



MCF
MONMOUTH
CONSERVATION
FOUNDATION

FISCAL YEAR 2021 ANNUAL REPORT

PHOTO BY RAYMOND SALANI III



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BAYONET FARM, HOLMDEL
PHOTO BY RAYMOND SALANI III

BACK COVER PHOTO BY JOE WARNER

2021 MCF ANNUAL REPORT
DESIGNED BY JANICE HAHN STUDIO



Conservation Excellence

MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR



Bayonet Farm, Holmdel
PHOTO BY TINA COLELLA

We're pleased to present you with this Annual Report of the activities, programs, and accomplishments of Monmouth Conservation Foundation during the fiscal year that ended June 30, 2021.

The "year that was" began in the Summer of 2020 with Monmouth County and indeed the rest of the nation very much in the grip of the deadliest pandemic since the Spanish Flu of 1918. The 2020-2021 fiscal year ended with our fervent collective hope, somewhat unwarranted as it turns out, that the worst was behind us. In fact, Covid-19 has largely continued to defy all efforts to contain and minimize its impact and spread, notwithstanding the dramatic efforts of America's science professionals, health care workers and the vaccines and treatments that have been developed, tested and administered.

Fortunately, some elements of our lives before Covid have returned, including the ability to enjoy each other's company outdoors as was demonstrated on May 15th (just six weeks prior to the end of the fiscal year) with our first in-person event of 2021. More than 325 guests joined us at beautiful Bayonet Farm in Holmdel, proving how enthusiastic people were (and are) to gather safely with friends to enjoy some of the spectacular open space and parkland that Monmouth County has to offer. That gathering was in stark contrast to other MCF events during the year, for example our

December, 2020 Holiday Style Luncheon fundraiser, that had to be conducted in a virtual format.

Another big win for MCF during the 2021 fiscal year was our year-end appeal which, thanks to the overwhelmingly generous response from our donors, saw a new fundraising standard set with more than \$350,000 contributed towards our programs and operations. Special thanks to the Montecalvo Family Foundation and an anonymous donor, both of whom provided handsome matching gifts to encourage others to step up philanthropically for MCF. Unrestricted support was never more important to the organization than it was last year given our inability, like so many other not-for-profits, to conduct "business as usual."

On the project side, we were excited to conclude the final fundraising phase of the Shrewsbury Riverfront Park initiative. Funds that were raised to complete the park will result in the addition of paved walkways, a large and attractive pavilion, all-weather benches, and bike racks. The park is slated to be completed in the Summer of 2022. MCF was also instrumental in the preservation of nearly 50 acres of open space in Howell. We hope you will enjoy reading about these and other MCF acquisition and park development projects in the works on the pages that follow.

Obviously, none of our accomplishments would have been possible without the continuing encouragement and generosity of the individuals and organizations listed in the Honor Roll of Donors found near the back of this document. As we go to press on this report, we are well into MCF's 2021-2022 fiscal year and have nearly 20 exciting land acquisition and park development projects in the works throughout the county. Your ongoing support will allow us to see these through to fruition so that we can provide new parks, expand preserved open space, and preserve more of our rapidly vanishing farmland for the benefit of the hundreds of thousands of residents who call Monmouth County home.

With gratitude and appreciation,


Larry Fink
President


William D. Kastning
AICP, Executive Director

WHAT IS CARBON SEQUESTRATION?



PHOTO BY JENA COSIMO

Carbon sequestration is simply the intake and storage of the element carbon. The most common example in nature is during the photosynthesis process of trees and plants, which store carbon as they absorb carbon dioxide (CO₂) during growth. Because they soak up the carbon that would otherwise rise up and trap heat in the atmosphere, trees and plants are important players in efforts to stave off global warming in a process called climate change mitigation.

Trees and Plants Absorb Carbon Dioxide and Produce Oxygen

Environmentalists cite this natural form of carbon sequestration as a key reason to preserve the world's forests and other undeveloped lands where vegetation is abundant. And forests do not just absorb and store large quantities of carbon; they also release large quantities of oxygen as a byproduct, leading people to refer to them as the "lungs of the earth."

Preserving Forests Is Key Strategy to Help Reduce Global Warming

According to the Western Canada Wilderness Committee, the billions of trees in the boreal forest of the northern hemisphere that stretch from Russian Siberia across Canada and into Scandinavia absorb vast amounts of carbon as they grow. Likewise, the world's tropical forests play an important role in naturally sequestering carbon. As such, environmentalists see preserving and adding to the world's forest canopy as the best natural means for minimizing the impact of global warming caused by the 5.5 billion tons of carbon dioxide generated by factories and automobiles each year. Once a concern mainly about the loss of biodiversity, deforestation suddenly casts a different shadow.

Carbon Sequestration Can Help Mitigate Carbon Dioxide Emissions

On the technological front, engineers are hard at work developing man-made ways to capture the carbon spewing from coal-fired power plants and industrial smokestacks and sequester it by burying it deep within the Earth or the oceans. Several agencies in the U.S. have embraced carbon sequestration as a means to mitigate carbon dioxide emissions and are spending millions annually on research and development, hoping that the technology might play an important part in keeping greenhouse gas emissions out of the atmosphere. The U.S. is also funding related research in China in hopes of stemming the tide of Chinese CO₂ emissions that are increasing quickly as that nation develops rapidly (China has already surpassed the U.S. as the world's largest coal consumer).

Carbon Sequestration: Quick Fix or Long-Term Solution?

The Bush administration refused to sign onto the Kyoto Protocol, an international agreement adopted in Japan in 1997 calling on countries to limit their emissions of greenhouse gases. Instead, many environmentalists feel, they are pursuing carbon sequestration technology as a quick fix or "Band-Aid" approach that enables them to preserve the existing fossil fuel infrastructure instead of replacing it with clean renewable energy sources or efficiency gains.

Essentially the technology involves disposing of carbon dioxide after it is produced, rather than trying to hold down its production in the first place. United Nations' studies suggest, however, that it might play a bigger role in fighting global warming this century than any other measure.

by Larry West
Updated April 2, 2018
edited by Frederic Beaudry

Carbon sequestration focuses on disposing of carbon – *NOT* preventing its release.

HOW CAN MCF's work to preserve open space support this natural process?



PHOTO BY FRED YAHN



MCF PRESERVATION HIGHLIGHTS

In 1977, Monmouth Conservation Foundation's founders had a vision: a non-government organization (NGO) that could adapt to the needs of each unique land preservation opportunity and work with a variety of government partners (at the local, state and federal level) to preserve and protect land. MCF would be a non-profit 501(c)(3) organization that would be, at times, not beholden to inflexible bureaucratic processes. To this day, MCF holds true to that vision - constantly planning, adapting and re-assessing the needs of our government partners, our communities, and county landowners to save more open space, create more parks, preserve more farms, protect more wildlife, and safeguard more waterways. In certain instances, we play almost imperceptible roles in facilitating projects while at other times we are the highly visible driving force.

There are many moving parts to preserving land and it takes a team to make it happen. Close relationships and partnerships with local Monmouth County municipalities, Monmouth County, the NJ Department of Environmental Protection Green Acres Program, the NJ Department of Agriculture State Agriculture Development Committee, the Department of the Navy, Naval Weapons Station Earle, and other local non-profits are critical to our work. The leveraging of partners' funds, resources, and knowledge are similarly essential to our success.

Parks for the People – Park Development

Every community deserves access to open spaces. MCF is working in fully developed communities like the City of Long Branch, and the Boroughs of Sea Bright and Red Bank to enhance existing parks and is also exploring ways to re-develop spaces into new parks. By helping these communities fundraise, MCF seeks to ensure that all families are offered the opportunity to enjoy greenspaces. As an example, MCF continues to work to raise funds to support the revitalization of Jackson Woods Park in the city of Long Branch. Also, after ensuring the success of Phase 1 of Shrewsbury Riverfront Park in Sea Bright, which features walking paths, open green space and fencing along the waterfront, MCF in FY21 successfully raised the necessary funds for Phase 2, which will include a patio, pavilion, benches, bike racks and landscaping.



Allaire State Park,
Wall and Howell
PHOTO BY JENA COSIMO

PHOTO BY FRED YAHN

MCF PRESERVATION HIGHLIGHTS



Preservation Project Success – Park Creation & Additions

Over the past year, MCF has helped Howell Township preserve three different properties for open space purposes in partnership with the New Jersey Green Acres Program.

- 1 In October of 2020, MCF assisted Howell with a 4-acre addition of natural habitat to Bear Swamp Natural Area on Maxim Road. Bear Swamp now boasts over 900-acres of natural habitat with miles of trails, a charming pond, and woodlands.
- 2 In December 2020, 9.5-acres on Lakewood-Allenwood Road was acquired for the expansion of Deerwood Park. This wooded tract of land cost \$450,000 and added wooded wildlife habitat to the active park. MCF dedicated \$100,000 of funding towards the total cost of the land and continues to actively work with Howell to further expand the park through the acquisition of an additional 6.5 wooded acres nearby.
- 3 In March 2021, a 35-acre wooded tract on Fort Plains Road in Howell was purchased for use as a passive park. This \$1.15 million dollar parcel was threatened by the development of large-scale residential homes and would have increased traffic and congestion significantly on the rural road. MCF dedicated \$100,000 of funding towards the total cost of the land.

In the works...

Monmouth County has long been a highly sought-after place to live as evidenced by intense residential and warehouse development pressures and climbing real estate values. These factors have only intensified during the COVID-19 pandemic. Despite the continuation of these trends, preservation work continues as staff works towards the successful completion of numerous preservation projects.

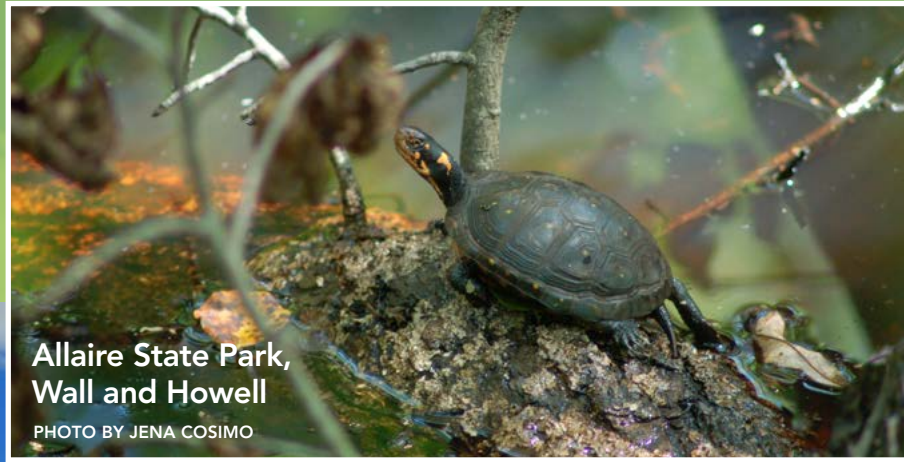
- 4 The preservation of farmland allows land to remain in private ownership while ensuring it is not subdivided further and available for farming forever. Although public access is not permitted on preserved farms, the public benefits through the protection of fertile farm soils, stormwater retention, a viable farm community and, in many cases, a preservation of the viewshed.

MCF is actively working with partners to preserve four farms consisting of nearly 300-acres of farmland in Howell and Colts Neck.

One of these farms has a tentative closing date for early 2022.

And Coming Soon...

Our partnership continues with the Monmouth County Park System on the long-term efforts to transform the former Chris' Marina property in Middletown into Swimming River Park. Partners continue to work to further expand the park while also facilitating the existing environmental remediation of the project area.



Allaire State Park,
Wall and Howell

PHOTO BY JENA COSIMO

MCF PRESERVATION HIGHLIGHTS

Ongoing Stewardship

In the land trust world, Stewardship is defined as the responsible and consistent management of the critical natural resources on protected lands. By holding an easement, MCF has promised to care for the eased land forever. MCF is responsible for stewarding 27 MCF-held easements consisting of nearly 380 acres and 10 easements, held by the Monmouth County Park System, consisting of 700 acres. The goal of stewardship is to ensure, each year, that the terms of the easement are carried out through annual monitoring visit. In addition to annual monitoring, MCF regularly communicates with owners of eased lands to guide them in the best management practices for their land.

Outreach

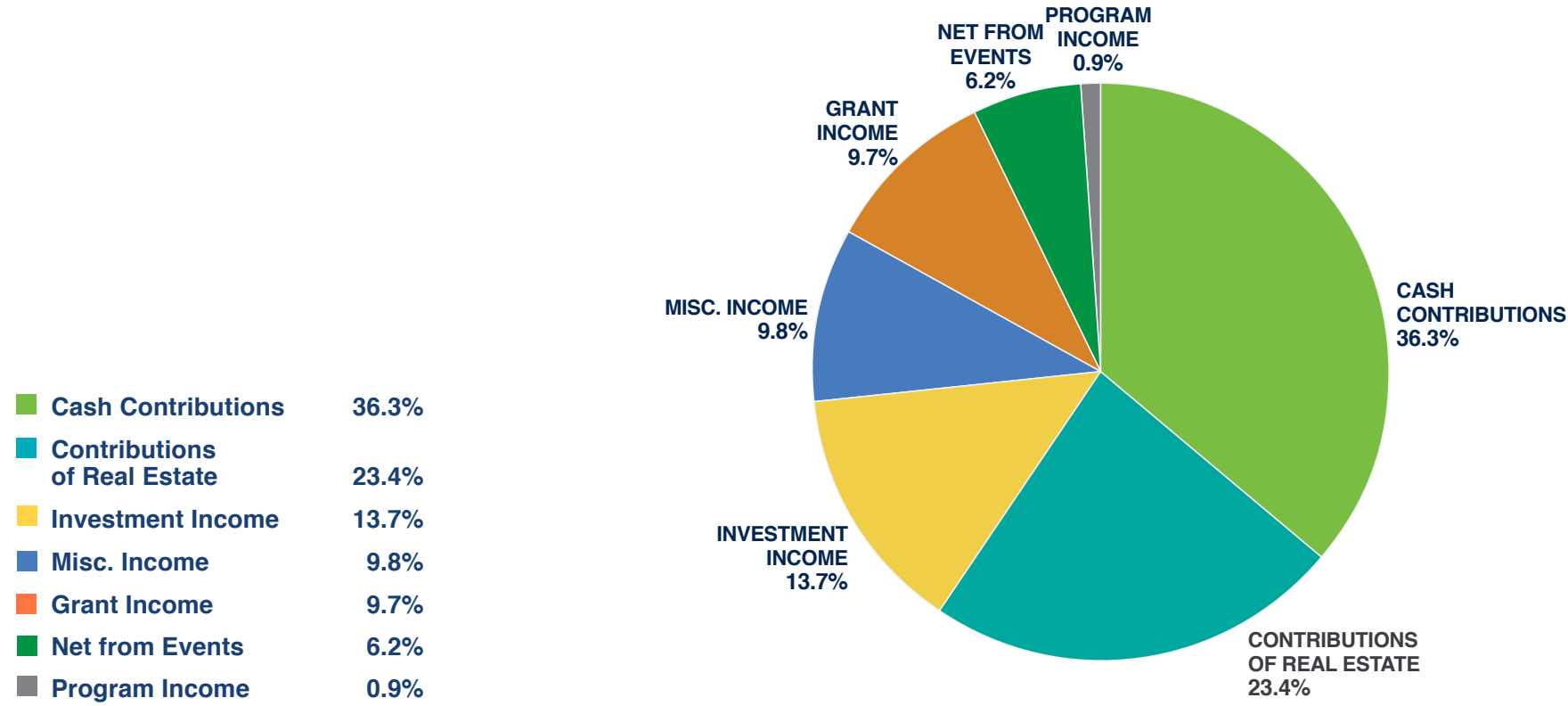
The Foundation continues to work closely with the Monmouth County Park System and local municipalities to assist them in achieving their preservation goals. With the real estate market seemingly reaching new all-time highs monthly, it is critical for us to ensure that families are aware of potential preservation options. MCF works closely with the Monmouth County Park System to assist them with reaching their goals outlined in their recently updated and adopted open space plan. MCF is helping them with outreach to at least 10 projects areas, a portion of their targeted areas. These 10 unprotected areas consist of nearly 16,000 acres and 1,900 parcels.

REPI Program

MCF and the County of Monmouth have been working closely with the U.S. Department of the Defense, and specifically the Navy, to protect land surrounding Naval Weapons Station Earle (NWSE), a 12,000-acre military installation in Monmouth County, through the Readiness and Environmental Protection Integration (REPI) program. Over two million dollars have been allocated by the Navy to these efforts to permanently protect land around the base through the purchase of easements to limit the development of lands in the vicinity of NWSE, to ensure public safety, to maintain the security and resilience of NWSE, and to suppress wildfires. In addition, it is in the public interest to preserve habitat, open space, farmland, and watersheds in a manner that meets the conservation policies of MCF and the County. Over the past year, significant strides in establishing the groundwork for the new program have been made and lands targeted for preservation have been identified. Partners are currently working to preserve our first pilot project. The REPI program is a significant new funding source opportunity for preservation which requires an identical match from Monmouth County and MCF (four million dollars total). If successful, there is a high likelihood that this will become a new stream of steady funding accessible to preservation partners, only if matched by the partners.

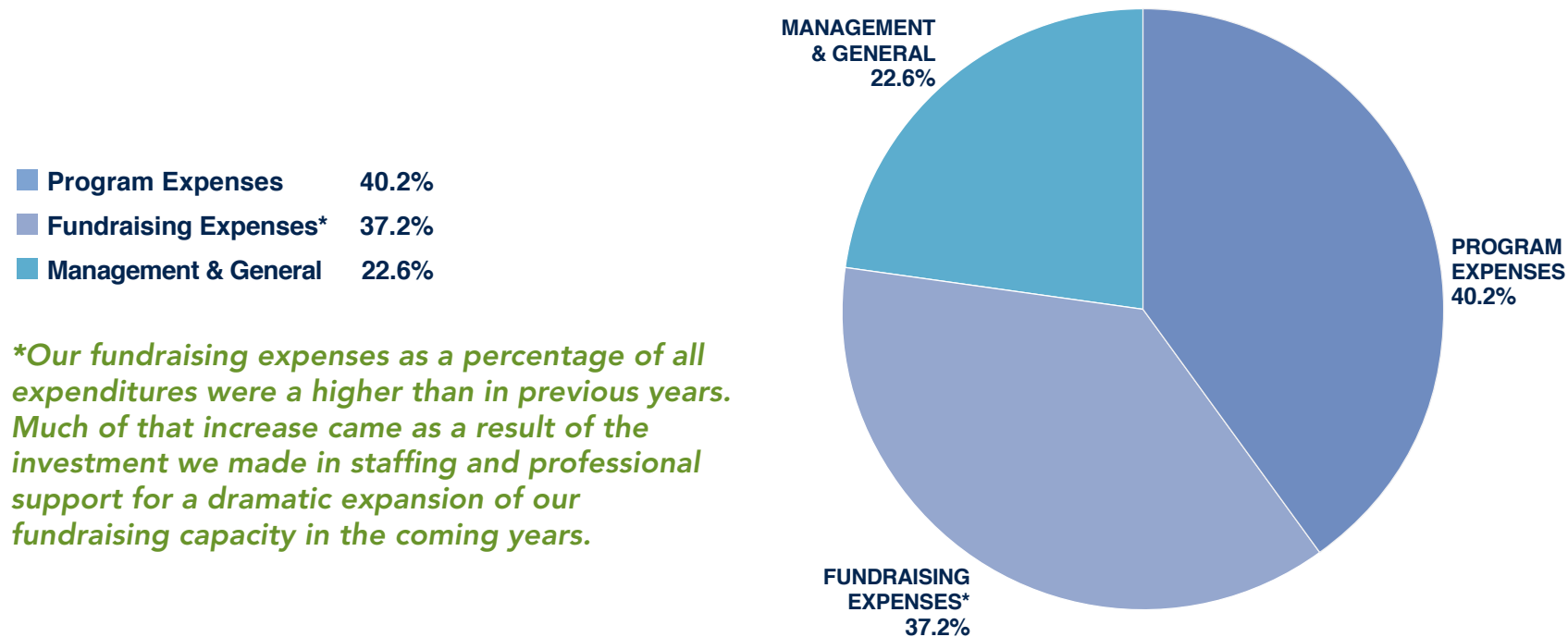
Thompson Park, Marlu Lake, Lincroft

PHOTO BY RAYMOND SALANI III



FY21 Organization Support & Revenue

Cash Contributions	\$	589,259
Contributions of Real Estate	\$	380,000
Investment Income	\$	223,391
Misc. Income	\$	158,591
Grant Income	\$	157,500
Net from Events	\$	101,362
Program Income	\$	15,234
Total Organization Support & Revenue	\$	1,625,337



FY21 Organization Expenses

Program Expenses	\$	432,819
Fundraising Expenses*	\$	400,752
Management & General Expenses	\$	242,854
Total Organization Expenses	\$	1,076,425
Increase in Net Assets	\$	548,912

**Our fundraising expenses as a percentage of all expenditures were a higher than in previous years. Much of that increase came as a result of the investment we made in staffing and professional support for a dramatic expansion of our fundraising capacity in the coming years.*

HONOR ROLL OF DONORS

We gratefully acknowledge the following individuals, families, organizations, agencies, and municipalities for their generous support during the 2021 fiscal year.



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Jackson Woods Park, Long Branch
This group of corporate volunteers from WorkWave in partnership with EarthShare NJ, helped plant a butterfly garden at the park in spring 2021.

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Being Happy Buddha	MACJAC, LLC	Tanya Karoon Jewelry
Bell Works (Somerset Development)	Michael Duru Clothier	The French Market
By George Baby	Monmouth County Park System	The Shompole Collection
Down To Basics	Orchard Jewelry by Janet Mavec	The Old Mill Pond Farm
Falguni Shane Peacock	Pennoyer Newman	Tina Colella Photography
Francine's Outrageous Foods	Peony's Envy	Track Positive
Friends of the Park	PK Collection	Triumph Brewery and Restaurant
Geaux Jewelry	Purple Dew Jewelry	Two Rivers Title Company, LLC

IN KIND INDIVIDUAL DONORS

Jennifer Beck	Valerie Montecalvo
Holly Boylan Flego	Sarah Orsay
Angela Lambert	Liz and Adam Rechnitz
Tina Colella	Raymond Salani
Tracy Cole	Bob Sickles
Denise Kelleher	Laurie Tietjen
Heather McKeown	Lynne Ward

IN MEMORIAM

GIFTS IN MEMORY OF HOWARD P. ARONSON

Elizabeth H. DeBree
Charles T. and Trudy Parton
John R. and Mary Tassini
Richard O. and Gerri Venino Jr.
Pamela Wendell

GIFTS IN MEMORY OF JOSEPH WILLIAM BECK

Valerie and Frank Montecalvo

GIFTS IN MEMORY OF CAROLINE HUBER

Elizabeth H. DeBree
Mary and John R. Tassini

GIFTS IN MEMORY OF THEODORE J. REISS

Marka Burnett



THOSE WE LOST

As it was throughout the country, the 12 months between July 1, 2020 and June 30, 2021 were particularly difficult for many in Monmouth County, given the untimely deaths of numerous friends and neighbors. Among those cherished members of our community we lost, we recognize in particular the following:



Chester "Chet" Apy 1932-2021

Chet was an attorney who also served several terms in the NJ State Assembly. He grew up in Little Silver and attended the Peddie School before matriculating to Princeton University. Later he studied law at Columbia before embarking on a legal career in Monmouth County. As an adjunct to his lengthy private practice in Red Bank, Chet served on the Little Silver Borough Council and was an advisor to Gateway National Recreation Commission. A passionate lover of the environment, Chet was appointed by Governor Tom Kean to the Tidelands Resource Council. A long-time supporter of, and attorney to, MCF, Chet's commitment to the community included volunteer service with, and recognition by the NAACP, the Monmouth Council of the Boy Scouts of America, the Community YMCA, the United Methodist Church, and the Camp Bethel Association in Haddam Connecticut. Chet is survived by Florence, his wife of nearly 67 years, their three sons, and ten grandchildren.



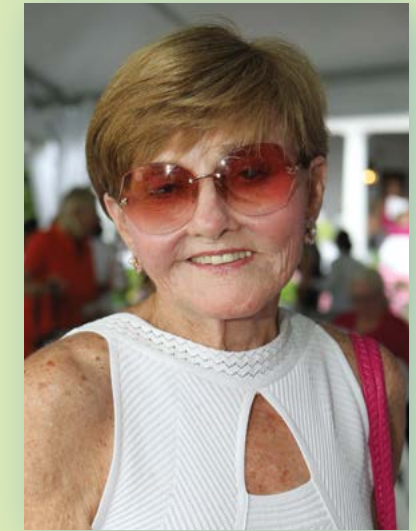
Howard Aronson 1924-2021

Long-time CPA and champion of numerous not-for-profits, Howard was a true "force of nature." A native New Yorker, he served our nation with the US Navy during World War II before attending the University of North Carolina. He married Jackie in 1952 and enjoyed 60 years with her, raising two children (Ann and Michael) together. Jackie predeceased him, in 2012. Howard worked for various accounting firms before forming his own in the mid-1970s. As a result of a merger, he affiliated with Withum, Smith & Brown, where he was a huge presence until his retirement in 2020. Howard's dedication to his profession was matched only by his commitment to a number of local not-for-profits, especially MCF where he served as a Trustee for 37 years and as Board President from 2010 to 2011. In honor of his years of service on our Board, a bench near the Welcome Center at Huber Woods Park was dedicated in his memory on September 26, 2021. Funded by former MCF Board President Bill Marraccini, Howard's bench sits adjacent to the bench dedicated to Jackie in 2012. Many friends and fellow Board members, current and former, were in attendance and spoke with great fondness about Howard, his irrepressible personality and his outsized impact on the organization and its leadership.



Caroline Huber 1927-2021

Caroline was a beloved founding member of the MCF family. She was born in New York City and graduated from Vassar College before earning graduate degrees from Teachers College, Columbia University, and Rutgers University. A lifelong teacher, Carol (as she was known by many) married Michael in 1951 and together they raised five children in the Two Rivers area. Active with many not-for-profits, Carol was somewhat of a political animal, campaigning for causes close to her heart, most notably the protection of the environment. She founded the Stone Foundation of NJ in 1998 which promotes and supports several critical initiatives including the environment and "the natural world." She is survived by her five children, twelve grandchildren, and two great-grandchildren.



Anne Vogel 1940-2021

Born and raised in Long Branch, Anne attended Monmouth College and Jersey City State College. As a young woman, she worked at JCP&L and, on a part-time basis, at Vogel's Department Store in Long Branch. It was at Vogel's that she met Sheldon with whom she would ultimately share 58 years of marriage. A lover of all living things, Anne had a particular passion for plants and flowers. The home she made with Sheldon in Colts Neck was a veritable botanical garden. She was heroic in her championing of animal welfare, which eventually led to the Vogel Spay and Neuter Clinic, and the Vogel Veterinary Care Center of the Monmouth County SPCA, in Eatontown. Anne and Sheldon were extraordinarily generous to many causes, especially the Count Basie Center and Monmouth Medical Center in Long Branch, where they both were born. The Anne Vogel Geriatrics Emergency Medicine Unit at Monmouth Medical Center is a living testament to her longtime commitment to the hospital. Anne and Sheldon supported MCF for many years and made a lovely gift in Caroline Huber's honor in support of the pavilion to be erected at Swimming River Park in Middletown. She is survived by her devoted husband, Sheldon, her beloved sister, Judy, nieces and nephews and her menagerie of adored pets.

GET INVOLVED

4 WAYS TO CONTRIBUTE



- 1 DONATIONS**
Your donations to MCF are tax deductible to the extent allowed by law and 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. Please contact Jonathan Meer, *Director of Development* jmeer@monmouthconservation.org
- 3 REAL ESTATE**
Make a contribution of land or easements for conservation protection. Ask about our Trade Lands Program that allows donation of real estate not suitable for conservation purposes to be transferred to MCF and sold for preserving other properties suitable for conservation.
- 4 EMPLOYEE MATCHING**
Many employers offer a matching gift plan. Please submit your company's matching form with your MCF donation.



ATTEND 2022 EVENTS

MONMOUTH CONSERVATION FOUNDATION

April 20 Wednesday
ANNUAL MEETING

May 14 Saturday
SPRING FOR CONSERVATION
Bayonet Farm, Holmdel

June
GOLF OUTING
DATE AND LOCATION TBD

July 14 Thursday
SUMMER RUN FOR CONSERVATION
Bell Works, Holmdel

September 24 Saturday
FALL FOR CONSERVATION
COCKTAIL PARTY
TBD

November 30 Wednesday
HOLIDAY STYLE LUNCHEON
& SHOPPING SPREE
The Shadowbrook at Shrewsbury

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 OR adelaney@monmouthconservation.org

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FOR MORE INFORMATION

Contact William D. Kastning, AICP, *Executive Director*

wkastning@monmouthconservation.org

732.671.7000

VISIT OUR WEBSITE AT

monmouthconservation.org



CREATING PARKS

SAVING OPEN SPACE

PRESERVING FARMLAND

TEACHING ENVIRONMENTAL
SUSTAINABILITY

SAFEGUARDING WATERWAYS

PROTECTING WILDLIFE

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