



MONMOUTH
CONSERVATION
FOUNDATION
ANNUAL REPORT 2014

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1977-2010



MESSAGE FROM THE
PRESIDENT & EXECUTIVE DIRECTOR

To our Friends, Supporters, Sponsors and Beneficiaries,

2014 was a year best characterized by the operative words: Perseverance, Expansion, Partnership, Stability, Accreditation and Perpetuity.

Throughout the year, **Monmouth Conservation Foundation** continued its 37-year mission of preserving properties throughout the county individually and in partnership with Monmouth County, municipalities and other nonprofits. We completed a diverse set of projects involving the beginnings of a new suburban park, significant park additions, farmland preservation and habitat protection. MCF also has set the stage for many other important projects to be completed in 2015.

2014 marked a new focus on urban parks. Our Springwood Avenue Park project in Asbury Park will assist with funding to bridge a gap for park improvements on property owned by the city in the west end, where there is a critical need. This expansion of our past focus will enable Asbury Park to complete this park in 2015. MCF recognizes the importance of acquiring, preserving and creating small pockets of open space in underserved local neighborhoods, as many underprivileged families lack the resources and ability to access open space in other areas of Monmouth County.

The densely populated areas of Middletown Township and the Borough of Red Bank will soon be the beneficiaries of a new acquisition, Chris's Landing, creating a 15-acre park and access for the public to launch small boats on the Swimming River by the West Front Street "Hubbard's" Bridge. It is our objective to continue this new focus with another project in Long Branch City.

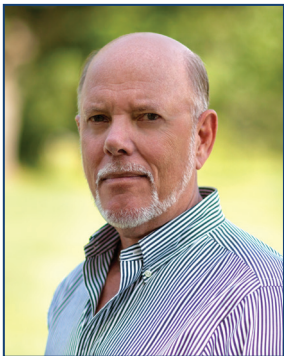
On another front, we continue to make a concerted effort to inspire children to make their own discoveries about the environment and to become passionate about nature. 2014 officially launched MCF's Kids for Conservation program directed at preschool and kindergarten students throughout Monmouth County. This academic enrichment program is funded, in part, with a Franklin Parker Conservation Excellence grant administered by New Jersey Conservation Foundation. Teaching our future stewards of the land to appreciate and care for the environment and its natural beauty ultimately instills a passion to protect nature and preserve the land.

Through our perseverance in, and partnership with, NJ Keep It Green Coalition, our mutual long-sought goal of stability through the steady source of funding for open space, farmland and historic preservation finally came to fruition when the voters approved Ballot No. 2 last November. The coalition worked tirelessly, first with our legislators then our voters, to gain support for this important constitutional amendment. The coalition continues its work in 2015 to ensure passage of the enabling legislation.

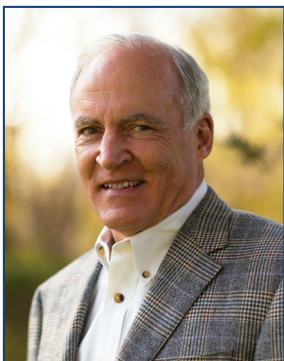
2014 also was a watershed year for the Foundation by achieving accreditation by the Land Trust Accreditation Commission. MCF is now one of 300 accredited land trusts of over 1,700 in the nation. Our accreditation is a mark of distinction and recognizes MCF for meeting national standards for excellence, upholding the public trust and ensuring that conservation efforts are permanent.

Our 2014 work continued to provide us with the extraordinary opportunities to fulfill and expand every aspect of our diverse mission to serve our entire constituency. Your trust in us allows us to continue to achieve many significant milestones that create funding for the permanence of your parks, farmland and natural habitats – in perpetuity.

On behalf of the board, we extend our wholehearted thank you for enabling our mission.



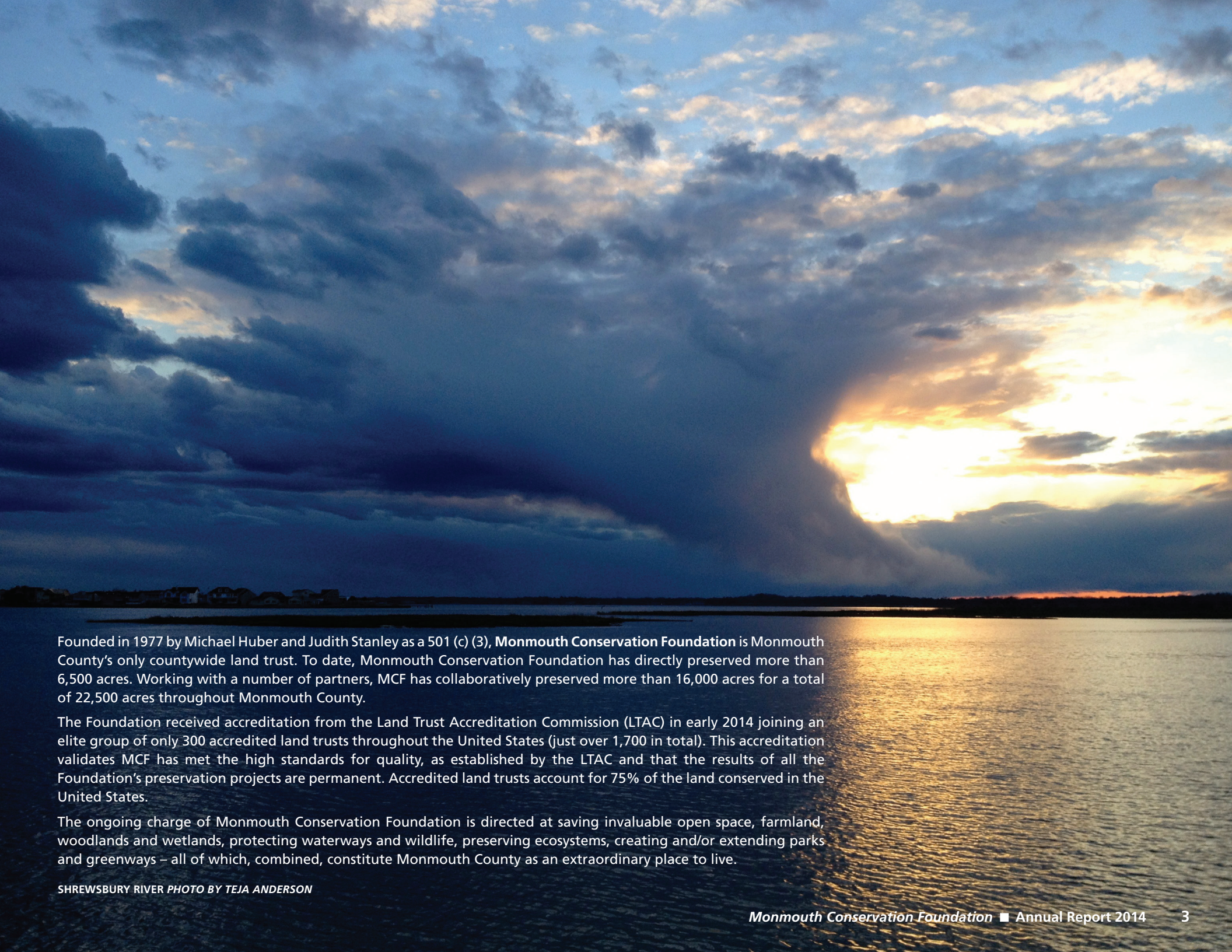
Richard O. Venino, Jr.
President



William D. Kastning
AICP, Executive Director

FRONT COVER: MCF OFFICES
AT SUNNYSIDE RECREATION AREA
PHOTO BY JENA COSIMO

BACK COVER: LONG BRANCH
PHOTO BY TEJA ANDERSON



Founded in 1977 by Michael Huber and Judith Stanley as a 501 (c) (3), **Monmouth Conservation Foundation** is Monmouth County's only countywide land trust. To date, Monmouth Conservation Foundation has directly preserved more than 6,500 acres. Working with a number of partners, MCF has collaboratively preserved more than 16,000 acres for a total of 22,500 acres throughout Monmouth County.

The Foundation received accreditation from the Land Trust Accreditation Commission (LTAC) in early 2014 joining an elite group of only 300 accredited land trusts throughout the United States (just over 1,700 in total). This accreditation validates MCF has met the high standards for quality, as established by the LTAC and that the results of all the Foundation's preservation projects are permanent. Accredited land trusts account for 75% of the land conserved in the United States.

The ongoing charge of Monmouth Conservation Foundation is directed at saving invaluable open space, farmland, woodlands and wetlands, protecting waterways and wildlife, preserving ecosystems, creating and/or extending parks and greenways – all of which, combined, constitute Monmouth County as an extraordinary place to live.

SHREWSBURY RIVER PHOTO BY TEJA ANDERSON

2014 was another significant year for **Monmouth Conservation Foundation** in terms of preserving and protecting multiple properties throughout Monmouth County including: Conover I farm in Wall Township, Fariello I in Aberdeen Township, DeNormandie in Fair Haven Borough, Turkey Swamp Park inholding in Freehold Township, and the Millman easement in Middletown Township.

In addition to those properties acquired in 2014, many exciting projects are in the acquisition pipeline: Chris's Landing in Middletown Township, Stella Maris in Long Branch City, Fariello II in Marlboro, Aeromarine in Keyport Borough and Springwood Avenue Park in Asbury Park City just to name a few.

Our partners – the Monmouth County Park System, NY/NJ Baykeeper, NJ DEP Green Acres Program, NJ State Agriculture Development Committee, and various municipalities – have worked tirelessly to ensure the continued preservation of these gorgeous landscapes and park additions that allow for our current and future generations to benefit from the experience and joy of the great outdoors.

MILLMAN EASEMENT 8.5 acres, Middletown Township

The Millman Property is the most recent addition to MCF's ever growing number of easements. This 8.5-acre donated easement abuts the Claypit Creek component of MCPS's Hartshorne Woods Park and overlooks the Navesink River. The easement serves as a buffer to the nearby private park property and will remain as untouched woods allowing native flora and fauna to flourish and further protecting the Navesink Highlands Greenway. [Completed December 2014]

AEROMARINE 62 acres, Keyport Borough

The previous home of a manufacturing site for landplanes, flying boats, engines and propellers. Aeromarine also produced 200 39-A/39-B aircrafts for the United States Navy beginning in 1917, converted Curtiss/Navy F-51L & HS-2L flying boats into airliners as well as many other aircrafts during 1921-1922. This site will serve the public as either a municipal or a county park. [Targeted 2015 Completion]

DENORMANDIE 0.7 acres, Borough of Fair Haven

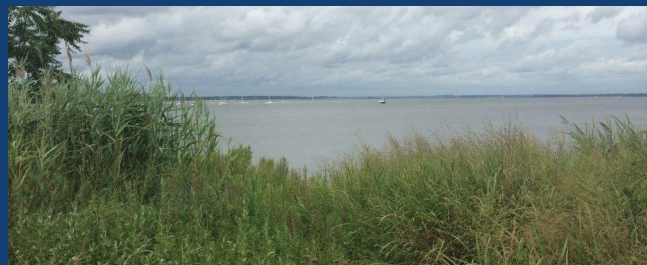
Located at the end of DeNormandie Avenue and fronting the Navesink River, this property is known as the Charles Williams Robard Estate and dates back to the pre-Civil War era. With its preservation, children and families now have direct access to the magnificent Navesink River. [Completed October 2014]



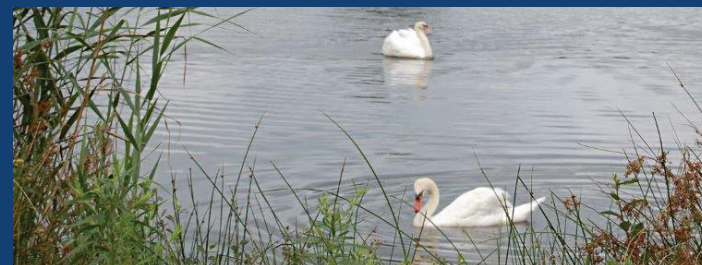
HUNT'S CROSSING PHOTO BY JENA COSIMO

ACQUISITION COMMITTEE PROJECTS

Co-Chairs: Howard P. Aronson and Richard O. Venino, Jr.
Thanks to the members who served on this committee: Teja Anderson, Michael Canavan, John Duffy, Larry Fink, Ronald Gumbaz, Ron Klein, William Marraccini, Mary Tassini, James Truncer, Cory Wingerter.



AEROMARINE PHOTO BY KATE BRENNEN



FARIELLO PHOTO BY ANDY COEYMAN



STELLA MARIS PHOTO BY KATE BRENNEN

SPRINGWOOD AVENUE PARK 1.3 acres, City of Asbury Park

A critical part of ongoing efforts to revitalize Asbury Park is a 1.3-acre urban green space located midway in Springwood Avenue on the west side of the city. Springwood Avenue is one of three main corridors entering the city and was once a busy economic engine with 90 businesses in operation during the mid-20th century. Since the civil disturbances in the 1970s, however, it has remained a strip of empty lots. Working with various partners, Interfaith Neighbors, MCPS and Asbury Park, MCF has come forward with financial assistance to bridge a shortfall gap and fund the transformation of several of those lots into a park, which will be the first-ever public park on the west side of the city. [2015 Completion Pending]

STELLA MARIS 6.5 acres, Long Branch City

Stella Maris, a former nuns' retreat, is the last piece of waterfront property in Long Branch that has not been developed. In the heart of the city, this property is a haven for a vast variety of wildlife. MCF is currently working with several partners to ensure Stella Maris is permanently preserved. [Targeted 2015 Completion]

CHRIS'S LANDING 14.6 acres, Middletown Township

Once acquired, this property will become a MCPS park providing access to the Swimming and Navesink Rivers for both Middletown and Red Bank residents, as well as tourists visiting Red Bank and surrounding areas. This site will allow for small craft launching, picnicking, fishing and crabbing and birdwatching. [2015 Acquisition Pending]



CHRIS'S LANDING PHOTO BY KATE BRENNEN



SCOTTISH HIGHLANDER AND BABY LUCY, FAIRWAY FARM PHOTO BY JILL KERWICK

MONMOUTH COUNTY PARK SYSTEM FRENEAU WOODS PARK 200+ acres, Marlboro & Aberdeen Townships

This multi-phase project in partnership with MCPS, NY/NJ Baykeeper, Aberdeen Township and MCF creates a park where none existed in an underserved part of the county.

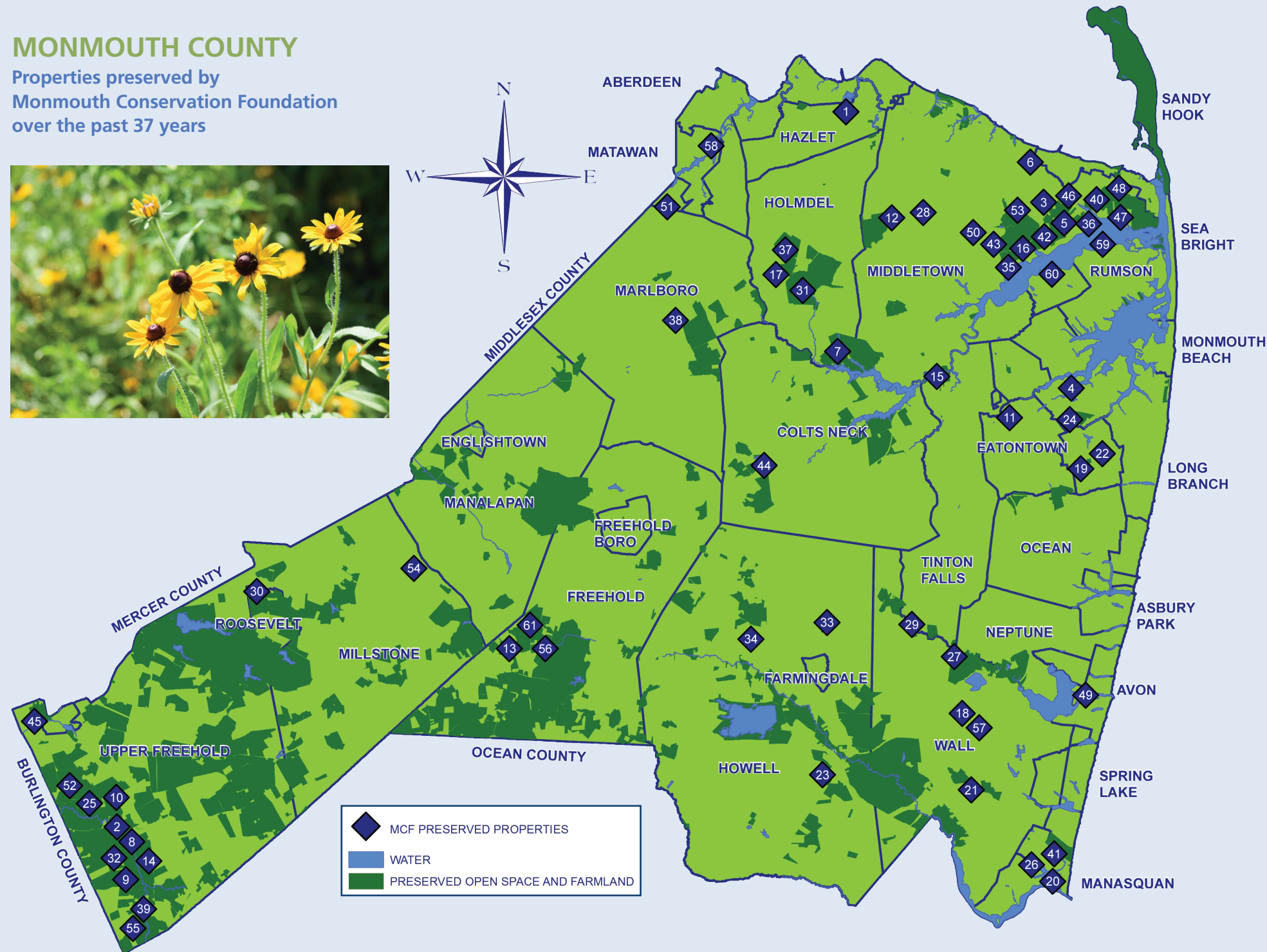
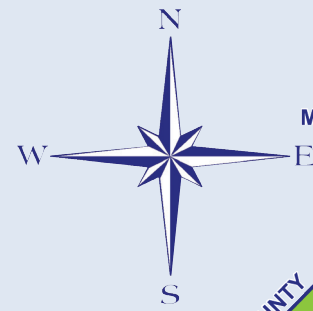
FARIELLO PHASE I 33 acres, Aberdeen Township [Completed October 2014]	FARIELLO PHASE II 30 acres, Aberdeen Township [Pending 2015 Acquisition]	ABERDEEN WILSON ASSOCIATES 89 acres, Aberdeen Township [Pending 2015 Acquisition]
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The Fariello property, combined with the nearby Wilson property and the previously preserved Hauser Farm, consists of over 200 acres of upland and wetlands forests including a variety of wildlife habitats. These newly preserved 33 acres in Aberdeen Township laid the groundwork for the beginning of what will be known as Freneau Woods Park. Phase II of Fariello is scheduled to close in 2015.

Aberdeen Wilson Associates is the largest acquisition of the Freneau Woods Park, comprised of 89 acres. MCF has partnered with the Monmouth County Park System, as well as the NY/NJ Baykeeper, to ensure this land is preserved for future generations. This new park will ultimately connect to the Henry Hudson Trail.

MONMOUTH COUNTY

Properties preserved by
Monmouth Conservation Foundation
over the past 37 years



- MCF PRESERVED PROPERTIES
- WATER
- PRESERVED OPEN SPACE AND FARMLAND

- 1 NATCO LAKE, Hazlet Twp. - Completed 1980, 73.5 acres
- 2 WALNFORD PARK, Upper Freehold Twp. - Completed 1980, 41 acres
- 3 SCUDDER EASEMENTS, Middletown Twp. - Completed 1983-1999, 91 acres
- 4 OLD WHARF PARK, Borough of Oceanport - Completed 1983, .50 acres
- 5 HUBER WOODS PARK, Middletown Twp. - Completed 1985, 255 acres
- 6 BOWNE HOUSE EASEMENT, Middletown Twp. - Completed 1987, .34 acres
- 7 MARLU-TWITCHELL TRACT, Holmdel/Middletown Twps. Completed 1987, 456 acres
- 8 GOWER FARM, Upper Freehold Twp. - Completed 1989, 82 acres
- 9 GRAY FARM, Upper Freehold Twp. - Completed 1989, 167 acres
- 10 TINDALL FARM, Upper Freehold Twp. - Completed 1989, 122 acres
- 11 WAMPUM LAKE, Borough of Eatontown - Completed 1989, 9 acres
- 12 KEELAN ESTATE, Middletown Twp. - Completed 1990, 12 acres
- 13 LANGEVELD DUTCH BULB COMPANY TRACT, Freehold Twp. Completed 1990, 375 acres
- 14 SEARCH & LAMB FARMS, Upper Freehold Twp. Completed 1990, 141 acres
- 15 WENY TRACT, Borough of Tinton Falls - Completed 1991, 5.8 acres
- 16 HUNT'S CROSSING EASEMENT, Middletown Twp. Completed 1992, 84 acres
- 17 SPELLMAN ESTATE, Holmdel Twp. - Completed 1993, 3 acres
- 18 HURLEY POND, Wall Twp. - Completed 1994, 25 acres
- 19 OWEN NATURE PRESERVE EASEMENT, Borough of West Long Branch Completed 1994, 7+ acres
- 20 FISHERMAN'S COVE, Borough of Manasquan - Completed 1995, 65 acres
- 21 HALIFAX PIECE, Wall Twp. - Completed 1995, 119 acres
- 22 GIAMBRONE FARM, Borough of West Long Branch Completed 1996, 10 acres
- 23 MURRAY FARM, Howell Twp. - Completed 1997, 76 acres
- 24 WOLF HILL FARM, Borough of Oceanport - Completed 1997, 95 acres
- 25 PRINCETON NURSERIES, Upper Freehold Twp. Completed 1998, 33 acres
- 26 ROBERTS SWAMP BROOK, Boroughs of Manasquan & Brielle Completed 1998, 3 acres
- 27 BATES PROPERTY, Wall Twp. - Completed 1999, .5 acres
- 28 MADSEN PROPERTY, Middletown Twp. - Completed 1999, 10.5 acres
- 29 BAUM PROPERTY, Borough of Tinton Falls - Completed 2000, 10+ acres
- 30 NURKO & CUZZOLINO FARMS, Borough of Roosevelt Completed 2000, 300+ acres
- 31 CHASE TRACT, Holmdel Twp. - Completed 2001, 416 acres
- 32 DEY PROPERTIES, Upper Freehold Twp. - Completed 2001, 15+ acres
- 33 HAIN PROPERTIES, Howell Twp. - Completed 2001, 11 small lots
- 34 MERRICK FARM, Howell Twp. - Completed 2001, 66 acres
- 35 STANLEY COLEMAN EASEMENT, Middletown Twp. Completed 2001, 8 acres
- 36 MAHON EASEMENT, Middletown Twp. - Completed 2002, 6 acres
- 37 SCHUMAKER EASEMENT, Holmdel Twp. - Completed 2002, 5 acres
- 38 WENZEL PROPERTY, Borough of Marlboro - Completed 2002, 3 acres
- 39 THOROUGHbred BREEDERS Upper Freehold Twp. - Completed 2003, 58 acres
- 40 FISHER-STERN, Middletown Twp. - Completed 2005, 40 acres
- 41 SEA WATCH, Borough of Manasquan - Completed 2005, 1.6 acres
- 42 TIMOLAT FARM, Middletown Twp. - Completed 2006, 99 acres
- 43 ELLIS FARM EASEMENT, Middletown Twp. - Completed 2007, 40 acres
- 44 DITTMAR EASEMENT, Colts Neck Twp. - Completed 2007, 1.5 acres
- 45 BREZA ROAD, Upper Freehold Twp. & Borough of Allentown Completed 2008, 101 acres
- 46 HOLLY CREST FARM EASEMENT, Middletown Twp. Completed 2008, 37 acres
- 47 SEITZ EASEMENT, Middletown Twp. - Completed 2008, 4.7 acres
- 48 SCHEUING, Middletown Twp. - Completed 2009, 2.27 acres
- 49 RIVERFRONT PARK AND MARINA, Borough of Avon Completed 2009, .37 acres
- 50 COE PROPERTY, Middletown Twp. - Completed 2011, 25 acres
- 51 HAUSER FARM, Aberdeen Twp. - Completed 2012, 22 acres
- 52 FLEMER ENTITIES, Upper Freehold Twp. - Completed 2012, 1,200 acres
- 53 GIMBEL FARM EASEMENTS, Middletown Twp. - Completed 2012, 44 acres
- 54 BAIRD HOUSE, Millstone Twp. - Completed 2012, 7.5 acres
- 55 SACCO TRUST, Upper Freehold Twp. - Completed 2012, 55 acres
- 56 TURKEY SWAMP INHOLDING, Freehold Twp. - Completed Feb. 2014, 14 acres
- 57 CONOVER FARM, Wall Twp. - Completed March 2014, 35 acres
- 58 FARIELLO, Aberdeen Twp. - Completed 2014, 33 Acres
- 59 MILLMAN, Middletown Twp. - Completed 2014, 8.5 Acres
- 60 DENORMANDIE, Fair Haven Borough - Completed 2014, .7 Acres
- 61 ASSUNPINK INHOLDING, Freehold Twp. - Completed 2014, 15.5 Acres



COE PROPERTY, MIDDLETOWN TWP, PHOTO BY AVERY BRIGHTON

FUNDRAISING COMMITTEE REPORT

Co-Chairs: Holly Boylan-Flego and John Caroli

Thanks to our MCF trustees, donors and friends of the Foundation, 2014 proved to be a particularly rewarding year across all of the major fundraising efforts, including the Annual Dinner Dance, Holiday Style Luncheon and the Annual Appeal. Additionally, underwriting received from current and new foundations, as well as corporate sponsors, continues to grow as a critical stream of income.

The Dinner Dance honored Nona Balaban and Dennis Drazin, who were instrumental in saving Monmouth Park from closure. Longstanding board member John Ryan and his wife, Monica, were honorary chairs. They also are closely aligned with the industry, breeding and racing thoroughbreds. Revenue derived from the 2014 Dinner Dance exceeded all previous events in MCF history. Plans are underway for MCF's 38th annual fundraiser on Saturday, September 26, 2015.

The annual Holiday Style Luncheon held in December at Navesink Country Club, featured Nell Newman, founder of Newman's Own Organics and a renowned environmentalist. Thanks to the Enhancing Monmouth County Committee, there were over 250 attendees, enabling MCF to raise significant funds. This year's luncheon is scheduled for Thursday, December 3, 2015.

The 2014 Annual Appeal proved to be the second most profitable in MCF history.

Thanks to the members who served on this Committee:

Teja Anderson, Michael Canavan, Marti Huber, John Ryan and Cory Wingerter.

COMMITTEE ON TRUSTEES REPORT

Co-Chairs: Gloria Nilson and John Caroli

Throughout 2014 the Committee on Trustees (COT) met on a monthly basis identifying, cultivating and interviewing prospective trustees. Three trustees were added during the year. They are: Dan Crabbe, Mai Cleary and Mark Gilbertson. Each is keenly aligned with the Foundation's mission of preserving and protecting open space, farmland, woodlands, wetlands and parks, while also saving wildlife and the natural habitat throughout Monmouth County.

The COT strives to ensure MCF's Board of Trustees is comprised of members with diverse skills, backgrounds and experiences so as to continue to positively and powerfully help impact the work of the Foundation. The Committee also is responsible for developing the new Trustee Orientation Program and relevant informational material for all foundation Trustees.

The Committee reviewed the existing committee appointments, chairs and officers to align each Trustee's interests, strengths and requests with a specific committee. The Committee's recommendations were approved at the Board's annual meeting in April 2014.

On behalf of the COT, a heartfelt thank you is extended to all of the Trustees for their dedicated commitment of time, talent and generous financial support in 2014.



Thanks to the members who served on this Committee:

Marti Huber, William Marraccini and Frank Scheuer.



BIG BROOK ROVING NATURALISTS
PHOTO BY MARIBETH GARDNER
MONMOUTH COUNTY PARK SYSTEM

GOVERNMENT AND PUBLIC RELATIONS COMMITTEE REPORT

Co-Chairs: John Dunigan and Cory Wingerter

The two-fold purpose of this Committee remains the monitoring of public policies that may impact **Monmouth Conservation Foundation's** mission and increasing government and public visibility of the Foundation.

MCF provided pivotal monetary and staff support to the NJ Keep It Green Campaign, whose focus was to create a stable source of preservation funding. A nonprofit coalition, of which the Foundation was a key member, insured the placement of a constitutional referendum for voter consideration.

Through the concerted effort by Campaign member organizations, both houses in the legislature passed by three-fifths majority bipartisan-sponsored bills to reallocate corporate business taxes for the funding of open space, farmland and historic preservation throughout the state. MCF worked tirelessly with Monmouth County's senators, assemblymen and assemblywomen. Three out of its four senators and seven of the eight assembly members voted for the bills.

After the bills' passage, the Campaign shifted its focus to educate the voters on the benefits of the referendum, which did not increase taxes but reallocated the existing state corporate business tax. The voters overwhelmingly passed the November 2014 ballot.

The Committee oversaw the Foundation's increase of public outreach and education programs through press releases, social media, letters to newspaper editors, and the Foundation's website www.monmouthconservation.org. The Foundation's significant monetary support for the Springwood Avenue project in Asbury Park received tremendous press. Facebook traffic was up significantly due to the highly successful Family Fun Day held in early November and the Fall Kids for Conservation program.

Thanks to the members who served on this Committee:

William Marraccini, Elizabeth Rechnitz, John Ryan, Mary Tassini, James Truncer and George Whitelaw.



HOLMDEL HARVEST, HOLMDEL, PHOTO BY MARIBETH GARDNER,
MONMOUTH COUNTY PARK SYSTEM

FINANCE COMMITTEE REPORT

Chair and Treasurer: Mary Tassini

The financial statement for the year ending December 31, 2014 reflects Monmouth Conservation Foundation's continued sound and liquid financial position as well as continued growth.

Total 2014 organization support and revenue amounted to \$1,094,325, an increase of \$387,334 (55%) over 2013.

2014 program expenses rose by 168% to \$696,903, reflecting a substantial increase associated with property acquisition activities.

Total 2014 organizational expenses of \$1,063,584 rose by \$427,853 (67%) over 2013.

The increase in net assets for 2014 was \$30,741.

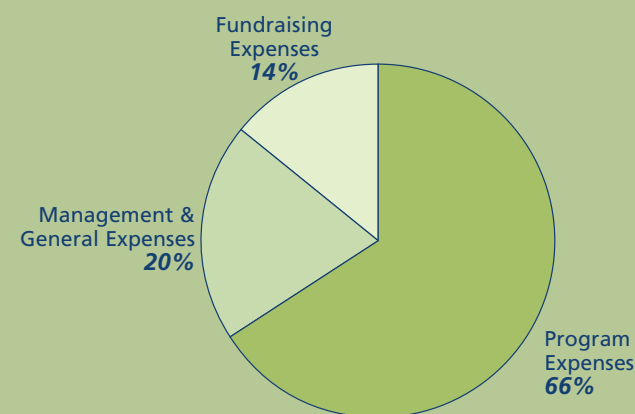
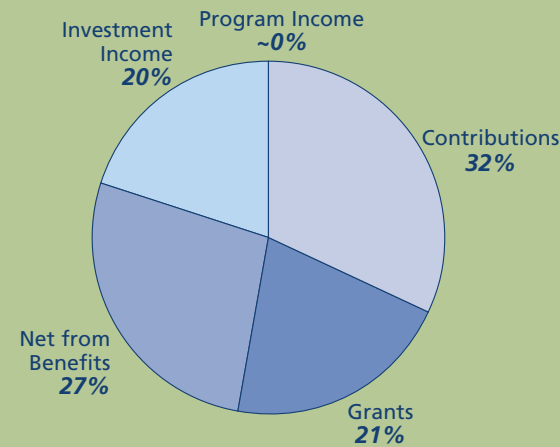
Thanks to the members who served on this committee: Howard Aronson, Tom Gimbel, Ron Klein, Bill Marraccini, Mary Tassini and Tom Widener.

Organization Support & Revenue

Contributions	\$ 344,833
Grants	\$ 229,131
Net from Benefits	\$ 294,595
Investment Income	\$ 221,495
Program Income	\$ 4,271
Total Organization Support & Revenue	\$ 1,094,325

Organization Expenses

Program Expenses	\$ 696,903
Management & General Expenses	\$ 215,950
Fundraising Expenses	\$ 150,731
Total Organization Expenses	\$ 1,063,584
Increase In Net Assets	\$ 30,741



2014 ANNUAL REPORT DONOR LISTING

Thank you to the individuals, corporations, organizations and foundations for their generous support to Monmouth Conservation Foundation in 2014.

Founding Preservation Sponsor \$30,000 or Greater

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Victoria and William Marraccini
Joan and Robert Rechnitz
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Conservator of Preservation \$5,000 to \$9,999

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Bonnie and Ron Klein
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Joan and Henry Mercer III
Monica and John Ryan
Mary Tassini
Christian Zugel

2014 PUBLIC AGENCY FUNDING PARTNERS

Fair Haven Borough
Monmouth County
Monmouth County Agriculture Development Board
Monmouth County Municipal Open Space Grant
New Jersey Green Acres Program
New Jersey Blue Acres Program
State Agriculture Development Committee
Wall Township

Benefactor of Preservation \$2,500 to \$4,999

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Sponsor of Preservation \$1,000 to \$2,499

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26th Indian Trails Footrace
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Saturday . September
38th Annual Dinner Dance

Thursday . December 5rd
Holiday Style Luncheon

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