



Great Swamp Watershed Association

Meeting of the Board of Trustees

September 20, 2024

8:30 a.m. – IN PERSON

Harding Library

Agenda

- Personnel Matters
- Approval of Board Minutes from June 21, 2024 Meeting
- Finance Report: Review YTD results
- Executive Director Report
- Todd Hyde resignation from Board, would like to serve on Advisory Council (motion to approve)
- Board give get review
- Ferber update
- Gala 2024 discussion and Save the Date: October 24
- Development Report
- Other Business
- Adjourn

GSWA Board of Trustees Meeting
06.21.2024
Minutes

David Naidu and Sally Rubin convened the meeting at 9:10 a.m. Board members present included David Naidu, Karlito Almeda (Advisory Council), Ryan Dawson, Ian MacCallum, Sue Kessel, David Robinson, Lydia Chambers, Kate Barry, Charlie Apt, Michael Dee, Marilyn Dee, Brett Williamson via Zoom, and Stacey Valentine via Zoom. Absent were Reed Auerbach, Carolyn Dempsey, Todd Hyde, Eric Inglis, Ralph Jones, Adam Psichos, Dot Stillinger, Clark Wagner, and Meisha Williams Bertels. Staff members present included Sally Rubin, Sue Levine, Lynne Applebaum, Val Thorpe, and Wade Kirby.

Sally then called for approval of the Minutes from the board meeting on Friday, May 17, 2024. *Ian motioned for approval of the Minutes which was seconded by Charlie.* All in favor. None opposed. The motion carried.

Sue Levine then delivered a Finance Committee Report from their meeting on June 7th.

Review / approve the FY 2025 budget - a detailed discussion was held regarding the budget for FY 2025. From the last board meeting to date, we have agreed to take on a new education grant - the Ramapo Climate Grant which will be managed by Hazel England. This has helped us reduce the more significant shortfall that was discussed at the prior board meeting from the decline in foundation funds due to foundation focus changes. In addition, the Native Plant Program was reviewed and a 30% price increase was incorporated.

The proposed budget has projected revenue of \$1,226,964 which includes funds from the Board Designated Trustee Reserve. The budget contains revenue risks with the annual event, music fest and the 4% draw. We discussed doing a more expanded 2-3 year average to smooth out market risk for the draw in the future. There are some potential upsides in Revenue for Trustee Giving, and Foundations. The expenses are proposed at \$1,226,945. The expenses include a COLA impact for labor costs, inflation on utilities, added costs for the Ramapo Climate Change Grant and some needed tree removal at the CMA. In addition, the Finance Committee approved some Website refreshing in FY 2024 not to exceed \$5k. The Finance Committee approved the use of funds from the Board Designated Operational Reserve to address the shortfall of \$17,400. This results in a breakeven Net Operating Revenue. In addition, it was agreed that we would do a mid-year re-forecast to ensure close monitoring of the financials. Review / approve resolution for LOC for \$500,000. The Finance Committee approved an increase in the LOC from \$350,000 to \$500,000 and to move the LOC from Citizens to Valley.

Open discussion at the Finance Committee:

- a. How to address the foundations shortfall going forward - how can board help?
- b. Membership shortfalls?
- c. Alternative fundraisers?
- d. What can be done to improve trustee giving?

1. Ferber - Capital Campaign needs - see attached P&L. Sally shared that we will need a new septic asap with a cost of approximately \$90k including design and install. She also shared that an architect, Steven Kowalski, has agreed to do the project pro-bono.
2. 401k conversion to PFP is proceeding.
3. Investment account as of 5/31/2024 is at \$2,204,157. We will revisit re-balance needs in the fall.

The board also reviewed the balance sheet noting the changes from the prior fiscal year.

Great Swamp Watershed Association

Statement of Financial Position

As of March 31, 2024

Accrual Basis Monday, May 6, 2024 05:05 PM GMT-04:00 1/1

TOTAL

AS OF MAR 31, 2024 AS OF MAR 31, 2023 (PY)

ASSETS

Current Assets

Bank Accounts **\$367,212.15** **\$510,395.06**

Accounts Receivable **\$180.00** **\$0.00**

Other Current Assets **\$2,031,594.45** **\$1,659,171.61**

Total Current Assets \$2,398,986.60 \$2,169,566.67

Fixed Assets **\$452,398.02** **\$448,861.52**

Other Assets **\$244,136.35** **\$276,623.19**

TOTAL ASSETS \$3,095,520.97 \$2,895,051.38

LIABILITIES AND EQUITY

Liabilities

Current Liabilities **\$14,002.00** **\$14,000.00**

Long-Term Liabilities **\$237,643.59** **\$263,901.33**

Total Liabilities \$251,645.59 \$277,901.33

Equity

3000 Opening Bal Equity 1,000.00 0.00

3100 Permanently restricted Endowmnt 65,080.00 65,080.00

3200 Temporarily restricted 54,917.00 48,404.00

3300 Unrestricted Net Asset 2,636,936.10 2,643,449.10

3900 Retained Earnings -147,272.35 -283,357.68

3901 Retained Equity (Land) 0.00 0.00

Net Revenue 233,214.63 143,574.63

Total Equity \$2,843,875.38 \$2,617,150.05

TOTAL LIABILITIES AND EQUITY \$3,095,520.97 \$2,895,051.38

Sue called for a motion to approve Valley Bank's increased line of credit from \$350,000 to \$500,000. *Michael motioned for approval which was seconded by Ian.* All in favor. None opposed. The motion carried. Sue suggested a mid-year review of the budget that includes the following:

Budget Deficit Policy -Board Approved 5/19/23

Amended 1/20/2023 Previously 11/22/2019; 03/31/2016; 4/17/15

Purpose: To ensure timely review of the financial health of the organization.

The following safeguards are put in place to ensure that actual performance in each fiscal year equals or exceeds the budgeted results.

The following triggers will require action by the Finance Committee. At the Finance Committee's discretion, a trigger may be presented to the full board for appropriate action.

1. If the Gala generates in total a net amount that falls short of the budgeted amount in excess of 10%.
2. Individual contributions fall short of budgeted amount by 10% as of December 31.
3. Net income for the first half of the fiscal year underperforms the budget by 10%.
4. Third quarter year to date net income underperforms budget by 10%.
5. Fourth quarter net income results in a deficit for the fiscal year.

The Board will formally review actual versus budget at a minimum semi-annually.

Re- Approved and Adopted by the Board of Trustees on the 19th day of May, 2023;

previously approved 1/20/2023; 11/22/2019; 3/31/2016; 04/17/2015

Note: The budget will be seasonalized based on history and significant known changes.

Sue said that \$5,000 may be spent on an upgrade of GSWA's website in the current fiscal year.

Sue then called for approval of the FY2025 budget. All board members unanimously approved with Eric, Adam, Dot, Clark, Reed, Carolyn, and Meisha approving by email. All board members must vote on the budget and those who have not yet voted will be contacted directly. (see attached)

Sally then updated everyone on the expenses to move to Ferber including the need for a new septic at approximately \$90,000. We will ask the Hyde & Watson Foundation for the septic and well.

Sally then explained details of the Board Pledge Agreement which is not a give/get requirement. It is so each board member can determine at the beginning of the fiscal year (hopefully by May of each year) what their annual contribution is intended to be. This helps the board member know what their commitment is and helps GSWA with budget planning.

David then discussed the proposed Case for Support. He read Clark's comments since Clark couldn't attend the meeting. Clark approves a \$2,500 - \$3,000 annual board commitment per person applied toward *all GSWA fundraising initiatives* during the year, i.e. Gala, Spring Fundraiser, etc. Michael then read Reed's email message which included encouragement for all board

members to “step up “with their commitments (financial and otherwise), in the years to come. Stacey said she is in favor of this per board member annual financial commitment as was Lydia, but Lydia added that all board members should serve on a subcommittee and contribute more than financially. David spoke about personal involvement which leads to enhanced financial support. Certain people bring certain expertise. Michael said we need people’s talents on committees. *Michael motioned that the level for each board member’s annual financial commitment should be a suggested \$3000 of funds that would be tax deductible (eg not the cost of your gala dinner or auction items purchased) be accepted with modifications in the years to come and with specific individual exceptions to be determined by the trusteeship committee, which was seconded by Ian.* All in favor. None opposed. The motion carried.

Val then updated everyone on the Fall Gala: The staff and recent gala committee meeting suggests “Conservation Conversations” modeled after the annual fundraiser held by Morris Arts which consists of speakers on different topics at each table with guests. Our speakers will address all manner of environmental topics including those based on a film or photography. Sally suggests possibly two different speakers at each table for 10 minutes each or possibly one speaker for 15-20 minutes. The early private reception at \$500 per ticket from 5 - 6 p.m. would host ALL the speakers. David Naidu spoke about the diversity of interesting speakers whose expertise would be shared at each table. Charlie, Marilyn, and David Naidu offered to serve on a Gala Planning Subcommittee. David asked each board member to submit five names of very interesting speakers. Sally asked each board member to put together a table of ten people, either paid by the trustee or your guests each pay for themselves. The gala committee can determine details such as whether or not tables/speakers will be randomly assigned or can be selected by the attendee. Sally indicated that allowing the attendees to select their table speaker will be a nightmare for her to do the seating arrangements. Perhaps if someone purchases the \$500 premium ticket that could entitle the person to select their table speaker and the remaining ticket purchasers would be randomly assigned. TBD...

Sally then spoke about Ryan Dawson’s generous offer to host a fundraiser in his fabulously decorated “barn” and beautiful garden. Lynne suggested that we call it “A Twilight Affair.” The cost of \$300 per couple was suggested. Ryan has a full bar and will provide hors d’oeuvres and live entertainment as well. Thursday, September 26th is the date, and several trustees should please attend and invite guests. Staff will review potential guests and Ryan will also invite guests. The goal is about 60 people.

Sally then reviewed details of the signed Ferber Property contract. There were home, termite, radon, tank sweep, Phase 1 environmental, and septic inspections. The home inspection revealed some plumbing issues, but major items like the roof of the two structures and the boilers in the house are in decent condition. Unfortunately, we do need a new septic and a new well and cannot occupy the property without them. She was referred to an architect who will work for FREE! Sally asked for a nonformal vote to confirm that we still want to proceed with the acquisition and will seek funding for the new septic or use trustee reserve funds if necessary. The board agreed. The board also agreed to engage Steve Kowalski as the pro bono architect.

Sally asked about the use of advertising to offset the cost of GSWA's semi-annual newsletter, *Across the Watershed*. This has never been done, but is this a good idea? To be discussed further.

David Naidu suggested that a general contractor join the board, and he asked any board member who knows one to make a recommendation. It would have to be someone who is not interested in doing the work at Ferber.

Wade then asked if there would be interest in a board retreat at Kirby Episcopal House, Inc. in Mountaintop, Pennsylvania. He suggested at this point in GSWA's pivotal history it might be good to get away for some productive discussion about the future as well as an opportunity for board members to get to know each other better. There are recreational facilities, all meals would be provided, and the home sleeps 26 people. Wade generously offered to pay whatever the cost would be so it would be free for the board. We would need to have a majority of board members participate to make it worthwhile. David Naidu said he would pose the offer to the entire board with suggested dates.

Board meetings to follow beginning at 8:30AM, in person except for January:

2024: Friday, September 20th, Friday, December 20th

2025: Friday, January 17th zoom, Friday, March 21st, Friday, May 16th and Friday, June 20th

There being no further business, the meeting was adjourned at 10:29 a.m.

Respectfully submitted,

Wade Kirby
Director of Development

Great Swamp Watershed Association

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July 2024

| | TOTAL | | | |
|---------------------------------------|-----------------|-----------------|-------------------|---------------------|
| | ACTUAL | BUDGET | OVER BUDGET | % OF BUDGET |
| Revenue | | | | |
| 3210 Deferred Income from Prior Year | 22,484 | 20,317 | 2,167 | 111.00 % |
| 4000 Annual Event | | 0 | 0 | |
| 4002 Advocacy Operational Reserve BD | | 833 | (833) | |
| 4100 Individual - Membership | 8,063 | 5,299 | 2,765 | 152.00 % |
| 4180 Individual Major Donors | 2,000 | 3,000 | (1,000) | 67.00 % |
| 4190 Individual Trustee Giving | 4,223 | 2,167 | 2,056 | 195.00 % |
| 4200 Corporate | 10,000 | 10,542 | (542) | 95.00 % |
| 4330 Corporate Stewardship Restricted | 6,010 | 5,000 | 1,010 | 120.00 % |
| 4400 Foundation Support | 31,500 | 37,533 | (6,033) | 84.00 % |
| 4600 Music Fest Event | | 0 | 0 | |
| 4700 Programs - Education & Outreach | 463 | 383 | 80 | 121.00 % |
| 4799 Merchandise Misc | | 0 | 0 | |
| 4800 Native Plant Program | 100 | 0 | 100 | |
| 4900 Government Grants | | 0 | 0 | |
| 4990 Reimbursed Expenses | | 0 | 0 | |
| 4998 Other incomes misc | | 1,450 | (1,450) | |
| 7111 4% Fund Transfer Draw | | 0 | 0 | |
| Total Revenue | \$84,843 | \$86,524 | \$ (1,681) | 98.00 % |
| GROSS PROFIT | \$84,843 | \$86,524 | \$ (1,681) | 98.00 % |
| Expenditures | | | | |
| 5000 Administrative Payroll Total | 66,194 | 67,924 | (1,730) | 97.00 % |
| 5100 Development Expense | | 349 | (349) | |
| 5200 Education and Outreach | 73 | 617 | (544) | 12.00 % |
| 5290 Native Plant Prog Expenses | 0 | 0 | 0 | |
| 5300 Membership | 66 | 212 | (146) | 31.00 % |
| 5400 Stewardship | 447 | 700 | (253) | 64.00 % |
| 5500 Water Quality | 2,402 | 3,817 | (1,414) | 63.00 % |
| 5700 Grant Specific Expense | | 417 | (417) | |
| 5800 Advocacy | | 833 | (833) | |
| 5805 Advocacy / CAGs / Other | | 0 | 0 | |
| 6100 Administrative Expense | 8,645 | 11,545 | (2,900) | 75.00 % |
| 6150 Depreciation Expense | | 0 | 0 | |
| 6240 Miscellaneous | | 42 | (42) | |
| 6400 Annual Event Expenses | | 0 | 0 | |
| 6490 Music Fest | (636) | 0 | (636) | |
| 6500 Mailing | 343 | 746 | (403) | 46.00 % |
| Uncategorized Expense | | 0 | 0 | |
| Total Expenditures | \$77,534 | \$87,201 | \$ (9,667) | 89.00 % |
| NET OPERATING REVENUE | \$7,310 | \$ (677) | \$7,986 | (1,080.00 %) |
| Other Revenue | | | | |
| 4003 Passaic River Greenway Project | | 0 | 0 | |
| 7000 UNREALIZED GAIN ON SEC | | 0 | 0 | |

Great Swamp Watershed Association

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

July 2024

| | | | TOTAL | |
|--|-----------------|-----------------|-----------------|---------------------|
| | ACTUAL | BUDGET | OVER BUDGET | % OF BUDGET |
| 7001 GAIN/LOSS ON SECURITIES | | 0 | 0 | |
| 7010 Interest Income | 799 | 342 | 457 | 234.00 % |
| 7011 Dividends Received | | 0 | 0 | |
| 7040 in-Kind Donation | | 0 | 0 | |
| Capital Campaign Revenue | 5,000 | 0 | 5,000 | |
| Total Other Revenue | \$5,799 | \$342 | \$5,457 | 1,697.00 % |
| Other Expenditures | | | | |
| 8020 Strategic Plan / Capital Camp Consult | | 0 | 0 | |
| 8031 In-Kind Donations Annual Event | | 0 | 0 | |
| Total Other Expenditures | \$0 | \$0 | \$0 | 0% |
| NET OTHER REVENUE | \$5,799 | \$342 | \$5,457 | 1,697.00 % |
| NET REVENUE | \$13,108 | \$ (335) | \$13,443 | (3,910.00 %) |

Great Swamp Watershed Association

Statement of Financial Position

As of July 31, 2024

| | TOTAL |
|--|-----------------------|
| ASSETS | |
| Current Assets | |
| Bank Accounts | \$380,552.27 |
| Accounts Receivable | \$0.00 |
| Other Current Assets | |
| 1100 Operational Reserve Vanguard | 2,255,801.02 |
| 1300 Credit Card and OnLine Payment Escrow Account | -1,898.63 |
| 1440 In-Kind Donations Other Assets | 0.00 |
| Total Other Current Assets | \$2,253,902.39 |
| Total Current Assets | \$2,634,454.66 |
| Fixed Assets | |
| 1500 Equipment | 28,695.42 |
| 1550 Land - in deed | 416,700.00 |
| 1600 Land - Easements | 0.00 |
| Total Fixed Assets | \$445,395.42 |
| Other Assets | |
| 1400 Prepaid | 12,335.00 |
| 1430 Prepaid insurance | 8,243.40 |
| 1551 Other Asset | 0.00 |
| 1555 Furniture & Fixtures | 0.00 |
| 1700 Right of Use (Operating) | 237,643.59 |
| Total Other Assets | \$258,221.99 |
| TOTAL ASSETS | \$3,338,072.07 |
| LIABILITIES AND EQUITY | |
| Liabilities | |
| Current Liabilities | \$25,894.38 |
| Long-Term Liabilities | |
| 2300 Lease Liability (Operating) | 237,643.59 |
| Total Long-Term Liabilities | \$237,643.59 |
| Total Liabilities | \$263,537.97 |
| Equity | |
| 3000 Opening Bal Equity | 1,000.00 |
| 3100 Permanently restricted Endowmnt | 65,080.00 |
| 3200 Temporarily restricted | -33,984.00 |
| 3300 Unrestricted Net Asset | 2,725,837.10 |
| 3900 Retained Earnings | 303,492.81 |
| 3901 Retained Equity (Land) | 0.00 |
| Net Revenue | 13,108.19 |
| Total Equity | \$3,074,534.10 |
| TOTAL LIABILITIES AND EQUITY | \$3,338,072.07 |

Executive Director Report for GSWA board meeting September 20, 2024

Regarding Rolling Knolls, I have not heard anything from EPA in one year. The CAG facilitator's contract expired before we even held one meeting with him. He has indicated that he does believe the contract will be renewed. I have filed my quarterly Technical Assistance Grant reports and filed a request for a no cost one year extension to next September.

I edited the fall newsletter and you should be receiving it shortly. As always, I am so impressed with the articles the staff writes. It would be great if some of you reached out to staff to let them know you read their articles. I know they would appreciate it.

Of course, it is gala season and everyone has been busy soliciting underwriters, advertisers, and auction items. We have 41 table speakers lined up to facilitate interesting discussions. I would encourage you to buy a table or at least VIP tickets (or be an underwriter!) so that you can select your top three choices for speaker at your table. Invitations should be in your mailboxes by now. Also, please remember to make your \$75 cork pull donation.

With Nic Platt's help, I solicited a new foundation which I hope will become a long term supporter. Lynne and I have been working on a day of service with Sanofi for 204 employees to spend a day working at both the CMA and Refuge. That budget also includes some funding for staff time which is always helpful.

Regarding Ferber, there is a fabulous potential naming opportunity which we will discuss at the meeting. I have had meetings with the architect and engineer. Chatham Township Planning Board passed a conditional use ordinance to enable us to submit our application to the Planning Board instead of the Zoning Board. It now has to be approved by the Township Committee. This is an important accomplishment and will make things smoother and more straightforward as we move ahead. I continue to show the property to various supporters. We have submitted grant requests to fund a new well which we will need as soon as we close. The septic has gotten more complicated because of the topography.

I continue to have donor lunches and meetings.

Sue and I arranged our new 401k advisor. Additionally, we have negotiated our Letter of Credit with Valley Bank.

Please review the revised Roles and Responsibilities of a Trustee and the Case for Support now that we have implemented a suggested give/get of \$3,000. If you have not done so,

please complete the Trustee Financial Commitment Pledge. I have only received 10 so far.
All documents are part of the board meeting package.

ROLES AND RESPONSIBILITIES OF A TRUSTEE

Purpose: To provide the Board of Trustees with clear expectations for their service and inform them about their legal and fiduciary responsibilities.

The prime directive is to promote mission fulfillment while ensuring the organization remains in good standing in the state of New Jersey, and as a public charity (501(c)(3) organization and otherwise in accordance with applicable law, the Certificate of Incorporation and the By-Laws.

The Board of Trustees will meet regularly to conduct its business and fulfill its duties in accordance with its By-Laws, with a minimum of four meetings per year. Board members are provided with adequate notice of the meeting as well as adequate notice of the agenda with background information provided in advance in order to make sound decisions.

The board member responsibilities include:

- Formulate key policies and strategic goals, focusing both on near-term and longer-term challenges and opportunities.
- Authorize major transactions or other actions.
- Oversee matters critical to the health of the organization.
- Evaluate and help manage risk.
- Steward the resources of the organization for the longer run, not just by carefully reviewing annual budgets and evaluating operations but also by encouraging foresight through several budget cycles, considering investments in light of future evolution, and planning for future capital needs.
- Mentor senior management, provide resources, advice and introductions to help facilitate operations.

In order to be active and productive members of the Great Swamp Watershed Association board, trustees will:

- Accept a three-year term of office with the expectation of serving a second term (with a two term limit);
- Be active advocates of GSWA and its mission;

ROLES AND RESPONSIBILITIES OF A TRUSTEE

- Attend Board meetings and other Board events as scheduled;
- Commit to supporting the financial health of the organization. A suggested contribution of at least \$3000 annually is requested. Additionally, board members are asked to ~~Make a personal contribution to the best of one's ability~~ and/or play a primary role in soliciting significant donations from others and aid in GSWA fundraising efforts;
- Attend the Annual Gala and encourage the participation of others;
- Actively serve on at least one committee of the Board;
- Attend and/or volunteer at at least two GSWA-sponsored programs per year;
- Encourage others to become members and attend events;
- Acknowledge and comply with GSWA's Conflict of Interest policy;
- Recommend other individuals to join the GSWA Board of Trustees.
- Mentor new board members
- Engage as a resource with your appointed staff member prior to each board meeting

Board of Trustee Training:

A Board Book with the necessary information to perform their duties is available under the Board Portal of the GSWA website at greatswamp.org.

Board training will include a meeting with staff near the start of the term in order to establish a better understanding of the organization, employees and mission.

Great Swamp Watershed Association Board of Trustee Case for Support June, 2024

The Great Swamp Watershed Association is excited about the future. We are poised to purchase a new property and move our headquarters to a better, more accessible location. This will enable us to expand our program offerings, broaden our reach, and integrate more expansively into our communities. This is a time for self-reflection and an opportunity to analyze our financial health and formulate a strategic approach to financial sustainability.

Purpose:

With an imminent capital campaign and a small projected deficit for 2024-2025, we must successfully manage these challenges through a combination of broad contributions from board members and strategic fundraising initiatives. Understanding this landscape and our current statistics, we recognize the importance of bolstering board member engagement in fundraising efforts to secure the financial health of our association.

Goals:

1. **Financial Health:** Establishing a fiscally healthy organization with demonstrated support from board members.
2. **Board Engagement:** Encouraging active participation from board members in both giving and fundraising, as well as contributing time and talent.
3. **Cultural Shift:** Creating a culture that fosters generosity without alienating board members.
4. **Clear Expectations:** Setting transparent expectations for current and prospective board members.
5. **Long-term Strategic Planning:** Over the next five years, aim to increase board giving to constitute a significant percentage of our operating budget.
6. **Tailored Recruitment:** By clearly identifying our goals and strategic benchmarks, we can more accurately identify and assess additions to our board of trustees and advisory board going forward.

Proposal:

1. **Suggested Minimum Give/Get:** Recommend a minimum annual give/get contribution of \$3,000 for each board member in 2024-2025, with incremental increases annually to be discussed further of \$500 annually thereafter until reaching a suggested minimum of \$5,000 by 2028.
2. **Transparency and Recognition:** Publicly disclose the average annual giving by board members, while highlighting the top three contributions (anonymously). Additionally,

showcase innovative fundraising strategies employed by board members (such as hosting a dinner party for friends and colleagues, or simply asking a friend to make a contribution).

3. **Exceptions Policy:** Acknowledge that certain board members may bring unique skill sets or resources to the table, warranting flexibility in meeting the suggested minimums. However, cap the number of board positions held by such individuals and establish clear parameters for exceptions. These parameters will be developed by the trusteeship committee and disclosed to the board during the trustee election process.

Next Steps:

1. **Discussion and Feedback:** Open the floor for discussion and feedback on the proposed measures. (completed at June 21, 2024 board meeting)
2. **Vote:** Call for a formal vote to approve the implementation of board giving requirements and policies. (completed at June 21, 2024 board meeting)
3. **Implementation:** Once approved, initiate the implementation process for the 2024-2025 fiscal year, including communication of expectations to current and prospective board members.
4. **Evaluation:** Regularly evaluate the effectiveness of these measures in achieving our financial goals and adjust as necessary.

By adopting these measures, we aim to cultivate a more robust culture of giving, as well as valued contributions of time and talent, within our board while ensuring the continued success and sustainability of the Great Swamp Watershed Association.

This proposal lays out a comprehensive plan to foster a culture of philanthropy among board members.



Great Swamp Watershed Association

The Passaic River WATERKEEPER * ALLIANCE Affiliate

P.O. Box 300 • New Vernon, NJ 07976

(973) 538-3500 • GreatSwamp.org

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 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 40 years



**TOWNSHIP OF CHATHAM
MORRIS COUNTY, NEW JERSEY**

ORDINANCE 2024-_____

**AN ORDINANCE OF THE TOWNSHIP OF CHATHAM,
COUNTY OF MORRIS, STATE OF NEW JERSEY,
AMENDING CHAPTER XXX, TITLED “LAND DEVELOPMENT” OF THE REVISED
GENERAL ORDINANCES TO ESTABLISH AN ENVIRONMENTAL STEWARDSHIP
OVERLAY ZONE ON BLOCK 48.21 LOTS 174, 174.03 and 180**

WHEREAS, on July 15, 2024, the Planning Board of the Township of Chatham recommended an amendment to the R-1 Residential Zone that would establish the Watershed Management Overlay Zone; and

WHEREAS, the Overlay Zone will permit the administrative, educational, interpretive, advocacy, and other activities of a watershed management organization dedicated to preserving and protecting water and natural areas; and

WHEREAS, the it is the purpose of this Ordinance to establish a Watershed Management Overlay Zone; and

NOW, THEREFORE, BE IT ORDAINED by the Township Committee of the Township of Chatham, Morris County, New Jersey, that Chapter XXX of the Revised General Ordinances of the Township of Chatham titled “Land Development” is hereby supplemented as follows:
Section 1.

Insert the following new definition in Section 30-6” Definitions”:

Environmental Stewardship Organization means an incorporated organization dedicated to protecting and improving the health of the watershed through a variety of approaches including stewardship, education, land preservation, science and advocacy.

Section 2.

Insert the following new Section 30-85 to read as follows”

Section 30-85 Environmental Stewardship Overlay Zone

Section 30-85a Permitted Uses.

The following uses and activities shall be permitted when operated by a duly incorporated environmental advocacy organization:

- a) Office space
- b) Storage area for equipment
- c) Water quality laboratory
- d) Adult and Family programs
- e) **Student experiential learning programs**
- f) **Outdoor gardens and garden structures**
- g) Other activities that advance the mission of the organization

Section 30-85b Area and Yard Requirements

The R-1 Zone requirements shall apply as shown on the Schedule of Zoning Requirements except for the following:

- 1. the minimum lot area shall be 3 acres
- 2. the property shall have access to a public street, either directly or via an access easement
- 3. minimum front yard shall be 80'
- 4. minimum side yards shall be 50' each and 100' combined

Section 30-85c Site Plan Review Requirements

- 1. The property shall have access to a public street, either directly or via an easement or other right of way.
- 2. **Adequate off-street parking and loading shall be demonstrated**
- 3. Permitted activities may be conducted both outdoors and within the principal building and one accessory building.
- 4. Adult and Family programs shall not exceed 100 attendees and shall end no later than 9 pm.
- 5. **Student experiential learning programs** shall require **1 chaperone for every 10 students** and no more than one school bus load of students shall be on the property at any time.
- 6. A split rail fence shall be installed to delineate outdoor activity areas at a height and location and at such time as determined by the Planning Board.

REPEALER

All Ordinances or parts of Ordinances inconsistent herewith are repealed as to such inconsistencies.

SEVERABILITY

If any section, subsection, sentence, clause, phrase or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

EFFECTIVE DATE

This Ordinance shall become effective according to law.

ATTEST:

TOWNSHIP OF CHATHAM

Gregory J. LaConte, Township Clerk

Stacy Ewald, Mayor

Communications Board Report – Val Thorpe

September 2024

Events

Gala & Silent Auction: A Green Gathering – October 24, 2024

We are in full Gala mode, and I have been busy training our new office manager, Izzy, on the many moving parts of planning a successful Gala! Over 1400 invitations were mailed on September 13 and will begin arriving in mailboxes on September 17. This year, with the help of our Gala committee comprised of staff, Board and Advisory Council members, we have devised a new event format. We replaced our typical honoree and/or keynote speaker with **41 subject matter experts**, aka who will interact with our guests on a variety of environmental-focused topics including organic farming, ESG investing, native plants, 2 GSWA board members, and much more. It was an ambitious effort and it really paid off! Our discussion leaders are all excited to participate.



A discussion leader will be seated at each dining table and lead a group discussion based on their area of expertise. It's intended to spark conversations vs. an information download. This portion will last 15-20 minutes, although since they will remain at that table for the remainder of the evening, conversations can continue through dinner and beyond.

VIP ticket purchasers, table purchasers, and underwriters have the added bonus of requesting their top 3 discussion leaders to sit at their table. This is on a first-come, first-served basis. So far, we have not had any discrepancies!

Most of our discussion leaders will be in attendance for the full event from the VIP cocktail hour through the close. This provides an opportunity for many of our guests to seek out and chat with someone of interest who may not be seated at their table.

We've changed up the event timing to accommodate a different conflicting event that night, so the VIP cocktail hour now runs 5:30-6:30, and the general cocktail hour runs 6:00-7:30.

- **Underwriting:** \$46,500 (to date) – we are close to attaining our goal, but it would be great to far exceed it.
- **Advertising:** \$2750 (to date) – we offer fabulous wine packages for advertisers to send to their friends and colleagues. These packages are hand-delivered by our staff with a note of thanks from the advertiser. We also offer standard advertising opportunities where businesses will be showcased on our website and at the event.

- **Silent Auction:** Our highly anticipated silent auction consists of 150-200 items up for bid and is responsible for a large portion of the evenings proceeds. Items are arriving daily, but we could always use more!

How can you help us make this a smashing success?

- Approach business partners and businesses you frequent to become a Gala underwriter, place an advertisement, or donate a silent auction item. This is great exposure for business!
- Purchase tickets and attend – we would love a strong showing from our Board and AC members!
- Share our electronic invitation (coming soon) with your friends, relatives, and business associates to join you!
- Talk us up as a proud Trustee of Great Swamp Watershed Association!

Visit greatswamp.org and click the **Gala image** to view a full list of our table discussion leaders, for underwriting, advertising, and silent auction donation opportunities, and to purchase your tickets.

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. Be on the lookout for the following press releases that can be found at GreatSwamp.org/publications:

- 2024 Gala & Silent Auction: A Green Gathering
- GSWA Hosts a Series of Teachers' PD Workshops

Great Swamp Partners

Planning for our Great Swamp Partners* scavenger hunt is well underway. As noted on my last board report, the Partners will execute this two-day event taking place April 25-26, 2025. I facilitated the September 10 meeting where we fleshed out the event timeline and the roles and responsibilities of each organization. We have a solid plan in place and will meet again in late-October/early-November to continue our planning efforts. We believe it will be a fun and exciting event! It's not a fundraiser, but rather an opportunity for the public to get to know who we all are, what we do, and how we all work together for the sake of our local environment.

* The Great Swamp Partners consists of representatives from the following organizations: 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.

Office Management

Our Communications/Membership, Marketing, and Administrative team (Val, Nancy Rago, and Izzy Filippini) has spent a lot of time since Izzy joined us late-may, getting her up to speed on the inner workings of our office. Izzy is an amazing addition to the GSWA family and is a quick learner. I lead our weekly team meetings where we discuss to-dos, the week ahead, and how to share responsibilities to stay on track.

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 September 2024

| | BUDGET | ACTUAL | VARIANCE | NOTES |
|---|--------------|--------------|----------------------|--|
| Corporate Restricted | | | | |
| BUE FOUNDRY BANK CHARITABLE FOUNDATION | \$ 10,000.00 | \$ 10,000.00 | \$ 0.00 | Environmental Education. Awarded in July. |
| First Energy/JCPL | \$ 7,500.00 | | | Environmental Education. Received award notification of \$7500 in August |
| Corporate Unrestricted | | | | |
| Foundation Restricted | | | | |
| Marfa Herlin Foundation | \$ 6,700.00 | \$ 6,500.00 | \$ (200.00) | OMA Stewardship, awarded in July |
| Bell's Brewery | \$ - | \$ 500.00 | \$ - | OMA Stewardship, applied in June. Award notification of \$5000 received in September |
| NJ Future | \$ - | \$ 500.00 | \$ 500.00 | Funding for updating brochure |
| Unrestricted Foundation Support | | | | |
| Thrivent Charitable/Edith Hahn Animal and | \$ 20,000.00 | \$ 20,000.00 | \$ - | General Operating Support - Awarded in August. Third payment, renewed for two additional years |
| Bauer Foundation | \$ 10,000.00 | \$ 15,000.00 | \$ 5,000.00 | General Operating Support - awarded in July. |
| John Ben Snow Memorial Trust | \$ 15,000.00 | \$ 10,000.00 | \$ (5,000.00) | General Operating Support, awarded in August |
| SUBTOTAL FOUNDATIONS/CORPORATIONS YTD | \$ 59,200.00 | \$ 52,000.00 | \$ 300.00 | |
| Government Grants | | | | |
| Workforce Development Board of Morris, Sussex, Warren | \$ 5,000.00 | \$ 544.00 | \$ (4,456.00) | Reimbursement: Grantwriting class and Pesticide class, received in July |
| Applied/Pending | | | \$ \$ Request | |
| Mitsubishi Foundation | | | \$ 10,000.00 | Environmental Education, applied in January, pending |
| Zimmer Bromet Foundation | | | \$ 10,000.00 | Environmental Education, applied in May, pending |
| Cestone Family Foundation | | | \$ 25,000.00 | General Operating Support, applied in August, pending |
| Tyler Foundation | | | \$ 20,000.00 | General Operating Support, applying in September, pending |
| Union Foundation | | | \$ 30,000.00 | New well for Ferber property, applied in September, pending |
| Hyde and Watson Foundation | | | \$ 30,000.00 | New well for Ferber property, applied in September, pending |
| E.J. Grassmann Trust | | | \$ 30,000.00 | New well for Ferber property, applied in September, pending |
| Bank of America | | | \$ 20,000.00 | General Operating Support, applied in May, pending |
| Tyler Foundation | | | \$ 20,000.00 | General Operating Support, applying in September, pending |
| PSEG | | | \$ 10,000.00 | Environmental Education, applied in June, pending |

Board Report: Membership and Social Media Overview

Nancy Rago, September 11, 2024

The **Silent Auction and Gala—A Green Gathering** is in full swing! Special thanks to the Board and Advisory Members—Lydia, Marilyn, Michael, David, Thelma, and Sally—who joined the staff at Gala Committee meetings on 6/18, 7/22, and 8/15. Together, the team achieved the goal of securing 41 speakers.

I organized two volunteer days on 9/12 and 9/13 to prepare our gala invitations for mailing. I had a face-to-face meeting with my board adoptee, Marilyn Dee, during the 9/12 volunteer day for the stuffing and mailing of Gala invitations and spoke with Eric Inglis by phone on 9/13. We reviewed how they can contribute to making the gala a success through Gala underwriting, the board funding for the Cork Pull, Wine Advertising Package, and securing Silent Auction donations. Lastly, we discussed spreading the word about the event and adding potential guests to the invite list.

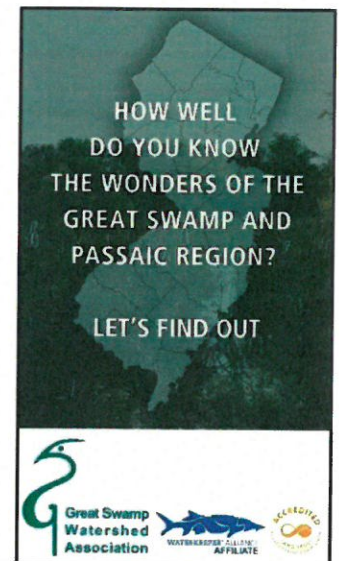


The **Chairperson's Appeal** brought in 70 donations, generating a total of \$15,083, with an average contribution of \$215.47.

In July and August, our **Strategic Planning for Communication, Membership, and Admin** efforts focused on water quality and stewardship content for the third and fourth 20-mile segments of the Passaic River.

As part of our **Social Media** outreach as a Waterkeeper Alliance member, we encouraged our audience to ask their senators to ensure sufficient funding for PFAS cleanup at military sites. This came as the U.S. Department of Defense's budget request for PFAS remediation at military installations went before the Senate.

If you attended the Advisory Council Dinner last May, you may remember our Environmental Bingo game. I've been using the questions from that game to create weekly "Water Wednesday" video reels, asking, "How Well Do You Know the Wonders of the Great Swamp and Passaic Region? Let's Find Out!" I'm pleased with the engagement so far and the chance to further educate our audience about our local watershed and water quality issues.



Membership FY2025 Q1 - 07/01/2024 to 09/30/2024

**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 |
| 2025 | 2004** | | | |
| 2024 | 2147 | 2236 | 2163 | 2429 |
| 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 |

* Count Records based on all donors who have given in the 14 months prior to the end of the quarter.
 **Q1 numbers as of 9/13/24.

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

| Quarter Ended | New Donors | No. Gifts | Renewal Donors | No. Gifts | Appeal Donors | No. Gifts | Donation Donors | No. Gifts | Total General Membership | Major Gifts | No. Donors | No. Gifts | Trustee Giving** | No. Donors | No. Gifts | Total Membership |
|----------------------|--------------|------------|----------------|---------------|---------------|------------|-----------------|------------|--------------------------|---------------|------------|------------|------------------|------------|-----------|------------------|
| | | | | | | | | | | | | | | | | |
| Q4 6/30/2025 | 276 | 4 | 4 | 7,713 | 97 | 112 | 2,795 | 35 | 35 | 357 | 10 | 10 | | | | 18,141 |
| Q3 3/31/2025 | | | | | | | | | | | | | | | | |
| Q2 12/31/2024 | | | | | | | | | | | | | | | | |
| Q1 9/30/2024 | | | | | | | | | | | | | | | | |
| FY 2025 Total | 276 | 4 | 4 | 7,713 | 97 | 112 | 2,795 | 35 | 35 | 357 | 10 | 10 | | | | 18,141 |
| Q4 6/30/2024 | 959 | 17 | 17 | 8,065 | 98 | 127 | 1,735 | 21 | 21 | 3,939 | 75 | 75 | | | | 14,698 |
| Q3 3/31/2024 | 2,974 | 67 | 67 | 12,754 | 169 | 202 | 235 | 3 | 3 | 3,219 | 128 | 134 | | | | 19,183 |
| Q2 12/31/2023 | 1,485 | 34 | 34 | 21,675 | 243 | 275 | 3,495 | 41 | 41 | 3,512 | 37 | 37 | | | | 30,166 |
| Q1 9/30/2023 | 190 | 3 | 3 | 8,296 | 101 | 135 | 2,095 | 26 | 26 | 992 | 16 | 16 | | | | 11,573 |
| FY 2024 Total | 5,609 | 70 | 70 | 50,790 | 611 | 739 | 7,560 | 70 | 70 | 11,661 | 181 | 187 | | | | 75,620 |
| Q4 6/30/2023 | 1,151 | 25 | 25 | 13,628 | 157 | 188 | 2,226 | 23 | 23 | 4,346 | 59 | 59 | | | | 21,351 |
| Q3 3/31/2023 | 1,839 | 29 | 29 | 9,374 | 139 | 165 | 160 | 4 | 4 | 1,547 | 41 | 45 | | | | 12,921 |
| Q2 12/31/2022 | 1,985 | 29 | 29 | 23,263 | 263 | 289 | 6,684 | 64 | 64 | 3,000 | 35 | 35 | | | | 34,931 |
| Q1 9/30/2022 | 694 | 12 | 12 | 12,319 | 155 | 180 | 3,095 | 13 | 13 | 816 | 14 | 14 | | | | 16,924 |
| FY 2023 Total | 5,670 | 95 | 95 | 58,584 | 714 | 822 | 12,164 | 104 | 104 | 9,709 | 135 | 139 | | | | 86,127 |
| Q4 6/30/2022 | 893 | 21 | 21 | 8,013 | 92 | 117 | 3,782 | 52 | 52 | 3,816 | 76 | 78 | | | | 16,504 |
| Q3 3/31/2022 | 1,843 | 41 | 41 | 11,577 | 107 | 132 | 94 | 3 | 3 | 4,090 | 72 | 80 | | | | 17,604 |
| Q2 12/31/2021 | 1,289 | 20 | 20 | 22,544 | 224 | 250 | 4,903 | 52 | 53 | 3,340 | 35 | 36 | | | | 32,075 |
| Q1 9/30/2021 | 492 | 9 | 9 | 6,164 | 77 | 92 | 4,850 | 56 | 56 | 2,027 | 16 | 16 | | | | 13,533 |
| FY 2022 Total | 4,516 | 91 | 91 | 48,298 | 500 | 591 | 13,628 | 163 | 164 | 13,273 | 199 | 210 | | | | 79,716 |
| Q4 6/30/2021 | 1,909 | 32 | 32 | 14,163 | 175 | 187 | 4,180 | 48 | 48 | 2,349 | 70 | 72 | | | | 22,601 |
| Q3 3/31/2021 | 2,200 | 45 | 45 | 12,708 | 155 | 168 | 426 | 6 | 6 | 3,027 | 45 | 48 | | | | 18,361 |
| Q2 12/31/2020 | 2,168 | 24 | 24 | 20,829 | 217 | 234 | 5,387 | 66 | 66 | 2,404 | 22 | 22 | | | | 30,788 |
| Q1 9/30/2020 | 1,247 | 14 | 14 | 8,968 | 105 | 116 | 1,050 | 12 | 12 | 883 | 21 | 21 | | | | 12,148 |
| FY 2021 Total | 7,523 | 115 | 115 | 56,668 | 652 | 705 | 11,043 | 132 | 132 | 8,664 | 158 | 163 | | | | 83,898 |

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 Q1 numbers as of 9/13/24 and does not include Native Plant Program.
 Q1 Development/Development Report/Individual Giving Report/Member/Member Care - Individual Giving Report/2023 Q1 Individual Giving and Sustaining Giving

Land Stewardship Board Report September 2024

By Ginger Van Ryzin

This summer, like many others, has been productive and busy for the stewardship crew! We have had many workdays since June, two corporate days with Goldman Sachs and Affinity Credit Union, and weekly community workdays with our internal volunteers. Our primary project this year, which I am happy to report is only one day away from completion, is the 300 ft boardwalk on the orange trail heading out to Helen Fenske Pond. This boardwalk, most likely over ten years old, has been heavily affected by the 2020 restoration, causing the boardwalk to be submerged in water for many months of the year. The waterlogged boardwalk has been replaced by a raised boardwalk, more resilient to flooding.

Although hurricane season is just beginning, we have already had our first emergency repair day. On August 19th, Morris County was hit with a major storm, dumping over 4 inches on to the CMA. With these large storms becoming stronger and more frequent, it is important to adapt and build boardwalks that are more resilient as well.

Our CMA has gotten many more visitors than usual this August, with our education staff hosting numerous teacher workshops through our Climate Change Learning Collaborative project. During these trips, the teachers had a chance to be the students and learned about the ecosystem services the CMA and other preserve open spaces provide, what macroinvertebrates live in our streams, and lessons on the importance of ecosystems they can pass on to their students.

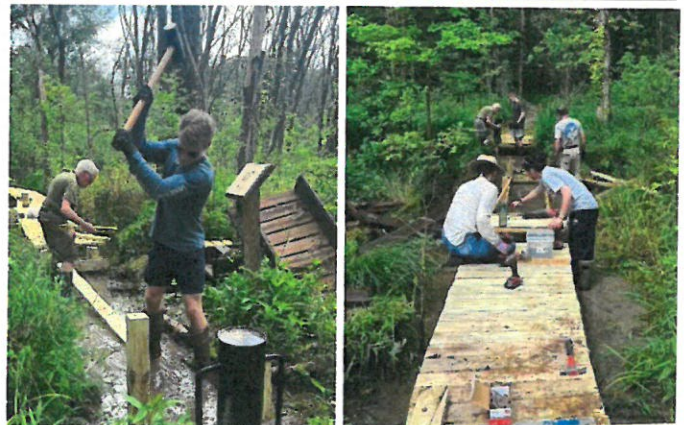
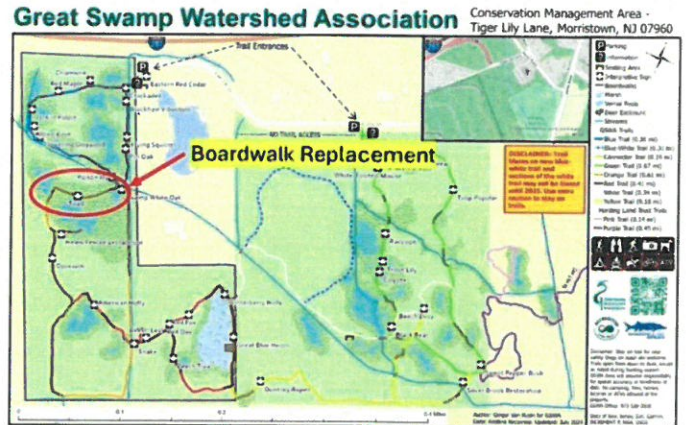


Figure 1: Summer Interns working on the new boardwalk



Figure 2: Flooding Damage from 4 inches of rain



Figure 3: A green frog caught a dragonfly next to the new boardwalk

Thanks to the Marta Heflin Foundation, we now have two new all-electric tools at the CMA, a chainsaw and weed whacker. As an Environmental Organization, moving away from gas-powered tools is essential to lowering our reliance on fossil fuels, and in turn move towards a greener future.

All in all, we would like to thank the over 100 volunteers that pitched in this summer, as well as our corporate partners who help fund these projects including teva pharmaceuticals and Goldman Sachs. Thanks to our volunteers, we have been able to mulch over one thousand feet of trails, build roughly one hundred feet of boardwalk, and maintain our 3.5 miles of trails. With everyone's hard work, the CMA is in great shape for our busy fall season ahead, where nearly 2,000 students will visit and learn from our CMA, as well as our many hikers and naturalist who come enjoy the CMA throughout the year.

This Fall, we have workdays scheduled with teva, Seelaus, and Affinity Credit Union. Along with this, we are especially excited to work with Opella, a consumer healthcare business under the parent company Sanofi, for their purpose day October 1st. This is a workday like no other, since over 200 of Opella's employees have signed up. We have partnered with the GSNWR to work with the large group, and we are looking forward to accomplishing a great deal that day.



Figure 4: Hazel trying out our new electric chainsaw



Figure 5: Our second Goldman Sachs day of the season.





Great Swamp Watershed Association

The Passaic River WATERKEEPER® ALLIANCE Affiliate

P.O. Box 300 • New Vernon, NJ 07976

(973) 538-3500 • GreatSwamp.org

Alex Sloane, Water Quality and Education Associate, Introduction September 20, 2024 GSWA Board Meeting

I joined GSWA in June of 2024 after spending 9 years in south Florida working in watershed conservation and education. I have worked with sea turtles, alligators, owls, and mangrove shorelines, and have experience in water quality, bacterial sampling, and environmental education.

I am happy to be GSWA's new Education and Water Quality Associate and am excited to support the health and wellbeing of the Great Swamp ecosystem, its watershed, and the surrounding communities. This summer, I participated in our bacterial sampling program, macroinvertebrate sampling, and climate education professional development workshops.

I grew up in this area and loved the Great Swamp as a kid, I even used to volunteer at the Raptor Trust. I am excited to now be taking a more active part in the conservation and restoration of this ecosystem as part of the GSWA team.

Thank you,

Alex Sloane, Water Quality and Education Associate



Protecting our water and land for over 40 years



Wade's Development Board Report
09.13.2024

Attended Board Meeting on 06.21.2024 and drafted Minutes

Viewed NJ Environmental Fundraisers' Gathering on board engagement

Meeting with Sally and Lynne re. Ryan Dawson's GSWA fundraiser, "A Twilight Affair"

Attended the Morris County Chamber of Commerce's Joint Meeting with the Young Professionals and the Non-Profit Committees (networking)

Attended the Morris County Chamber of Commerce's Business Connections' Meeting on 07.19.2024 & 08.16.2024

Attended GSWA's Full Moon Hike at the GS National Wildlife Refuge 07.23.2024

Attended the Morris County Chamber's Life Sciences & Healthcare Forum @ FDU on 07.31.2024. Established a connection with Gilead Sciences (foundation)

Viewed a FreeWill Webinar: How To Engage Millennial and Gen Z Donors in 2024

Viewed a Statewide Warehouse Sprawl Organizing Meeting via Zoom

Webinar: Has It Always Been This Hot in New Jersey? featuring David Robinson

Attended Bernards Area Networking Group Meeting 08.15.2024

Met with Karlito Almeda (in person) and Brenda Curnin (over the phone) re. articles for GSWA seasonal newsletter, *Across the Watershed*.

Met Jennifer Conway/JPMorgan Chase Bank, N.A. for personal tour of the Conservation Management Area on 08.26.2024

Viewed FreeWill Planned Giving Webinar

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

Solicited individual Gala sponsorships, advertisements, and Silent Auction Items (*ongoing*)

Participated in the Staff 401K Transition Meeting with EMPOWER

Helped seal Gala invitations and carried all invitations to the post office.

Great Swamp Watershed Association
Monthly Development Summary
as of July 31 2024

| | Actual Jul | Goal Jul | Actual YTD (July - July) | Goals YTD (July - July) | Progress of Goals through July | Goals July 24- June '25 | Progress to FY2025 Goals | Prior Jul 2023 | Prior YTD (July '23 - July '23) | Prior July '23 - June '24 |
|----------------------------------|-----------------|-----------------|--------------------------|-------------------------|--------------------------------|-------------------------|--------------------------|-----------------|---------------------------------|---------------------------|
| Individuals | | | | | | | | | | |
| Trustees | \$4,060 | \$2,167 | \$4,060 | \$2,167 | 187% | \$26,000 | 16% | \$4,655 | \$4,655 | \$31,500 |
| - Capital Campaign | \$0 | \$0 | \$0 | \$0 | 0% | \$0 | 0% | \$0 | \$0 | \$0 |
| Major Gifts | \$2,000 | \$3,000 | \$2,000 | \$3,000 | 67% | \$230,000 | 1% | \$9,200 | \$9,200 | \$238,683 |
| Membership | \$7,548 | \$5,299 | \$7,548 | \$5,299 | 142% | \$94,550 | 8% | \$3,972 | \$3,972 | \$94,600 |
| Total Individuals | \$13,608 | \$10,465 | \$13,608 | \$10,465 | 130% | \$350,550 | 4% | \$17,827 | \$17,827 | \$354,783 |
| Institutions | | | | | | | | | | |
| Corporations Restricted | \$10,000 | \$10,000 | \$10,000 | \$10,000 | 100% | \$67,000 | 15% | \$10,000 | \$10,000 | \$63,000 |
| Corporations Unrestricted | \$0 | \$542 | \$0 | \$542 | 0% | \$16,500 | 0% | \$0 | \$0 | \$14,500 |
| Foundations Restricted | \$6,500 | \$6,700 | \$6,500 | \$6,700 | 97% | \$51,700 | 13% | \$0 | \$0 | \$47,200 |
| Foundations Unrestricted | \$25,000 | \$30,833 | \$25,000 | \$30,833 | 81% | \$233,000 | 11% | \$20,000 | \$20,000 | \$277,000 |
| Total Institutions | \$41,500 | \$48,075 | \$41,500 | \$48,075 | 86% | \$368,200 | 11% | \$30,000 | \$30,000 | \$401,700 |
| Programs / Other | | | | | | | | | | |
| Programs / Events | \$592 | \$383 | \$592 | \$383 | 154% | \$44,778 | 1% | \$247 | \$247 | \$26,100 |
| Gala | \$0 | \$0 | \$0 | \$0 | 0% | \$188,200 | 0% | \$0 | \$0 | \$185,000 |
| Gov Grants | \$544 | \$0 | \$544 | \$0 | 0% | \$5,000 | 11% | \$0 | \$0 | \$8,150 |
| Music Festival | \$0 | \$0 | \$0 | \$0 | 0% | \$45,050 | 0% | \$1,635 | \$1,635 | \$45,950 |
| Native Plant Program | \$100 | \$0 | \$100 | \$0 | 0% | \$87,369 | 0% | \$0 | \$0 | \$63,750 |
| Merchandise | \$0 | \$0 | \$0 | \$0 | 0% | \$100 | 0% | \$0 | \$0 | \$0 |
| Stewardship Rest. | \$6,010 | \$5,000 | \$6,010 | \$5,000 | 120% | \$10,000 | 60% | \$0 | \$0 | \$10,000 |
| Total Events/Merchandise | \$7,246 | \$5,383 | \$7,246 | \$5,383 | 135% | \$380,497 | 2% | \$1,882 | \$1,882 | \$338,950 |
| Sub Total | \$62,354 | \$63,924 | \$62,354 | \$63,924 | 98% | \$1,099,247 | 6% | \$49,709 | \$49,709 | \$1,095,433 |
| 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 | \$5,000 | \$0 | \$5,000 | \$0 | 0% | \$0 | 0% | \$0 | \$0 | \$0 |
| Restricted Individual Grants | \$0 | \$0 | \$0 | \$0 | 0% | \$0 | 0% | \$0 | \$0 | \$0 |
| Deferred Income from Prior Year | \$20,317 | \$20,317 | \$20,317 | \$20,317 | 100% | \$20,317 | 100% | \$36,000 | \$36,000 | \$36,000 |
| Other Total | \$25,317 | \$20,317 | \$25,317 | \$20,317 | 125% | \$20,317 | 125% | \$36,000 | \$36,000 | \$36,000 |
| Grand Total | \$87,671 | \$84,241 | \$87,671 | \$84,241 | 104% | \$1,119,564 | 8% | \$85,709 | \$85,709 | \$1,131,433 |

- 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.
- Restricted gifts are contributions designated by the donor for a specific purpose.
- Includes corporate matching gifts.
- 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.
- 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 August 31 2024**

| | Actual Aug | Goal Aug | Actual YTD (July - Aug) | Goals YTD (July - Aug) | Progress of Goals through Aug | Goals July '24 - June '25 | Progress to FY2025 Goals | Prior Aug 2023 | Prior YTD (July '23 - Aug '23) | Prior July '23 - June '24 |
|----------------------------------|-----------------|-----------------|-------------------------|------------------------|-------------------------------|---------------------------|--------------------------|-----------------|--------------------------------|---------------------------|
| Individuals | | | | | | | | | | |
| Trustees | \$60 | \$2,167 | \$4,120 | \$4,334 | 95% | \$26,000 | 16% | \$155 | \$4,809 | \$31,500 |
| - Capital Campaign | \$0 | \$0 | \$0 | \$0 | 0% | \$0 | 0% | \$0 | \$0 | \$0 |
| Major Gifts | \$1,500 | \$3,000 | \$3,500 | \$6,000 | 58% | \$230,000 | 2% | \$1,000 | \$10,200 | \$238,683 |
| Membership | \$3,584 | \$4,067 | \$11,131 | \$9,366 | 119% | \$94,550 | 12% | \$4,279 | \$8,251 | \$84,600 |
| Total Individuals | \$5,144 | \$9,234 | \$18,751 | \$19,700 | 95% | \$350,550 | 5% | \$5,434 | \$23,260 | \$354,783 |
| Institutions | | | | | | | | | | |
| Corporations Restricted | \$0 | \$8,500 | \$10,000 | \$18,500 | 54% | \$67,000 | 15% | \$8,500 | \$18,500 | \$63,000 |
| Corporations Unrestricted | \$0 | \$542 | \$0 | \$1,084 | 0% | \$16,500 | 0% | \$0 | \$0 | \$14,500 |
| Foundations Restricted | \$0 | \$0 | \$6,500 | \$6,700 | 97% | \$51,700 | 13% | \$16,700 | \$16,700 | \$47,200 |
| Foundations Unrestricted | \$20,000 | \$20,833 | \$45,000 | \$51,666 | 87% | \$233,000 | 19% | \$20,000 | \$40,000 | \$277,000 |
| Total Institutions | \$20,000 | \$29,875 | \$61,500 | \$77,950 | 79% | \$368,200 | 17% | \$45,200 | \$75,200 | \$401,700 |
| Programs / Other | | | | | | | | | | |
| Programs / Events | \$522 | \$7,383 | \$1,114 | \$7,766 | 14% | \$44,778 | 2% | \$9,084 | \$9,331 | \$26,100 |
| Gala | \$15,227 | \$20,000 | \$15,227 | \$20,000 | 76% | \$188,200 | 8% | \$24,464 | \$24,464 | \$185,000 |
| Gov Grants | \$0 | \$500 | \$544 | \$500 | 109% | \$5,000 | 11% | \$0 | \$0 | \$8,150 |
| Music Festival | \$0 | \$0 | \$0 | \$0 | 0% | \$45,050 | 0% | \$0 | \$1,635 | \$45,950 |
| Native Plant Program | \$0 | \$0 | \$100 | \$0 | 0% | \$87,369 | 0% | \$0 | \$0 | \$63,750 |
| Merchandise | \$0 | \$0 | \$0 | \$0 | 0% | \$100 | 0% | \$0 | \$0 | \$0 |
| Stewardship Rest. | \$0 | \$5,000 | \$6,010 | \$5,000 | 120% | \$10,000 | 60% | \$0 | \$0 | \$10,000 |
| Total Events/Merchandise | \$15,749 | \$32,883 | \$22,995 | \$33,266 | 69% | \$380,497 | 6% | \$33,548 | \$35,430 | \$338,950 |
| Sub Total | \$40,893 | \$71,992 | \$103,247 | \$130,916 | 79% | \$1,099,247 | 9% | \$84,182 | \$133,890 | \$1,095,433 |
| 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 | \$0 | \$0 | \$5,000 | \$0 | 0% | \$0 | 0% | \$0 | \$0 | \$0 |
| Restricted Individual Grants | \$0 | \$0 | \$0 | \$0 | 0% | \$0 | 0% | \$0 | \$0 | \$0 |
| Deferred Income from Prior Year | \$20,317 | \$0 | \$20,317 | \$20,317 | 100% | \$20,317 | 100% | \$0 | \$36,000 | \$36,000 |
| Other Total | \$20,317 | \$0 | \$25,317 | \$20,317 | 125% | \$20,317 | 125% | \$0 | \$36,000 | \$36,000 |
| Grand Total | \$61,210 | \$71,992 | \$128,564 | \$151,233 | 85% | \$1,119,564 | 11% | \$84,182 | \$169,890 | \$1,131,433 |

- 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.
- Restricted gifts are contributions designated by the donor for a specific purpose.
- Includes corporate matching gifts.
- 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.
- 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.



Teachers learning about climate change impacts in Newark waters on their day long field trip as part of Professional Development workshops

Overview.

While many think of Summer as down time and time for recharge and relaxation, our educational programs have been crazily busy all summer long!

At very short notice, after signing up to work with Ramapo College as part of the Climate Change Learning Collaborative, we had to plan, organize and execute two full weeks of professional development for teachers from all across the Northern half of the state. Our new employee Alex Sloane was thrown in at the deep end, helping us with logistics and administration for the workshops and took over managing the various spreadsheets of attendees and dealing with the huge amount of correspondence that the workshops generated. Alex started in mid-June and has helped us install rain gardens, paddled along with our kayaking public programs, attended summer field excursions and more, along with attending the Climate Change workshops. She is now getting ready for our busy fall of school field programming, where she will observe, then begin to co-teach our many different programs.



This fall we are offering 8 field days in partnership with Students2 Science and 6 field days with the Climate change collaborative, along with programs for our many other long-term area schools. Expect us to be in the field multiple days each week from the end of September through mid-November! It's a great time for trustees to take a couple hours to attend one of our programs and learn more about the importance of education to our mission. Please reach out to Asloane@greatswamp.org to schedule a time to tag along and see us in action!



Friday 13th Evening kayaking program for the public on the Passaic River at Roseland- Essex environmental Education Center.

Our fall public programs, and planning for our 2025 plant sale have also been underway. We have chosen the plants that will be contract grown for us and grouped them into the desired kits we would like to sell.

K-12 School Education Programming

We will be partnering with Pingry lower school to offer in-class programming followed by a fieldtrip at the CMA this fall, helping them to teach their water and geology unit. We will additionally be working with some new Paterson schools, who have learned of our programming during professional development workshops. We try to maintain long-term links to schools we work with so that we can offer programming for several grades or years and have an increased impact rather than having students meet with us only one time. Many of these schools will benefit from our improving spanish, as a second round of Babbel intensive Spanish lessons, funded by the Workforce Development commission are continuing to improve our language skills. It's a far cry from being fluent, but being able to give instructions in Spanish, or translate simple aspects of the learning make a huge difference to emerging English speakers.

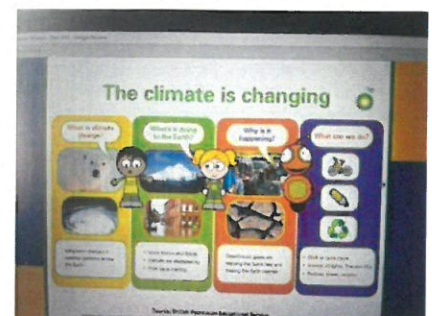


Our field trips this fall will focus primarily on climate change education at our 73-acre site, and students will be using new equipment such as handheld temperature guns, and tree measuring equipment to measure firsthand the impact of forests and trees on temperature mitigation. We have 4 fully funded trips this fall, and as part of the Dept of Ed grant, busing and classroom substitutes in addition to the costs of the GSWA program are covered for all schools. This opens up learning to all potential schools, not just those able to afford the costs. We are hopeful that the DOE will renew the grant for a second year, and we have learned much about the process as we roll out these new programs.

Our rain garden installation at Jefferson School in Summit is complete, and the down spout diverter and overflow drain completed the installation at the school in early July. We will return to see how it is all working during the fall.

Climate Change Professional Development

Our grant is \$50,000 towards staff time and supplies and underwriting for the field programming and has allowed us to take the considerable time needed to research and author the professional development we offered in August. Hazel attended the Climate Generation National Conference in July and learned a lot about engaging with diversity and equity issues while teaching effective climate science. We attended a





train the trainer event at partner site, Meadowlands Environmental Center. MEC has been teaching Climate Ed for two years and has worked out many of the kinks. We are grateful for their generosity in allowing us to borrow from their content as we put over 50 hours of professional development in less than 6 weeks. Altogether we had 178 total participants at the all-day field and class-based workshops. This means we can interact with new teachers, additional subject areas and new districts, and has opened up many new opportunities for us. Each teacher left with the resources and materials to teach the content they experienced during the workshop, and we will continue to have

monthly PD opportunities from September until March. Indeed, we already have more than 75 teachers registered for our weekend and after school workshops in the coming months. Alex has been working behind the scenes to prep materials and communicate with participants as part of our workshops. This has been a huge undertaking for us but has been so worth it – teachers have been so passionate and enthusiastic about the subject matter and are really excited to bring these experiences, lessons, and resources to their students and receive all the positive feedback.

Ramapo is acting as the educational hub for the northern 7 counties of the state and partnering with ourselves, School of Conservation and The Meadowlands to offer the programming. They will be offering a robust website filled with content that teachers can access to increase the ease with which they can teach climate change education moving forward. Since much of the grant funding covers staff salary and overhead, it is doubly valuable during tight budgets

Public Education:

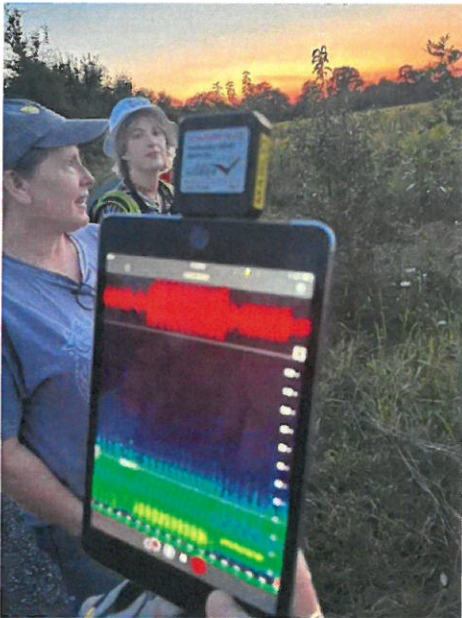
With our summer focus on the Climate Change grant, we have still managed to offer some summer educational programming for the public, with several kayaking programs held at the Essex Environmental Center, Great Piece meadows and the Upper Passaic at Lord Stirling Park. These kayaking programs are perennially popular and allow us time to talk to participants as we paddle about water quality, floodplains and natural history. They continue to sell out whenever they are offered. We have also held a couple of evening hikes at the Refuge and other areas, and have many programs slated for the fall. Staff attended



the refuge's 25th fall fest last weekend, interacting with the 670 attendees. GSWA staff have attended the last 20 years of programming, face painting Great Swamp resident wildlife on hundreds of kids over the years!!

Please attend and encourage friends to attend our hikes, educational programs and educational workshops over the coming months,

Staff professional development and continuing education:



Our Programming Staff has completed the 8-month Master Ecologist program offered by Duke Farms. The last programs focused on pollinator meadows, with visits to the meadow at Duke Farms in full bloom to identify and survey density in the meadows. Next, we focused on Pollinator biology, using dissecting scopes to look at solitary bees and wasps close up and conduct surveys of flower use by different species. The final program focused on wildlife conservation with an emphasis on bat studies. allowed us to use acoustic monitoring equipment to see the echo location calls of bats that are typically above human hearing. We intend to purchase some of this equipment to use during night programs at the CMA. Staff must complete 50 hours of field classes, 35 hours of online work and multiple quizzes and assignments to obtain the Master Ecologist designation.

Staff also took part in two days of advanced kayak training on the Delaware river and at the locations where we offer our programming to build our safety, recovery and paddling skills. This helps us to improve the experience of those who paddle with us. We are slowly completing our second batch of Babble Spanish language classes, though it can be hard to schedule the classes and their homework around our already jam-packed days! Each of us has 50 half-hour lessons and the preparation and homework to improve our existing fluency and help us in effectively teaching more multilingual groups.