

A large field of sunflowers in full bloom, stretching towards a horizon under a dramatic, cloudy sky at sunset. The sun is low, casting a warm orange glow through the clouds, which are dark and textured. The sunflowers are bright yellow with dark brown centers, and their green leaves are visible in the foreground.

MCF
MONMOUTH
CONSERVATION
FOUNDATION

FISCAL YEAR 2020 ANNUAL REPORT



PHOTO BY MICHAELANGELO DESANTIS

FRONT COVER: Pictured is Holland Ridge Farms, a preserved farm growing tulips and sunflowers in Upper Freehold Township.

COVER PHOTO BY JACK KOSOWSKY

BACK COVER PHOTO BY DJ GLISSON

2020 MCF ANNUAL REPORT
 DESIGNED BY JANICE HAHN STUDIO



Conservation Excellence



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* Indicates a former Trustee who served during the period of this annual report.

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Anne Delaney
Financial Records and Operations Manager

MESSAGE FROM THE **PRESIDENT AND EXECUTIVE DIRECTOR**

Our fiscal year ending in June 2020 was highly successful in terms of land conservation, despite the COVID-19 pandemic.

Monmouth Conservation Foundation added 200 acres to Allaire State Park in Wall Township, preserved 61 farm acres in Colts Neck Township and added 2.5 acres slated for nine homes to Neptune Township's Municipal Marina. MCF and our partners expended over \$6.5 million to permanently preserve these properties. Forever! We continued stewarding our 29 easements and another 19 held by Monmouth County to ensure they all remain unspoiled. We accomplished many good things because we had funds set aside for open space conservation and stewardship.

All began well but, as experienced by everyone, we were not immune from the impacts of the COVID-19 pandemic beginning in late January 2020. Had we not had funding set aside, our accomplishments would have been far fewer and far less impactful.

As we all know too well, the lockdown and enforcement of strict quarantines forced changes in lifestyle affecting everyone's well-being. The impacts were and continue to be extensive and have had far reaching consequences on health and wellness, local micro-economies, and lastly, the social sector. MCF was not immune from these. Like so many other nonprofits, we had to adapt.

While we were able to provide most of our services, our revenue from cancelled and downsized events negatively impacted our cashflow. Although the consequences are not immediate, they will influence our land acquisition and programming activities going forward unless new sources of funding are found or lapsed funding initiatives are revived.

We are pleased that the value of open space became more appreciated by many as evidenced by sequestered families increasing their visits to parks and proliferating their walks-in the fresh air. These activities offset the changes in lifestyle and

nutritional habits brought about by the reduced availability of goods and the switch to unhealthy food especially early in the pandemic. We are beginning to see a reliance more on fresh nutritional foods provided by local farms, rather than packaged and long-life food provided by supermarkets, which is good news for all of us!

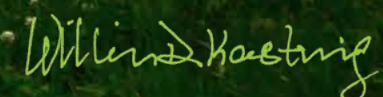
Enjoying the natural outdoors also had a beneficial psychological effect offsetting the quarantine observed post-traumatic stress symptoms, confusion, anxiety and anger. When the "new normal" arrives, it is our fervent wish that our collective good health and wellness habits will continue. Rest assured, we will carry on our activities to preserve open space, safeguard clean water and protect fresh air.

To our donors, we thank you sincerely for your ongoing support as it is essential to our success at growing our vital initiatives and improving the quality of life in Monmouth County.

With regards to all,



Larry Fink
President



William D. Kastning, AICP
Executive Director

PRESERVATION PROJECT **SUCCESSSES**



In August 2019, after years of negotiations, MCF and the NJ Department of Environmental Protection Green Acres Program acquired 190-acres of natural habitat as an addition to Allaire State Park. Known as the McDowell property, the price tag on this rare, undeveloped tract in Wall Township was \$3,819,000.

In September and October 2019 MCF preserved two farms located in Colts Neck, known as the DeGroot and Druesne Farms. Consisting of a collective 60 acres, this farmland is now forever protected from development into as many as 30 homes. The cost of these farmland preservation projects totaled \$2.1 million and were made possible with the assistance of Colts Neck Township, Monmouth County, and the NJ Department of Agriculture State Agriculture Development Committee (SADC).



In November 2019, a 3-acre site, slated for a 9-home development, was purchased by Neptune Township with the help of the NJ Department of Environmental Protection Green Acres Program. Formerly known as the Oliver/Shark River Hills Estates property, this land, acquired for \$1,255,000 and surrounded by a residential area and adjacent to access to the Shark River and a public marina, will be transformed into a neighborhood park.



PROJECTS IN THE **WORKS**

Monmouth County has long been a sought-after place to live as exhibited by the significant increase in residential development over the last decade. The COVID-19 pandemic has intensified development pressure as city dwellers seek to purchase homes in areas outside the urban setting to allow for a better quality of life with closer proximity to green spaces.

In the Works

Despite the challenges presented by COVID-19, preservation work continued throughout the remainder of FY2020 as staff persevered towards the successful completion of numerous projects.

Progress continues on multiple fronts: 100-plus acres of park acquisition projects in Howell and in Atlantic Highlands; 270-farmland acres on three

farms in Colts Neck; and two park development projects, one in Sea Bright and another in Long Branch.

A partnership continues with the Monmouth County Park System on the long-term effort to transform the former Chris' Marina property in Middletown into Swimming River Park. MCF is working to further expand the park while also facilitating the extensive environmental remediation of the project area.

Implementation continues on a new preservation program involving the Department of Defense through the U.S. Navy and their REPI Program. This program will be a new funding source for land preservation efforts around Naval Weapon Station Earle and requires a 50% cost share funding match that MCF will need to raise. Several potential projects are lined up to utilize this new funding source.

GROWING THE NEXT GENERATION OF CONSERVATIONISTS



PHOTO BY JIENA COSIMO

Monmouth Conservation Foundation is educating the next generation of conservationists through our *Kids for Conservation* program.

MCF offers a menu of ways to partner with schools and community groups to meet their individual needs. Staff provides presentations, hikes, lesson plans, and other activities to meet the needs of any group that has an interest in learning about conservation.

Program resources are focused on middle schools in Monmouth County, particularly in underserved communities, through an interactive farming education program that is running successfully at its current scale with ten participating schools.

Through a hands-on approach blending farming, land conservation and social justice, **MCF** is inspiring young people to become loyal land guardians, healthier individuals and protectors of the environment at a time of unparalleled challenges to our changing climate.

Students learn how to grow food sustainably through a dynamic curriculum about the interconnected world of conservation, nutrition, and the importance of local farms. Overall, *Kids for Conservation* provides powerful, memorable experiences, equipping students with a deep understanding of the connections among farming, personal nutrition, daily choices, and our planet.

For the past seven years, **MCF's** educational offerings have grown from a modest contest with three participating schools to a comprehensive education program with over 20 school relationships built across the county.

Each year the program and partnership grow and **MCF** anticipates welcoming four new schools into the program in Spring 2021.

SCHOOL SYSTEMS & GROUPS SERVED

- Township of Neptune
- City of Asbury Park
- Henry Hudson Regional
Boroughs of Atlantic Highlands and Highlands
- Borough of Red Bank
- Township of Holmdel
- Borough of Eatontown
- Borough of Little Silver
- City of Long Branch
- Borough of Neptune City
- Township of Howell
- Township of Old Bridge
- Sprouts Homeschooling Group

PARKS FOR THE PEOPLE FROM VISION TO REALITY

MCF understands the importance of ensuring all communities have access to parks and playgrounds. Long Branch and Sea Bright have long been fully developed, but **MCF** is working to create or enhance parks in both communities by raising funds to ensure every adult and child has the chance to enjoy greenspace.

MCF is working to raise funds to support the revitalization of Jackson Woods Park in the City of Long Branch and the development of a new community park, known as Shrewsbury Riverfront Park, in the Borough of Sea Bright.



PHOTO BY EDU GLISSON



PHOTO BY CODY BANKS



PHOTO BY AMANDA BROCKWELL



PHOTO BY AMANDA BROCKWELL



PHOTO BY EAGLE DRONE SOLUTIONS LLC



PHOTO BY CODY BANKS



PHOTO BY MICHAEL ANGELO DESANTIS



PHOTO BY AMANDA BROCKWELL

FY2020 Organization Support & Revenue

Contributions	\$ 355,513
Grant Income	\$ 1,407,742
Net from Benefits	\$ 191,425
Investment Income	\$ (4,774)
Program Income	\$ 44,714
Advertising Income	\$ 51,375

Total Organization Support & Revenue \$ 2,045,994

FY2020 Organization Expenses

Program Expenses	\$ 2,413,717
Management & General Expenses	\$ 240,585
Fundraising Expenses	\$ 346,838

Total Organization Expenses \$ 3,001,140

Decrease in Net Assets \$ 955,146

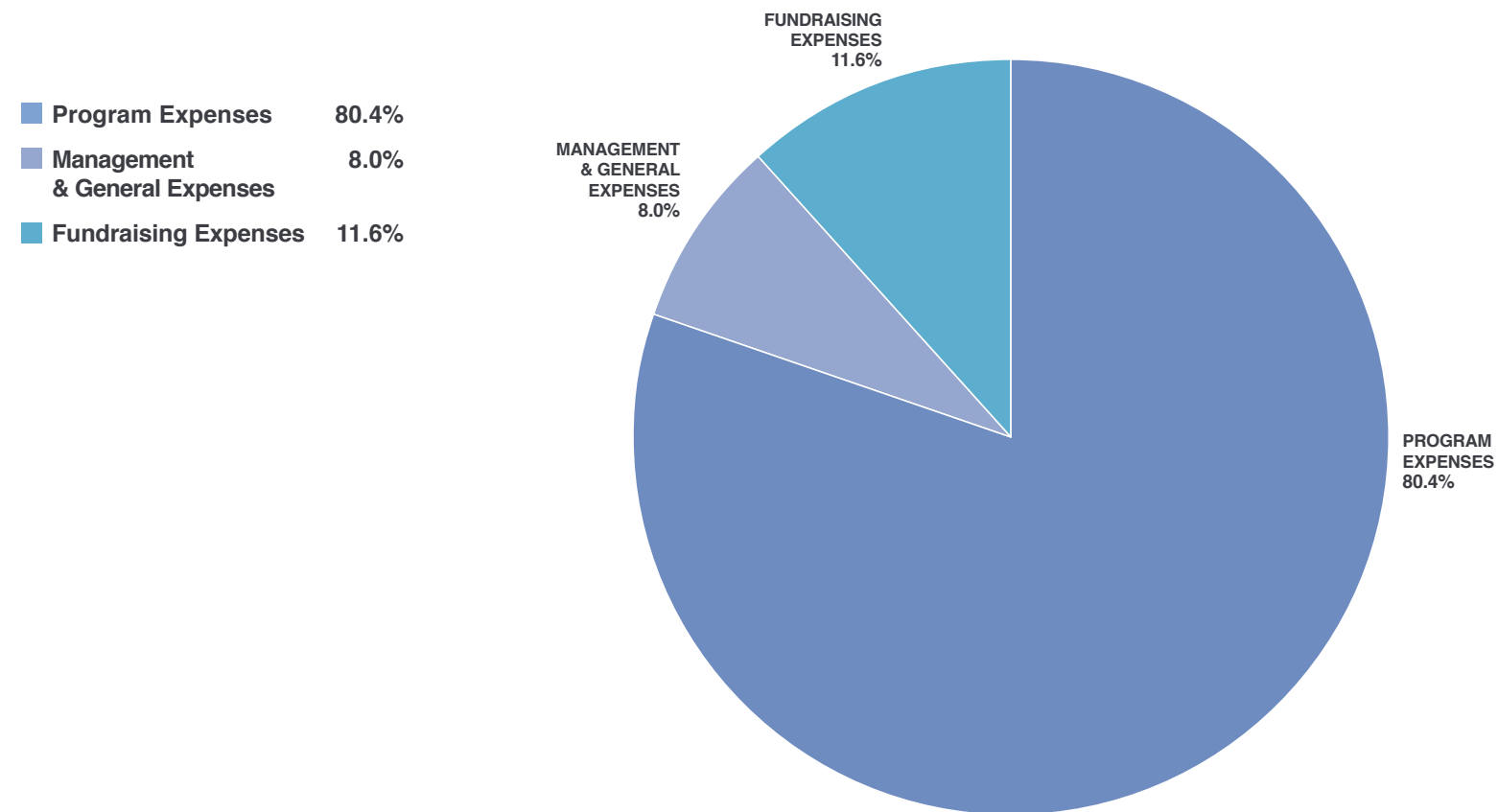
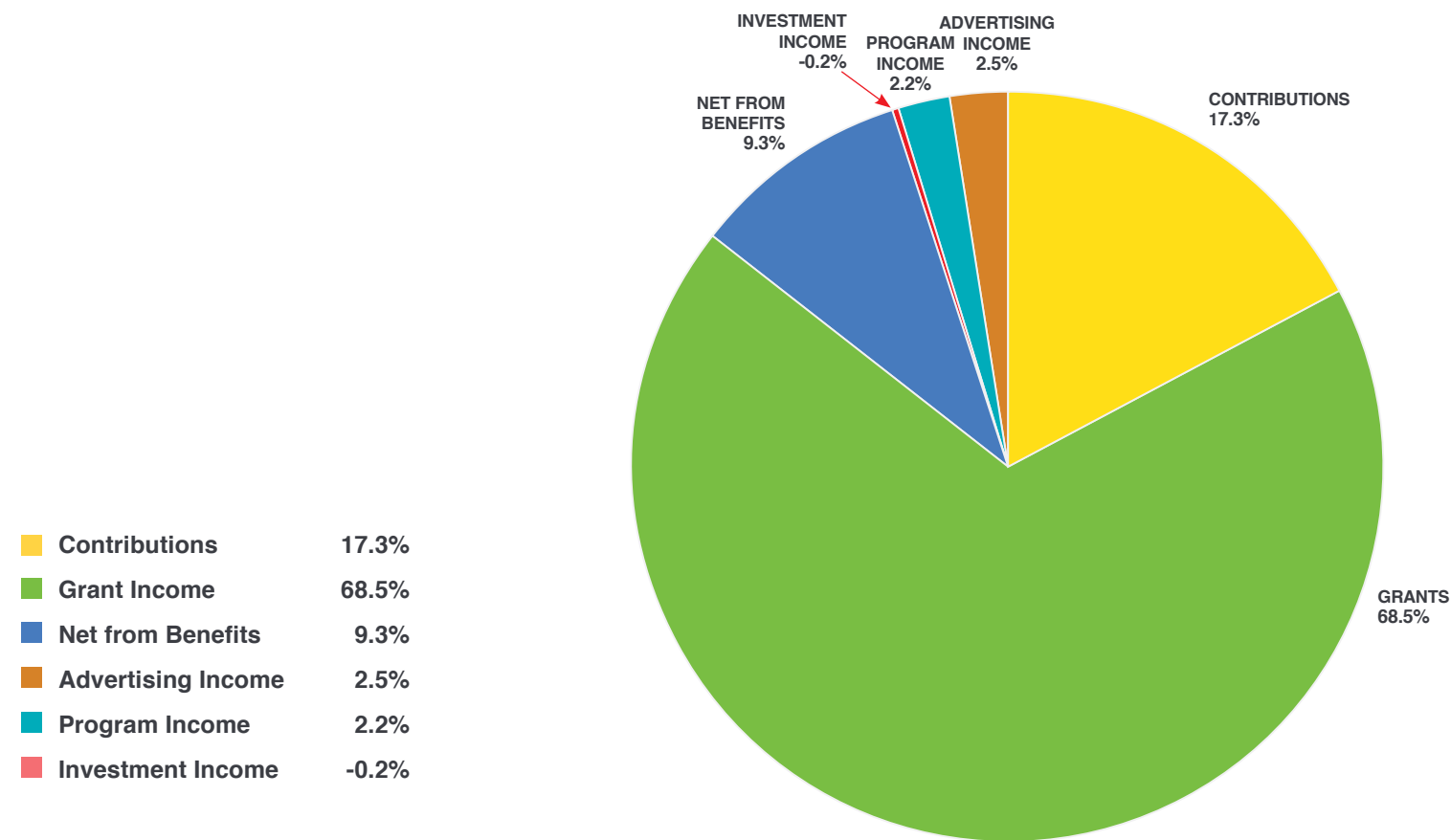




PHOTO BY TINA COLELLA PHOTOGRAPHY

Pictured above are **Marti Huber** and **Valerie Montecalvo**. Marti served as a trustee for **MCF** from 1993 until recently stepping down in summer 2020. **MCF** wishes to honor and recognize her incredible service as a member of the Board of Trustees for many years. Marti's passion and dedication towards **MCF's** mission is simply unrivaled and she will truly be missed.

LEADERSHIP CIRCLE

\$30,000 or Greater

Domenic DiPiero Sr.
Valerie and Frank Montecalvo
Joan Rechnitz

LAND AND WILDLIFE SUSTAINER

\$20,000 to \$29,999

Lillian and Peter Ream Kemmerer

STEWARD OF THE LAND

\$10,000 to \$19,999

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City of Long Branch
Colts Neck Township
Howell Township
Millstone Township
Monmouth County Board of Chosen Freeholders
Monmouth County Board of Recreation Commissioners
Monmouth County Agriculture Development Board
Neptune Township
New Jersey State Agriculture Development Committee
New Jersey Green Acres Program
Upper Freehold Township
Wall Township

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PHOTO BY TINA COLELLA PHOTOGRAPHY

Lisa McKean is pictured here at one of the many successful **MCF** Holiday Style Luncheon events she oversaw while with **Monmouth Conservation Foundation**.

The board and staff wish to honor the many accomplishments and dedicated service of **Lisa McKean**, *Managing Director of Marketing and Development*, after announcing her resignation in September 2020. Lisa served as **MCF's** first Director of Development and Marketing at **MCF** and brought the organization to new levels during her nearly nine-year tenure. **MCF** is incredibly grateful for the enthusiasm, ideas, and passion that Lisa brought to the organization through the many memorable events and other projects she spearheaded. We wish her all the best in her next chapter!

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Arthur Kontos Foundation	Investors Foundation Inc.	New Jersey Natural Gas
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Angela Lambert Photography Archive	The French Market	Plumm, NYC
Archvie Scarves	Friends of the Park	The Polished Coconut
Arthur Kontos Foundation	Lotus Way	Raymond Salani Photography
Basically Brave	Juice Plus	Sea You Again, LLC
Bayshore Family of Companies	Madison James	The Shompole Collection
Bell Works	J. McLaughlin	Shore Point Distributing Co., Inc.
Being Happy Buddha	Mill Brook Pond Farm	Sickles Market
Boon Supply	Monmouth County Park System	Somerset Development (Bell Works)
By George Baby	MV's Best Virginia Cocktail Peanuts	Taka Restaurant
Cups and Cakes	Orchard Jewelry by Janet Mavec	Tanya Karoon Jewelry
David Ellis Events	Pennoyer Newman	Tina Colella Photography
F. Gerald New	Peony's Envy	Triumph Brewery and Restaurant
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IN KIND INDIVIDUAL DONORS

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Mary Ellen Hannibal	Jack Privetera	Rhea Suh
Donna and Dave Hoder	Michele and Vin Olton	Cindy Weber-Cleary
Holly Boylan Flego and Ed Flego		

IN MEMORIUM

**GIFTS IN TRIBUTE
IN HONOR OF MARY TASSINI**
Cathy M. Brienza

IN MEMORY OF JACK BABEUF
Sheila and Ian Erhenberg

IN MEMORY OF RAY BUCHAN
Kevin Buchan

IN MEMORY OF J. HUGH DEVLIN
Liz and John Devlin



MONMOUTH
CONSERVATION
FOUNDATION

2021 EVENTS
SAVE THE **DATES**

Friday . May 7
Hops & Grapes



Saturday . September 25
Fall for Conservation



Thursday . December 3
Holiday Luncheon

For additional information and/or to discuss
SPONSORSHIP OPPORTUNITIES please contact:

Kathleen Kenney OR Anne Delaney
at 732.671.7000 OR EMAIL
kkenney@monmouthconservation.org
adelaney@monmouthconservation.org



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GET INVOLVED
5 WAYS TO CONTRIBUTE

1 DONATIONS

Your donations to **MCF** are tax deductible to the extent allowed by law and go to support the protection of land, education and outreach programs, and operating support.

2 PLANNED GIFTS AND BEQUESTS

Consider making a legacy gift through your estate planning. Contact Jonathan Meer, *Director of Development*
jmeer@monmouthconservation.org

3 REAL ESTATE

Make a contribution of land or easements through a direct gift, a will or by naming **MCF** as a beneficiary. Ask about our Trade Lands Program that allows donation of real estate not suitable for conservation purposes to be transferred to **MCF**. At some point in the future, **MCF** would sell the land and use the proceeds from the sale to support its land preservation activities.

4 EMPLOYEE MATCHING

Many employers offer a matching gift plan. Please submit your company's matching form with your **MCF** donation.

5 PAYROLL DEDUCTION

Consider a payroll deduction through EarthShare New Jersey. Monmouth Conservation Foundation is a member of EarthShare which is able to accept automatic payroll deductions.

www.earthsharenj.org



FOR MORE INFORMATION PLEASE CONTACT:

William D. Kastning, AICP *Executive Director* . email: wkastning@monmouthconservation.org

732.671.7000 OR VISIT OUR WEBSITE AT:

MONMOUTHCONSERVATION.ORG



PHOTO BY RAYMOND SALANI III

CREATING PARKS

SAVING OPEN SPACE

PRESERVING FARMLAND

TEACHING ENVIRONMENTAL
SUSTAINABILITY

SAFEGUARDING WATERWAYS

PROTECTING WILDLIFE

Near You~ Because of You!

MONMOUTH CONSERVATION FOUNDATION

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