



Great Swamp Watershed Association

Meeting of the Board of Trustees

June 21, 2024

9:00 a.m. – IN PERSON

Agenda

- Approval of Board Minutes from May 17, 2024 Meeting
- Finance Report:
 - Review YTD results
 - Budget review and approval
 - Resolution to approve new Line of Credit
- Executive Director Report
- Board pledge discussion
- Board give get discussion, review of proposal
- Ferber update
- Music Fest discussion review and discussion for next year
- Gala 2024 idea: Conservation Conversations
 - Save the Date: October 24
- Development Report
- Potential board retreat
- Other Business
- Adjourn

**Great Swamp Watershed Association
Budget vs. Actuals:Fiscal Year 2024 and Budget for Fiscal Year 2025**

	FY 2024 FCST		FY 2025 Budget			NOTES	Risks (K\$)
	Total		Total				
	Actual FY 24	Budget FY24	Actual FY24	Budget FY25	Variance FY 25 vs. FY 24		
Revenue							
3210 Deferred Income from Prior Year	17,750	36,000	17,750	20,317	14%		
4000 Annual Event	171,246	185,000	171,246	188,200	10%	220 ppl via tickets; 80 via sponsorship in/out	-17
4002 Advocacy Operational Reserve BD	-	20,000	-	10,000			
4100 Individual - Membership	90,630	84,600	90,630	94,550	4%		
4180 Individual Major Donors	213,425	238,683	213,425	230,000	8%		
4190 Individual Trustee Giving	25,524	31,500	25,524	26,000	2%		5
4200 Corporate	80,459	77,500	80,459	83,500	4%	Blue Foundry and Squib made up for shortfalls v PY	
4330 Corporate Stewardship Restricted	10,623	10,000	10,623	10,000	-6%		
4400 Foundation Support	323,200	324,200	323,200	284,700	-12%	Vicotria; Cornell Douglas impact offset slightly by Post and other increases	10
4600 Music Fest Event	38,354	45,950	38,352	45,050	17%		-7
4700 Programs - Education & Outreach	28,880	26,100	28,880	44,778	55%	Ramapo Climate Grant \$30K	
4799 Merchandise Misc	-	-	-	100			
4800 Native Plant Program	67,366	63,750	67,366	87,369	30%		
4900 Government Grants	5,280	8,150	5,280	5,000	-5%	babbel	
4990 Reimbursed Expenses	564	-	564	-	-100%		
4998 Other incomes misc	180	-	180	-	-100%		
Board Designated Trustee Reserve				17,400			
7111 4% Fund Transfer Draw	67,871	68,000	67,871	80,000	18%		-12
Total Revenue	1,141,352	1,219,433	\$ 1,141,351	\$ 1,244,364	9%		-\$ 21
Gross Profit	1,141,352	1,219,433	1,141,351	1,226,964	8%		
Expenditures							
5000 Administrative Payroll Total	764,362	829,886	764,362	830,261	9%	4% cola; full staffing; increased 401K match	
5100 Development Expense	8,387	11,137	8,387	8,518	2%		
5200 Education and Outreach	9,955	13,410	9,955	18,250	83%	up due to Ramapo Climate Change Grant	
5290 Native Plant Prog Expenses	39,471	43,000	39,471	46,000	17%	per plug price increase for next season 10% higher	
5300 Membership	20,079	20,350	20,079	20,800	4%		

5400 Stewardship	14,034	16,000	14,034	20,900	49%	Tree removal \$4k - safety need; other misc Includes increase macro 600; chem 1200 seminars 500; price increases plus added site for chem H&W in/out increased website maintenance\$2k; 10% increase insurance \$2k; 5% utilities; rent 12 months Depr should be approx\$ 8K - we do not historically include it in getting to a BE budget (300 including U/W +2500 VIP) at \$80*1.22; AV \$5k
5500 Water Quality						
	37,861	38,200	37,861	46,600	23%	
5700 Grant Specific Expense	9,301	2,700	9,301	5,000	-46%	
5800 Advocacy	576	20,000	576	10,000		
5805 Advocacy / CAGs / Other	-	-	-	-		
6100 Administrative Expense						
	130,339	130,140	130,339	132,136	1%	
6150 Depreciation Expense						
	-	-	-	-		
6240 Miscellaneous	101	-	101	500	395%	
6400 Annual Event Expenses						
	42,550	56,803	42,550	48,530	14%	
6490 Music Fest	19,546	19,000	19,546	20,000	2%	
6500 Mailing	19,040	14,788	19,039	19,450	2%	
Total Expenditures	1,115,603	1,215,414	\$ 1,115,603	\$ 1,226,945	10%	
Net Operating Revenue	25,749	4,019	25,748	19	-100%	
Other Revenue and Expense						
7000 UNREALIZED GAIN ON SEC	-	-	-	-		
7010 Interest Income	2,697	425	2,697	2,600		
7012 Interest Earned	1,892	-	1,892	1,500		
7010 Interest Income	4,589	425	4,589	4,100		
7011 Dividends Received	48,568	30,000	48,568	28,000		
7040 in-Kind Donation	19,563	7,500	19,563	20,000		
Total Other Revenue	72,720	37,925	72,720	52,100		
Other Expenditures						
8031 In-Kind Donations Annual Event	19,563	-	19,563	20,000		
Total Other Expenditures	19,563	-	19,563	20,000		
Net Other Revenue	53,157	37,925	53,157	32,100		
Net Revenue	78,906	41,944	78,905	32,119		

Great Swamp Watershed Association

Ferber Property

Capital Campaign Budget	Budget FY25
Revenue	
Lackland	\$ 171,000
FMKirby	100,000
Hyde & Watson	22,000
Wentworth	10,000
Trustee Capital	
Total Revenue	\$ 303,000
Expenses	
PSEG Purchase Price	66,000
Architect	12,000
Legal	30,000
Insurance	15,000
Suveys/Title	4,000
Environmental	5,000
Engineering/Building Inspection	43,000
Taxes 1/2 year	7,500
Total Closing costs	\$ 182,500
Paint - interior	12,000
Caulk windows	
Paint - exterior	17,000
Floors - Laminant; refinish exisiting; r	7,000
Fix damaged kitchen ceiling	1,000
Electrical - office lighting	20,000
Fix unknowns	15,000
Move and wire Generator	10,000
More and wire Phones	1,000
Move and wire IT and wifi and server	8,000
New Well	12,000
Cleaning	1,000
Total Building Prep	\$ 104,000
Dumpster	3,000
New Copier/Removal of two old copie	10,000
Movers	5,000
Total Move costs	\$ 18,000
Total Costs	\$ 304,500

NON-PROFIT CORPORATION
CERTIFICATION/RESOLUTION

I, David Naidu, the duly elected and qualified Chair person of The Great Swamp Watershed Association (the "Corporation"), do hereby certify that the following is a true and correct copy of the resolution adopted at a meeting of the Corporation held on the 21st day of June, 2024, at which a quorum was present.

RESOLUTION:

WHEREAS, the Corporation desires to borrow money from Valley National Bank ("The Bank") in the amount up to \$500,000.00 (the "Loan"); and

WHEREAS, the Corporation holds Business Assets on the Corporation to be used as security for the Loan;

THEREFORE BE IT RESOLVED, that the Corporation is authorized to enter into a loan with The Bank evidenced by a Security Agreement and Promissory Note in the amount up to \$500,000.00 for the purpose of working capital and that the officers as listed on the attached Affidavit/Certificate of incumbency marked Exhibit A are authorized to sign the Loan documents on behalf of the Corporation.

I further certify that this resolution has not been modified, revoked, or rescinded and is in full force and effect this _____ day of _____, 2024.

Chair person of the Corporation

David Naidu

Executive Director's report for June 21, 2024 Board of Trustees meeting

I have spent more time on the Ferber acquisition but we are absolutely making progress! As I told everyone (probably several times), I finally received an executed agreement on May 29. Since then, I have arranged for our vacant property insurance. I have also scheduled all the home inspections, oil tank sweep, radon, termites, septic inspection and Phase I environmental. I coordinated all necessary insurance requirements from the inspectors to satisfy PSE&G. All inspections should be complete by the time of this board meeting. I now have access to the building so please let me know if you would like to stop by and see the property and now the building. If you haven't been there yet, you really should see it.

I met with the Chatham Township engineer to review what engineering he thinks is necessary for the variance application so I can try to reduce the cost of the engineering. If anyone is familiar with land use engineering, I could really use some help with this.

As you know, we held our music fest on May 19. We will be discussing this at the board meeting and have some new ideas for next year. The staff held a valuable music fest/spring event and fall gala discussion.

Val and I wrote the chairman's appeal, which David put his own personal twist on. You should have received it in the mail by the time of the board meeting. Please remember, we don't expect you to contribute to every letter we send, but we do send all appeals to you so you know what they say!

Sue and I continued to work on the budget and reduced the proposed deficit as much as we thought possible. Of course, everything is based on probability of receiving funding, nothing is guaranteed. We held a finance committee meeting to make one final review of the budget. The finance committee is thoughtful and thorough in their review.

Lynne and I attended a non profit symposium by CLA (the successor to Sobel Accounting firm). Their takeaway is that individual giving is down 13% since the pandemic and 40% of non profit staff are looking for new jobs.

We hired a new office manager and new program associate.

We held a trusteeship meeting to discuss whether or how to implement a give and get policy. This will be discussed at the board meeting.



Great Swamp Watershed Association

The Passaic River WATERKEEPER® ALLIANCE Affiliate

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Executive Director

Sally S. Rubin

Director of Development

Wade H.O. Kirby

May 29, 2024

Great Swamp Watershed Association Trustee Financial Commitment Pledge

As a dedicated member of the Great Swamp Watershed Association Board of Trustees (GSWA), I recognize the vital role that financial support plays in advancing our mission and ensuring the sustainability of our organization. With a deep commitment to our cause, I hereby pledge to contribute annually to the financial well-being of GSWA.

My Pledge:

Annual Financial Contribution: I commit to making an annual financial contribution to GSWA in the amount of \$_____ per fiscal year, beginning July 1, 2024.

This pledge may include:

- support of the annual gala in the amount of \$_____
- support of the spring fundraiser in the amount of \$_____
- general support in the amount of \$_____ on the following date/dates: _____

The categories of my donations may change, but the total contribution will remain the same.

I will contribute \$_____ monthly. Please charge the following credit card: _____ expiration _____ 3 digit code_____.

I will hold the following event to benefit GSWA: _____

I will introduce GSWA to the following individuals or companies: _____

I will solicit a contribution from _____ in the amount of \$_____

I understand the importance of consistency in financial support and pledge to fulfill my annual contribution promptly and reliably each year. I recognize the significance of leading by example and will actively encourage fellow board members and stakeholders to join me in supporting GSWA. I acknowledge that circumstances may change, and if for any reason I am unable to fulfill my financial pledge, I will promptly communicate with the Chairperson of the Board of Trustees to explore alternative arrangements.

By signing this pledge, I affirm my commitment to the financial well-being of Great Swamp Watershed Association and to advancing its mission. I understand that my support is crucial to the success of our organization and pledge to uphold the highest standards of stewardship and dedication.

Signature: _____ Date: _____



Protecting our water and land for over 40 years



Communications Board Report – Val Thorpe

June 2024

Events

7th Annual Great Swamp Great Music Festival Sunday, May 19, 2024

With both reserved fields too saturated to hold the event outdoors, we had no choice but to move the festival to our indoor backup facility, Drew University's Baldwin Gymnasium in Madison, NJ. Although not ideal, it allowed the show to go on, and it was roomy enough to accommodate the full festival.



Highlights:

- Those who attended had a great time and provided positive feedback.
- All seven bands were fantastic and appreciative.
- Since it was indoors, we were able to put on an incredible light show.
- The Kids' Corner was popular and well attended (Left: Kate Barry and hubby Zac at the selfie station.)
- Merch vendors were happy with their sales.
- We did not have to transport pop-up tents, tables, and chairs – Drew U provided tables and chairs and their staff managed the setup and breakdown, so everyone was able to get home at a reasonable hour.
- The festival layout physically worked well for all involved.

Challenges:

- The event came in at 72% of the budget, netting \$19,306 against a budget of \$26,950. We attribute this to lower than anticipated ticket sales and fewer attendees purchasing from the bar and food/merch vendors.
- Changing venues from outdoors to indoors and from Chatham Twp. to Madison required a lot of coordination, creating extra work and on top of an already time-consuming planning process.
- An indoor music festival is not ideal. Many attendees preferred to remain outdoors (of course it had to be a sunny day) and listen vs. serving as an audience to the bands.

Conclusion:

GSWA staff conducted a post-event debrief. After much discussion, the staff is recommending we discontinue the music festival and consider a new event (or events) to serve as our second largest annual fundraiser. Too often, poor weather has impacted the success of this festival. We agree it is too time-intensive for me personally in the months leading up, which keeps me from performing other tasks. Additionally, the week leading up impacts the entire staff for this all-hands-on-deck event including the weekend of the event.

We will propose this recommendation at the June 13 debrief attended by staff, board, and advisory council members. If all agree, we will seek ideas from the participants. More to follow.

On a personal note, I am disappointed I did not get to see this end on a high note. It has such enormous potential, but Mother Nature had different plans. To quote Sue Levine, "We try to save the water - and the pay back has been rain.... You would think the rain fairies would take pity since we are truly on their team, but alas they have not."

Many thanks to all who supported this event in any way!

Gala Refresh

The staff has been brainstorming ideas on how to breathe new life into the gala, our largest annual fundraiser. We believe, and outside organizations agree, people are suffering from gala fatigue. Last year, we hired magician and illusionist, Simon Mandal, to spice up the night. This year, we feel the change must be more drastic. The staff has invited the board and advisory council members to participate in brainstorming Zoom on Tuesday, June 18. It is our hope that together we can come up with an idea that will make this year's event our most popular and lucrative one yet!

Chairman's Appeal

This year's Chairman's Appeal focuses on GSWA's mission with a breakout of each of the four cogs, water quality monitoring, education, stewardship, and advocacy. The graphic on the front shows GSWA staff

<p>Water Quality Monitoring</p> <p>We regularly test the health of the Great Swamp watershed and the Passaic River, identifying and addressing potential pollution sources.</p>	<p>Educational Programs</p> <p>We educate students and the public about local environmental issues, climate change, and how to modify behaviors to reduce our carbon footprint.</p>	<p>Habitat Restoration</p> <p>We work to restore native plant life and remove invasive species, ensuring a healthy environment for wildlife, including our highly successful annual native plant program.</p>	<p>Advocacy</p> <p>We work with residents and public officials on important issues, promoting intelligent development, contamination cleanup, and the overall health of the watershed.</p>

and volunteers in action, and on the back showcases some of the critters caught on the trail camera at our CMA. Letters were mailed to ~1800 residents on June 14.

New Office Manager

Izzy Filippini joined the GSWA staff on May 15 and jumped right into the fire! I was in the process of redesigning the music festival from outdoors to indoors, which also included changing various permits from Chatham Twp. to Madison. Izzy did an excellent job helping me divide and conquer the tasks. She was a big help in setting up and during the event itself. Since then, I have been training her in the position. While I was away the first week of June, Nancy took over training. Izzy is a wonderful addition to the staff, and we are lucky to have her!

GSWA in the News

I compose press releases which are published in some or all the following local news media outlets including New Jersey Hills Media (14 local newspapers), The Daily Record, InsiderNJ.com, The Patch, TapInto, and more. Press releases and GSWA blogs can be found at GreatSwamp.org/publications:

- May 20, 2024: Great Swamp to Share Readout on Local Water Quality
- May 15, 2024: Great Swamp Music Fest Moves to Drew University.

Great Swamp Partners

Sally and I attended another Great Swamp Partners meeting on June 12. This team consists of representatives from GSWA, The Raptor Trust, Morris County Park Commission OEC, Friends of the Great Swamp, GS National Wildlife Refuge, Somerset County Park Commission EEC, and Morristown National Historical Park. We are planning a watershed-wide scavenger hunt with the goal of promoting our organizations while engaging people in the great outdoors. This two-day event takes place April 25-26, 2025. GSWA has hosted watershed-wide scavenger hunts in the past, so I was easily able to locate all the info created by Hazel England back in 2012-16. At our next meeting in September, we will flesh out the details of the event and discuss promotional activities.

Great Swamp Watershed Association
Monthly Development Summary
as of April 30, 2024 Revised

	Actual Apr	Goal Apr	Actual YTD (July - Apr)	Goals YTD (July - Apr)	Progress of Goals through Apr	Goals July '23- June '24	Progress to FY2024 Goals	Prior Apr 2023	Prior YTD (Jul '22 - Apr '23)	Prior Jul '22 - June '23
Individuals										
Trustees	\$150	\$3,155	\$16,833	\$30,445	55%	\$31,500	53%	\$3,155	\$28,490	\$30,000
- Captial Campaign	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$0	\$0
Major Gifts	\$14,550	\$17,000	\$188,675	\$210,000	90%	\$238,683	79%	\$9,000	\$204,412	\$222,000
Membership	\$7,214	\$8,417	\$68,242	\$67,768	101%	\$84,600	81%	\$9,853	\$74,936	\$89,000
Total Individuals	\$21,914	\$28,572	\$273,750	\$308,213	89%	\$354,783	77%	\$22,007	\$307,837	\$341,000
Institutions										
Corporations Restricted	\$0	\$0	\$46,012	\$27,000	170%	\$63,000	73%	\$0	\$51,000	\$59,500
Corporations Unrestricted	\$10,000	\$2,000	\$14,459	\$14,500	100%	\$14,500	100%	\$7,000	\$14,850	\$10,250
Foundations Restricted	\$9,000	\$0	\$76,700	\$35,000	219%	\$47,200	163%	\$1,000	\$41,400	\$72,000
Foundations Unrestricted	\$35,000	\$30,000	\$185,000	\$269,000	69%	\$277,000	67%	\$30,000	\$225,000	\$212,000
Total Institutions	\$54,000	\$32,000	\$322,171	\$345,500	93%	\$401,700	80%	\$38,000	\$332,250	\$353,750
Programs / Other										
Programs / Events	\$1,440	\$775	\$23,702	\$16,150	147%	\$26,100	91%	\$1,075	\$17,423	\$30,000
Gala	\$3,500	\$0	\$172,386	\$185,000	93%	\$185,000	93%	\$3,000	\$148,359	\$175,000
Gov Grants	\$1,500	\$0	\$6,480	\$8,150	80%	\$8,150	80%	\$0	\$4,653	\$20,000
Music Festival	\$9,450	\$0	\$22,874	\$0	0%	\$45,950	50%	\$8,500	\$23,020	\$49,006
Native Plant Program	\$65,572	\$60,063	\$65,572	\$60,627	108%	\$63,750	103%	\$62,972	\$65,067	\$60,750
Merchandise	\$0	\$0	\$15	\$0	0%	\$0	0%	\$0	\$71	\$0
Stewardship Rest.	\$5,000	\$0	\$13,185	\$6,000	220%	\$10,000	132%	\$0	\$9,677	\$8,000
Total Events/Merchandise	\$86,462	\$60,838	\$304,213	\$275,927	110%	\$338,950	90%	\$75,546	\$268,270	\$342,756
Sub Total	\$162,375	\$121,409	\$900,134	\$929,640	97%	\$1,095,433	82%	\$135,554	\$908,358	\$1,037,506
Other										
Advocacy	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$0	\$0
Passaic River Greenway - Chatham	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$0	\$0
Capital Campaign - Ferber Farm	\$171,000	\$0	\$171,000	\$0	0%	\$0	0%	\$0	\$0	\$0
Restricted Individual Grants	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$45,000	\$5,000
Deferred Income from Prior Year	\$0	\$0	\$0	\$36,000	0%	\$36,000	0%	\$0	\$0	\$23,000
Other Total	\$171,000	\$0	\$171,000	\$36,000	475%	\$36,000	475%	\$0	\$45,000	\$28,000
Grand Total	\$333,375	\$121,409	\$1,071,134	\$965,640	111%	\$1,131,433	95%	\$135,554	\$953,358	\$1,065,506

Note 1

Note 2

Note 3

Note 4

Note 5

1. Anyone who has donated in the last 12 months + 2 month grace period is considered a member. Membership contributions include: new member donations, renewals, appeals, donations, memorial gifts, workplace giving, and monthly sustaining gifts. Excludes major gifts, trustee giving and gala related donations.
2. Restricted gifts are contributions designated by the donor for a specific purpose.
3. Includes corporate matching gifts.
4. Per accounting requirement, some funds received in FY20 carried to FY21. Allergan \$2500 Corp-Restricted was moved into FY2021. Summit Foundation (Fnd-Restricted) \$6000, and Ogden Foundation - Major Gift \$6000 was moved into FY2021. The above report is only a reflection of those funds received in FY21.
5. Includes all Gala revenue regardless of source. A major donor's Gala gift, for instance, will appear here and not under the Major Donor category.

Great Swamp Watershed Association
Monthly Development Summary
as of May 31, 2024

	Actual May	Goal May	Actual YTD (July - May)	Goals YTD (July - May)	Progress of Goals through May	Goals July '23- June '24	Progress to FY2024 Goals	Prior May 2023	Prior YTD (Jul '22 - May '23)	Prior Jul '22 - June '23
Individuals										
Trustees	\$8,090	\$155	\$24,923	\$30,600	81%	\$31,500	79%	\$155	\$28,644	\$30,000
- Captial Campaign	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$0	\$0
Major Gifts	\$6,500	\$12,000	\$195,175	\$222,000	88%	\$238,683	82%	\$13,370	\$217,782	\$222,000
Membership	\$3,394	\$5,417	\$71,636	\$73,185	98%	\$84,600	85%	\$8,100	\$83,035	\$89,000
Total Individuals	\$17,984	\$17,572	\$291,734	\$325,785	90%	\$354,783	82%	\$21,624	\$329,461	\$341,000
Institutions										
Corporations Restricted	\$0	\$21,000	\$46,012	\$48,000	96%	\$63,000	73%	\$20,000	\$71,000	\$59,500
Corporations Unrestricted	\$0	\$0	\$14,459	\$14,500	100%	\$14,500	100%	\$0	\$14,850	\$10,250
Foundations Restricted	\$0	\$0	\$76,700	\$35,000	219%	\$47,200	163%	\$0	\$41,400	\$72,000
Foundations Unrestricted	\$7,500	\$8,000	\$192,500	\$277,000	69%	\$277,000	69%	\$8,000	\$233,000	\$212,000
Total Institutions	\$7,500	\$29,000	\$329,671	\$374,500	88%	\$401,700	82%	\$28,000	\$360,250	\$353,750
Programs / Other										
Programs / Events	\$790	\$775	\$24,492	\$16,925	145%	\$26,100	94%	\$1,358	\$18,781	\$30,000
Gala	\$0	\$0	\$172,386	\$185,000	93%	\$185,000	93%	\$0	\$148,359	\$175,000
Gov Grants	\$0	\$0	\$6,480	\$8,150	80%	\$8,150	80%	\$0	\$4,653	\$20,000
Music Festival	\$13,552	\$45,950	\$36,426	\$45,950	0%	\$45,950	79%	\$7,214	\$30,234	\$49,006
Native Plant Program	\$1,718	\$3,063	\$67,289	\$63,690	106%	\$63,750	106%	\$3,500	\$68,557	\$60,750
Merchandise	\$0	\$0	\$15	\$0	0%	\$0	0%	\$0	\$71	\$0
Stewardship Rest.	\$0	\$0	\$13,185	\$6,000	220%	\$10,000	132%	\$500	\$10,177	\$8,000
Total Events/Merchandise	\$16,059	\$49,788	\$320,272	\$325,715	98%	\$338,950	94%	\$12,572	\$280,832	\$342,756
Sub Total	\$41,544	\$96,359	\$941,677	\$1,026,000	92%	\$1,095,433	86%	\$62,196	\$970,543	\$1,037,506
Other										
Advocacy	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$0	\$0
Passaic River Greenway - Chatham	\$2,000	\$0	\$2,000	\$0	0%	\$0	0%	\$0	\$0	\$0
Capital Campaign - Ferber Farm	\$10,000	\$0	\$181,000	\$0	0%	\$0	0%	\$0	\$0	\$0
Restricted Individual Grants	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$45,000	\$5,000
Deferred Income from Prior Year	\$0	\$0	\$0	\$36,000	0%	\$36,000	0%	\$0	\$0	\$23,000
Other Total	\$12,000	\$0	\$183,000	\$36,000	508%	\$36,000	508%	\$0	\$45,000	\$28,000
Grand Total	\$53,544	\$96,359	\$1,124,677	\$1,062,000	106%	\$1,131,433	99%	\$62,196	\$1,015,543	\$1,065,506

Note 1

Note 2

Note 3

Note 4

Note 5

1. Anyone who has donated in the last 12 months + 2 month grace period is considered a member. Membership contributions include: new member donations, renewals, appeals, donations, memorial gifts, workplace giving, and monthly sustaining gifts. Excludes major gifts, trustee giving and gala related donations.
2. Restricted gifts are contributions designated by the donor for a specific purpose.
3. Includes corporate matching gifts.
4. Per accounting requirement, some funds received in FY20 carried to FY21. Allergan \$2500 Corp-Restricted was moved into FY2021. Summit Foundation (Fnd-Restricted) \$6000, and Ogden Foundation - Major Gift \$6000 was moved into FY2021. The above report is only a reflection of those funds received in FY21.
5. Includes all Gala revenue regardless of source. A major donor's Gala gift, for instance, will appear here and not under the Major Donor category.

Lynne Applebaum Activities Update June 2024

- Assisted with plant preparation for Native Plant Program pickup
- Met with Morris County Chamber Non-Profit Advisory Committee to discuss upcoming roundtable events
- Attended MCCC Life Sciences Forum in Parsippany
- Went to Jefferson School in Summit to observe students planting rain garden
- Attended 2023 water quality report presentation at Morristown Library
- Worked on quiz questions for Advisory Council dinner
- Worked on Climate Change Education grant in collaboration with Ramapo College
- Attend regular Thursday meetings for Climate Change Education grant
- Cultivated new potential funders – Sanofi and Wakefern. Result in upcoming Sanofi workday and new funding from Wakefern
- Sought sponsorships, helped with set up, ran bar and breakdown of Music Fest
- Attended CLA event “How to Reinvest in Your Non-Profit with Sally
- Submitted 10 grants and 3 reports in April and May
- Conducted intensive research for GOS, restricted and capital grant opportunities

Grant Recap June 2024

Corporate Restricted		BUDGET	ACTUAL	VARIANCE	NOTES
	PSEG	\$ 7,500.00	\$ 8,500.00	\$ 1,000.00	Environmental Education, awarded in August
	Bristol Myers Squibb	\$ 15,000.00	\$ 20,000.00	\$ 5,000.00	Environmental Education, applied in September, awarded in December
	Bayer Fund	\$ 15,000.00	\$ 20,000.00	\$ 5,000.00	Environmental Education, received award notification in June
	JCPL/First Energy	\$ 4,500.00	\$ 7,500.00	\$ 3,000.00	Environmental Education, awarded in November
Corporate Unrestricted					
	Whole Foods		\$ 1,959.46		Received in December. Award was \$2K, final award reflects service fee taken by AOL Giving Platform (Goes towards Budgeted Other Corp Total \$5000)
	BASF	\$ 7,500.00	\$ 7,500.00	\$ -	General Operating Support, received in April
	Valley Bank	\$ 2,000.00	\$ 2,500.00	\$ 500.00	General Operating Support, received in April
	Wakern Food Corp.		\$ 2,500.00	\$ 2,500.00	General Operating Support, received award notification in June *New Corporation*
	Columbia Bank Foundation		\$ 2,500.00		\$5000)
Foundation Restricted					
	Marta Heflin Foundation	\$ 5,000.00	\$ 6,700.00	\$ 1,700.00	CMA Stewardship, awarded in August
	Meerwarth Foundation	\$ 10,000.00	\$ 15,000.00	\$ 5,000.00	Environmental Education, awarded in October
	Glasser Foundation		\$ 14,852.00		CMA Shed and Tools, received award in December
	Watershed Institute		\$ 5,000.00	\$ 5,000.00	WQ QAAP. Received first of two payments of \$5000/ea in May. Will receive 2nd payment in 2025.
	Lillian Schenck Foundation	\$ 4,000.00	\$ 5,000.00	\$ 1,000.00	Environmental Education, received in April
	Hyde and Watson Foundation		\$ 20,000.00		WQ Equipment, Computers, Tables, Chairs, Tents, Received in Nov. In and out.
Unrestricted Foundation Support					
	Thrivent Charitable/Edith Hahn Animal and Wildlife Preservation Fund	\$ 20,000.00	\$ 20,000.00	\$ -	General Operating Support - Awarded in August. Second payment, renewable for 3 years with a possibility of going to 5 years
	Bauer Foundation	\$ 10,000.00	\$ 15,000.00	\$ 5,000.00	General Operating Support - awarded in July.
	Mary Reinhart Stackhouse Foundation	\$ 15,000.00	\$ 15,000.00	\$ -	General Operating Support, awarded in November
	Victoria Foundation	\$ 25,000.00	\$ 25,000.00	\$ -	General Operating Support, awarded in September *Final Year*
	Fred Fatzler Foundation	\$ 4,000.00	\$ 5,000.00	\$ 1,000.00	General Operating Support, awarded in November
	Cestone Family Foundation	\$ 25,000.00	\$ 25,000.00	\$ -	General Operating Support, applied in August, received in December
	Tyler Foundation	\$ 20,000.00	\$ 20,000.00	\$ -	General Operating Support, applied in September, received in December
	Guilford Foundation	\$ 5,000.00	\$ 12,500.00	\$ 7,500.00	General Operating Support - awarded in July and jagin in June
	Mazer Foundation	\$ 8,000.00	\$ 9,000.00	\$ 1,000.00	General Operating Support - awarded in May
	John and Margaret Post Foundation		\$ 10,000.00	\$ 10,000.00	General Operating Support, awarded in June *New Foundation*
	F.M. Kirby Foundation	\$ 35,000.00	\$ 35,000.00	\$ -	General Operating Support, \$35K, Capital Support, Plus \$50K Restricted for Ferber acquisition. Awarded in June.
	George Ohl Trust		\$ 5,000.00	\$ 5,000.00	General Operating Support, awarded in April *New Foundation*
SUBTOTAL FOUNDATIONS/CORPORATIONS YTD		\$ 202,500.00	\$ 336,011.46	\$ 59,200.00	
TBD - Budgeted \$76,000 for New Corporate and Foundation Funding					
	Blue Foundry Bank Charitable Foundation		\$ 10,000.00		Environmental Education. Awarded in July. *New corporation* (Goes toward Budgeted Other Corp Total \$5000)
	John Ben Snow Memorial Trust		\$ 10,000.00		Environmental Education and bussing to CMA for Outdoor Experiential Learning Opportunities, awarded in August. *New foundation*(Goes towards Budgeted Other\$71K)
	Mimi Washington Starrett Foundation		\$ 10,000.00		General Operating Support, awarded in November. First \$10,000 of \$20,000 commitment over 2 years *New foundation* (Goes towards Budgeted Other\$71K)
	William L. Gibson Foundation		\$ 10,000.00		General Operating Support, awarded in Nov(Goes towards Budgeted Other\$71K)*New Foundation*
		\$76,000	\$ 40,000.00		
TOTAL FOUNDATIONS/CORPORATIONS YTD			\$376,011.46		
Government Grants					
	Workforce Development Board of Morris, Sussex, Warren	\$ 8,150.00	\$ 6,480.00	\$ (1,670.00)	Reimbursements: Spanish language lessons -received in October, Winter Wetlands Plants- received in April
Applied/Pending				\$ Request	
	Gertrude Hirsch Charitable Trust			\$ 10,000.00	GOS, applied in June, pending
	Mitsubishi Foundation			\$ 10,000.00	Environmental Education, applied in January, pending
	Zimmer Biomet Foundation			\$ 10,000.00	Environmental Education, applied in May, pending
	Bell's Brewery			\$ 5,000.00	CMA Stewardship, applied in June, pending
	Marta Heflin Foundation			\$ 8,000.00	CMA Stewardship, applied in June, pending
	CDS Funding, Corey Booker's office			\$ 109,000.00	Loantaka Brook restoration, applied in April, pending
	Bank of America			\$ 20,000.00	General Operating Support, applied in May, pending
	Blue Foundry Bank Charitable Foundation			\$ 10,000.00	Environmental Education, applied in March, pending
	PSEG			\$ 10,000.00	Environmental Education, applied in June, pending
	John Ben Snow Memorial Trust			\$ 15,000.00	General Operating Support, \$15K, applied in March, pending
	TOTAL			\$ 295,030.00	



Overview.

Despite being one educator down, and one just back to full hours after a prolonged absence, we have had a diverse and busy month of programming. We have taught over 430 students in just the last month, almost all learning in the field, with experiential learning at our CMA, and in Summit, Morristown, and Paterson! We are happy to announce that we have hired our new education associate, and Alexandra Melligon will be starting 32hrs/week as of 6/17. She comes with a breadth of experience in a variety of environmental education and biology settings, and is originally a NJ resident, graduating from Pingry school in 2007. She is returning to her roots after several years working in Florida. We believe her enthusiasm and outgoing personality, and the fact she is a little older and ready to settle in NJ mean she will be a great fit for the educational needs of GSWA more so than other recent staff. Her arrival can't come too soon, as we are busy planning fall programs, scheduling our 2024-25 Students 2 science and other field trip dates and figuring out how to capitalize on a fantastic teaching opportunity that has unexpectedly come our way!



The NJ Department of Education rolled out Climate Change educational standards in 2020 during the COVID pandemic. They have not been well implemented because of this... New Jersey is the first state in the nation to have such standards, and they are cross-curricular and K-12, also unique. To engage teachers with the standards the DoE offered a grant opportunity which Ramapo College amongst other colleges applied for. They not only received the funding, but their budget was doubled to \$650,000! Ramapo will act as the educational hubs for the northern 7 counties of the state and partner with different nonprofit education organizations (Including Meadowlands Environmental Center, School of Conservation in Stokes Forest and GSWA) to give training and professional development over the summer and through the school year to teachers of 6th-12th grade. Ramapo approached GSWA because their original partner withdrew, and they thought of us because of the work we have done in urban areas and the experience of the education staff. The grant is \$50,000 and runs through March, much of the funding covers staff salary and overhead enabling us to pull together these new professional development workshops. There is also funding for 6 experiential learning trips for students from the region, including busing and substitutes for travelling teachers. We are excited to teach our existing programs through the

lens of building climate resiliency. This is no stretch from teaching about flood prevention and green infrastructure in our regular programs to incorporating this into teacher education. Since the focus is on place-based learning, our CMA will serve as the outdoor location for the workshops. Priority will be given to school districts who applied for climate change grants, but schools in Morris, Essex, and Passaic counties, mean that almost all the districts we currently work with are included in the grant. It is a big lift, but exciting stuff!

School Education Programming

At the other end of the river, on Paterson's Earth Day –Students from across the city of Paterson came out to the Great Falls to clean the park as well as explore a science expo. GSWA staff tabled with the topographic map and macros.



Students from PS28- Paterson Gifted and Talented School came out to weed and plant plugs at their rain garden. We worked with students from 6th to 8th grade, and each class got to learn about rain garden function as well as identify the weeds that need to be removed to take care of the garden over time. Plants from the plant for pollinators sale paid for with Plant it forward donations during the sale were used at the site. We particularly value these informal links with schools such as PS28, where we have been partnering for in class, field

and green infrastructure projects since 2016.

At the upstream end of the river, our Jefferson School Raingarden Installation has moved along, with the fifth graders taking our plant choice activity and picking out native plants both for biodiversity as well as water and light requirements. Once the garden was prepared and ready for planting, the fifth graders buddied up with kindergarten classes to teach them the importance of native plants and rain gardens. We still have some minor modifications to



make , but the rain garden is almost complete.



We had Students from JFK High School in Paterson, and from Union County Vo tech come to the CMA for all-day field trips to learn about ecosystem services and water quality along the Silver Brook. Paterson's busing was underwritten by a grant, and this support is invaluable in helping urban, underserved schools attend field trips.

Public Education:

We kicked off our paddling programs for the season with two afternoon into evening paddles held on the Passaic at the Essex Environmental Center in Roseland. Participants were treated to sightings of pileated woodpecker, green heron, many spring warblers and several egrets and herons. The generous donation of a tandem kayak means we can increase our capacity at these programs moving forward. **We encourage trustees to try and attend one of these paddles to see firsthand the river we work so hard to protect.**



We had a great hike around the CMA, on the All the colors of the CMA hike. With the new trail editions, it makes it possible to hike over 3 miles on our trails making a decent mid length hike. Along the way, we discussed what projects we are working on at the property as well as defense strategies for species like frogs, toads and snakes.

Professional development and continuing education:

Our Programming Staff has continued to attend the Duke Farms Master Ecologist course, which takes place over 8 months. This month was led by Mike Van Clef, head of the NJ Invasive Species Strike Team. During this month's class, we discussed the impact of heavy deer populations on NJ forests and how it leads to increased presence of invasive plant species. We are slowly completing our second batch of Babble Spanish language classes, though the busy spring season has slowed our attendance at these programs sponsored by NJ Workforce development. Next month, our staff will undertake two days of kayak training, allowing us to lead our busy kayak programs with increased skill, safety consideration and confidence. New Educator Alex will join us on these programs.

Plant For Pollinator Sale

Now that the sale has fully wrapped, the last plants have been sold, and the detailed accounting is complete, we can say with total confidence that the fourth Plant for Pollinators sale was a great success! We view this primarily as an educational program. It is core to GSWA's mission of improving habitat, educating residents and members about the importance of pollinators in the ecosystem, and helping biodiversity throughout the watershed. However, the plant sale is also a valuable fund and friend raiser for us.



Below are some charts showing some of the metrics we pull together from the sale each year. Our primary mission is to create vital pollinator habitat throughout the watershed and engage members and partners in high quality native plant education. If we were to map the locations of all the native plants purchased over four years, they would appear like adding beads on a chain, linking patches of pollinator friendly habitat from the headwaters in Mendham to Paterson, Montclair and beyond into Essex County.

Some 2024 highlights: This year we sold 25,700 individual plants to people in 126 different municipalities. While they all travelled to one of 14 different pick-up locations staffed by our pollinator partners, this reach is truly growing. More than 516 participants enjoyed our 5 webinars filled with information and suggestions for plant choices. Several editions of our “Make way for pollinators” newsletter engaged the more than 2,000 names we now have on our native plant database. WE added 539 new emails this year alone.



Gross sales of plants are the main revenue of the sale- with six different kits comprised of 25 plants, and 37 species available as strips of 5 plants, this made up the bulk of the 514 orders our volunteers processed during the hectic plant processing week. Speaking of volunteers, our 17 partners and GSWA’s own work encouraging volunteers to help with the huge task of readying the orders netted 109 volunteers, filling 144 different volunteer slots over the week. We’d like to think they were encouraged by the homemade treats each day, but we know from feedback that they enjoy chatting with other gardeners and likeminded volunteers! Processing week is a great chance for us to engage with like-minded people. Every year the processing week nets new speaking engagements, new schools to work with, or towns to engage with, and a growing number of individuals who spend time with us learning more about the important work we do when we

are not running a plant sale.

We also generate memberships, donations and other support, which makes up the remainder of the revenue from the sale, apart from the sale of signs and hats. This year the sales grossed \$77,017 and after fixed costs, netted \$36,208. As with other programs here, we do not consider staff time costs for the program which are considerable. We will for the first time since the start of the sale be increasing the cost of the kits and species to cover increased costs of purchasing and running the sale. We will sit down with the internal team over the next weeks that coordinates the event to debrief fully, evaluate the sale, consider improvements and changes for next year to the sale process, partner communication and all other aspects of this complex, but worthwhile event. Mostly, we will haggle over which plants to include in the sale next year!

Plant sale year by year comparison. Our recording of metrics has developed over the four years.

Metric Description	2021	2022	2023	2024
Total plugs sold	13,650	23,498	24,000	25,700
Number of species	19	28	33	37
Number of different kits	2	6	6	6
Total kits sold	300	570	505	577
Total unique orders	330	498	516	514
Pollinator Signs	-		440	\$510
Pollinator Hats	-		210	\$750
Plant it forward Donations	-	641	400	\$700
Webinar Donations		282	918	\$1,168
Webinar/Plant Sale Memberships		991	640	\$,2592*
Webinar total attendees	135	672*	441	516
Email addresses added		632	412	539
New DP records created	-	-	291	195
Total plant sp. gross revenue		57391	\$59,190	\$69,360
Total plant sale revenue		59764	\$71052	\$77,017
Net Plant sale revenue				\$36,208
Volunteer slots filled	-	115	131	144
No. Unique Volunteers		-	-	109
Number of Towns participating	75	96	115	126
Number of partner pickup sites	12	14	14	14

Number of sales to each pick up location- in 2021 we used a different system to allocate

Pick up location	2022	new '22	2023		2024
Bernards Twp/B.ville	39	28	46		42
Chatham Boro	37	23	25		35
Chatham Twp	32	18	27		23
Harding	12	7	16		7
Madison (+Florham Pk 23-24)	38	10	62*		44*
Mendham Twp	27	20	38		20
Millburn Twp	34	31	-		-
Montclair	32	30	86		59
Morris Twp/Mo.town	57	31	43		37
GSWA HQ	41	21	27		32
Parsippany	21	16	29		31
S. Oragne /Maplewood	46	27	84		87
Summit	34	22	30		26
Westfield	48	29	70		59
Paterson	-		-		5
Tewksbury	-		-		7
Total no. towns by order	96		115		126
Total number orders/year	498	313	583		514

2024 Expense and Income by category

Plant Sale Item Description		Expense	Revenues
Plant Costs			
	New Moon Kind Earth	\$5,419	\$69,360
		\$37,567	
		\$32,148	
	other Plant sale revenue		\$6,446.68
	Plant it forward restricted		\$700
	Hats	\$800	\$750*
	internal team costs	\$160*	
	Pollinator Signs	\$355	\$510
	Food/processing week 5@\$80	\$300	
	Truck Rental and costs	\$536.50	
	Native Plant Brochures 600@.25	\$150	
	Zoom expanded Capacity 4 m @ \$50	\$200	
	waterproof paper for orders	\$200	
	Plant Processing Trays	\$700	
	Sum Exp/Revenue	\$40,809	77,017
Plant Sale Net			<u>36,208</u>

Overview

Although it has only been a month since the last board report, the Conservation Management Area has been undergoing lots of changes. The biggest, and most exciting, is that our new shed was constructed on the site. After a long process, starting back in November, we started designing our new shed funded by the Thomas Glasser Foundation. We hit a few hiccups along the way and ended up having to change company to Amish Mike's of Hackettstown. With the new shed ordered, and site prepped, we were all set! It was built on site over two days, and now all there is left to do is organize! Our workdays have also been going full force, and we have seen regular participants Goldman Sachs and Teva, and a couple of new organizations help with the many tasks of maintaining and improving trails, access and biodiversity at the site. One concern we are beginning to plan for at the CMA is the



continued die off of Ash and several other species of trees, killed by the increased water storage at the site. In order to keep the site safe for hikers and student learners alike, we must continue to remove liability trees which pose a danger if they fall onto the trails. Last year we spent almost \$5,000 on tree removal, and the outlook is that we will need to remove further trees this and next year. Our beech trees are also suffering from an invasive nematode disease that may gradually weaken and eventually kill them over the coming years. This will drastically change the composition of the forest, and we need to begin to plan for this changing species composition by underplanting with resilient species, so they are ready to replace ailing trees.

Finally, in a first for the CMA in 20 years of managing the property, this week we received reports from two different hikers of a tent and possessions on the trails of the CMA!!

On Tuesday we investigated and spotted the tent. Checking our trail cameras, we spotted two individuals and their 3 dogs around the trails beginning Friday June 8th. We spotted a lady hiking down tiger Lily with a backpack and when we asked her if she knew anything of people camping at the site, she professed no knowledge. Not wanting to engage directly with the campers, who appeared homeless and with no accompanying vehicle, we filed a report with the Harding police, and they were successful in moving on the campers with no incident. We will reword our trail rules which state that the site is open only from dawn to dusk to now



explicitly mention that no overnight camping is allowed!

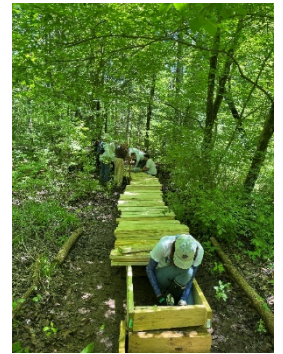
Volunteer workdays

Our spring season has flown by, with many volunteer groups coming out to help. Since May, we have had five volunteer workdays, totaling close to 150 volunteers (and many hundreds of volunteer hours) visiting the CMA. Their help is invaluable in managing the property.

Madison High School came to mulch trails during their school-wide Day of Service. After an inch of rain fell just moments after they arrived, we ended with double the volunteers since the Raptor Trust was not able to work with their group due to flooding. The students worked hard mulching the blue trail loop and cleaning up around the main entrance.



We welcomed back Teva Pharmaceuticals for the 3rd year. They have been volunteering regularly since 2021 at the CMA. With their help and fiscal support, we built 36 ft of boardwalk on the new section of white trail as well as cleared, edged and spruced up .8 miles of trails.



Goldman Sachs returned for the 19th year with a workday on June 7th as well as another scheduled for June 14th. They began the major undertaking of funding and rebuilding the orange trail boardwalk leading towards the Helen Fenske Pool. Over 300 ft of new raised boardwalk will need to be constructed. It was Goldman volunteers back in 2005 who created the original boardwalk they are now replacing! We are grateful to have many returning volunteers at these projects who tell us they look forward to their community team day as a highlight each year and love to track the changes that occur at the site over the years of their volunteering. This connection with our trails helps us attract enthusiastic volunteers for these projects.

Independence 360 of Whippany, an organization dedicated to helping people with autism and related disabilities, had their adult members visit the CMA to mulch the green trail. While mulching, we found a very young wood frog that just recently metamorphosed from a tadpole.

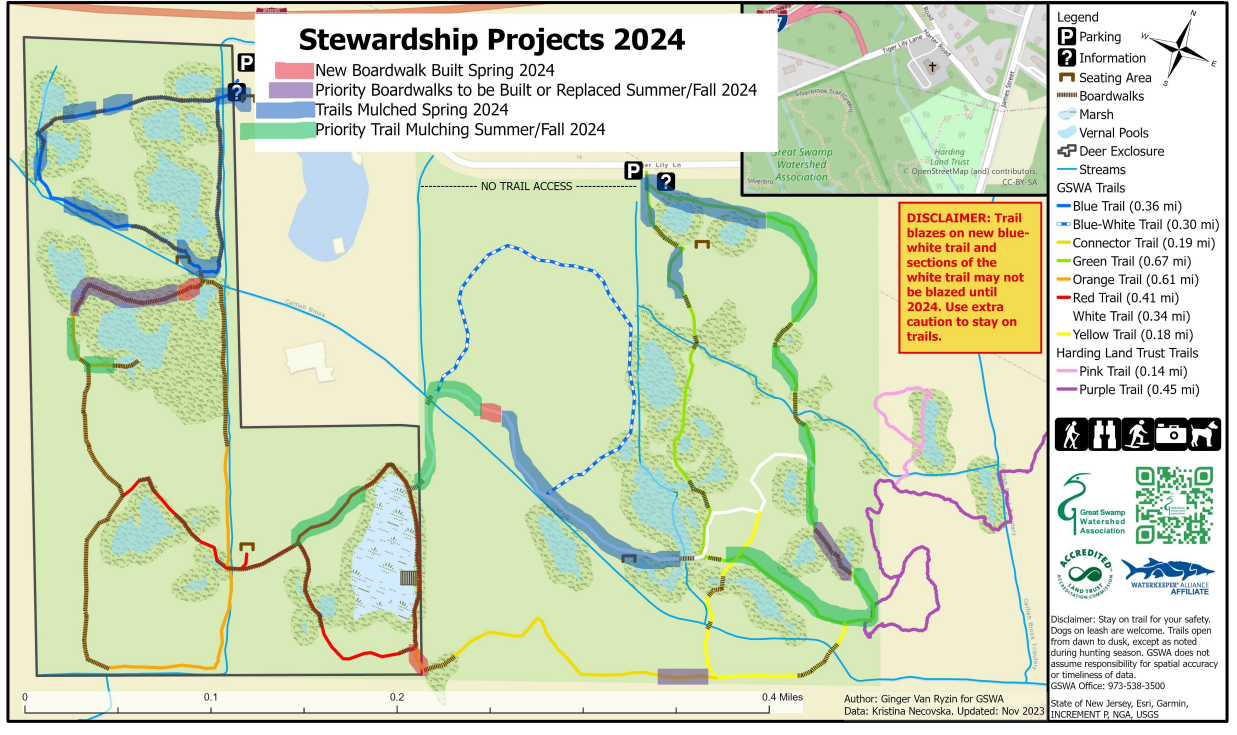


WE were impressed how much work the group accomplished, along with practicing their communication and group skills, and we look forward to working with them again in the fall.



Great Swamp Watershed Association

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



GSWA Water Quality Programs

Board Meeting Report

June 2024

Water Quality Monitoring

2024

Chemistry –

For 2024, we are continuing to sample our new Paterson Expansion sampling sites, 21 in all.

Our first round of chemical data has come in from our early March sampling. With the heavy rains in the beginning of March, we saw flooding and erosion conditions at many sites. Our lab results show lower than usual Total Dissolved Solids (TDS) which we use as a marker for road salt. This is not surprising as we had very little winter precipitation and with the precipitation what road salt was present would have been very diluted. The one exception to this was Loantaka Brook which exceeded the state standard for TDS at both sampling locations.

GSWA has received a grant from the Watershed Institute to update our Quality Assurance Protection Plan (QAPP) so that we can return to submitting our WQ data to DEP under the new system. One of the aspects of this grant was the expansion of WQ data collection along Loantaka Brook. Starting with our spring sampling in May we will begin to increase the number of sampling sites in the areas along Loantaka Brook that we hope to target with the restoration.

I am in the process of finalizing our QAPP to submit to DEP for review. Within the new DEP system, we will now be able to submit more of our data than we previously were allowed. This will include our Stream Team Visual Assessments, our PFAS data, and our full macroinvertebrate data set. We are happy to be working with the Watershed Institute on this project.

Visual Assessments -

We are about halfway through our spring visual assessments. Things have been a little slow this year but I am excited to say we had a great turnout to our Spring Assessment training class. I am currently working with our new volunteers to set them up with locations for monitoring. We have 34 different sites where we are collecting visual assessment data throughout the Passaic River Region.

Macroinvertebrate Sampling –

We have begun our annual macroinvertebrate sampling. This is an important part of our water quality data collection. Looking at biological data helps us to round out our understanding of the current state of our streams. We are continuing to use Normandeau Inc to sort and identify the samples we collect. They are specialists in the field and compile the data from the samples by linking it with the NJ High Gradient Macroinvertebrate Index. Unfortunately, this year, after many years of not increasing their prices, they are under new management. While we set the budget for this years samples (which get billed next fiscal year) up slightly we did not count on such a jump in pricing – from \$225 per sample to \$350 per sample. To compensate for the difference in overall cost to GSWA we have reduced the number of samples we will collect this year from 18 to 14.

Finally, starting this year GSWA will be changing our method of sampling. Our program was started well over 25 years ago when there was not a set procedure in place in NJ. Now, however, NJDEP does have a standard operating procedure (SOP) for collecting macroinvertebrates. Up until this year, GSWA used a Serber sampler to collect out macroinvertebrates. Moving forward, we will use the method described in NJDEP's SOP, which is to collect samples with a D-net using 30 second moving kicks.

As I am working to finalize our QAPP, I have decided to update the SOP for collecting macroinvertebrates so that our data will be more useful in the context of comparing it to other streams throughout the state. This means that the data we collect this year will not be directly comparable to the data from previous years. However, a comparison is still helpful in looking at the overall data and we will begin to build a new, and more robust data set moving forward.

PFAS –

Our PFAS follow-up sampling was completed earlier this month. Four samples were collected on the Rolling Knolls property including two within Black Brook and two from seepage pools within the superfund area.

We also re-sampled the up and downstream sites that are in the sub-watershed surrounding the superfund site. These sites all included the main stem or tributaries of Black Brook. We received our results and are analyzing them at this time. Look for a report in conjunction with the completion of the 2023 Report Card.

Education –

We have finished our round of high school spring field excursions. This spring we worked with a number of new schools as well as many returning schools.

We are excited to announce that we have secured a new grant through Ramapo College to provide extensive professional development to 6th through 12th grade teachers. This program is designed to help teachers in all disciplines better incorporate important Climate Change curriculum into their lessons throughout the year. Hazel and I will be working long hours over the next few months to pull this program together and present it to the participating teachers. While the grant will bring GSWA \$50,000, most of which will cover staff time, it also allows us to bring in experts in the field to help prepare both GSWA staff and to help teach some of the professional development sessions.

Staff Changes –

We have hired a new staff member to fill the position, Alexandra (Alex) Melligon. Alex comes to us with a solid water quality background including data collection and management. She also has teaching experience in an informal setting. We look forward to welcoming Alex to GSWA next week.

Stream Conference –

I was pleased to be able to attend the Society for Ecological Restoration's recent field trip in Virginia. We spent a full day in the field, visiting 4 sites in the region, studying recently constructed stream restoration



projects. Two of the locations were similar to what we are looking to accomplish with our Loantaka restoration project and so this was a great opportunity to meet with environmental engineers, non-profit organizers, and local government agencies who were involved.



It was a great learning experience and also made me think in new ways about how GSWA could have a bigger impact in restoring downstream areas along the Passaic which I previously thought would be to challenging for an organization of our size. I look forward to putting my

new skill sets to work.

Loantaka Brook Restoration Project –

UPDATE – As of the end of 2023 we have received a proposal for a scope of work from Rutgers which will involve completing the first necessary step towards improving the Loantaka Watershed. This will involve Rutgers writing a detailed Watershed Restoration Protection Plan. The scope of work for Rutgers to complete this plan is ~\$64,000.00. Lynne is currently working on securing funding so that we can proceed with this important project. Having this plan in place will allow GSWA and the partnering communities and county parks to secure further funding through the MS4 permitting requirements to complete the actionable items proposed within the plan and work to improve Loantaka Brook.

History - Loantaka is our most impaired stream within the Great Swamp Sub-watershed. This stretch of the stream has elevated levels of bacteria during the summer months, it is impacted by road salt, runoff and effluent discharges, and doesn't have a good diversity of habitat for macroinvertebrates. The picture to the left is where Loantaka Brook headwaters start, coming out of a culvert under Parsons Village in Morristown.

Since my last board report I have met with many of the community members as well as the Morris Township EC and Morris County Parks employees. We have done a number of walk-throughs of the area along Loantaka Brook which we would like to target for restoration. One of these included being accompanied by Steve Souza formerly of Princeton Hydro and Roy Messaros from Rutgers University Environmental Engineering. These two gentlemen brought some needed insight into what restoration efforts would be possible and the most successful at addressing the issues facing the stream.

While examining the headwaters region of Loantaka Brook we also reviewed the restoration that GSWA helped to conduct at Seaton Hackney Stables. The restoration area adjacent to the stream was in relatively good shape with the native trees which had been planted all doing well and with minimal deer browse, the understory is once again dominated by invasive plants. However, of greatest concern was the fact that we observed dumping of horse manure from the Seaton Hackney paddocks on the stream side of the fencing. These piles of fresh and older manure being placed within the restoration area and along the stream side of the fencing allow stormwater to carry the nutrients and bacterial contamination more

directly into Loantaka Brook. Both the stables and Morris County Parks were notified of the violation and we will follow up in the coming weeks to ensure that this is dealt with.

Dr. Messaros is now pulling together a bid to present to GSWA on the cost of writing a formal restoration plan. This plan would include all recommendations and discrete projects that will be weighted in terms of efficacy. In this way our GSWA grant team can begin to look at sources for funding the different projects. This is the next step in the process of seeing the project come to life and restoring the water quality to the Loantaka Brook headwaters.

We have hired a new staff member to fill the position, Alexandra (Alex) Melligon. Alex comes to us with a solid water quality background including data collection and management. She also has teaching experience in an informal setting. We look forward to welcoming Alex to GSWA in mid-June.

Wade's Development Board Report
06.14.2024

Assisted with set-up and breakdown of music festival at Drew University. Emceed the event.

Attended Bernards Area Networking Group Meeting.

One to One Meeting w. Lois Manzella Marchitto of Fitness Knocking re. our environmental education programs and volunteer assistance with her children at our CMA during the summer.

Free Will Webinar: "How to More Efficiently Raise Money from Older Donors in 2024"

Attended Bartlett Tree presentation on the threatened beech tree disease predominant in New Jersey

Assisted w. Harding Land Trust (GSWA sister organization's) House Tour Fundraiser

Attended Trusteeship Committee Meeting and took Minutes

Attended staff review of music festival and ideas for Fall Gala

Attended networking Launch Party for Community Builders in Morristown

Lunch with Sally and William Knox - major donor suspect

Ongoing major donor solicitations approaching FY2024 end

Made major donor, board, and Advisory Council gift acknowledgement phone calls and sent gift acknowledgement letters.

Board Report: Membership and Social Media Overview

Nancy Rago, June 14, 2024

Hazel England's report will cover **Native Plant Sale** participation and financial numbers. I will discuss my final involvement, which included using the GiveSmart reports and splitting the data into 581 records (Donations, Plant It Forward Donations, and Purchasers) for import into Donor Perfect.

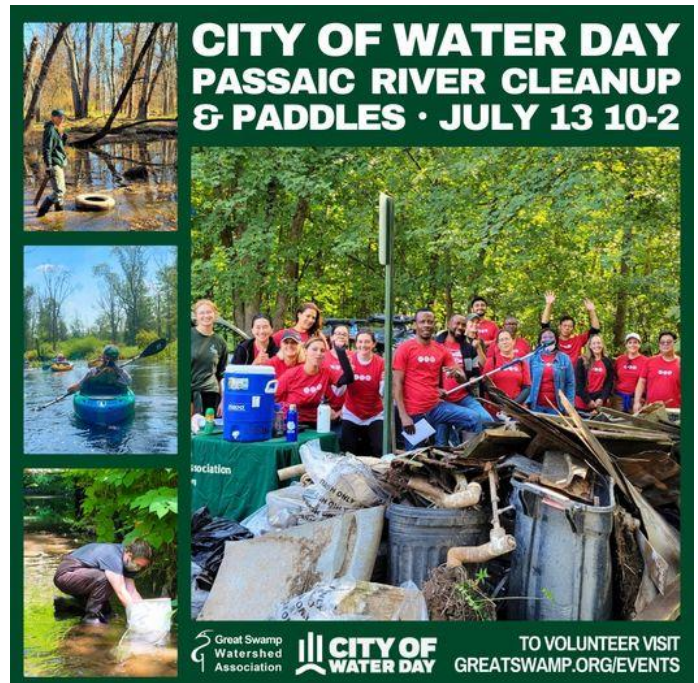
I extend my gratitude to the Trustees (Kate, Carolyn, Todd, Susan) and Advisory members (Thema, Brenda, Tony, Jeff, Judith, Jane, Guy, Fran) for dedicating their time at the **Music Festival** on May 19th. Your help was invaluable to the staff! To the sponsors and attendees, a warm thank you for your support. Acknowledgment letters are forthcoming.

The **Chairperson's Appeal** mail list, totaling 1802 names, is scheduled for delivery by mid-June. This is the fiscal year's final appeal, with gifts tracked through the end of July. I have adhered to a standard operating procedure for Donor Perfect entry to ensure our database remains clean and accurate. Chatham Print, our mailing vendor, has provided excellent direct mail guidance. Since 2021, I have been using the USPS's CASS system for change of address and undeliverable reports. With each mailing, I have noticed a decrease in the length of these reports.

In May and June, our Strategic Planning for Communication, Membership, and Admin workflow focused on Stewardship and Education content for the second 20 miles of the Passaic River. **Social media** posts highlighted school programs, workdays, the Water Quality Report Card, and Sustainable Sunday. I have been promoting our volunteer signup to build our email list for volunteer recruitment.

Currently, we are promoting the **City of Water Day Passaic River Cleanup Day on July 13th**. Your involvement is encouraged and promises to be enjoyable!

Please continue to like, share, and comment on Facebook, Instagram, LinkedIn, and X posts. Your active engagement enhances our reach and impact on social media!



I engaged with my board adoptee differently from our normal phone call meetings. Marilyn Dee and I spoke at the Advisory Council Dinner, and Eric Inglis and I talked as we worked side-by-side at the GSWA Native Plant Pickup Day on May 4th.

Membership FY2024 Q4 - 04/01/2024 to 06/30/2024

Q4 Member Count and Individual Giving Spreadsheets (See pages 2 & 3)

- Q4 Renewal/Lapse Mailings Schedule: April - Renewals - F24 Q4R1, Lapsed - F21 Q4. May - Renewals - F24 Q4R2, Lapsed - F22 Q1, June - Renewals - F24 Q4R3, Lapsed - F22 Q2.

**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
2024	2147	2236	2163	2424*
2023	2017	2144	2108	2431
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

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

**Q4 numbers as of 6/14/24.

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

FY 2023	Quarter Ended	New Donors	No. Donors	No. Gifts	Renew (Plus SW, WG)*	No. Donors	No. Gifts	Appeal	No. Donors	No. Gifts	Donation	No. Donors	No. Gifts	Total General Membership	Major Gifts	No. Donors	No. Gifts	Trustee Giving**	No. Donors	No. Gifts	Total Membership
Q4	6/30/2024†	\$ 959	17	17	\$ 7,011	89	109	\$ 998	12	12	\$ 3,139	69	69	\$ 12,107	\$ 36,050	13	14	\$ 13,240	5	7	\$ 61,397
Q3	3/31/2024	\$ 2,974	67	67	\$ 12,754	169	202	\$ 235	3	3	\$ 3,219	128	134	\$ 19,183	\$ 63,750	17	17	\$ 6,006	3	8	\$ 88,939
Q2	12/31/2023	\$ 1,485	34	34	\$ 21,675	243	275	\$ 3,495	41	41	\$ 3,512	37	37	\$ 30,166	\$ 99,675	49	49	\$ 714	4	6	\$ 130,555
Q1	9/30/2023	\$ 190	3	3	\$ 8,296	101	135	\$ 2,095	26	26	\$ 992	16	16	\$ 11,573	\$ 10,700	6	0	\$ 9,964	6	9	\$ 32,236
	Total	\$ 5,609	70	70	\$ 49,735	602	721	\$ 6,823	70	70	\$ 10,862	181	187	\$ 73,028	\$ 210,175	72	66	\$ 29,923	18	30	\$ 313,126
FY 2023																					
Q4	6/30/2023	\$ 1,151	25	25	\$ 13,628	157	188	\$ 2,226	23	23	\$ 4,346	59	59	\$ 21,351	\$ 56,250	38	40	\$ 2,545	6	9	\$ 80,146
Q3	3/31/2023	\$ 1,839	29	29	\$ 9,374	139	165	\$ 1,600	4	4	\$ 1,547	41	45	\$ 12,921	\$ 77,383	13	14	\$ 2,064	3	6	\$ 92,367
Q2	12/31/2022	\$ 1,985	29	29	\$ 23,263	263	289	\$ 6,684	64	64	\$ 3,000	35	35	\$ 34,931	\$ 87,401	57	59	\$ 16,137	9	7	\$ 138,469
Q1	9/30/2022	\$ 694	12	12	\$ 12,319	155	180	\$ 3,095	13	13	\$ 816	14	14	\$ 16,924	\$ 31,628	14	14	\$ 7,135	8	13	\$ 55,687
	Total	\$ 5,670	95	95	\$ 58,584	714	822	\$ 12,164	104	104	\$ 9,709	135	139	\$ 86,127	\$ 252,662	122	127	\$ 27,880	26	35	\$ 366,669
FY 2023																					
Q4	6/30/2022	\$ 893	21	21	\$ 8,013	92	117	\$ 3,782	52	52	\$ 3,816	76	78	\$ 16,504	\$ 28,560	21	22	\$ 5,120	12	20	\$ 50,183
Q3	3/31/2022	\$ 1,843	41	41	\$ 11,577	107	132	\$ 94	3	3	\$ 4,090	72	80	\$ 17,604	\$ 76,780	15	16	\$ 625	4	6	\$ 95,008
Q2	12/31/2021	\$ 1,289	20	20	\$ 22,544	224	250	\$ 4,903	52	53	\$ 3,340	35	36	\$ 32,075	\$ 71,365	51	56	\$ 15,048	12	19	\$ 118,488
Q1	9/30/2021	\$ 492	9	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
	Total	\$ 4,516	91	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
FY 2022																					
Q4	6/30/2021	\$ 1,909	32	32	\$ 14,163	175	187	\$ 4,180	48	48	\$ 2,349	70	72	\$ 22,601	\$ 35,365	23	23	\$ 14,111	12	21	\$ 72,077
Q3	3/31/2021	\$ 2,200	45	45	\$ 12,708	155	168	\$ 426	6	6	\$ 3,027	45	48	\$ 18,361	\$ 93,240	26	28	\$ 13,745	17	30	\$ 125,345
Q2	12/31/2020	\$ 2,168	24	24	\$ 20,829	217	234	\$ 5,387	66	66	\$ 2,404	22	22	\$ 30,788	\$ 64,083	51	53	\$ 8,841	9	14	\$ 103,712
Q1	9/30/2020	\$ 1,247	14	14	\$ 8,968	105	116	\$ 1,050	12	12	\$ 883	21	21	\$ 12,148	\$ 26,000	17	17	\$ 621	3	5	\$ 38,769
	Total	\$ 7,523	115	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
FY 2021																					
Q4	6/30/2020	\$ 309	7	7	\$ 16,615	201	209	\$ 6,939	82	82	\$ 122	7	7	\$ 23,984	\$ 29,500	18	19	\$ 19,370	18	26	\$ 72,854
Q3	3/31/2020	\$ 957	22	22	\$ 10,324	137	148	\$ 250	2	2	\$ 16	17	17	\$ 11,531	\$ 66,015	12	12	\$ 6,786	9	13	\$ 84,332
Q2	12/31/2019	\$ 2,130	30	30	\$ 18,535	218	231	\$ 6,025	72	73	\$ 1,365	15	16	\$ 28,055	\$ 73,400	45	46	\$ 2,450	3	5	\$ 103,905
Q1	9/30/2019	\$ 745	15	16	\$ 8,356	94	103	\$ 1,097	16	16	\$ 1,268	22	22	\$ 11,466	\$ 25,500	10	11	\$ 1,150	4	6	\$ 38,116
	Total	\$ 4,140	74	75	\$ 53,831	650	691	\$ 14,311	172	173	\$ 2,755	60	62	\$ 75,037	\$ 194,415	85	88	\$ 29,756	34	50	\$ 299,207

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

*Renew plus Sustaining Members and Workplace Matching Gift

**Does not include Music Fest & Gala Giving.

†General Ledger Analysis of Q4 numbers as of 6/14/24 and does not include Native Plant Program.

‡Development/Development Report/Individuals Giving Report/Membership/Member Count - Individual Giving Report/ FY 2024/ FY 2023 Q4 Individual Giving/Individuals Giving