

2019-2020 A YEAR IN REVIEW

MEMBER ORGANIZATIONS:

African Wildlife Foundation	Institute for Transportation and Development Policy
Alaska Conservation Foundation	Isles, Inc.
Alliance to Save Energy	Izaak Walton League of America
Amazon Conservation Association	Jane Goodall Institute for Wildlife Research
Amazon Conservation Team	Land Trust Alliance
American Bird Conservancy	League of Conservation Voters Education Fund
American Farmland Trust	Leave No Trace Center for Outdoor Ethics
American Forests	Monmouth Conservation Foundation
American Littoral Society	National Arbor Day Foundation
American Rivers	National Aquarium
American Solar Energy Society	National Audubon Society
Association of NJ Environmental Commissions (ANJEC)	National Environmental Education Foundation
As You Sow	National Fish and Wildlife Foundation
Bat Conservation International	National Forest Foundation
Beyond Pesticides	National Parks Conservation Association
Born Free USA	National Wildlife Federation
Carbonfund.org Foundation	Natural Resources Defense Council
Center for Creative Land Recycling	The Nature Conservancy NatureServe
Center for Health, Environment and Justice	NJ Audubon Society
Children's Environmental Health Network	NJ Conservation Foundation
City Parks Alliance	NY – NJ Trail Conference
The Conservation Fund	The Ocean Conservancy
Conservation International	Oceana
Conserve Wildlife Foundation of NJ	The Peregrine Fund
Defenders of Wildlife	Physicians for Social Responsibility
Earth Day Network	Pinelands Preservation Alliance
Earth Island Institute	Rainforest Alliance
EARTH University Foundation	Restore America's Estuaries
Earthjustice	Rocky Mountain Institute
Earthworks	Save Barnegat Bay
Eastern Environmental Law Center	The Sierra Club Foundation
Ecologic Development Fund	Surfrider Foundation
El Comité De Apoyo A Los Trabajadores Agrícolas (CATA)	Sustainable Harvest International
Environmental and Energy Study Institute	Teaneck Creek Conservancy
Environmental Defense Fund	The Trust for Public Land
Environmental Integrity Project	Union of Concerned Scientists
Environmental Law Institute	The Wetlands Institute
Flat Rock Brook Nature Association	The WILD Foundation
Food and Water Watch	The Wilderness Society
Forest Service Employees for Environmental Ethics	Wilderness Conservation Society
Forest Stewardship Council	Wild Dolphin Project
Friends of Liberty State Park	Wildlife Habitat Council
Friends of the Earth	Woodford Cedar Run Wildlife Refuge
Friends of the National Zoo	World Resources Institute
Galapagos Conservancy	World Wildlife Fund
Greater Newark Conservancy	Yellowstone to Yukon Conservation Initiative
Green America	
Green Corps, Inc.	
Hackensack Riverkeeper	
HawkWatch International	

Through all the challenges the world collectively faced over the past year, there was one constant that everyone turned to: nature. The environment became more relevant than ever with the climate crisis and COVID-19 affecting our communities. The health of our environment affects the health of us all, and we saw that firsthand in the most devastating way.

COVID-19 significantly impacted our operation. Programming to support our non-profit members had to be rescheduled, some indefinitely. As a result, approximately \$30,000 in much needed operating funds never materialized this past spring. While we continued to be motivated by our supporters giving what they could and our passion and commitment to our environment, we still lost approximately 45% of our annual funding as a result of COVID-19 restrictions. This did not stop the work we do for our environment. We've continued to plan and develop programming with an optimistic eye toward the future.

During an unprecedented year, we continued to drive our mission forward through new creative initiatives. The annual recognition of environmental leaders held at EarthShare Celebrates New Jersey was canceled. We did host a virtual event, Celebrate EarthShare New Jersey, to share the work we and our non-profit members have been doing and some of the exciting things to come. The Celebration premiered live on YouTube with supporters donating to a generous \$2,500 match challenge which was anonymously donated! There were live auctions and raffles too!

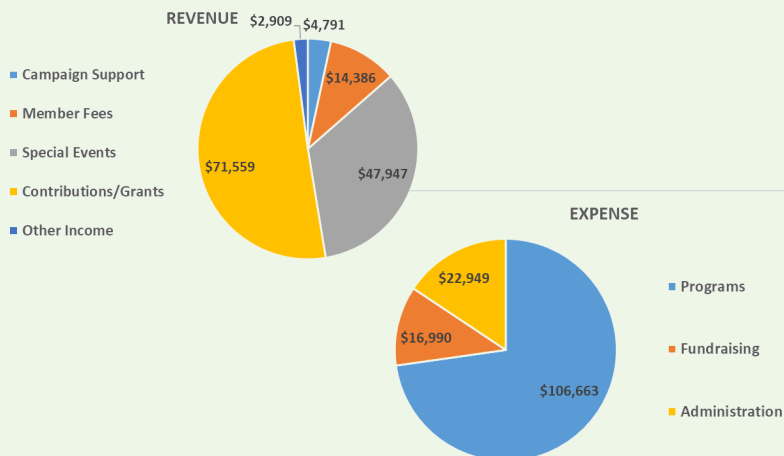
We welcomed new board members who helped us roll out innovative programs. The Responsible Tomorrows program was developed and provides tools and resources to reverse the damage already done to our planet from global warming. This program sparked a pledge and contests to help people reduce their carbon footprint. We also launched a monthly series of blogs and features. Another exciting program that has been introduced is Environmental Champions. This allows individuals or small businesses to directly impact 20 local environmental nonprofits, community education experiences, and philanthropy programs with one gift.

As the year comes to a close, we will continue to creatively adapt in order to bring individuals and businesses innovative programming. We are anxious to get back to our in-person education and volunteer events. No matter what challenges we faced, we continued to make our nonprofits stronger, communities cleaner, and New Jersey greener. We want to thank everyone who supported us through these challenges to make our work possible! We look forward to seeing you in the year ahead.

Paula Aldarelli
Paula –Jeanne Aldarelli
Executive Director

FINANCIAL REPORT

July 1, 2019 - June 30, 2020



EVENTS

EARTH CARE DAY

October 13, 2019

After running a pilot in 2018, the first public Earth Care Day was a hit! We again partnered with TIAA and brought NJ Natural Gas and OceanFirst Bank on board to create a family fun experience. The day involved hands on environmental education experiences from crafts, native garden planting, to a scavenger hunt! There were live animal introductions including a snake, turtle, and a beekeepers hive. Everyone who attended the event also had the special experience of seeing a live Kestrel release. With live demonstrations and volunteering activities throughout the day, there were ways for the whole family to learn and give back to the environment. These impressions of our natural world make a difference in our lives and for our air, water, land and wildlife!



RESPONSIBLE TOMORROWS

EarthShare New Jersey rolled out the Responsible Tomorrows program as a way to thread addressing the climate crisis through every aspect of what we do. The program provides a one stop shop for environmental education tools and news articles. The launch included a pledge that anyone can take to be more sustainable and it provides ways in which people can do that. There is a monthly newsletter that features non-profit members and corporate partners as well as guest bloggers from across the state and country. Contests are announced each quarter for people to get involved in as well! Preliminary contests included a fun game that allowed participants to track their carbon footprint and a photography contest.



CELEBRATING VIRTUALLY

August 28, 2020

Due to COVID-19, we were unable to hold our annual EarthShare Celebrates NJ event. Therefore, this year all had the opportunity to join us virtually as we CELEBRATED EarthShare New Jersey and our non-profit members live on YouTube! The evening was a success, featuring highlights of the last year and some exciting previews of the year to come. Leading up to and during the event, all supporters had the opportunity to bid on our online auction featuring exclusive electronics, artwork, gift certificates, home goods, experiences and more! Virtual attendees watched in anticipation as we drew the winners of the 50/50 and Red Hot Lottery drawings. The evening also featured a generous \$2,500 matching gift challenge from an anonymous donor.



ENVIRONMENTAL CHAMPIONS

Individuals and Businesses looking to support the work of EarthShare New Jersey will find this program to be just what they are looking for. Those making this annual commitment will receive various benefits including admission discounts, advance program notifications, regular communications, and recognition of their support. Business Supporters also receive an annual Environmental Engagement Consultation as part of their annual commitment thank you. Our work is made possible by donations received from individuals and businesses who are committed to our environment and believe in what we do. We could not support the non-profit community and the health of New Jersey's environment without this aid



2020-2021 PREVIEW: NEW PROGRAMING

EarthShare NJ will be bringing exciting new programs to our corporate partners during the new year. We want to stay connected and bring the environment to you and your employees, even from home. Look forward to hearing more about virtual opportunities to learn about our members and our environment through webinars and games! We will also be bringing back the 5K For Tomorrow but with a fun twist!



Workplace Giving Campaign Partners

Partners & members supporting environmental organizations through the workplace.



New Jersey State Employees Charitable Campaigns:

All NJ State Government Agency Employees

Atlantic County Offices & Schools
Burlington County Offices & Schools
Camden County Offices & Schools
Cape May County Offices & Schools
Cumberland County Offices & Schools
Kean University
Mercer County Offices & Schools

Montclair State University
New Jersey Institute of Technology
New Jersey State University
Ramapo College of NJ
Richard Stockton College of NJ
Rowan University
Rutgers University

Salem County Offices & Schools
The College of New Jersey
Thomas Edison State College
Union County Offices & Schools
University of Medicine & Dentistry
William Patterson University

Public Employees Charitable Campaigns: Gloucester County

Private Businesses:

Accenture
Allstate
American Airlines
American Express
Ameriprise Financial
Amy S. Greene
AT&T
Ashland Inc.

BlackRock
BNY Mellon
FINRA
Guardian Life Insurance
Hewlett Packard
Home Depot
iCIMS
ING - Voya Financial

Johnson & Johnson
JP Morgan Chase
L Brands
Microsoft Corporation
Macy's
NJ Resources
PSEG
PVH

TIAA
Toyota Motor Sales
Underwriters Laboratories
United Airlines
United Health Group
UPS
Walmart
West Marine

Nonprofit Organizations: CATA EarthShare New Jersey Flat Rock Brook Nature Association

THANK YOU

ESNJ work would not be possible without the support of these businesses and individuals. We and our nonprofit beneficiaries greatly appreciate your commitment to our environment.
Together we can create cleaner, greener, healthier tomorrows!

2019-2020 Corporate Partners:



2019-2020 Friends of EarthShare New Jersey:

Alexandra Aldarelli
The Aldarelli Family
Alstede Farms
Asbury Park Press
Auricchio
BayShore Family of
Companies
Darl Brophy
Brian Carragher
Debbie Carragher
CATA- The Farmworkers
Support Committee
Chiesa Shahinian &
Giantomasi PC
Colonial Terrace
Laura Cooper
Marie Curtis
Delicious Orchards
Caitlin Doran

Karen Escobedo
ExxonMobil
Flat Rock Brook Nature
Center
Game Day Sports
Anne Galli
Greater Newark
Conservancy
Amy S. Greene
Hackensack Riverkeeper
Meghan Hurley
Investors Bank
J.B.L Harman
William Kastning
Debbie Koerner
Koerner & Associates
Langosta Lounge
Locatelli
MOGO

New Jersey American
Water
New Jersey Natural Gas
NJ Audubon Society
NJM Insurance Group
Diane Novabilsky
OceanFirst Bank
Foundation
Organic Valley
Orsted
Ted Palumbo
PSEG
PVH
Deena Roberts
Roma Bank Foundation
Kimberly Scarborough
Michelle Shappell
Shoppe 202

Signet Financial
Management
Silverball Museum
Elizabeth Silvernail
The Smithereens
Stillwell-Hansen Inc.
Structure Tone
Surfrider Foundation
TIAA
The Troubles
Turning Point
Charlotte Visbeck
Wawa
White Lightning
Steve Wiessner
Wild Bird Seed & Such
George Xuereb

2019-2020 Board of Directors:

Marie Curtis — Founder
Hugh Carola
Laura Cooper
Anne Galli
Meghan Hurley
William Kastning — President

Deena Roberts
Kimberly Scarborough — Vice President
Liz Silvernail
Joan Sinopoli
Steve Weissner — Treasurer

Follow Us!

ESNJ has expanded our online presence and continues to grow. To learn more about us, our events and programs, follow us on your favorite platform! You will also enjoy fun nature photos from around the state, environmental facts and sustainable tips

Follow us on Facebook, Twitter, & Instagram

[@earthsharenj](#)

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