



Great Swamp Watershed Association

P.O. Box 300 • New Vernon, NJ 07976

(973) 538-3500 • GreatSwamp.org

Meeting of the Board of Trustees

January 23, 2025, 6:30 pm

IN PERSON

The Morristown Club (27 Elm Street, Morristown, NJ)

Agenda

- Board Reorganization
 - Elect Board Officers
 - Appoint Members of the Advisory Board
 - Elect New Board Member
- Approval of Board Minutes from December 5, 2024 Meeting
- Board Chair's Report
- Executive Director's Report
- Finance Report
- Development Report
- Other Business
 - Change of Board Portal Password
 - Change March Board Meeting Date
 - Board and Staff Retreat: May 2025
- Adjourn

GSWA Board of Trustees Meeting
12.5.2024
Minutes

Board Chair David Naidu called the meeting to order at 5:35 p.m. Board members present included Kate Barry, Lydia Chambers, Ryan Dawson, Marilyn Dee, Michael Dee, Carolyn Dempsey, Ralph Jones, Susan Kessel, Ian MacCallum, Jr., David Naidu, Adam Psichos, Dot Stillinger, Frank Stillinger (Advisory Council), Clark Wagner and Reed Auerbach via Zoom. In absentia were Eric Inglis, David Robinson, Stacey Valentine, Brett Williamson and Meisha Williams Bertels. Staff members present included Sue Levine and Wade Kirby.

Sue then delivered the Finance Report.

Vanguard on 10/31/24 is at \$2,360,575

P&L review Oct ytd: see attached

Gala revenue noted above represents funds received before 10/31. Funds received after that date will be recorded in November. See Val Thorpe's total gala results. Corporate is ahead of Budget due to Bank of America \$25K which was not budgeted. Foundations are ahead of budget due to Taub and Bells Brewery which were not budgeted. Stewardship expenses are higher than budget due to the Sanofi workday. The funds have not yet been received to offset this expense. All other expenses are tracking to budget.

Please see the attached.



BudgetvsActualsBu
dget_FY25_PL-FY25P



Balances_
Vanguard.pdf 11.26

David explained that Sally was not here as she is transitioning to a different part of her life. Following the receipt of 100 resumes for the position of Executive Director, the Search Committee narrowed it down to five final candidates. Discussion was had on the selection process. Bill Kibler was proposed as the new Executive Director. All voting proxies were received, and David then called for approval of Bill Kibler to become the new Executive Director. *Michael motioned to approve which was seconded by Clark. All in favor. None opposed. The motion carried.* Bill will begin on Monday, January 6, 2025. David suggested that Val and Sandra, both of whom were considered for the position of Executive Director, serve as interim Executive Directors through the end of December. It was proposed that each receive a bonus for this responsibility. *Michael motioned to accept Val and Sandra as interim ED's which was seconded by Lydia. All in favor. None opposed. The motion carried.*

Bill Kibler is very knowledgeable about watersheds with an extensive background as an Environmental Engineer and Lawyer. Lydia spoke highly of his experience in this area and his ability to implement GSWA's strategic plan.

Ralph asked why Sally was not at the board meeting? David explained that Sally resigned and had planned to resign upon the hiring of her replacement as she had taken another position at another

nonprofit. She didn't attend today as there were just some things that went awry toward the end of her tenure. Other board members spoke about Bill Kibler's qualifications. All were very positive. Dot said we were lucky to get him. She also praised Sally for bringing GSWA "back from the brink" during some very challenging financial times carried over from the previous Executive Director.

Sue then addressed what the team needs during the transition. She asked for a board member to assist Hazel with the ongoing acquisition of the Ferber Property. Kevin Sullivan will be asked and Michael Dee volunteered as well. Sandra needs a board member to assist her with the Rolling Knolls' Community Advisory Group (CAG.) Dot Stillinger volunteered. Sue then recommended a series of guidelines for the board to consider moving forward to include annual goals and board review of the Executive Director, improved Human Resource Policies, modify the Finance Director role regarding human resources. The by-laws may need to be modified to improve the organization. David said a healthy organization is a collaborative one. Perhaps a by-laws committee should assess what needs to be changed *by the board*.

Sue asked for a motion for a resolution (*see attached*) to add Clark Wagner to the Vanguard account during the transition. Discussion was had regarding the banking and financial accounts needs during the transition.

Motioned by:

Seconded:

Unanimously approved.

David paid special recognition to Lynne Applebaum who, along with the committee, evaluated and screened *ALL* the resumes for Executive Director. Sue Levine was recognized for her dedicated fifteen years to GSWA. Both Lynne and Sue were thanked for their support.

The meeting adjourned at 6:20 p.m. and board members then enjoyed a festive annual holiday dinner.

Respectfully submitted,

Wade Kirby
Director of Development

GREAT SWAMP WATERSHED ASSOCIATION

A NON-PROFIT ORGANIZATION

FINANCIAL STATEMENTS

JUNE 30, 2024

(With Independent Auditor's Report)

DRAFT

GREAT SWAMP WATERSHED ASSOCIATION
Financial Statements
June 30, 2024

Table of Contents

	<u>Page No.</u>
Independent Auditor's Report	1-2
Financial Statements:	
Statement of Financial Position	3
Statement of Activities and Changes in Net Assets	4
Statement of Functional Expenses	5
Statement of Cash Flows.....	6
Notes to Financial Statements.....	7-14

INDEPENDENT AUDITOR'S REPORT

To the Board of Trustees
Great Swamp Watershed Association
Morristown, New Jersey

Opinion

We have audited the accompanying financial statements of Great Swamp Watershed Association (a non-profit organization), which comprise the statement of financial position as of June 30, 2024, and the related statements of activities and changes in net assets, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Great Swamp Watershed Association as of June 30, 2024, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of Great Swamp Watershed Association, and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about Great Swamp Watershed Association's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.



Accountants and Consultants

P&K CPAs LLC

322 US Highway 46 West ♦ Parsippany, NJ 07054
Tel: 973-882-8810 ♦ Fax: 973-882-0788 ♦ www.pk-cpas.com

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Great Swamp Watershed Association's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about Great Swamp Watershed Association's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

Parsippany, New Jersey
January 15, 2025

DRAFT

Great Swamp Watershed Association
Statement of Financial Position
June 30, 2024

ASSETS

Current Assets

Cash and cash equivalents	\$ 423,943
Contributions receivable	5,250
Prepaid expenses and other current assets	<u>26,042</u>

Total current assets	<u>455,235</u>
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Property and equipment, net

<u>444,134</u>

Other Assets

Investments	2,225,594
Right-of-use assets - operating lease	<u>233,045</u>

Total other assets	<u>2,458,639</u>
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Total assets	<u>\$ 3,358,008</u>
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LIABILITIES AND NET ASSETS

Current Liabilities

Accounts payable and accrued expenses	\$ 58,281
Lease liability-current	34,500
Deferred contributions	<u>22,484</u>

Total current liabilities	<u>115,265</u>
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Long term Liabilities

Lease liability - long term	<u>198,545</u>
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Total long-term liabilities	<u>198,545</u>
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Total liabilities	<u>313,810</u>
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Net Assets

Without donor restrictions	2,728,815
With donor restrictions	<u>315,383</u>

Total net assets	<u>3,044,198</u>
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Total liabilities and net assets	<u>\$ 3,358,008</u>
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Great Swamp Watershed Association
Statement of Activities and Changes in Net Assets
Year Ended June 30, 2024

	Net Assets Without Donor Restrictions	Net Assets With Donor Restrictions	Total
Revenues and Support			
Cash contributions	\$ 516,681	\$ 172,468	\$ 689,149
Program Revenue	157,316	173,000	330,316
Annual Events	173,424	-	173,424
Miscellaneous Income	82,453	-	82,453
Memberships	75,915	-	75,915
Special events	36,779	-	36,779
Government grants	6,480	-	6,480
Net assets released from restrictions	112,015	(112,015)	-
Total revenues and support	1,161,063	233,453	1,394,516
Expenses			
Program services			
Education and Outreach	382,139	-	382,139
Water Quality	224,361	-	224,361
Advocacy	141,642	-	141,642
Stewardship	154,413	-	154,413
Total program services	902,554	-	902,554
Supporting services			
Fundraising	144,130	-	144,130
General and administrative	95,547	-	95,547
Total supporting services	239,677	-	239,677
Total program and supporting services	1,142,231	-	1,142,231
Change in net assets from operating activities	18,832	233,453	252,285
Non-operating income			
Interest income	6,281	-	6,281
Dividend income	52,855	-	52,855
Realized gain on investments	102,615	-	102,615
Unrealized gain on investments	20,501	-	20,501
Total non-operating income	182,252	-	182,252
Change in net assets	201,084	233,453	434,537
Net assets , beginning of year	2,527,731	81,930	2,609,661
Net assets , end of year	\$ 2,728,815	\$ 315,383	\$ 3,044,198

Great Swamp Watershed Association
Statement of Functional Expenses
Year Ended June 30, 2024

	Program services					Supporting Services			Total
	Education and Outreach	Water Quality	Advocacy	Stewardship	Total Program Services	Fundraising	General and Administration	Total Supporting Services	
Salaries and wages	\$ 248,264	\$ 133,484	\$ 95,791	\$ 89,766	567,305	\$ 89,250	\$ 76,085	\$ 165,335	\$ 732,640
Native plan program	43,125	-	-	-	43,125	-	-	-	43,125
Annual events/Gala	5,215	5,215	5,216	5,216	20,862	20,862	-	20,862	41,724
Water quality	-	36,986	-	-	36,986	-	-	-	36,986
401K plan contribution	12,132	6,523	4,680	4,387	27,722	4,362	3,718	8,080	35,802
Membership & meetings	12,738	6,849	4,915	4,606	29,108	1,276	1,136	2,412	31,520
Operating lease expense	12,196	6,558	4,706	4,410	27,870	1,879	1,566	3,445	31,315
Postage and printing	5,298	5,298	5,297	5,298	21,191	2,277	37	2,314	23,505
Computer Expense	4,821	4,820	4,820	4,820	19,281	755	756	1,511	20,792
Special events / Music festival	2,048	2,048	2,048	2,047	8,191	12,286	-	12,286	20,477
Stewardship	-	-	-	20,079	20,079	-	-	-	20,079
Insurance expense	7,095	3,815	2,738	2,565	16,213	1,131	1,508	2,639	18,852
Strategic plan/Capital consulting	4,383	4,383	4,382	4,383	17,531	-	-	-	17,531
Utilities	5,324	2,862	2,054	1,925	12,165	849	1,132	1,981	14,146
Education and outreach Expenses	12,377	-	-	-	12,377	-	-	-	12,377
Professional fees	818	440	316	296	1,870	294	9,032	9,326	11,196
Development expense	-	-	-	-	-	8,307	-	8,307	8,307
Grant specific	1,355	1,355	1,356	1,356	5,422	-	-	-	5,422
Repairs and maintainence	1,724	927	665	623	3,939	270	294	564	4,503
Office supplies	888	478	343	321	2,030	320	272	592	2,622
Miscellaneous expense	34	18	13	12	78	12	11	23	101
Total expenses before depreciation	379,836	222,059	139,340	152,111	893,345	144,130	95,547	239,677	1,133,022
Depreciation expense	2,303	2,302	2,302	2,302	9,209	-	-	-	9,209
Total Expenses	\$ 382,139	\$ 224,361	\$ 141,642	\$ 154,413	\$ 902,554	\$ 144,130	\$ 95,547	\$ 239,677	\$ 1,142,231

Great Swamp Watershed Association
Statement of Cash Flows
Year Ended June 30, 2024

Cash flows from operating activities

Change in net assets \$ 434,537

Adjustments to reconcile change in net assets

to net cash provided by (used in) operating activities

Depreciation 9,209

Unrealized gain on investments (20,501)

Change in operating assets and liabilities

Contribution receivable (4,250)

Prepaid expenses and other current assets (1,961)

Accounts payable and accrued expenses 6,359

Deferred contributions (15,583)

Net cash provided by operating activities 407,810

Cash flows from investing activities

Purchase of equipment (12,973)

Purchases of securities (522,153)

Proceeds from sale of securities 122,801

Net cash used in investing activities (412,325)

Net decrease in cash and cash equivalents (4,515)

Cash and cash equivalents, beginning of year 428,458

Cash and cash equivalents, end of year \$ 423,943

Supplemental disclosure of cash flow information

Cash used in operating activities - operating lease \$ 34,095

GREAT SWAMP WATERSHED ASSOCIATION
Notes to Financial Statements
June 30, 2024

NOTE 1 – NATURE OF OPERATIONS

Great Swamp Watershed Association (the “Organization” or “GSWA”) is a New Jersey non-profit organization founded in 1981 with the mission to protect and improve the water resources of the Passaic River region, from the Great Swamp headwaters to Newark Bay. Based in Harding Township and Chatham Township, New Jersey, the Organization monitors and protects water quality, and investigates and participates in land use issues in the Great Swamp Watershed and Passaic River region.

Since its incorporation, the Organization has gradually acquired around 86 acres of land, of which 73 acres are in Harding Township and 13 acres in Chatham Township. These lands contain wetlands, forested areas and a network of trails that are open to the public to enjoy natural recreations.

Through education, advocacy, science, land preservation and stewardship, in collaboration with partners, the Organization works to instill its communities with an awareness of water’s effect on health and the beauty of the environment, from source to sea. The Organization evaluates the conservation values of its properties and creates a property stewardship and management plan to enhance those values. Some of the properties the Organization owns have undergone significant restoration to improve conservation values including wetlands and stream restoration efforts.

Volunteers are a growing resource for the Organization's land stewardship and management efforts. Volunteers have assisted with restoration planting and trail building. The Organization monitors its properties and the conservation easements it holds on privately owned land annually.

In August 2017, the Organization was designated as an accredited national land trust by the Land Trust Accreditation Commission of the Land Trust Alliance. In December 2023, the Commission approved and renewed the accreditation.

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

BASIS OF ACCOUNTING

The accompanying financial statements of the Organization have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America (GAAP). Consequently, revenue is recognized when earned and expenses are recorded as obligations are incurred.

CLASSIFICATION OF NET ASSETS

- *Net Assets without Donor Restrictions* – Represent funds that are not subject to donor-imposed restrictions and may be expended for any purpose in performing the primary objectives of the Organization. These net assets may be used at the discretion of the Organization’s management and the board of trustees.
- *Net Assets with Donor Restrictions* – Represent funds subject to donor-imposed restrictions, either for a specific purpose, subject to the passage of time or when the original dollar value is to remain in perpetuity as a permanent endowment of the Organization. Some donor imposed restrictions are temporary in nature, such as those that will be met by the passage of time or other events specified by the donor or by actions of the Board.

GREAT SWAMP WATERSHED ASSOCIATION
Notes to Financial Statements
June 30, 2024

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

ACCOUNTING PRONOUNCEMENTS ADOPTED

In March 2022, the Financial Accounting Standards Board (FASB) issued Accounting Standards Update No. 2022-02, Financial Instruments – Credit Losses (Topic 326). This new standard, effective for reporting years after December 15, 2022, requires organizations to consider future events and forecasts in estimating credit losses on financial instruments such as contributions receivable. On January 1, 2023, the Organization adopted the new accounting guidance related to the allowance for credit losses on contributions receivable. The impact of adoption of this standard was not material.

The FASB issued ASU 2014-09, *Revenue from Contracts with Customers (Topic 606)* which is a comprehensive new revenue recognition standard that supersedes existing revenue recognition guidance. This ASU became effective for annual reporting periods beginning after December 15, 2019. The core principle of the guidance is that an entity should recognize revenue to depict the transfer of promised goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods or services. The entity should recognize revenue when (or as) the entity satisfies a performance obligation. Further, judgment is required to bifurcate transactions between contribution and exchange components. The Organization has adopted this ASU as of and for the year ended June 30, 2024. Management has determined that this ASU does not have a significant impact on the financial statements.

MEASURE OF OPERATIONS

The statements of activities report all changes in net assets, including changes in net assets from operating and non-operating activities. Operating activities consist of those items attributable to the Organization's ongoing services and interest earned on investments. Nonoperating activities are limited to resources that generate return from investments and other activities considered to be of a more unusual or nonrecurring nature.

CASH AND CASH EQUIVALENTS

Cash and cash equivalents include demand deposits held in checking, savings, and money market accounts. The Organization considers all highly liquid investments with a maturity of three months or less to be cash equivalents.

CONTRIBUTIONS RECEIVABLE

Contributions receivable are pledges by donors that are expected to be collected within one year and are reported at net realizable value.

PROPERTY AND EQUIPMENT

Property and equipment are stated at cost. Depreciation is computed using the straight-line method over the estimated useful lives of assets over five to seven years. Additions and improvements of \$5,000 or more are capitalized, while general repairs and maintenance are expensed as incurred. The cost and related accumulated depreciation of assets sold or retired are eliminated from the accounts and any gains or losses are included in the change in net assets. Certain property acquired by the Organization for conservation purposes may be deed restricted, which substantially reduces its use and its fair market value. Property is written down to zero value when the conservation easement is placed on the property. Conservation easements have no economic value and minimal cost to maintain.

GREAT SWAMP WATERSHED ASSOCIATION
Notes to Financial Statements
June 30, 2024

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

INVESTMENTS

The Organization has investments in securities with readily determinable market values and reports these investments at fair value. Market values for stocks are determined by quoted prices. The market value for mutual funds is determined by the fund manager. Unrealized gains and losses are included in the change in net assets. Investment income and gains restricted by a donor are reported as increases in unrestricted net assets if the restrictions are met (either by passage of time or by use) in the reporting period in which the income and gains are recognized. Purchase and sales of securities are recorded on a trade-date basis. Interest income is recorded on the accrual basis. Dividends are recorded on the ex-dividend date.

DEFERRED CONTRIBUTIONS

Contributions related to receipts collected prior to the occurrence of special events is deferred and recognized in the period in which the special event is held. Deferred contributions as of June 30, 2024, were ~~\$22,484.~~

CONTRIBUTIONS, SUPPORT AND REVENUE

Contributions of cash, including unconditional promises to give, are available for unrestricted use, unless specifically restricted by the donor and are recognized as support in the period the unconditional promise is given. Unconditional contributions are recognized upon receipt or the date the promises are received.

Grants and other contributions of cash and other assets are reported as restricted support if they are received with donor stipulations that limit the use of the donated assets. When a donor restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, donor restricted net assets are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets released from restrictions.

Contributions of nonfinancial assets includes donated property and services. They are recorded at their fair values in the period received as restricted or unrestricted revenue, depending upon the donor's stipulations. For the year ended June 30, 2024, contributed nonfinancial assets totaled \$68,041.

FUNCTIONAL ALLOCATION OF EXPENSES

The costs of providing various programs and support services have been summarized on a functional basis on the accompanying statement of activities. The statement of functional expenses presents expenses by function and natural classification. Accordingly, expenses are summarized and categorized based upon their functional classification as either program or supporting services. Specific expenses that are readily identifiable to a single program or activity are charged directly to that function. Certain categories of expenses are attributable to more than one program or supporting function and are allocated based on time and effort.

LEASES

The Financial Accounting Standards Board (FASB) issued ASC 842 which is the new lease accounting standard effective for all non-profit organizations for years ending after December 15, 2021. The standard requires companies to record their long-term leases on the balance sheet. Lessees are required to classify leases as either finance or operating leases, and the pattern of expense recognition in the income statement will depend on the lease's classification. Leases of 12 months or less are to be accounted for similar to existing guidance for operating leases.

The Organization adopted ASC 842, Leases, effective January 1, 2022. The Organization determines if an arrangement is a lease at inception. Leases are included in right-of-use (ROU) assets and lease liabilities in the statement of financial position. ROU assets and lease liabilities reflect the present value of the future minimum lease payments over the lease term. Operating lease assets are amortized on a straight-line basis over the lease term as rental expense in the statement of activities.

GREAT SWAMP WATERSHED ASSOCIATION
Notes to Financial Statements
June 30, 2024

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

INCOME TAXES

Great Swamp Watershed Association is a nonprofit organization as described in Section 501(c)(3) of the Internal Revenue Code and is exempt from Federal and New Jersey income taxes. It is further classified as an Organization that is not a private organization under Section 509(a)(3) of the Code.

The Organization files Form 990, annually with the Internal Revenue Service, as well as equivalent State filings. The Organization's returns prior to 2020 are no longer subject to examination by Federal or State Authorities due to the statute of limitations.

FINANCIAL INSTRUMENTS

The Organization considers the carrying amounts of financial instruments, including cash, contributions receivable and accounts payable to approximate their fair values because of their relatively short maturities.

USE OF ESTIMATES

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect certain reported amounts of assets and liabilities, and the disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amount of revenue and expenses during the reporting period. Accordingly, actual results could differ from those estimates.

CONCENTRATION OF CREDIT RISK

Financial instruments which potentially subject GSWA to concentrations of credit risk consist principally of cash deposits held in financial institutions. GSWA maintains its cash in bank deposit accounts, which, at times may exceed \$250,000 federally insured limits as guaranteed by the Federal Deposit Insurance Corporation (FDIC). GSWA has not experienced any losses on its cash deposits to date as it relates to FDIC insurance limits. At June 30, 2024, uninsured balances in bank accounts were \$0.

GSWA invests funds in a professionally managed portfolio. Such investments are exposed to market and credit risks. Therefore, GSWA's investments may be subject to significant fluctuations in fair value.

NOTE 3 - CONTRIBUTIONS

All contributions come from private foundations, trusts, business entities and individual donors. Additional income is received from the Organization's fundraising events. There was one major donor, who contributed greater than 10% of the total contributions for the year ended June 30, 2024.

GSWA received approximately 16% of total contributions from its annual fund-raising gala and music festival event held during the year ended June 30, 2024.

NOTE 4 - INVESTMENTS

Investments are carried at fair value based on quoted prices in active markets (all Level 1 measurements) and consist of the following at June 30, 2024:

<u>Investments</u>	<u>Cost</u>	<u>Fair Value</u>
Mutual funds	\$1,441,779	\$1,800,609
Money Market	194,016	194,016
Equity	<u>181,493</u>	<u>230,969</u>
Total	<u>\$1,817,288</u>	<u>\$2,225,594</u>

GREAT SWAMP WATERSHED ASSOCIATION
Notes to Financial Statements
June 30, 2024

NOTE 5 – FAIR VALUE MEASUREMENTS

FASB ASC 820, Fair Value Measurement, defines fair value, provides the framework for measuring fair value in accordance with GAAP, and expands disclosures about fair value measurements. That framework provides a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. The hierarchy gives the highest priority to un-adjusted quoted prices in active markets for identical assets or liabilities (level 1 measurements) and the lowest priority to unobservable inputs (level 3 measurements). The three levels of the fair value hierarchy under *FASB ASC 820* are as follows:

Level 1 – Inputs, that reflect unadjusted, quoted market prices in active markets for identical assets or liabilities accessible at the measurement date.

Level 2 – Inputs, other than quoted prices included in Level 1, that are observable for the asset or liability, either directly or indirectly, such as quoted prices for similar assets or liabilities in active markets.

Level 3 – Unobservable inputs for the asset or liability, including the reporting entity's own assumptions in determining fair value.

The asset or liability's fair value measurement level within the fair value hierarchy is based on the lowest level of any input that is significant to the fair value measurement. Valuation techniques used need to maximize the use of observable inputs and minimize the use of unobservable inputs.

Following is a description of the valuation methodologies used for assets measured at fair value.

Mutual Funds and Money Market Accounts: The fair values of equity and fixed income mutual funds and money market accounts totaling \$2,225,594 as of June 30, 2024, respectively, are calculated at quoted market prices in active markets and are Level 1 measurements.

The preceding methods described may produce a fair value calculation that may not be indicative of net realizable value or reflective of future values. Furthermore, although Great Swamp Watershed Association believes its valuation methods are appropriate and consistent with other market participants, the use of different methodologies or assumptions to determine the fair value of certain financial instruments could result in a different fair value measurement at the reporting date.

The following table sets forth by level, within the fair value hierarchy, GSWA's investments at fair value as of June 30, 2024:

<u>Investments at Fair Value June 30, 2024</u>				
	<u>Level 1</u>	<u>Level 2</u>	<u>Level 3</u>	<u>Total</u>
<u>Investments</u>				
Mutual funds	\$1,800,609	\$ -	\$ -	\$1,800,609
Money Market	194,016	-	-	194,016
Equity	230,969	-	-	230,969
Total investments at fair value	<u>\$2,225,594</u>	<u>-</u>	<u>-</u>	<u>\$2,225,594</u>

There have been no changes in the methods or assumptions used during the years ended June 30, 2024, and there were no transfers between various levels.

NOTE 6 – PROPERTY AND EQUIPMENT

Property and Equipment, as of June 30, 2024, consists of the following-

Land	\$416,700
Equipment	<u>82,722</u>
Total	499,422
Less: accumulated depreciation	<u>(55,288)</u>
Property and Equipment	<u>\$444,134</u>

Depreciation expense for the year ended June 30, 2024 was \$9,209.

GREAT SWAMP WATERSHED ASSOCIATION
Notes to Financial Statements
June 30, 2024

NOTE 6 – PROPERTY AND EQUIPMENT (CONTINUED)

The Organization owns 33.25 acres of land that is not deed restricted. As of June 30, 2024, the Organization also owns and manages preserved properties, acquired for conservation purposes, totaling 52.23 acres in Harding Township. Its fair market value is zero and it has no resale value.

Additionally, the Organization maintains three easements totaling 5.31 acres with no economic value and minimum cost to maintain, as such there are no recorded values on the financial statements.

NOTE 7 – RIGHT-OF-USE ASSETS – OPERATING LEASE

The Organization adopted the new accounting standard for leases (*FASB ASC 842*) on July 1, 2022. The major impact of this new standard on the financial statements is related to space that is leased for administrative operations of the Organization. These arrangements are operating leases and have been recorded on the financial statements as right-of-use assets – operating leases (“ROU”). Upon adoption of the standard, the Organization recognized operating ROU assets of \$291,609. The right-of-use assets – operating leases are amortized on the straight-line basis over the term of the respective leases.

Right-of-use assets consist of the following on June 30, 2024:

Right-of-use-assets	\$262,619
Accumulated amortization	(29,574)
Total Lease Liability	<u>\$233,045</u>

NOTE 8 - LEASE COMMITMENTS

The organization entered into an operating lease agreement for office space. Lease expense for the year was \$34,500. The total monthly base rent is \$2,875. The current lease is set to expire September 2031. The monthly rent will be adjusted by the Consumer Price Index each year starting in the second year of the lease. The Organization can opt out of the lease at any time upon ninety days written notice to the lessor. The future minimum lease payments under the lease for the next five years ended June 30:

6-30-2025	\$ 34,500
6-30-2026	34,500
6-30-2027	34,500
6-30-2028	34,500
6-30-2029	34,500
Thereafter	<u>77,625</u>
Total	250,125
Less: present value discount	<u>(17,080)</u>
Total Lease Liability	<u>\$233,045</u>

NOTE 9 – LINE OF CREDIT

The Organization has a revolving line of credit of \$350,000 with Citizens Bank. Balance outstanding as of June 30, 2024 was \$0. Interest expense on the line of credit for the year ended June 30, 2024 was \$0.

NOTE 10 - RESTRICTIONS ON ASSETS

A portion of the Organization's fund balance is restricted by donors and the Board of Trustees for the purpose of stewardship of preserved properties and annual monitoring. For the year ended June 30, 2024, net assets with donor restrictions had a balance of \$315,383

GREAT SWAMP WATERSHED ASSOCIATION
Notes to Financial Statements
June 30, 2024

NOTE 11 - NET ASSETS

Net assets consists of the following components as of June 30, 2024:

<u>Net Assets with Donor Restrictions</u>	
Donor-restricted for continued investment	\$ 315,383
Net assets without donor restrictions	<u>2,728,815</u>
Total Net Assets	<u>\$3,044,198</u>

NOTE 12 - GRANTS

The organization received grants totaling \$256,000 from three foundations during the year ended June 30, 2024. These grants are for general operating support, including various program services.

NOTE 13 – FUNDRAISING EVENTS AND COSTS

Ticket income derived from such events amounted to \$57,204 for the year ended June 30, 2024. Other contributions are received from donors at these events.

The entity incurs various costs to raise funds and solicit additional contributions. Fundraising costs include expenses for hall rentals, food, guest speakers, audio and visual, printing, supplies and security.

NOTE 14 - RELATED PARTY TRANSACTIONS

Board members and/or their related entities contribute to GSWA's revenues and support. Board members and/or their related entities contributed \$36,547 during the year ended June 30, 2024.

NOTE 15 - DONATED GOODS AND SERVICES

Great Swamp receives a significant amount of donated services from unpaid volunteers who assist in fund-raising and special projects. No amounts have been recognized in the statement of activities because the criteria for recognition has not been satisfied.

Certain services and goods provided to Great Swamp without charge or at reduced cost are reflected in the financial statements, including the following during the year ended June 30, 2024

Stock Donations	\$ 5,011
Auction Sales	<u>63,030</u>
Total In-Kind Gifts	<u>\$68,041</u>

NOTE 16 – RETIREMENT PLAN

The Organization has a retirement plan under section 401(k) of the Internal Revenue Code (the "Plan"), for the benefit of all eligible employees. Employees of the Organization are eligible to make Elective Deferral Contributions and receive Safe Harbor Matching Contributions on the first day of the calendar month, after completing 3 months of service. The Organization may also make Non-Elective Contributions to the plan to eligible employees who have completed 12 months of service.

The Plan allows employees to defer their compensation to a maximum of \$22,500 for 2023 and \$23,000 for 2024 with a catch-up contribution of \$7,500 for 2023 and 2024 for employees aged 50 or older, adjusted annually for cost of living by IRS. Participants may increase or decrease their elective deferral contributions at monthly intervals throughout the plan year.

GREAT SWAMP WATERSHED ASSOCIATION
Notes to Financial Statements
June 30, 2024

NOTE 16 – RETIREMENT PLAN (CONTINUED)

The Organization will make safe harbor matching contributions of the first 6% of the compensation contributed as an elective deferral.

Participants are always 100% vested in their Elective Deferrals, Rollover Contributions and Safe Harbor Matching Contributions. For Non-Elective Contributions, participants are vested based on Years of Vesting Service as defined in the Summary Plan Description. Contributions made by GSWA for the year ended June 30, 2024 were \$35,802.

NOTE 17 - LIQUIDITY AND AVAILABILITY OF FINANCIAL ASSETS

The following schedule reflects the Organization's financial assets as of June 30, 2024, reduced by amounts not available for general use within one year.

Financial Assets:	
Cash and cash equivalents	\$ 423,943
Contributions receivable	5,250
Investments	<u>2,225,594</u>
Total financial assets	2,654,787
Less amounts unavailable for general expenditures within one year:	
Donor-imposed restrictions for continued investment	<u>(315,383)</u>
Financial assets available to meet cash needs for general expenditures within one year	<u>\$2,339,404</u>

The Organization's policy is to structure its financial assets to become available as general expenditures, liabilities and other obligations become due, operating within a prudent range of financial soundness and stability while maintaining and monitoring reserves to provide reasonable assurance that long-term program goals will continue to be met.

NOTE 18 - SUBSEQUENT EVENTS

Management has evaluated the impact of all subsequent events through January 15, 2025, the date the financial statements were available to be issued. There were no subsequent events requiring recognition or disclosure in the financial statements.

Great Swamp Watershed Association

Statement of Financial Position

As of December 31, 2024

	TOTAL			
	AS OF DEC 31, 2024	AS OF DEC 31, 2023 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts	\$589,839	\$508,940	\$80,899	16.00 %
Accounts Receivable	\$33,405	\$0	\$33,405	0%
Other Current Assets				
1100 Operational Reserve Vanguard	2,309,226	1,923,956	385,270	20.00 %
1300 Credit Card and OnLine Payment Escrow Account	2,172	3,009	(837)	(28.00 %)
1400 Prepaid	33,025	0	33,025	
1440 In-Kind Donations Other Assets	1,028	1,028	0	0.00 %
1700 Right of Use (Operating)	233,044	262,619	(29,575)	(11.00 %)
Total Other Current Assets	\$2,578,496	\$2,190,613	\$387,883	18.00 %
Total Current Assets	\$3,201,739	\$2,699,553	\$502,187	19.00 %
Fixed Assets				
1500 Equipment	27,433	34,677	(7,244)	(21.00 %)
1550 Land - in deed	416,700	416,700	0	0.00 %
1600 Land - Easements	0	0	0	
Total Fixed Assets	\$444,133	\$451,377	\$ (7,244)	(2.00 %)
Other Assets	\$0	\$0	\$0	0%
TOTAL ASSETS	\$3,645,873	\$3,150,930	\$494,943	16.00 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable	\$46,888	\$3,599	\$43,289	1,203.00 %
Credit Cards	\$0	\$0	\$0	0%
Other Current Liabilities	\$34,500	\$14,002	\$20,498	146.00 %
Total Current Liabilities	\$81,388	\$17,601	\$63,787	362.00 %
Long-Term Liabilities	\$198,544	\$262,619	\$ (64,075)	(24.00 %)
Total Liabilities	\$279,933	\$280,220	\$ (288)	(0.00 %)
Equity				
3000 Opening Bal Equity	0	0	0	
3100 Permanently restricted Endowmnt	65,080	65,080	0	0.00 %
3200 Temporarily restricted	250,303	54,917	195,386	356.00 %
3300 Unrestricted Net Asset	2,441,504	2,636,890	(195,386)	(7.00 %)
3900 Retained Earnings	287,310	(147,226)	434,537	295.00 %
3901 Retained Equity (Land)	0	0	0	
Net Revenue	321,743	261,049	60,694	23.00 %
Total Equity	\$3,365,940	\$2,870,709	\$495,231	17.00 %
TOTAL LIABILITIES AND EQUITY	\$3,645,873	\$3,150,930	\$494,943	16.00 %

Great Swamp Watershed Association

Statement of Activity

July - December, 2024

	TOTAL			
	JUL - DEC, 2024	JUL - DEC, 2023 (PY)	CHANGE	% CHANGE
Revenue				
3210 Deferred Income from Prior Year	22,484.00	38,067.00	(15,583.00)	(40.94 %)
4000 Annual Event	155,371.95	169,923.80	(14,551.85)	(8.56 %)
4100 Individual - Membership	45,864.24	42,560.35	3,303.89	7.76 %
4180 Individual Major Donors	141,235.00	109,345.00	31,890.00	29.16 %
4190 Individual Trustee Giving	5,138.00	10,578.00	(5,440.00)	(51.43 %)
4200 Corporate	105,905.00	47,959.46	57,945.54	120.82 %
4330 CorporateStewardship Restricted	11,045.50	5,635.00	5,410.50	96.02 %
4400 Foundation Support	212,600.00	216,700.00	(4,100.00)	(1.89 %)
4600 Music Fest Event	635.60	761.83	(126.23)	(16.57 %)
4700 Programs - Education & Outreach	9,520.22	11,939.13	(2,418.91)	(20.26 %)
4799 Merchandise Misc		0.00	0.00	
4800 Native Plant Program	100.00		100.00	
4900 Government Grants	32,905.92	4,980.00	27,925.92	560.76 %
4990 Reimbursed Expenses		564.00	(564.00)	(100.00 %)
4998 Other incomes misc	(157.81)	0.02	(157.83)	(789,150.00 %)
7111 4% Fund Transfer Draw	77,284.44	67,871.22	9,413.22	13.87 %
Total Revenue	\$819,932.06	\$726,884.81	\$93,047.25	12.80 %
GROSS PROFIT	\$819,932.06	\$726,884.81	\$93,047.25	12.80 %
Expenditures				
5000 Administrative Payroll Total	402,003.99	386,693.56	15,310.43	3.96 %
5100 Development Expense	1,074.99	1,393.32	(318.33)	(22.85 %)
5200 Education and Outreach	8,255.15	5,407.74	2,847.41	52.65 %
5290 Native Plant Prog Expenses	0.00	9,219.37	(9,219.37)	(100.00 %)
5300 Membership	9,718.47	9,663.40	55.07	0.57 %
5400 Stewardship	24,274.76	5,972.83	18,301.93	306.42 %
5500 Water Quality	10,029.69	8,853.41	1,176.28	13.29 %
5805 Advocacy / CAGs / Other		43.85	(43.85)	(100.00 %)
6100 Administrative Expense	54,122.63	49,142.56	4,980.07	10.13 %
6240 Miscellaneous		31.00	(31.00)	(100.00 %)
6400 Annual Event Expenses	28,807.78	39,363.94	(10,556.16)	(26.82 %)
6490 Music Fest	134.30	533.60	(399.30)	(74.83 %)
6500 Mailing	1,594.32	2,613.49	(1,019.17)	(39.00 %)
Total Expenditures	\$540,016.08	\$518,932.07	\$21,084.01	4.06 %
NET OPERATING REVENUE	\$279,915.98	\$207,952.74	\$71,963.24	34.61 %
Other Revenue				
7000 UNREALIZED GAIN ON SEC	50,252.13	(24,915.65)	75,167.78	301.69 %
7001 GAIN/LOSS ON SECURITIES		49,464.00	(49,464.00)	(100.00 %)
7010 Interest Income	2,215.06	2,751.73	(536.67)	(19.50 %)
7011 Dividends Received	35,469.48	25,795.86	9,673.62	37.50 %

Great Swamp Watershed Association

Statement of Activity

July - December, 2024

	TOTAL			
	JUL - DEC, 2024	JUL - DEC, 2023 (PY)	CHANGE	% CHANGE
Capital Campaign Revenue	50,000.00		50,000.00	
Total Other Revenue	\$137,936.67	\$53,095.94	\$84,840.73	159.79 %
Other Expenditures				
5803 Community Action Exp Save Noe; Passaic Greenway; etc	5,000.00		5,000.00	
8020 Strategic Plan / Capital Camp Consult	34,828.30		34,828.30	
Total Other Expenditures	\$39,828.30	\$0.00	\$39,828.30	0.00%
NET OTHER REVENUE	\$98,108.37	\$53,095.94	\$45,012.43	84.78 %
NET REVENUE	\$378,024.35	\$261,048.68	\$116,975.67	44.81 %

GREAT SWAMP WATERSHED ASSOCIATION
RENEWAL SUMMARY
January 7, 2025

1. Great American Assurance Co. Renewal Proposal Review
Policy Term 1/6/2025 – 1/6/2026

A. Property (Building & Contents) Property values up 5% and rates up 5%. 568 Tempe Wick Rd.: Bldg: \$1,008,772. (+\$48,073); \$1,000 Ded. Business. Pers Prop: \$.203,675; (+\$11,529); \$1,000 Ded. Tiger Lilly Lane; 2 sheds: \$7,357. (+\$376.); \$1,000 Ded. Business Income – \$250,000 blanket limit.	Expiring: \$6,839.	New: \$ 7,177.
B. General Liability - Limit: \$1 million per occurrence; \$2 million aggregate. Rates up \$402. For an 8% change.	Expiring: \$4,770.	New: \$5,172.
C. Crime & Fidelity - \$15,000 Employee theft.	Expiring: \$100.	New: \$100.
D. Inland Marine: - GSWA Navy. (2 Canoes & Trailer)	Expiring: \$109.	New: \$150.
E. Equipment Breakdown: Covers dmg to building eqpt. (A/C, heating, etc.)	Expiring: \$571.	New: \$ 599.
F. Commercial Auto:	Expiring: \$388.	New: \$388.
G. Limits: \$1 million, occurrence. Hired & Non-owned vehicles.		
H. Commercial Umbrella Limit: \$4 million Occ and Agg. \$10,000 Retention.	Expiring: \$3,266.	New: \$ 4,500.
Package Renewal Total:	Expiring: \$16,043.	New: \$18,086.

2. Directors & Officers Liability

Expiring: \$ 2,182. New: \$ 2,177.

Chubb/Ace Insurance: Term: 1/6/2025-2026
\$2,000,000 Entity Liability – Share Limit with EPLI – No retention
\$2,000,000 Employment Practices - \$2500 retention.
Defense is outside the limits.

3. Workers Compensation

Ari Insurance Co; 1/9/2025 – 2026.
Payroll: \$702,679. Will be adjusted by audit.

Expiring: \$ 1,512. New: \$ 1,564.

Renewal insurance program costs:

Expiring: \$ 19,737. New: \$ 21,827.

Vacant Home/Barn Insurance (Temporary)

4. Green Village Property -7 Meyersville Rd.

Gen Star Indemnity – 5/30/24-5/30/25.

Vacant Dwelling - \$973,454; ACV: \$1000 ded.

New: \$ 13,165.

Nautilus Insurance: 5/30/24-5/30/25

New: \$ 1,360.

General Liability: \$1 million occurrence and aggregate-
Valuation: Actual Cash Value for both (depreciated value).
\$500 Deductible for Bodily Injury or Property Dmg. Liability.

Total Insurance Costs:

New: \$ 36,352.

Grant Recap January 2025					
Corporate Restricted		BUDGET	ACTUAL	VARIANCE	NOTES
	Blue Foundry Bank Charitable Foundation	\$ 10,000.00	\$ 10,000.00	\$0.00	Environmental Education. Awarded in July.
	PSEG	\$ 8,500.00	\$ 10,000.00	\$1,500.00	Environmental Education, Awarded in October
	BMS	\$ 20,000.00	\$ 15,000.00	-\$5,000.00	Environmental Education, Awarded in November
	First Energy/JCPL	\$ 7,500.00	\$ 7,500.00	\$0.00	Environmental Education. Awarded in October
Corporate Unrestricted					
	Bank of America	\$ -	\$ 25,000.00	\$25,000.00	General Operating Support, received in October *NEW FUNDER* (\$4500 towards \$4500 TBD Banks/Other, \$2000 towards \$2000 Unrestricted Corp)
Foundation Restricted					
	Marta Heflin Foundation	\$ 6,700.00	\$ 6,500.00	\$ (200.00)	CMA Stewardship, awarded in July
	Bell's Brewery	\$ -	\$ 5,000.00	\$ 5,000.00	CMA Stewardship, applied in June. Awarded in October *NEW FUNDER*
	Meerwarth Foundation	\$ 15,000.00	\$ 15,000.00	\$ -	Environmental Education, notified of grant award in November
	Union Foundation		\$ 10,000.00	\$ 10,000.00	For well at Ferber property, Awarded in November
	Sumner Foundation		\$ 25,000.00	\$ 25,000.00	For capital improvement at Ferber property awarded in November
	Promethean Foundation		\$ 10,000.00	\$ 10,000.00	For environmental education and water quality programs, 50% each, awarded in December *NEW FUNDER*
	E.J. Grassmann Trust		\$ 10,000.00	\$ 10,000.00	For well at Ferber property, Awarded in December
	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.
	Henry and Marilyn Taub Foundation	\$ -	\$ 25,000.00	\$ 25,000.00	General Operating Support, Awarded in October *NEW FUNDER* (\$10,000 toward \$10,000 TBD unrestricted foundation)
	Mary Reinhart Stackhouse Foundation	\$ 15,000.00	\$ 15,000.00	\$ -	General Operating Support, Awarded in November
	William L. Gibson Fund	\$ 10,000.00	\$ 10,000.00	\$ -	General Operating Support, Awarded in September
	Fred Fatzler Foundation	\$ 5,000.00	\$ 5,000.00	\$ -	General Operating Support, Awarded in November
	Glasser Foundation		\$ 10,000.00	\$ 10,000.00	General Operating Support, Awarded in November
	Cestone Family Foundation	\$ 25,000.00	\$ 25,000.00	\$ -	General Operating Support, Awarded in December
	Sumner Foundation		\$ 15,000.00	\$ 15,000.00	General Operating Support, Awarded in November
	Tyler Foundation	\$ 20,000.00	\$ 20,000.00	\$ -	General Operating Support, Awarded in December
	Mimi Washington Starrett Foundation	\$ 10,000.00	\$ 10,000.00	\$ -	
	John Ben Snow Memorial Trust	\$ 15,000.00	\$ 10,000.00	\$ (5,000.00)	General Operating Support, Awarded in August
SUBTOTAL FOUNDATIONS/CORPORATIONS YTD		\$ 159,200.00	\$ 294,500.00	\$ 135,300.00	
Government Grants					
	Ramapo College Climate Change Learning Collaboratives Grant from NJDOE		\$31,789.87		GSWA allotted \$56,928 for program delivery of this grant. One of 3 subgrantees chosen for program delivery. Reimbursed for \$31,789.87 of expenses as of 11/12/24
	Workforce Development Board of Morris, Sussex, Warren	\$ 5,000.00	\$ 1,624.00	\$ (3,376.00)	Reimbursements: Grantwriting class and Pesticide class, received in July. Kayak Training: Received in October.
Applied/Pending				\$\$ Request	
	Hyde and Watson Foundation			\$ 30,000.00	New well for Ferber property, applied in September, pending

Board Report January 2025
Lynne Applebaum, Director of Institutional Relations
Grant Updates

Happy New Year to All!

We have been invited to participate in Year 2 of the Climate Change Learning Collaborative grant, which is being submitted to NJDOE as of this writing. Ramapo College has submitted the grant application to NJDOE, and we are excited to part of this important initiative again.

Here are some grant updates:

- We received \$100,000 in General Operating Support in November and December.
- Sandra and I have been working on a number of grant applications to support a restoration and protection plan for the Loantaka Brook Watershed. Loantaka Brook is our most impaired stream. We have submitted applications to Impact100 Garden State, the Woodard & Curran Foundation and will be applying to Fordham University's Flourish in Community grant. Fingers crossed that we receive some (or all) of this funding so that we can start this worthy project.
- We have several other grant applications in the hopper, mostly GOS.
- I am on the Morris County Chamber of Commerce non-profit advisory board. I continue to attend regular meetings and work with the group to determine upcoming roundtable discussions and participate in the roundtables on a regular basis.
- Wade and I regularly attend MCCC's Business Connections once a month. It's a valuable way to network with local individuals and businesses.
- I continue to submit numerous grant applications and work on developing new connections all the time. As always, your help is greatly appreciated in this area.
- As always, I ask for your support in setting up meetings with potential funders. There is nothing like a targeted introduction coming from you.

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

	Actual Dec	Goal Dec	Actual YTD (July - Dec)	Goals YTD (July - Dec)	Progress of Goals through Dec	Goals July '24- June '25	Progress to FY2025 Goals	Prior Dec 2023	Prior YTD (July '23 - Dec '23)	Prior July '23 - June '24	
Individuals											
Trustees	\$435	\$2,167	\$4,975	\$13,000	38%	\$26,000	19%	\$405	\$10,677	\$31,500	
- Captial Campaign	\$0	\$0	\$0	\$0	0%	\$0	0%	\$0	\$0	\$0	
Major Gifts	\$81,495	\$85,000	\$141,735	\$111,000	128%	\$230,000	62%	\$84,895	\$110,375	\$238,683	
Membership	\$19,264	\$20,328	\$44,863	\$49,099	91%	\$94,550	47%	\$18,767	\$41,839	\$84,600	Note 1
Total Individuals	\$101,194	\$107,495	\$191,573	\$173,099	111%	\$350,550	55%	\$104,066	\$162,891	\$354,783	
Institutions											
Corporations Restricted	\$0	\$27,500	\$47,500	\$47,000	101%	\$67,000	71%	\$27,511.64	\$46,012	\$63,000	Note 2
Corporations Unrestricted	\$0	\$542	\$25,000	\$3,250	769%	\$16,500	152%	\$1,959	\$1,959	\$14,500	Note 3
Foundations Restricted	\$25,000	\$15,000	\$32,600	\$42,700	76%	\$51,700	63%	\$15,000	\$66,700	\$47,200	Note 4
Foundations Unrestricted	\$55,000	\$45,833	\$180,000	\$140,000	129%	\$233,000	77%	\$45,000	\$150,000	\$277,000	
Total Institutions	\$80,000	\$88,875	\$285,100	\$232,950	122%	\$368,200	77%	\$89,471	\$264,671	\$401,700	
Programs / Other											
Programs / Events	\$6,840	\$383	\$9,642	34078	5%	\$44,778	22%	\$86	\$12,479	\$26,100	
Gala	\$7,000	\$0	\$154,776	\$184,850	0%	\$188,200	82%	\$0	\$168,886	\$185,000	Note 5
Gov Grants	\$0	\$0	\$1,624	\$2,000	81%	\$5,000	32%	\$0	\$4,980	\$8,150	
Music Festival	\$0	\$0	\$0	\$0	0%	\$45,050	0%	\$100	\$1,760	\$45,950	
Native Plant Program	\$0	\$0	\$100	\$0	0%	\$87,369	0%	\$0	\$0	\$63,750	
Merchandise	\$0	\$50	\$0	\$50	0%	\$100	0%	\$0	\$15	\$0	
Stewardship Rest.	\$2,036	\$0	\$11,046	\$5,000	221%	\$10,000	110%	\$0	\$5,635	\$10,000	
Total Events/Merchandise	\$15,876	\$433	\$177,187	\$225,978	78%	\$380,497	47%	\$186	\$193,755	\$338,950	
Sub Total	\$197,070	\$196,803	\$653,860	\$632,027	103%	\$1,099,247	59%	\$193,724	\$621,317	\$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	\$20,000	\$0	\$50,000	\$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	\$0	\$0	\$20,317	\$20,317	100%	\$20,317	100%	\$0	\$36,000	\$36,000	
Other Total	\$20,000	\$0	\$70,317	\$20,317	346%	\$20,317	346%	\$0	\$36,000	\$36,000	
Grand Total	\$217,070	\$196,803	\$724,177	\$652,344	111%	\$1,119,564	65%	\$193,724	\$657,317	\$1,131,433	

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.

Wade's Development Board Report
01.16.2025

Visited the home of sponsorship donor Conor Evans/Community Builders – potential bidder for renovation of the barn on the Ferber Property

Toured the Ferber Property with Sally and major donor William Knox

Attended GSWA Annual Meeting, Board Meeting (took Minutes) & Holiday Dinner 12.5.2024

Scheduled visual assessment of pond in Washinton Valley w. Conor Evans, Hazel and Sandra.

Participated in NJ Environmental Fundraisers' Gathering Zoom Meeting re. donor acquisition strategies.

Viewed Free Will webinar on the impact of the election results on charitable giving.

Attended the Morris County Chamber of Commerce's **Non-profit Roundtable Year-end Celebratory Breakfast.**

Attended Morris County Chamber's monthly networking **Business Connections** on 12.20.2024 & 01.17.2025

"One to One Meeting" with Bill Kibler

Attended two full staff meetings with Bill Kibler 01.06.2025 & 01.13.2025

Attended Ribbon Cutting Opening Ceremony of Assemblywoman Aura Dunn's new office in Morristown.

Attended Bernards Area Networking Group Meeting on 01.09.2025

Lynne and I submitted an online Target Stores application for funding.

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

Attended Morris County Chamber's Member Appreciation Celebration at The Madison Hotel

Met GSWA donor Dr. Jim Muchmore re. bee keeping presentation in consideration of enhancement for GSWA's Native Plant Sale.

Board Report: Membership and Social Media Overview

Nancy Rago, January 16, 2025

The **Year-end Appeal**, running from November 15, 2024, to January 31, 2025, is designed to inspire both major donors and general members to make their final contributions of the year in support of our mission. To date, we have received and processed 138 gifts—137 from returning donors and one from a new supporter who joined our donor base. Val Thorpe, our Director of Communications and Membership, will provide an update on the funds raised so far.

Val Thorpe, Izzy Filippini, and I have been shaping the **2025 Strategic Plan for Communications, Admin, and Membership**. Last week, I collaborated with Sandra LaVigne and Hazel England to assess how the proposed quarterly themes align with our mission and vision. Sandra and Hazel have also contributed new, innovative ideas that will help us refine and strengthen the plan moving forward.

So far, the themes include:

- Workshops and Community Science Projects
- School and Civic Group Outreach
- Partnerships for River Cleanup Events
- Driving Advocacy Efforts and Community-led Environmental Action

I am currently working on compiling a list of schools and civic groups for future outreach, focusing on the towns along the Passaic River. The target towns include: Mendham, Bernardsville, Harding, Bernards Township, Long Hill Township, Warren Township, Berkeley Heights, New Providence, Chatham, Summit, Millburn, Florham Park, Livingston, East Hanover, Roseland, West Caldwell, Montville, Fairfield, Lincoln Park Borough, Wayne, North Caldwell, Little Falls, Totowa, Woodland Park, Paterson, Hawthorne, Fair Lawn, Elmwood Park, Clifton, Garfield, Passaic, Wallington, East Rutherford, Lyndhurst, Nutley, Belleville, North Arlington, Kearny, Harrison, and Newark. The plan is to tackle 20-mile sections of the river each month. Additionally, I am seeking environmental experts, historians, and community members who can potentially speak about the Passaic River's role in local ecology, history, and its future. If you have any contacts to share with me, feel free to email me at nrago@greatswamp.org.

Social Media Performance Overview—between November 27, 2024, and January 16, 2025:

- GSWA's social media performance reflected mixed results during the holiday season. With fewer programs and events to promote, engagement on **Facebook**—which currently has 4,340 followers—declined in views, reach, content interactions, and link clicks. However, a few posts performed well, including updates on Native Plants, the CMA Trail Closure, and the announcement of our new Executive Director, Bill Kibler. Similarly, **Instagram**, with 3,608 followers, experienced a dip in engagement. Top-performing posts included updates on New Jersey's drought warnings, our Winter Waterfall Hike, and another feature on Native Plants.
- In contrast, **LinkedIn**—though having a smaller audience of 483 followers—showed growth. Reactions and comments increased, though no reposts were recorded. The announcement of Bill Kibler's appointment generated the highest impressions, clicks, comments, and overall engagement. Following this, posts promoting the 2025 Native Plant Sale also performed well.
- To strengthen GSWA's organic reach, my **Call-to-Action for Board Members and Advisory Members** is to regularly share our content across their social networks. By working together, we can expand awareness and inspire greater engagement in protecting our watershed.

Membership FY2025 Q3 - 01/01/2025 to 03/31/2025

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	2043	2051	1850**	
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.

**Q3 numbers as of 1/16/2025.

C:\Users\nrago\Documents\GSWA\Board & Advisory\Board Report 2025 01\FY 2025\FY2025 Q1 Member Count.xlsx]Member Count

Communications Board Report – Val Thorpe

January 2025

Executive Director Transition

Sandra and I teamed up to assist with year-end ED responsibilities Dec. 5 through the arrival of our new ED, Bill Kibler, on Jan. 6. We monitored the ED's email, approved expenditures, and worked with the staff to move forward. Nancy and I updated listings and permissions for various accounts and credit cards. Izzy and I prepped Bill's office and managed logistics such as laptop, email, calendar, etc.

#GivingTuesday/Year-end Appeal

#GivingTuesday is a digital campaign which kicks off the year-end appeal. This year's campaign did noticeably better than previous years. As noted in my last Board report, the theme for both was climate change in NJ and included quotes from Dave Robinson. I crafted 2 versions of the letter (general membership and plant sale purchasers) which were mailed to ~2000 recipients. I sent 2 follow-up emails to our full recipient list prior to the year's end with great results, all combining to yield over \$68K to date (checks are still arriving). A breakdown of these numbers will be included in my next board report. See Nancy Rago's Board report for a breakdown of donors.

Events

- **Music Festival Fundraiser Replacement** – The Music Festival served as our second largest annual fundraiser for the past seven years. Due to the uncertainty of the weather, it was decided we will not move forward with another music festival in 2025. I have held some brainstorming sessions to determine a replacement event that takes place indoors. It could potentially require conducting two separate events to gross the budgeted \$45K. **If you have an idea, I'd love to hear it!**
- **Friendraiser** – It's back! I'm excited to share that on **March 6, 5:30-7:30 pm**, GSWA will host our first Friendraiser since 2021! A Friendraiser is a membership drive where the public is invited to attend a GSWA-sponsored social event for free – provided they are not a GSWA member. GSWA members are also invited, but they must pay to participate unless they bring along a non-member. Participants are treated to an informal tasting of 6-8 themed but differing beverages (typically alcohol-based). Each is paired with a complimenting treat. Mid-way through the tasting room is the development table where Wade and Lynne educate participants about who we are and encourage them to join as members. At some point, we pause the tastings, and the program staff conducts an 8-10 question environmental-based pub-quiz. Whoever correctly answers each question first wins an eco-friendly prize, such as reusable straws, bags, and utensils. These events are always a great time. They're an excellent way to increase our membership, and for people to get to know us. **I highly encourage you to invite your non-member friends and attend the party together!**
- Visit GreatSwamp.org/events to view and register for upcoming events. We really do bring the fun!

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:

- GSWA Names Bill Kibler as new ED – read the press release [HERE](#)
- 5th Annual Plant for Pollinators Program – press release (will go to print Jan. 20)

Upcoming press releases/op eds:

- 2024-25 Climate Change Professional Development Workshops success – op ed
- 2025-26 Climate Change Professional Development Workshops – press release (once confirmed)

Communications, Administration, Membership (CAM) Team

- I completed the task of refreshing 22 renewal and acknowledge letter templates for 2025 including general membership, Gala, and renewals.
- Nancy, Izzy, and I continued work in finalizing our CAM team's strategic plan and work flowchart. We moved our weekly "check-in" meetings to Fridays to accommodate the new all-staff meetings that now take place Monday mornings. Izzy continues to thrive and contribute to the team since joining us in May. Along with her many responsibilities as office manager and a CAM team member, she has taken on additional financial duties from Sue. She is fast, efficient, and full of great ideas!

Great Swamp Partners Scavenger Hunt

As the chair of the *Great Swamp Partners** I continue to facilitate the planning of our April 25-26 partner-wide scavenger hunt. It will be an exciting way for everyone to explore the area and learn about the different things each organization does. The event is taking shape, and we continue in our planning efforts via meetings and emails. The Great Swamp Partners is a good example of how working together, we can share ideas and resources, connect with more people, and make sure we're all on the same page about important issues.

*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.

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

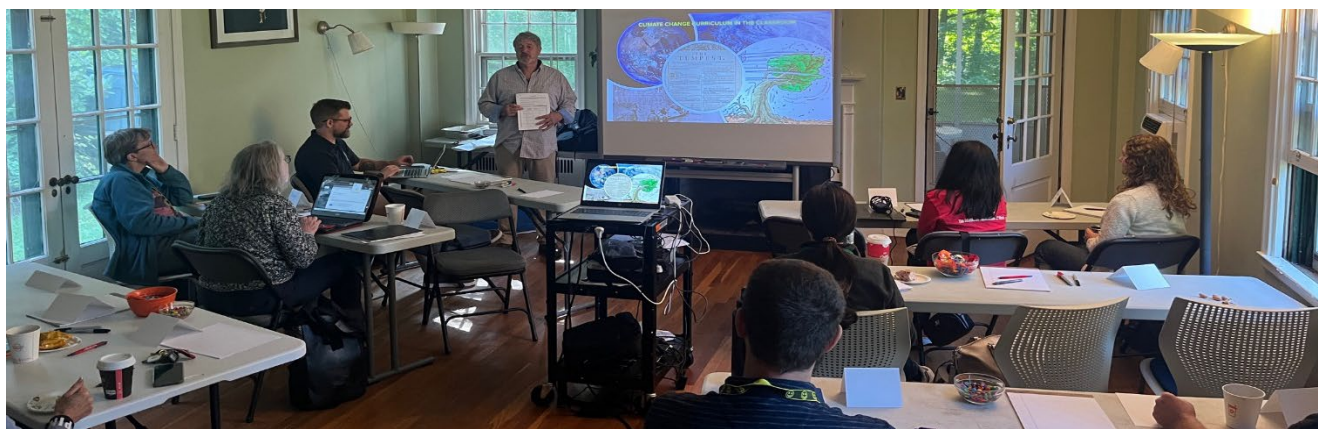
Quarter Ended		New	No. Donors	No. Gifts	Renew (plus sk, wv)	No. Donors	No. Gifts	Appeal	No. Donors	No. Gifts	Donation	No. Donors	No. Gifts	Total General Membership	Major Gifts	No. Donors	No. Gifts	Trustee Giving**	No. Donors	No. Gifts	Total Membership
Q4	6/30/2025	\$ 102	3	3	\$ 900	11	12	\$ 20	1	1	\$ 122	2	2	\$ 1,144	\$ -	0	0	\$ -	0	0	\$ 1,144
Q3	3/31/2025†	\$ 969	18	18	\$ 22,792	233	260	\$ 3,318	38	38	\$ 2,158	28	28	\$ 29,236	\$ 125,235	54	55	\$ 735	2	7	\$ 155,206
Q2	12/31/2024	\$ 368	6	6	\$ 9,772	122	152	\$ 3,145	36	36	\$ 2,343	29	29	\$ 15,627	\$ 16,500	10	10	\$ 4,240	2	5	\$ 36,367
Q1	9/30/2024	\$ 1,438	27	27	\$ 33,464	366	424	\$ 6,483	75	75	\$ 4,623	59	59	\$ 46,007	\$ 141,735	64	65	\$ 4,975	4	12	\$ 192,717
FY 2025																					
Q4	6/30/2024	\$ 959	17	17	\$ 8,065	98	127	\$ 1,735	21	21	\$ 3,939	75	75	\$ 14,698	\$ 42,550	16	17	\$ 20,023	10	15	\$ 77,271
Q3	3/31/2024	\$ 2,974	67	67	\$ 12,754	169	202	\$ 1,235	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	\$ 50,790	611	739	\$ 7,560	70	70	\$ 11,661	181	187	\$ 75,620	\$ 216,675	72	66	\$ 36,706	13	23	\$ 329,000
FY 2024																					
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	\$ 160	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

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.

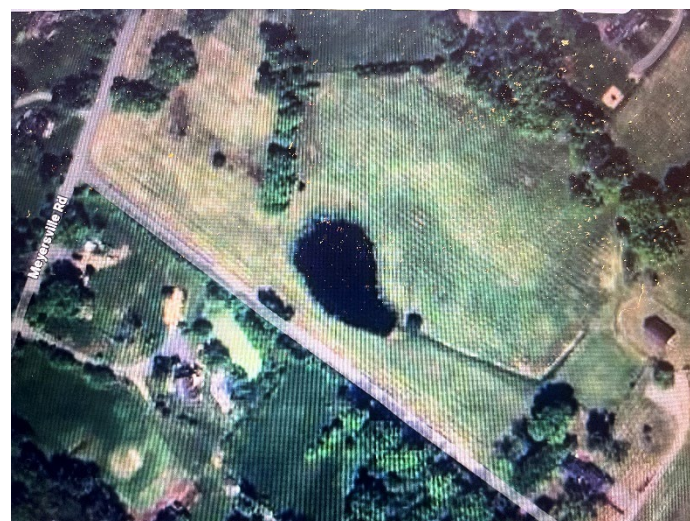
†General Ledger Analysis of Q3 numbers as of 1/16/25.



Overview

During what is typically a quiet time for our programming staff in December, we have in fact been incredibly busy! Due in part to the transition out of Sally Rubin as Executive Director, staff had to get up to speed on many of the tasks that Sally was working on when she left, including forensically figuring out where we were with the complicated Ferber transaction, and covering many of the functions that Sally would typically have performed. We are excited to welcome Bill and are working with him to share what our priorities and activities have been, along with future planning for the year ahead.

As we look to 2025, we know that with the potential move to the Ferber property, we need to plan for new ways to incorporate the site into our educational programming and consider new types of programming that can be accomplished with a permanent hub. However, as we have learned over the last couple months, there are many steps ahead before we will actually be in the new property. We must continue to meet the current needs for education and outreach while taking time for planning ahead for new and different programs that best utilize the permanent indoor and potential educational outdoor uses of the new site.



Effective planning takes thought, time, and energy to be done well, so we are trying to not overextend our limited capacity with programming, although we are looking ahead to a very busy spring!

Plant Sale

Our 5th Plant for Pollinators plant sale is off and running. The first of 4 educational webinars is scheduled for January 29th, with additional programs happening monthly until the kickoff webinar which will explain the sale and the plants offered occurs on March 31st. Our fifth sale will run from 1-18th April with plants being processed the last week of April ready for pick up at our 15 pollinator partners the first weekend in May. Since our first sale in 2020, we have doubled the total number of plants sold, quadrupled the number of webinars, and tripled the number of volunteers who assist us. It is a big undertaking!!

WE COULD REALLY USE YOUR HELP TO MAKE THIS SALE A SUCCESS!

- Please share the publicity for the webinars to friends, community or civic groups you are a part of to encourage sign ups
- Spread the promotional materials for the sale as widely as you are able.
- Consider volunteering for the processing week (4/28-5/2) to help us pull orders and ready plants purchased by the almost 600 purchasers. Not only does installing native plants in backyards help native pollinators, but native plants help homeowners reduce non-point source inputs, recharge more stormwater and decrease environmentally useless lawn areas. Plant kits and background planting information are currently being updated ready for the website to go live for preview in March. This year we will offer six native plant kits comprised of 5 species (25 plugs) to meet a broad range of garden conditions. We will also offer larger ground cover quantities of certain plugs and 37 stand-alone species. Last year the plant sales generated revenue of almost \$70,000 gross, so in addition to being a great mission related program, it is also an effective mission related fundraiser!

Plant for Pollinators Webinar Series

1

Wed., Jan. 29, 7 pm

From Wasteland to Wonder: Biodiversity Shifts That Can Heal the Earth with **Basil Camu**

2

Thurs., Feb 27., 7 pm

Native Garden Transformations with **Bianca Wright**

3

Wed., March 19., 7 pm

The Secret Lives of Bees with **Dr. Nick Dorian**

4

Mon., March 3, 7 pm

Get Ready to Shop with **Hazel England GSWA**



K-12 School Programming and Climate Change Education

We are currently planning 2025 programming. Much of our spring educational programming bandwidth is taken up with pre-booked S2S or Climate grant related field programming, but we also have many schools we partner with each year to fit in and always get calls from new schools. We are planning to codify our programs more so that they can be taught more easily by additional per diem educators to leverage our ability to work with larger school groups. We are preparing write ups of our activities along with pre/post activities for educators so that our programs stay consistent, relevant, tied to the state standards, but can be taught by other educators. We are also planning to implement more consistent pricing for our in class and field-based programming, which better compensates for the time and energy that is required to teach these programs. We will continue to offer flexible pricing to enable urban, underserved communities to benefit from the science content we provide. To address overuse of some parts of the CMA when we have multiple field trip programs within a short space of time, we will be creating some new teaching hub areas at the green trail entrance to the site and this will allow us more options for water activities. We'd love to share what we do and encourage you to visit while we are teaching. **Please reach out to Asloane@greatswamp.org to schedule a time to tag along and see us in action during our March to June school programming. We would love for the board to know more about what we do on a daily basis!**



We have submitted our year 2 climate grant to Ramapo, who acts as our educational hub. This will provide \$62,000 for staff salaries, field trips for students and in-class climate related programming, along with enabling us to develop and offer more of the professional development for teachers that occurred this school year. There have certainly been some teething problems in the first pilot year, with Ramapo being very slow to pay teachers the stipends that they earned in attending the workshops. While this was nothing to do with GSWA, as the point of contact for teachers we have had to deal with many angry emails! We are assured this has been fixed for the second year and should not impact on our ability to advertise for teachers to join our programming.

We will primarily offer short weeks of day long PD during the summer that combine field activities and in class work to equip teachers to teach climate change issues across the curriculum. We will also offer some upstream/downstream comparative field trips that highlight how different Passaic communities are differentially impacted by climate change. This builds upon which of our workshops worked best in the pilot year and offers new options to keep existing teachers returning for additional PD. Year one contributed \$57,000 funding that was not originally budgeted, so is a valuable program from a financial as well as educational point.

We offered a really well received evening teacher workshop entitled Lessons from the Lorax in December, where teachers got to dive into a range of climate fiction in addition to the famous Dr Seuss book, and discover multiple ways to relate it to different subject and grade areas. We have two more workshops in this first series, one this coming weekend and a virtual workshop in February, before the culminating event for the first year of the grant is held at the Meadowlands for all teachers and students involved in this first year.

Public Education

Our programming through June for the public includes familiar programs such as night hikes, educational workshops and vernal pool explorations, along with the ever-popular paddling trips along the Passaic River. We have tried to incorporate some more sustainability focused programming and Alex will lead an upcycling program to highlight the environmental impact of fast fashion on our communities. Our Winter Spring programming is up on the events page of the website, and we encourage you to attend one of the many offerings over the coming months. By March we should also have our new educational signage finished and installed at the CMA to allow more education and ecological knowledge for those hiking at the site. Now that 2024 has closed we have some metrics of our numbers for 2024:

We educated 4,544 individuals of all ages		School K-12 programs:	1,739
Public program attendees	630	Teachers taught	335
Plant Sale webinar attendees:	990	Plant processing volunteer Slots:	180
Stewardship volunteers:	500		

Staff professional development and continuing education:

As part of our year’s strategic planning we are planning for 2025 staff PD. This will include attending the Association of New Jersey Environmental Educators 2-day conference in January and other Climate related conferences later in the year. We are also obtaining safety and CPR training for staff and will continue to work to offer Alex opportunities to grow her knowledge base as she needs. We will spend some time exploring new parts of the Passaic to be able to offer programs in new stretches of the river. Next week we will visit the school of Conservation for a peer-to-peer teaching program to share out best practices from the climate change grant, and opportunities such as this allow us to continue to make our programming relevant and continue our own educational growth.

Stewardship Board Report

By Ginger Van Ryzin



Blue Trail Entrance 12/28

Happy New Year! While winters are typically less busy here at the CMA, our trail camera footage says otherwise. We have two trail cameras that are used for tracking both wildlife and visitor numbers throughout the year. While our spring and fall cameras are typically filled with high school field trips and volunteer workgroups, our winters tend to tend to be quieter with much more wildlife than people.

Over the past two months we have caught deer, fox, raccoon and coyotes on our trail cameras. Having healthy-looking top predators like foxes and coyotes is a good sign that the ecosystem at the CMA is doing well. Although we often place our trail cameras along our trails, since wildlife use them just as much as we do, this time we also placed one overlooking the Silver Brook. What we found was once the stream froze over; the foxes and raccoons began using them just as much as the trails.

On the non-wildlife side, our trail cameras picked up many people getting out and hiking, even on Christmas and New Year's Day. By far, the most frequent people caught on camera are our regular stewardship volunteers, who go out every Friday all year long maintaining our trails, boardwalks and fence lines. To thank them for their hard work, we had our annual volunteer appreciation brunch at Blue Café in Basking Ridge with volunteers Russ, Steve, Dennis, Theodore and Jack.

Lastly, we have been planning for the upcoming field season, blocking out dates for corporate workdays and student volunteer days. Looking forward to a productive and busy 2025 season!



Raccoons walking on frozen Silver Brook 12/23



Coyote on White Trail 12/27



Volunteer Appreciation Brunch 12/20



Two foxes on the white trail boardwalk 12/24

GSWA Water Quality Programs

Board Meeting Report

January 2025

Water Quality Monitoring

2024

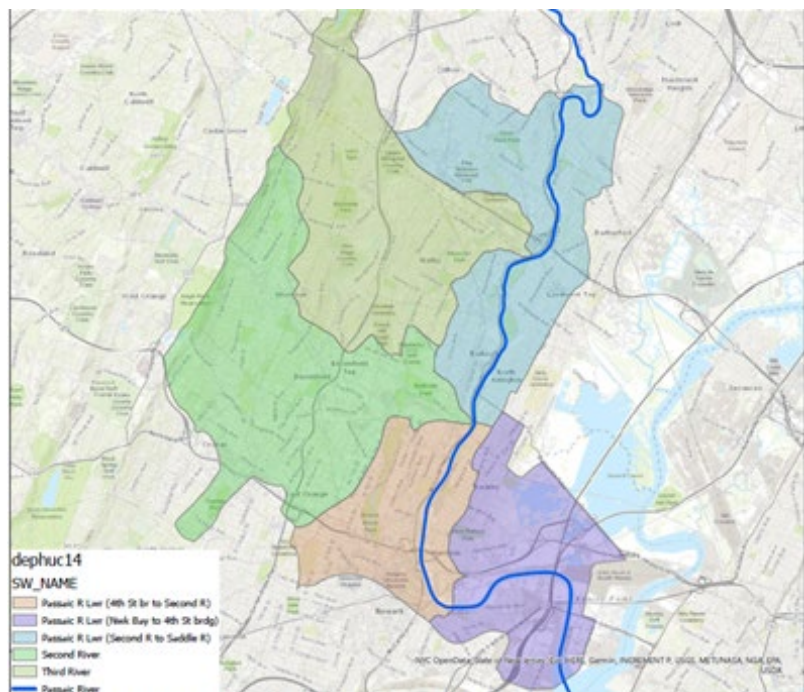
Chemistry –

Chemistry sampling for 2024 is completed. We collected our last set of samples last week. Following almost two months of drought, with this October being the driest on record, we completed our fall sampling in two days last week. Watching the forecast, as always in advance of sampling, I saw that over an inch of rain was expected, finally, in the early hours of Thursday morning. This was an excellent chance to capture not only the effects of long-term drought on the greater Passaic Region, but also to pull stormwater samples immediately following that drought. We will be able to compare the samples which were collected within a 72-hour time frame.

I have begun compiling our 2024 data for the annual report card.

2025 –

This will be our third and final year for our Patterson Expansion of the Passaic River. Throughout the year I will begin to assess the likely locations of our last expansion down the Passaic which will bring us to Newark Bay. Ginger VanRyzin has pulled together a map of the lower Passaic sub-watersheds (see picture below) and I will use this as a starting point. By selecting locations that align with the downstream points of the sub-watersheds in this section of stream the data will help us to better understand what impacting the river and what the possible sources of pollutants are.



HUC 14 for Passaic River Lower (Nwk Bay)

Visual Assessments –

The stream team did a great job collecting our visual assessment data. We will incorporate this into our annual report. Our next round of visual assessments will occur in the spring. If you are interested in learning more or volunteering please reach out – sandral@greatswamp.org

Education –

Our fall education programming was a great success. Hazel England, our Director of Education, worked with Ramapo College to organize and execute high quality professional development programming for teachers in our region. We also hosted a number of school field trips through this program where teachers who had participated in the professional development programming were able to bring their classes out to the CMA for a field experience.

We also had another successful round of programming with S2S.

As our educational programming continues to grow, with more schools coming to GSWA for field experiences, it has been very helpful to have Alex Sloane, our Ed Associate, assist with both field trips and in-class programming. However, if we are to continue with this level of programming and, in time, further grow the program, we will need to consider expanding our programming staff. At this time, most of our field trips require four staff members to participate. As we have just submitted the grant proposal to continue the Climate Education programming with Ramapo College we will need to look into strategies to cover this programming that do not impact our other work.

Loantaka Brook Restoration Project –

UPDATE – *Lynne Applebaum has been working diligently to secure grant funding to move forward with this project. We are hopeful that these grants will be awarded to GSWA.*

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 gentleman 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 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.