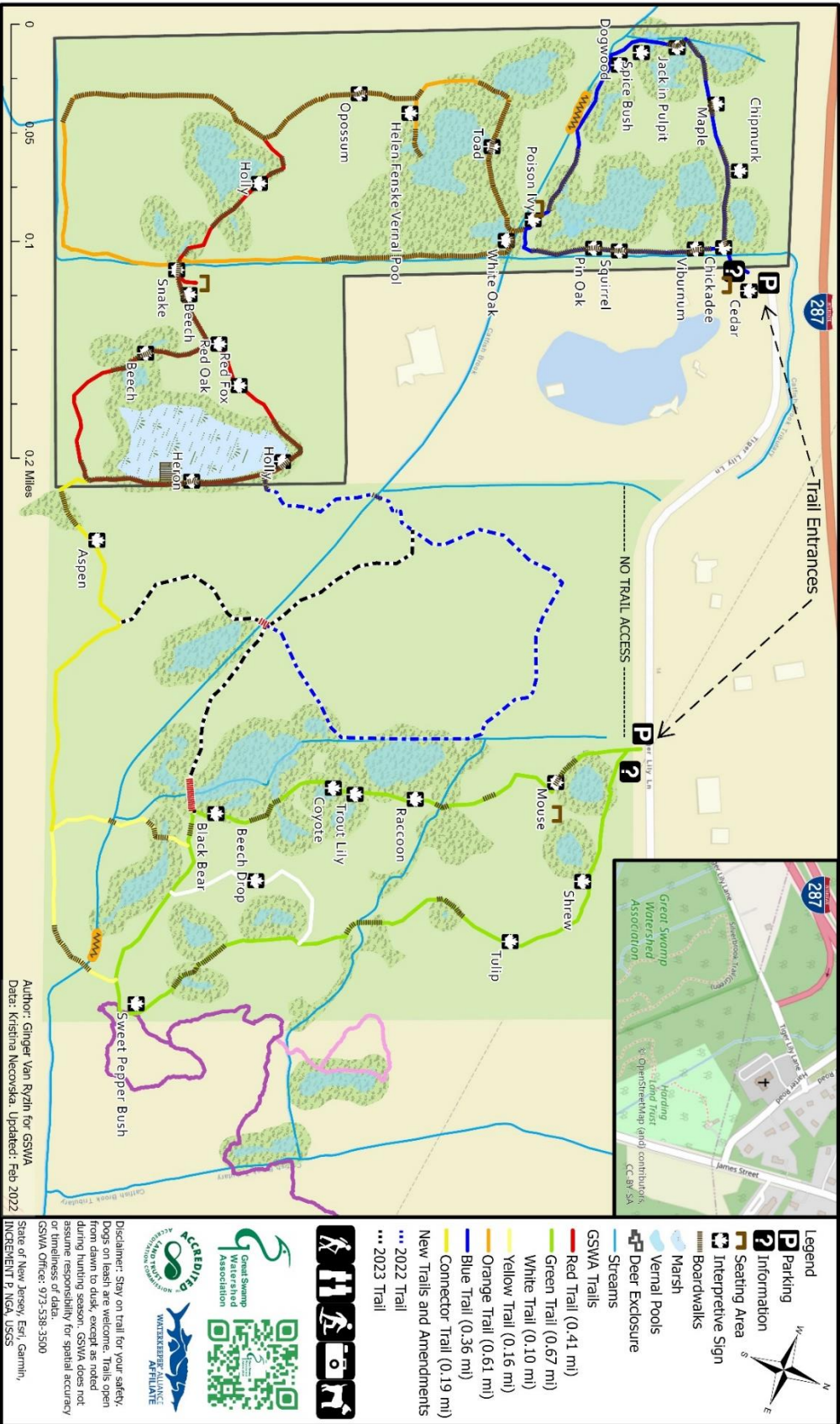
The Land Trust Alliance Accreditation board (LTA) flagged our re-certification application for concerns of possible illegal personal gain for Mr. Lamorgese regarding the LaMorgese Acquisition back in 2017. We are working to fully understand exactly what we did/didn't do during this transaction that caused the LTA concern, and currently have been offered conditional accreditation subject to completing several appraisals of the transaction, seeking a legal opinion of our risk, and establishing some additional policies regarding what expenses will be reimbursed during any future land transactions. To receive accreditation, we must also have a board discussion and make a new board adoption policy regarding land transactions. The conditional information request is due the first of June.

Trails at the CMA

Please see our updated map which highlights some of the new and additional changes we have made to the trails over the past months. If you would ever like to take a walk around the property with one of our staff to get to know what we do there, please let us know, we are always happy to show off the work that we have done.

Great Swamp Watershed Association

Conservation Management Area -
Tiger Lily Lane, Morristown, NJ 07960



Author: Ginger Van Ryzin for GSWA
Date: Kristina Necovska, Updated: Feb 2022

Legend

- Parking
- Information
- Seating Area
- Interpretive Sign
- Boardwalks
- Marsh
- Vernal Pools
- Deer Enclosure
- Streams

GSWA Trails

- Red Trail (0.41 mi)
- Green Trail (0.67 mi)
- White Trail (0.10 mi)
- Yellow Trail (0.16 mi)
- Orange Trail (0.61 mi)
- Blue Trail (0.36 mi)
- Connector Trail (0.19 mi)

New Trails and Amendments

- 2022 Trail
- 2023 Trail

State of New Jersey, Esri, Garmin, INCORPORATED P, NCA, USGS

GSWA Office: 973-538-3500

Disclaimer: Stay on trail for your safety. Dogs on leash are welcome. Trails are from dawn to dusk, except as noted during hunting season. GSWA does not assume responsibility for spatial accuracy or timeliness of data.

Board Report: Membership and social media

Nancy Rago, March 15, 2023

As part of my Membership Tasks, I supported the Education and Stewardship team with Plant Sale Program event attendee communications, ZOOM Webinars, Replay Videos, website page builds including the WooCommerce portion for the Plant Sale, as well as the Mt. Kemble Advocacy Initiative. I entered 314 Gifts from 269 Donors between 01/13 and 03/15/2023 and prepared the Thank You letters. Gift Frequency Analysis from 01/13/2023 to 03/15/2023, shows 85.87% (231) of Donor gave 01 Gifts, 11.90% (32) gave 02 Gifts, 1.86% (5) , gave 03 Gifts, 0.37% (1) gave 04 Gifts. I have implemented new Smart Actions setting up the Donor Perfect system to automatically send notifications as Gifts are entered for Grant TY Alerts, Major Gift Alerts, and Second Gift Follow Ups.

Membership FY2023 Q1 - 1/1/2023 to 3/31/2023

- Q3 Member Count and Individual Giving Spreadsheets (See pages 7 & 8)
- Q3 2024 Member Mailings will consist of monthly mailed reminders of upcoming renewals and a final reminder to lapsed member mailings between 04/01/2023 to 06/30/2023.

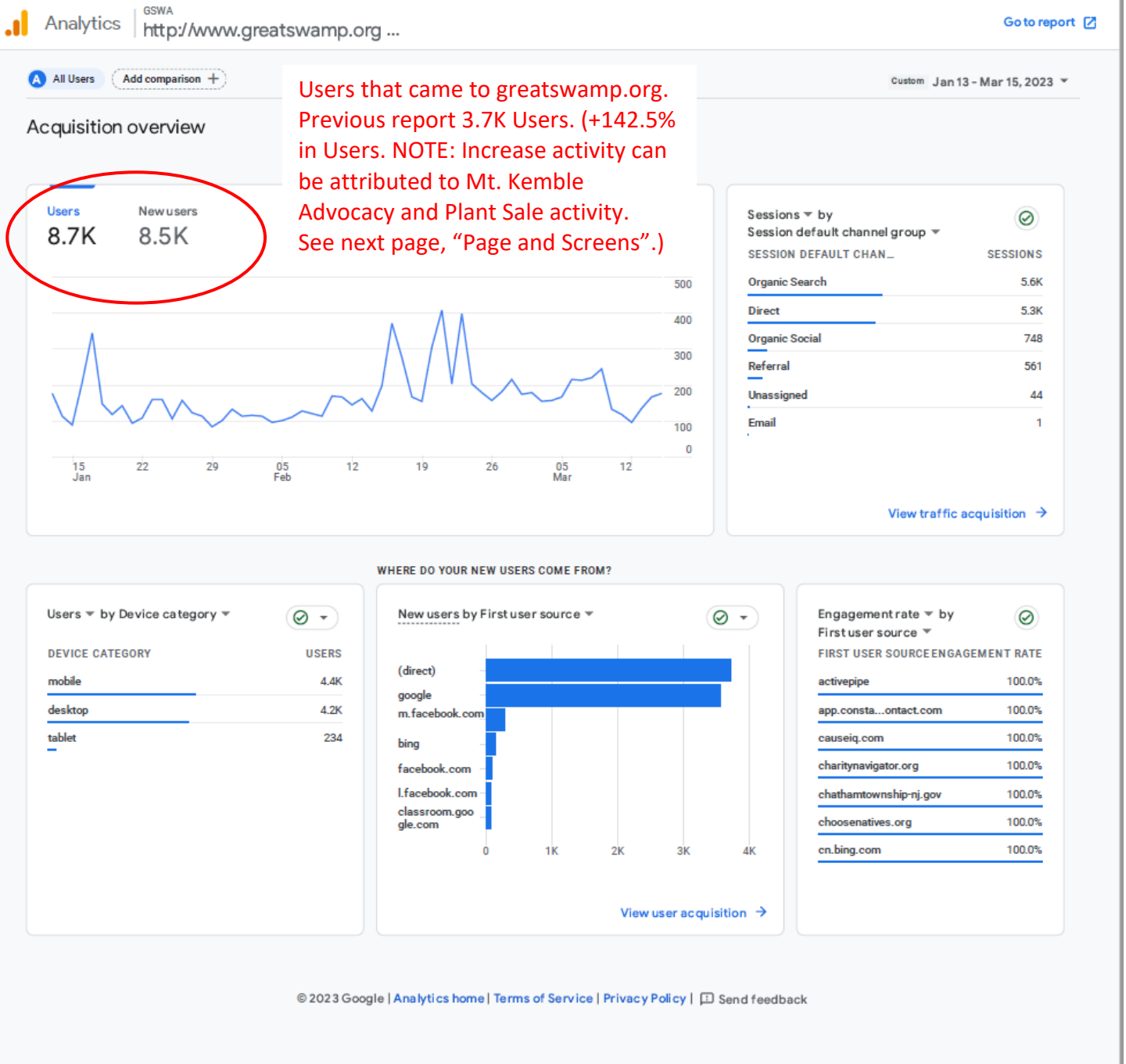
Social Media as of 03/15/23:

- Audience Analytics – Audience growth and Demographics (1/13/2023 to 3/15/2023):
 - Facebook.com/GreatSwamp: 3,831 followers (-1.6%/-62 of new followers). Note: Facebook platform has seen a loss of followers in 2022/2023 negative growth.
 - Instagram.com/greatswampnj: 2,739 followers (+3%/74 new followers)
 - Twitter.com/greatswampnj: 2,375 Followers (+.25%/4 new Followers). Note: Twitter platform has been cracking down on fake followers in 2022/2023 causing smaller growth.
 - LinkedIn.com/company/great-swamp-watershed-association: 234 Followers (+3.5%/8 new Followers).
 - Gender: Women 67%, Men 33%. (+1% point shift towards Women)
 - Top Five Cities: Chatham, Morristown, Madison, New York, NY, Basking Ridge. (Fourth and fifth swapped positions)
- Content Analytics – Top Three Content that yielded the best reach, like and replies:
 - What would inspire you to brave the cold for a January hike? (January 19, 2023, at 3:38 PM Instagram Post)
 - ACTION ALERT - GSWA strongly opposes this proposed development (February 18, 2023, at 7:44 AM Instagram Post)
 - There is no such thing as bad weather, only bad clothes. So no more excuses! (January 24, 2023, at 1:29 PM Instagram Post)
- Looking Ahead to Social Media Post Content:
 - ONGOING POSTS
 - Sustainable Sunday, Water Wednesday, Charity Navigator/GuideStar, Volunteer, PayPal Giving Fund
 - MARCH POSTS
 - Mar 21 - Native Plant Program #3 Webinar
 - Mar 31 - Vernal Pool Hike
 - APRIL POSTS
 - Apr 1 - Stream Assessment Training
 - Apr 3 - Native Plant Program #4 Webinar and ongoing Plant Sale Promotion
 - Apr 13 - Evening Briefing: Backyard Foraging

- Apr 15 - Morning & Afternoon Paddles
- Apr 21 - Water Quality Report Card
- Apr 23 – Garret Mountain Hike
- Apr 29 – Madison/Chatham Yard Sale
- MAY POSTS
 - May 10 – Members Only Hike
 - May 23 – Late-day & Evening Paddles

Website Analytics, Updated to GA4 Reporting – Date Range 1/13/2023 to 3/15/2023.

– **Acquisition Overview Report**



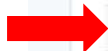
All Users [Add comparison](#) +

Custom Jan 13 - Mar 15, 2023

Pages and screens: Page title and screen class [+](#)

[Add filter](#) +

Search...		Rows per page: 10					Go to: 1	
Page title and screen class +	↓ Views	Users	Views per user	Average engagement time	Event count	Conversions		
	100% of total	100% of total	Avg 0%	Avg 0%	100% of total			
1	45,252	8,702	5.20	1m 35s	90,068	0.00		
2	4,469	1,350	3.31	0m 37s	9,658	0.00		
3	2,893	1,061	2.73	0m 44s	6,097	0.00		
4	2,470	734	3.37	0m 53s	4,333	0.00		
5	2,386	499	4.78	0m 34s	4,044	0.00		
6	2,276	690	3.30	0m 33s	4,675	0.00		
7	2,276	696	3.27	1m 30s	4,325	0.00		
8	2,050	423	4.85	1m 48s	3,360	0.00		
9	1,758	567	3.10	0m 48s	3,405	0.00		
10	1,328	436	3.05	1m 21s	2,295	0.00		
10	1,228	578	2.12	0m 55s	2,824	0.00		



All Users [Add comparison](#)

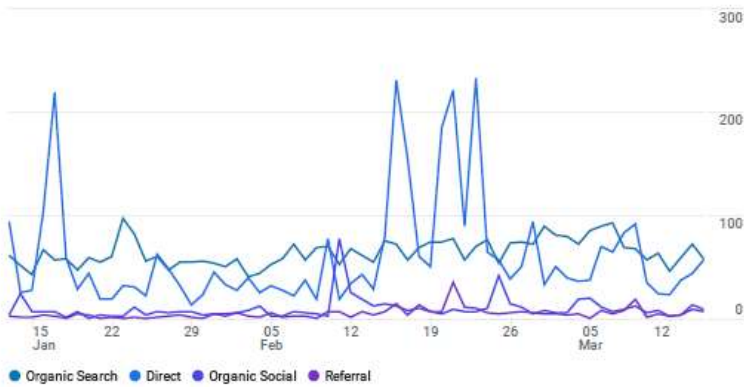
User acquisition: First user default channel group

[Add filter](#)

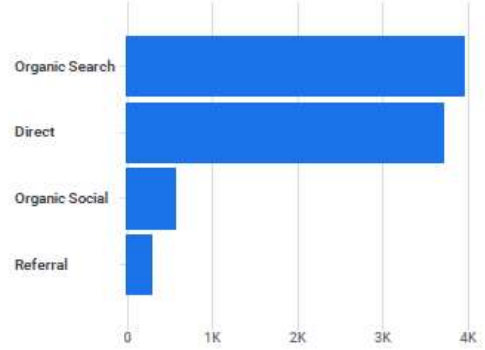
Custom Jan 13 - Mar 15, 2023

Channel that first-time users came to greatswamp.org. Remained the same from previous report - Organic Search, Direct, Organic Social, Referral

New users by First user default channel group over time



New users by First user default channel group



Search...

Rows per page: 10 Go to: 1 < 1-10 of 87 >

First user default channel group	First user source	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
		8,549 100% of total	11,172 100% of total	90.09% Avg 0%	1.28 Avg 0%	1m 35 Avg 0
1 Direct	(direct)	3,724	5,314	89.1%	1.38	1m 45
2 Organic Search	google	3,570	4,316	92.24%	1.20	1m 27
3 Organic Social	m.facebook.com	293	285	93.44%	0.97	0m 27
4 Organic Search	bing	151	181	89.16%	1.17	2m 00
5 Organic Social	facebook.com	98	98	92.45%	0.92	0m 01
6 Organic Social	l.facebook.com	80	162	86.63%	1.98	3m 13
7 Organic Social	lm.facebook.com	73	82	96.47%	1.12	0m 27
8 Organic Search	classroom.google.com	71	119	80.41%	1.68	1m 47
9 Organic Search	duckduckgo	60	62	91.18%	1.02	1m 32
10 Organic Search	yahoo	56	83	91.21%	1.41	3m 57

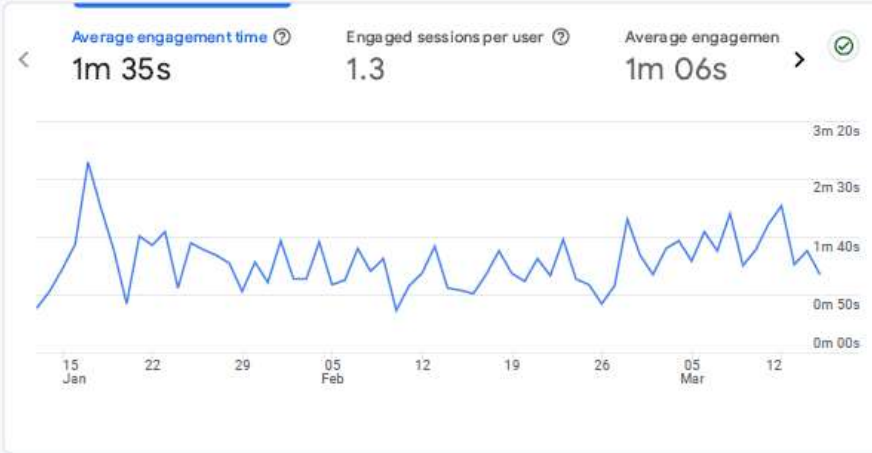
– Engagement Overview Report

All Users [Add comparison](#) +

Custom Jan 13 - Mar 15, 2023

Engagement overview

Engagement time on greatswamp.org. Previous report 1m 10s (+28% increase)



Average engagement time by Page title and screen name

PAGE TITLE AND SCREE...	AVERAGE ENGAGEMENT
WORKING-The G...talog - GSWA	11m 18s
You searched f...lecture - GSWA	11m 18s
WORKING-Garde...nning - GSWA	7m 19s
Events for May 2022 - GSWA	5m 42s
More Deer Res...chives - GSWA	4m 25s
WORKING-Garde...sects - GSWA	4m 19s
Plant It Forwa... Shrubs - GSWA	4m 12s

[View pages and screens](#)

Views by First user source

FIRST USER SOUR...	VIEWS
(direct) / (none)	24K
google / organic	15K
m.facebook... / referral	1K
l.facebook... / referral	949
bing / organic	683
yahoo / organic	368
lm.facebook... / referral	343

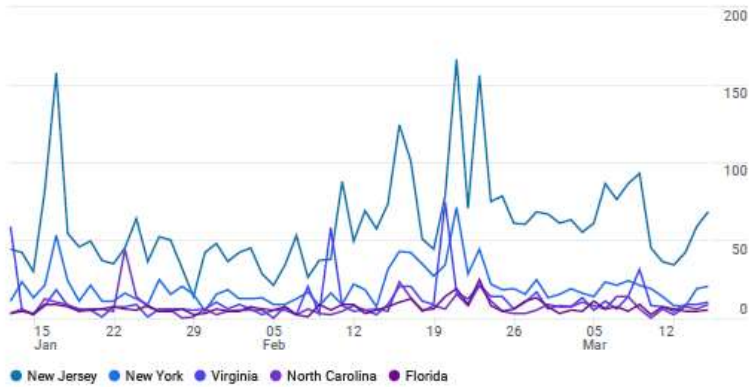
Demographics Overview Report

All Users [Add comparison](#) +

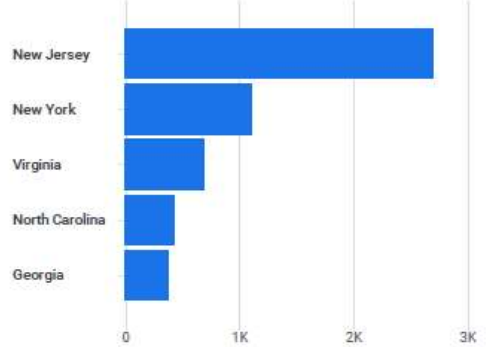
Custom Jan 13 - Mar 15, 2023

Demographic details: Region [Add filter](#) +

Users by Region over time



Users by Region



Search

Rows per page: 10 Go to: 1 < 1-10 of 2382 >

Region	City	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Avg
		8,702 100% of total	8,549 100% of total	11,172 100% of total	90.09% Avg 0%	1.28 Avg 0%	
1	New York	871	745	985	89.63%	1.13	
2	Virginia	364	344	359	92.76%	0.99	
3	New Jersey	272	216	404	89.38%	1.49	
4	New Jersey	218	192	332	86.68%	1.52	
5	New Jersey	157	137	190	85.59%	1.21	
6	New Jersey	156	123	318	86.18%	2.04	
7	(not set)	141	139	115	79.86%	0.82	
8	New Jersey	121	110	201	87.01%	1.66	
9	New Jersey	120	112	183	84.72%	1.53	
10	Massachusetts	93	81	90	82.57%	0.97	

**Great Swamp Watershed Association
Member Count Fiscal Year by Quarters***

	30-Sep	31-Dec	31-Mar	30-Jun
FY Ending	Q-1	Q-2	Q-3	Q-4
2023	1987	2073	2055**	
2022	1999	2017	2000	2081
2021	1370	1350	1413	1916
2020	1547	1487	1421	1389
2019	1639	1633	1599	1585
2018	1687	1726	1659	1673
2017	1767	1734	1738	1778
2016	1686	1783	1732	1792
2015	1668	1727	1664	1771
2014	1514	1561	1500	1682
2013	1543	1578	1446	1481

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

**Q3 numbers as of 3/15/23.

G:\Development\Reports\Membership Analysis\Member Count - Individual Giving Reports\FY 2023\[FY2023 Q3 Member Count.xlsx]Member Count

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

Quarter Ended	New Donors	No. Gifts	Renew (incl. 501.3(c)(7))	No. Donors	No. Gifts	Appeal Donors	No. Donors	No. Gifts	Donation Donors	No. Donors	No. Gifts	Total General Membership	Major Gifts Donors	No. Major Gifts	Trustee Giving** Donors	No. Donors	No. Gifts	Total Membership	
FY 2023	\$ 4,486	66	\$ 43,054	540	601	\$ 9,939	81	81	\$ 5,368	82	85	\$ 52,314	\$ 177,662	79	82	\$ 25,335	20	26	\$ 193,115
Q4	\$ 1,307	24	\$ 7,422	115	131	\$ 180	4	4	\$ 1,643	35	38	\$ 10,532	\$ 60,133	10	11	\$ 2,064	3	6	\$ 72,729
Q3	\$ 2,485	30	\$ 23,263	263	289	\$ 6,684	64	64	\$ 3,000	35	35	\$ 35,431	\$ 85,901	55	57	\$ 16,137	9	7	\$ 137,469
Q2	\$ 694	12	\$ 11,869	162	181	\$ 3,095	13	13	\$ 725	12	12	\$ 16,583	\$ 11,628	14	14	\$ 7,135	8	13	\$ 55,646
Q1	\$ 990	10	\$ 11,852	199	200	\$ 2,060	11	11	\$ 1,275	18	18	\$ 19,776	\$ 11,678	15	15	\$ 7,000	10	15	\$ 55,646
FY 2022	\$ 4,516	91	\$ 48,298	500	591	\$ 13,628	163	164	\$ 13,273	199	210	\$ 79,716	\$ 212,035	106	113	\$ 31,882	33	58	\$ 323,633
Q4	\$ 893	21	\$ 8,013	92	117	\$ 3,782	52	52	\$ 3,816	76	76	\$ 16,504	\$ 28,560	21	22	\$ 5,120	12	20	\$ 50,183
Q3	\$ 1,843	41	\$ 11,577	107	132	\$ 94	3	3	\$ 4,090	72	80	\$ 17,604	\$ 76,780	15	16	\$ 625	4	6	\$ 95,008
Q2	\$ 1,289	20	\$ 22,544	224	230	\$ 4,903	52	53	\$ 3,340	33	38	\$ 32,075	\$ 71,305	31	36	\$ 15,048	12	19	\$ 118,488
Q1	\$ 492	9	\$ 6,164	77	92	\$ 4,850	56	56	\$ 2,027	16	16	\$ 13,533	\$ 35,330	19	19	\$ 11,090	5	13	\$ 59,953
FY 2021	\$ 7,523	115	\$ 56,668	652	705	\$ 11,043	132	132	\$ 8,664	158	163	\$ 83,898	\$ 218,688	117	121	\$ 37,317	41	70	\$ 339,903
Q4	\$ 1,909	32	\$ 14,163	175	187	\$ 4,180	48	48	\$ 2,449	70	72	\$ 22,601	\$ 35,385	23	23	\$ 14,111	12	21	\$ 72,077
Q3	\$ 2,200	45	\$ 12,708	155	168	\$ 426	6	6	\$ 3,027	45	48	\$ 18,361	\$ 93,240	26	26	\$ 13,745	17	30	\$ 125,345
Q2	\$ 2,168	24	\$ 20,839	217	234	\$ 5,387	66	66	\$ 2,404	22	22	\$ 30,788	\$ 64,083	51	53	\$ 8,241	9	14	\$ 103,712
Q1	\$ 1,247	14	\$ 8,968	105	116	\$ 1,050	12	12	\$ 881	21	21	\$ 12,148	\$ 26,000	17	17	\$ 621	3	5	\$ 38,769
FY 2020	\$ 4,140	74	\$ 53,831	650	691	\$ 14,311	172	173	\$ 2,755	60	62	\$ 75,037	\$ 194,415	85	88	\$ 29,756	34	50	\$ 299,207
Q4	\$ 309	7	\$ 16,015	201	209	\$ 6,939	82	82	\$ 122	7	7	\$ 23,984	\$ 29,500	18	19	\$ 19,370	18	26	\$ 72,854
Q3	\$ 997	22	\$ 10,324	137	148	\$ 230	2	2	\$ 16	17	17	\$ 11,531	\$ 66,015	12	12	\$ 6,786	9	13	\$ 84,332
Q2	\$ 2,130	30	\$ 18,595	218	231	\$ 6,025	72	73	\$ 1,365	15	16	\$ 26,055	\$ 73,400	45	46	\$ 2,450	3	5	\$ 103,905
Q1	\$ 745	15	\$ 8,356	94	103	\$ 1,037	16	16	\$ 1,768	22	22	\$ 11,466	\$ 25,500	10	11	\$ 1,150	4	6	\$ 38,116
FY 2019	\$ 6,525	93	\$ 51,802	637	688	\$ 12,650	187	189	\$ 4,884	50	56	\$ 75,861	\$ 184,933	96	98	\$ 28,175	22	31	\$ 288,966

Notes: Donors may appear in multiple columns if they've given in different quarters and for multiple purposes.

*Renew gifts including Members and Workplace Matching Gift

**Does not include Music Fest & Gala Giving

TD3 numbers as of 3/12/23.

GL: General Member + Major Donor + Trustee Giving



Young Presidents' Day hikers carefully check a coyote scat for the presence of bones and fur on our Refuge Hike



The bright night sky hikers enjoyed on our February full moon hike at the Refuge

Overview

We have had an incredibly busy February and March, focusing much of our attention and resources on crafting our strongest response to opposing the proposed Mt Kemble development in Harding As you will no doubt have heard, we have been given the opportunity to continue to raise our concerns and objections regarding the proposed development of 96 condos directly upstream from the GSWA's Conservation Management Area. After learning in mid-January there would be a DEP virtual hearing about adding the development to the Northeast Water Quality Sewerage Coverage Map, we rallied our resources to build our knowledge, gain technical expertise, and provide high-quality educational materials to the public that would allow them to make insightful comments to the DEP regard our concerns.

We put together maps, distilled complicated state statutes down to simple language, created simple graphics that tried to make broad based but intelligible information available to inform of our concerns. We presented these materials at an informational webinar in February and created a dedicated place on our website for it all. More than 120 people signed up for the webinar to learn more about the proposed development and our concerns, and it gained broad newspaper coverage and generated many emails and conversations from those interested in submitting comments opposing the proposal. More than 80 people attended the DEP virtual hearing on March 9, and all who spoke were in strong opposition to the proposed development. We now need all of these concerned individuals to submit letters of concern to the DEP.

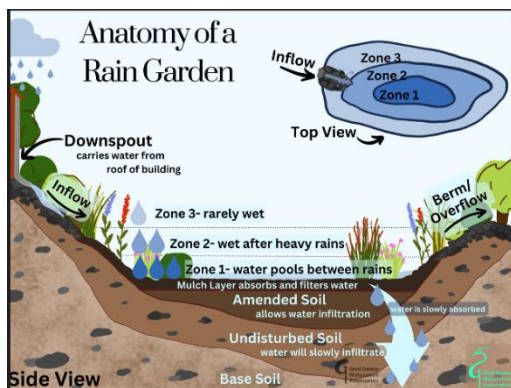
There is still time to submit comments, and information on exactly how to do so has been shared with you via email and is on our website. We implore you to raise your voice in opposition to the proposed development and **submit comments to DEP by March 23**.

In between our advocacy work on this development issue, we've been busy with carrying out the rest of our GSWA mission in and out of classrooms and trails and preparing for our busy field season which starts next week. We've had a busy and diverse slate of public programs and hikes, finished up our virtual January lunch and learns with a talk on Streambank restoration and PFA's – forever chemicals, and had incredibly well attended webinars in preparation for the upcoming plant sale- see below for more detail on what we have been up to.

School K-12 Education

We finally received our brand-new topographic model, funded by the Thomas Glasser foundation. This new model is almost 50% lighter than the original model and will allow us to be teaching in two places at once while using it for education.

Other tools which will help us to be more effective educators in the future include the beginning of our intensive Spanish lessons with Babel, funded by an education and training grant. This intensive Spanish course will allow us to gain confidence in speaking to students who do not speak English in both classrooms and during field trips. All four education staff along with our office manager Melanie and communications manager Nancy, are undertaking the Spanish courses. While currently we might only be able to ask for directions or order food in a restaurant, once our one-on-one lessons progress, we will be able to get help with specific scientific definitions in Spanish which will help us to be more effective communicators. This is incredibly helpful and confidence building as we continue to increase the work we do with urban and underserved school districts.



We are working with Franklin school in Summit to educate their entire 5th grade about the value of green infrastructure prior to installing a rain garden at the site- funded by a summit area grant. We completed the in-school water quality education, and the playground exploration with the students, and are meeting with grounds crew and administration to configure the rain garden itself before working with the student body to choose and install the wildlife beneficial plants at the site. The goal is to finish the project this school year. We will also



be back in school 28 in Paterson to teach a new slew of students the value of the rain garden we helped install in 2017 and will try and work with the Garden Club of Madison Conservation committee to get a field day to conduct some much-needed maintenance on the rain garden there. We are still working to get into PS 30 in Paterson to begin our work there on green infrastructure and install a wet swale at the school, funded by a Garden Club of America grant prior to the pandemic. We have worked with some new schools and old over the last months, including teaching at the Flex school in Berkeley Heights. This is a school especially for neurodivergent learners, and we really had to change up our typical programming to keep the focus of these students. We will work with them again when they join us for a field trip this spring. We also spent two hectic days teaching the environmental science students from Governor Livingston school, in Berkeley Height teaching 150 students over two days, and giving our new office manager Melanie a chance to see our educational programs hands on. These students also volunteered for a CMA volunteer day this week, and we will see them again in May for a field trip. Working in different ways with the same students depends their learning and allowed some of them to attend and write letters to the DEP on the proposed development. Our



environmentally focused teaching model- from building awareness to encouraging action was on full display!

From mid-January through February, we taught 240 elementary through high school students. We will teach this same number in just the next 10 days, and so begins our incredibly busy spring field season. We are booked for 2-3 field experiences each week, along with in-class and other school-based programming. We will have 9 full day students to science field trips (S2S) along with many old and new school partners. Many of these trips will take place at the CMA, with some held at the refuge, or even at sites downstream along the Passaic for schools who are not able to make the trek to the headwaters or find busing. Having 4 education staff allows us to work with larger urban classes, where 50 students necessitate using all four educators, but it also allows us to double up, covering two programs at two locations at the same time. (Please have patience if you reach out to us during this busy time out of the office. We can always be reached by cell.)

Plants for Pollinators Sale

We've had two very successful evening webinars to prepare our members for our upcoming plants for pollinators sale which **kicks off on April 3 and runs through April 28**. Over 150 people registered for each



of the January and February webinars and our speakers- Desiree Narango from Vermont Ecostudies Center and Eric Eaton, acclaimed author and native wasp expert gave great insight as to the ecological benefits of planting native versus nonnative plants to benefit garden biodiversity and bolster natural ecosystems. Our final preparation webinars will include nationally acclaimed author Heather Holm next week on March 21. Heather will focus on the diversity of native bees as pollinators and focus on strategies homeowners can take to make their yards more bee friendly

throughout the year. I will kick off the plant sale on April 3rd, with my webinar presenting more background information on the 33 different native species, the various native plants kits we will sell this year, and the underlying educational mission of the sale itself. We have already received \$1700 in donations associated with the plant sale webinars, which were offered for free with a suggested donation. With 25,000 plugs to sell, process and get ready for pick up, **we need volunteer help**. Our 17 pollinator partners will solicit for volunteers for our plant processing week -May 1-5th, but we would also love your help. A sign-up genius with two-hour time slots will be shared shortly. Please consider volunteering- there are post work slots available.

Public Programs

There are several upcoming programs we would love to see trustees, families and friends attend, including our [vernal pool hike on March 31](#), and our ['Eat the weeds' program, April 13](#). We're also excited to partner with the Long Hill library for a series of virtual programs, and for a town scavenger hunt that will take place during Long Hill students spring break. These kinds of collaborations allow us to build capacity in a particular community. The librarians will help to promote our programs,

offer us a location from which to present, and handle registration. We've conducted similar spring break scavenger hunts with several towns around the watershed in the past including Harding, Madison, Summit, and Chatham. We will be able to re-use some of the work on these hunts in the upcoming one.

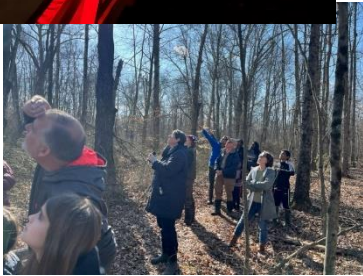
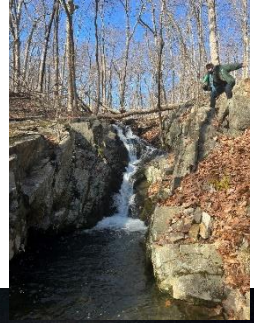




Despite the hike being planned for the end of January, our “Frozen Falls” hike turned out to be not-so-frozen given the mild winter we have had. Nonetheless, participants had a great hike, saw some great waterfalls and did a little birding along the way using our set of binoculars. Can you spot our new board member Sue Kessel in the group photo? On Presidents Day, we took hikers on a walk down memory lane along what was once a road connecting Whitebridge Road with

Meyersville Road through the Refuge. Today, the former road is the orange trail,

where hikers enjoyed dissecting owl pellets and scat along the boardwalk and watching some red bellied woodpeckers forage for lunch. We had a full moon and warm weather hike in February at the refuge WOC for our Snow Moon Hike. We even managed to take some pictures of the full moon through our amazing telescope which we use for all types of educational programming.



We continue to work on our grant to develop an adopt a catch basin program and spent a day in Paterson in January focusing on ard 4, where we hope to partner with community groups to adopt the most important flood prone catch basins. Ground truthing their location with our GPS unit and site inspection was incredibly helpful in getting

the lie of the land for this project. We will begin to identify partners who can hand out catch basin kits over the coming months, helping trash and other NPs to be removed from stromdrains ahead of rain events to help reduce stormwater flooding in Paterson.



We will work with new collaborative partner Morris Museum to host two programs in July that tie into water. On the first weekend in July we will show the movie Dark Waters at the Bickford movie theater inside the museu, and offer hands on- water based

activities the next day along with Morris Museum educators. The following weekend, which ties into City of Water day, we will host a CMA day, filled with activities , hikes and demonstrations around the topic of eater and water quality at the CMA. The events will be cross publiciced to both our memberships.

GSWA Water Quality Programs

Board Meeting Report

March 14, 2023

Water Quality Monitoring

2023 –

After a slight delay at the end of February due to weather, we completed our first round of chemistry sampling during the first week of March. Under very windy conditions we launched our kayaks at three out of four of our new downstream locations and collected chemistry samples with our swing sampler at the other. With our new downstream expansion, we are now gathering data along the Passaic River down to Dundee Dam. Of note, our conductivity and total dissolved solids numbers (measures of the amount of road salt in the stream water) were exceptionally elevated following the winter weather at the end of Feb and beginning of March. Continued elevated salt in our freshwater streams is harmful to the organisms that live there including fish, insects, amphibians and aquatic plants.

We had a successful presentation of our PFAS data during our virtual lunch and learn on January 27th. If you were unable to attend you can see the recording of the presentation here:

<https://youtu.be/UZ3RV8Pcmx4>

Visual Assessments

For 2023, our visual assessment data for the spring will be collected between April 1st and May 31st. We have many new assessment teams that will be working on historic sites that needed new Stream Team members to take over as well as new downstream sites that will help us gain a better understanding of what is happening in our new expanded region.

We will conduct our Spring Stream Assessment Training on April 1st at the Long Hill Library. Come out and join us to learn more about how we collect data and what it can tell us. See the GSWA events page for more information.

Education

At the end of March GSWA will gear up for our spring educational programming. At this time we have over 20 school field programs on the calendar between mid-March and the end of the school year. These programs allow the students to gain hands-on water quality sampling experience. While they gather the on-site data we talk about what the different parameters tell us, such as the elevated Total Dissolved Solids.

On Feb 23rd, the GSWA Staff along with Elliot Ruga and Steve Souza, gave a virtual talk on the current issues surrounding the proposed changes to the Northeast Water Quality Management Plan as needed to include the proposed Mt Kemble housing development housing lot. This was prior to the NJDEP hearing on the issue which was held on March 9th. I would like to thank the board members who joined in that virtual NJDEP hearing and especially those who spoke on behalf of GSWA. Further I would like to request that any GSWA board members who have not yet had the chance to make written comments to the NJDEP on this issue to please submit your comments as soon as possible. The open comment period

will close on March 24th. For more information on how you can help and what GSWA's concerns are please see our website. <https://www.greatswamp.org/take-action/mt-kemble-condo-plan/>

We are currently going over the 2022 water quality data and preparing the annual report card. I will be giving two virtual talks covering the 2022 report. One will be a GSWA Lunch and Learn on April 21st at 1pm, and the second will be hosted by the Long Hill Township Library on April 12th at 7pm. I encourage everyone to hop on your computers and learn about the state of our streams and all the you, as board members, support throughout the year.