

A row of trees with white blossoms, likely cherry trees, stretches across the frame. The trees are in full bloom, with their white flowers contrasting sharply against the deep blue sky. The perspective is from a low angle, looking up at the canopy of the trees. The ground in the foreground is dark and silhouetted.

MCF

MONMOUTH
CONSERVATION
FOUNDATION

2 0 1 6 A N N U A L R E P O R T

EXECUTIVE COMMITTEE

Richard O. Venino, Jr.
President

Holly Boylan-Flego
Vice President

Teja Anderson
Secretary

William J. Marrassini
Treasurer

Howard P. Aronson
John Dunigan
Michael V. Canavan
At Large

Ronald Gumbaz
At Large

Gloria Nilson
Frank Scheuer
At Large

Mary Tassini
At Large

James J. Truncer
Ex-Officio

TRUSTEES

Meredyth Armitage
Hon. Jennifer Beck
Senator, Ex-Officio

Paul R. Brown, Ph. D.
W. Benson Chiles

Steve Cottrell
Dan Crabbe

John Duffy
David J. Dupree, MD

Larry Fink
Mark F. Gilbertson

Louis S.T. Gimmel, III
David J. Hoder, PE, PP

Marti Huber
Chris Meagher

Valerie Montecalvo
Elizabeth Rechnitz

Andrew Safran
Robert H. Sickles

George N. Whitelaw

ADVISORY COUNCIL

Hon. Lillian Burry
Freeholder

Peter R. Kemmerer
Robert M. Rechnitz

John L. Ryan
Paul F. Timolat

Cory Wingerter



EXECUTIVE STAFF

William D. Kastning, AICP
Executive Director

Lisa McKean
*Managing Director,
Marketing & Development*

Amanda Brockwell
*Director of Programs
and Outreach*

Jena Cosimo
Director of Acquisitions

STAFF

Kathleen Kenney
*Operations and Events
Administrator*

Alexandra Smith
*Financial Records Manager
and Development Associate*

Co-Founders in Memoriam
Michael Huber and
Judith Stanley Coleman



Conservation Excellence

MESSAGE FROM THE
PRESIDENT & EXECUTIVE DIRECTOR

Friends of the Monmouth Conservation Foundation,

Much has changed in Monmouth County since our founding in 1977. A mere seven years after Earth Day was enacted, Monmouth Conservation Foundation's visionary founders saw the urgency of protecting the open lands of a rapidly developing landscape located between New York City and Philadelphia. As the country hummed the popular tune at the time, an Eagle's favorite, MCF became "The New Kid in Town," joining a small group of existing land trusts and dedicating itself exclusively to protecting Monmouth County's threatened landscapes.

As with any 40th birthday, the staff and the board alike reflect both on successes and on what lies ahead. We are humbled by the many thousands of acres our efforts have preserved and by the friends and partners who have helped to make it all possible.

Our accreditation by the Land Trust Accreditation Commission, an independent program of the Land Trust Alliance, ensures excellence in all that MCF does and provides assurances to our public constituency, landowners and donors that our important conservation efforts are effective and will protect and preserve land forever. MCF is one of nine accredited land trusts within the state (we are one of 372 out of 1,363 active land trusts nationwide), and the only one, accredited or not, operating in our county.

The continued threat of development pressure is just one of the challenges we remain dedicated to overcoming. As more land is preserved (still an all-important goal), our focus must also embrace land stewardship to not only uphold the promises made through the conservation agreements we hold, but also to ensure that water quality is protected and wildlife habitat remains intact.

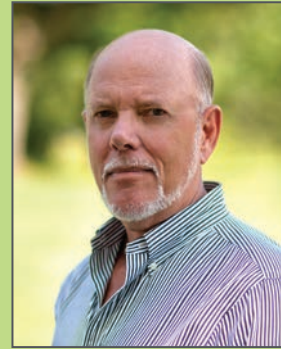
We must make these lands more resilient to the impact of climate change, and help prevent our ever growing needs for energy from having adverse impact.

We are expanding our educational awareness work to build a community that better understands the importance of conservation and takes action in caring for their own backyards in ways that complement Mother Nature by embracing native plants and reducing harmful fertilizers and chemicals that contribute to water pollution.

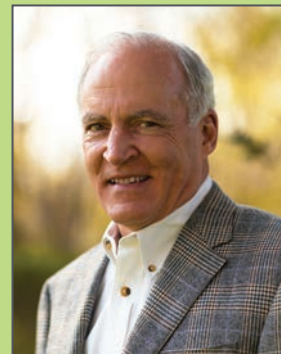
MCF believes that continual advocacy is needed for garnering political support on conservation issues, appropriate legislation and ballot measures. To that effect we use our precious staff time and designated funds to communicate directly with lawmakers about legislation. We also engage and motivate the public to contact our lawmakers on ballot initiatives.

While we look forward with a sense of excitement and the benefit of past experience to the many projects that still lie ahead, we face imminent challenges – we must accelerate our rate of land preservation and conservation efforts to address new threats on the cherished natural resources that are the underpinning of our quality of life.

MCF IS THE ONLY
ACCREDITED LAND TRUST
WORKING TO
PRESERVE LAND IN
MONMOUTH COUNTY.



Richard O. Venino, Jr.
President



William D. Kastning
AICP, Executive Director

FRONT AND BACK COVERS:
PHOTOS BY RAYMOND SALANI, III



PHOTO BY MARIBETH GARDNER, MONMOUTH COUNTY PARK SYSTEM

**"PRESERVING LAND NOW WILL
KEEP FARMERS FARMING AND
FEEDING PEOPLE. IT WILL KEEP
KIDS PLAYING, ADULTS HIKING,
AND EVERYONE ENJOYING THE
BEAUTY OF THE NATURAL WORLD
OPEN SPACE PROVIDES."**
– BOB SICKLES, TRUSTEE
MONMOUTH CONSERVATION FOUNDATION

It was in the year 1977 when Monmouth Conservation Foundation was established by Michael Huber and Judith Stanley Coleman. 1977 was also the year of just a few other significant events:

- STAR WARS DEBUTED IN CINEMAS
- THE MINISERIES ROOTS PREMIERED ON ABC
- VIRGINIA WADE WON THE WIMBLEDON TITLE
- THE NEW YORK CITY BLACKOUT HIT, AND LASTED FOR 25 HOURS
- ATARI INTRODUCED VIDEO GAMES
- CONCORDE SERVICE WAS INAUGURATED
- THE YANKEES WON THE WORLD SERIES THANKS TO REGGIE JACKSON'S THREE HOME RUNS
- THE BEE GEES RELEASED THE SOUNDTRACK TO SATURDAY NIGHT FEVER
- ELVIS PRESLEY DIED
- APPLE COMPUTER WAS BORN

Today, four decades later, we wear Apple watches, sleep with Apple iPhones, and use Apple iPads to stay current and look back.

Which brings us to Monmouth Conservation Foundation.

It is MCF that has saved some of the farms and farmland that provide not only apples (to eat!) – but also peaches, pumpkins, tomatoes and an endless variety of produce. In fact, the Foundation is currently working to preserve five additional farms: two in Holmdel, one in Howell, one in Colts Neck, and one in Upper Freehold.

Forty years after its founding – and all those other monumental events later – having collaboratively saved over 22,500 acres, Monmouth Conservation Foundation remains steadfast in its mission to: *Save Open Space. Create Parks. Preserve Farmland. Protect Wildlife. Safeguard Waterways.*

Other recent projects, currently underway, include:

- Creating additions to parks in Aberdeen, Marlboro, Middletown and Neptune Townships and a new park in Red Bank's underserved area. (These parks, and others such as Freneau Woods Park, Huber Woods, Tatum Park, and Turkey Swamp, provide the space for us to play, walk, run, bike, hike, and simply be in nature with our friends and family.)
- Creating corridors connecting Wildlife Management Areas in Millstone Township. Because we are, all of us, guardians of the wildlife that enchants us.
- Safeguarding wetland habitat in Rumson and waterfront property in Middletown. These are the wetlands and the waterways that sustain us.

Although it is impossible to predict the significant events that will transpire over the next 40 years, we are certain that into 2057, our descendants will look back on MCF's accomplishments in those 40 ensuing years, with gratitude for the open space, parks, farms, and the natural wonders we preserved and protected for them. To that end, our work is far from finished.

The best news and the one thing that sustains us most – once land is saved, it is saved in perpetuity. For everyone. Forever.



PHOTO BY RAYMOND SALANI III

FOCUS ON... PRESERVING & SAFEGUARDING LAND, WATER AND WILDLIFE

WHAT MCF DOES TO PRESERVE AND PROTECT LAND

MCF works in partnership with local governments and the state aiming to create parks, open spaces and preserve farms. MCF also holds easements, either donated or purchased, to protect farms and conserve ecologically significant lands.

ENVIRONMENTAL STEWARDSHIP

We work continuously with landowner partners to ensure that the important natural resources protected by conservation easements are sustained forever. As part of our annual monitoring program, MCF stewardship staff, accompanied by our easement monitoring team, visited 43 easement areas totaling 1,047 acres of preserved open spaces, farmland and natural habitats throughout the county.

Through the provision of our educational collateral and services, MCF encourages stewardship practices such as using native plants, decreasing the use of synthetic fertilizers, and installing rain gardens to protect our waterways. In connection with Earth Day, we distributed one thousand pollinator attracting seed packets.

MCF is uniquely positioned to play a key role in the Rally for the Navesink – a multi-partner initiative focused on improving the water quality of the river. We will conduct outreach and provide education to the population within the watershed on land-based pollution sources, specifically septic system maintenance and livestock waste management. We solicit corporate volunteers to perform stewardship enrichments on conserved properties, for example those performed in 2016 at the NJ Audubon Scudder Preserve in Middletown Township.

LANDOWNER OUTREACH

MCF establishes and maintains relationships with landowners of over 3,000 acres of land, throughout the county, targeted as additions to existing parks and the creation or enlargement of greenways providing connectivity between state, county and local parks and wildlife management areas.

MCF encourages landowner inquiries about preservation opportunities, their relevance and determines mutual interest.

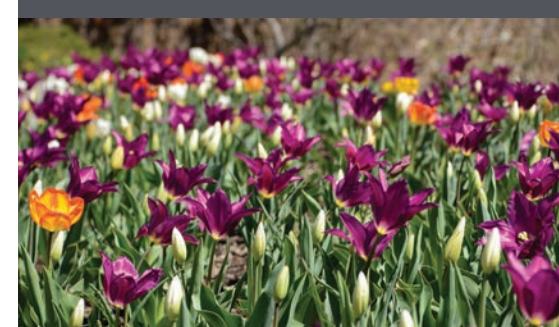


PHOTO BY BRIAN DALIK, MONMOUTH COUNTY PARK SYSTEM



PHOTO BY MARIBETH GARDNER, MONMOUTH COUNTY PARK SYSTEM

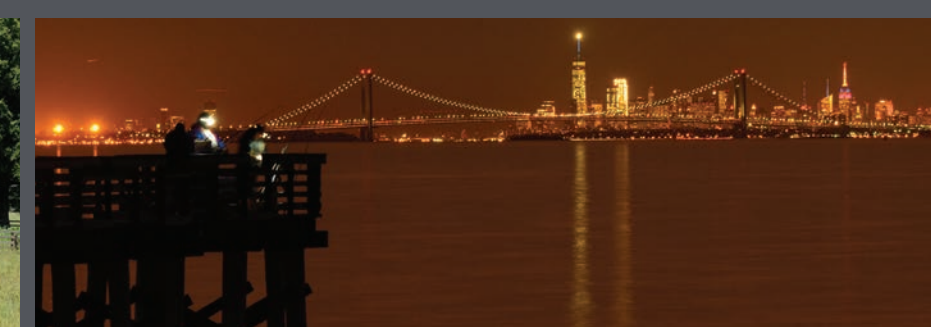


PHOTO BY MARIBETH GARDNER, MONMOUTH COUNTY PARK SYSTEM

"I OFTEN READ ABOUT MCF AND WANTED TO SUPPORT THE WONDERFUL CAUSE OF PRESERVING LAND.

I HAD NO IDEA HOW CLOSE TO HOME THE EFFORTS WOULD BE! WHEN YOU BORDER AN OLD BUS COMPANY AND A BEAUTIFUL, BUT OVERGROWN FARM, YOU WORRY THAT IT IS A DEVELOPER'S DREAM. THE OLD FARM WAS OVERFLOWING WITH SPECIAL OCCUPANTS: BIRDS, DEER, AND OTHER WILDLIFE. MCF'S PURCHASE OF FARIELLO FARM, IN PARTNERSHIP WITH THE MONMOUTH COUNTY AND THE TOWNSHIPS OF ABERDEEN AND MARLBORO, ENSURES THAT THIS AREA OF MONMOUTH COUNTY, NOW CALLED FRENEAU WOODS PARK, RETAINS ITS CHARM AND ENVIRONMENTAL HEALTH, WHILE PROTECTING THE WILDLIFE, THEIR HABITAT AND THE CENTURY-OLD FOREST.

THIS IS A PERFECT EXAMPLE OF HOW LOCAL GOVERNMENTS AND NON-PROFITS CAN HAVE A SHARED VISION THAT BECOMES REALITY! AND THE LAND THAT MCF IS PRESERVING BENEFITS EVERYONE – NOT JUST A SPECIFIC AUDIENCE. MCF IS UNIVERSAL, IT SERVES ALL!"

– DANIELLE RUGGIERO, VOLUNTEER
MONMOUTH CONSERVATION FOUNDATION

PEOPLE IMPACTS

While protecting large areas of tracts, e.g., acres preserved, is an important objective, an equally important measure is the number of people positively impacted by our work.

The traditional focus of Monmouth Conservation Foundation preserving large tracts of lands in suburbia, has expanded into urban areas throughout the county to establish parks in underserved locations. MCF has been working diligently to make land conservation more relevant to communities not traditionally targeted for conservation. MCF has made it a top priority to work on establishing pocket parks in built-out densely populated residential communities throughout the county.

Recently, in partnership with Asbury Park, Interfaith Neighbors and Monmouth County, MCF has been able to bridge a funding gap to create Springwood Avenue Park in the city's underserved west side. This 1.3 acre park, which opened in 2016, is now a fully developed pocket park serving over 200 households and has attracted over 800 persons from local areas, as well as from afar, to its recent summer concert series. In addition, numerous local churches are now using the outdoor venue for their events.

With MCF and the county's financial assistance, the historic Borough of Allentown, a 0.6 square mile town in Western Monmouth County, purchased a 2.5 acre pocket park in walking distance to its 1,800 inhabitants.

LAND PROTECTION

MCF successfully preserved a combined total of 50 acres in Wall Township with the most recent preservation of Conover's Christmas Tree Farm. The 14-acre pick-your-own Christmas tree farm, rich with history, tradition and fertile soil, was preserved through the farmland preservation program.

MCF is currently working to protect over 1,500 additional acres of land throughout the county in concert with state, county and local preservation plans. These projects focus on protecting headwaters within important watersheds, saving farmland in perpetuity, protecting wildlife habitats and corridors, preserving open spaces and crucial ecosystems and connecting people with the outdoors to include underserved communities.



PHOTO BY MARIBETH GARDNER, MONMOUTH COUNTY PARK SYSTEM



PHOTO BY RAYMOND SALANI III



PHOTO BY MARIBETH GARDNER, MONMOUTH COUNTY PARK SYSTEM



PHOTO BY BRIAN DALIK, MONMOUTH COUNTY PARK SYSTEM

- 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

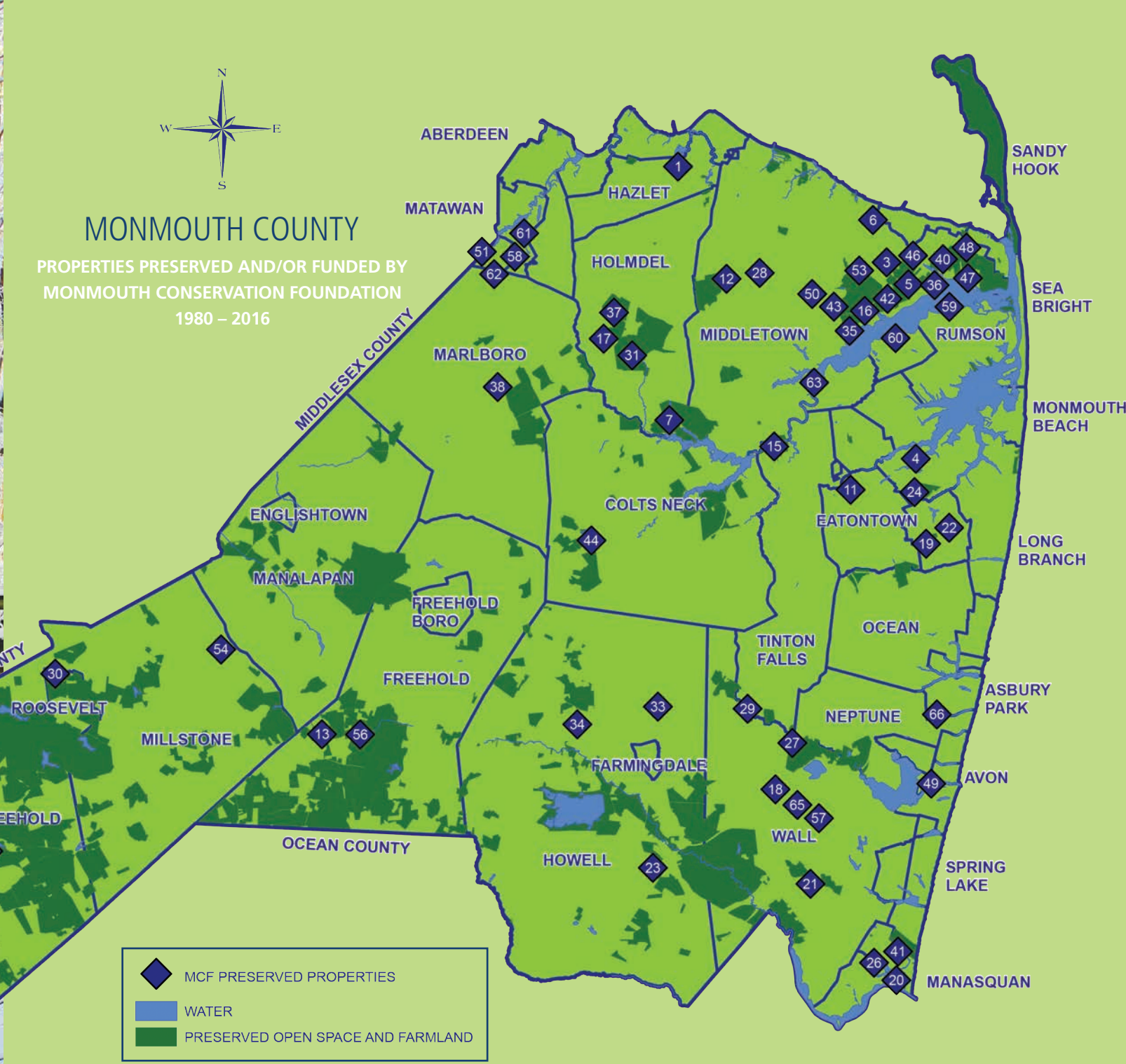
- 37 SCHUMAKER EASEMENT, Holmdel Twp. - Completed 2002, 5 acres
- 38 WENZEL PROPERTY, Borough of Marlboro - Completed 2002, 3 acres
- 39 THOROUGHbred BREEDERS Upper Freehold Twp. - Completed 2003, 58 acres
- 40 FISHER-STERN/CLAYPIT CREEK, Middletown Twp. - Completed 2005, 40 acres
- 41 SEA WATCH, Borough of Manasquan - Completed 2005, 1.6 acres
- 42 TIMOLAT FARM/HUBER WOODS PARK, Middletown Twp. - Completed 2006, 99 acres
- 43 ELLIS FARM EASEMENT/FAIRWAY FARM, 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/HARTSHORNE WOODS PARK, Middletown Twp. - Completed 2008, 4.7 acres
- 48 SCHEUING/HARTSHORNE WOODS PARK, 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/FRENEAU WOODS PARK, Aberdeen Twp. - Completed 2012, 22 acres
- 52 FLEMER ENTITIES/PRINCETON NURSERIES, 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/CROSSWICKS CREEK GREENWAY, Upper Freehold Twp. - Completed 2012, 55 acres
- 56 TURKEY SWAMP INHOLDING/TURKEY SWAMP PARK, Freehold Twp. - Completed Feb. 2014, 14 acres
- 57 CONOVER FARM, Wall Twp. - Completed March 2014, 35 acres
- 58 FARIELLO/FRENEAU WOODS PARK, Aberdeen Twp. - Completed 2014, 33 Acres
- 59 MILLMAN, Middletown Twp. - Completed 2014, 3.5 Acres
- 60 DENORMANDIE, Borough of Fair Haven - Completed 2014, .7 Acres
- 61 ABERDEEN/WILSON ASSOCIATES FARIELLO/FRENEAU WOODS PARK, Aberdeen Twp. - Completed 2015, 89 acres
- 62 FARIELLO 2/FRENEAU WOODS PARK, Aberdeen/Marlboro Twps. - Completed 2015, 30 acres
- 63 CHRIS' RIVER PLAZA MARINA/SWIMMING RIVER PARK, Middletown Twp. - Completed 2015, 14 acres
- 64 IMLAYSTOWN SCHOOL /CLAYTON PARK, Upper Freehold Twp. - Completed 2015, 4 acres
- 65 CONOVER'S FARM II, Wall Twp. - Completed 2016, 14 acres
- 66 SPRINGWOOD AVENUE PARK - Opened 2016, 1.3 acres
- 67 WILBERT, Borough of Allentown - Completed 2016, 2.5 acres



"FOR THOSE OF US WHO VALUE AND ENJOY OPEN SPACE, ACTION SPEAKS LOUDER THAN WORDS. THOSE ARE THE REASONS THAT I'AM A TRUSTEE OF MCF AND ALSO THE REASON THAT WE PUT OUR FARM INTO CONSERVATION. HOPEFULLY THESE ACTIONS WILL ENCOURAGE OTHERS TO DO THE SAME."

**- TOM GIMBEL, TRUSTEE
MONMOUTH CONSERVATION FOUNDATION**

PHOTO BY RAYMOND SALANI, III





FOCUS ON... OUTREACH . ADVOCACY . PROGRAMS . EVENTS



PHOTO BY AMANDA BROCKWELL

"We will not fight to save what we do not love."

– Stephen Jay Gould
Popular Science Author,
Paleontologist,
and educator at
Harvard University

KIDS FOR CONSERVATION CONTEST WINNERS:

1ST PRIZE	HOLY CROSS SCHOOL, RUMSON
2ND PRIZE	WESLEY NURSERY SCHOOL, OCEAN TOWNSHIP
3RD PRIZE	MONMOUTH DAY CARE CENTER, RED BANK

Kids for Conservation is an annual educational enrichment program in partnership with Monmouth University for pre-kindergarteners and kindergarteners to help children develop the love of nature through lesson plans, a contest, and a family event. The inspiration for this program is summarized in this quote from Stephen Jay Gould, a popular science author.

"We will not fight to save what we do not love."

To encourage exposure to nature in our youngest conservationists, all Monmouth County primary schools can register for free, receive lesson plans about conservation, and compete to win grant prizes for their school. The 2016 program was made possible through grant support from the Mary Owen Borden Foundation.

The impact of **Monmouth Conservation Foundation's** work is monitored through the Government Public Relations Committee. The committee tracks and seeks to increase public awareness about the mission and monitors policy initiatives.

2016 TIMELINE:

JANUARY - MARCH

ANNUAL COMMUNITY MEETING held to invite dialogue with the public
NJ LAND RALLY – MCF is a sponsor and committee planning member
ACQUIRED Conover Christmas Tree farmland preservation easement

APRIL - JUNE

PROJECT POLLINATOR seed packet distribution campaign launched with events throughout the month to highlight Earth Day
RUN FOR THE HILLS 25TH ANNUAL INDIAN TRAILS FOOTRACE
PROJECT POLLINATOR conducted school visits with Monmouth University, teaching conservation across the county
PIZZA & PASTA FOR A PARK, fundraiser for Springwood Avenue Park in Asbury Park
HORTULUS GARDEN TOUR with Renny Reynolds, award winning garden designer
VIACOMM COMMUNITY VOLUNTEER DAY hosted at the New Jersey Audubon Scudder Preserve to remove invasive plants

KIDS FOR CONSERVATION FAMILY DAY featuring Project Pollinator activities and events for all

GOVERNOR CHRISTIE signs (S2456) open space agreement providing funding for Open Space, Farmland, and Historic Preservation projects consistent with the voter passed 2014 constitutional amendment.

JULY - SEPTEMBER

KARMA FEST AT CREAM RIDGE WINERY
FEATHERS, FOX & FIR DINNER DANCE Honoring Bob Sickles

OCTOBER - DECEMBER

BALLOT QUESTION: Advocated for protecting horse farms as it related to ballot question in November
KIDS CRAFT hosted at Thompson Park Day
PLANT AND WATER PROTECTION RALLY hosted at the Rally for the Navesink meeting
HOLIDAY STYLE LUNCHEON featuring Dominique Browning, co-founder Mom's Clean Air Force
WILBERT PROPERTY acquired as new pocket park in Allentown

FOCUS ON... CONSERVATION . CONNECTING . IMPACT

"Developing curriculum to teach kids about conservation not only helped me to gain experience in creating lesson plans, but helped me to overcome my own reluctance in teaching science. It's inspiring to witness the children's enthusiasm in talking about saving bees and butterflies. They love learning about these issues and I know I will continue to teach conservation as I continue my teaching career."

– Katlyn Nielsen, Student
Monmouth University



Monmouth University student teachers leading a kindergarten class in Fair Haven

Katlyn was one of four students of the School of Education, at Monmouth University, who took the lead in creating lesson plans and teaching participating Kids for Conservation classrooms across Monmouth County. For her accomplishments, she was awarded the School of Education Dean's award in 2016. Katlyn continues to be a leading volunteer in the program and has been the driving force in creating the 2017 lesson plans that focus on the American Bald Eagle. It is through partnerships and dedicated volunteers that we are able to maximize the impact of our mission. Thanks to Katlyn and Monmouth University for this rewarding collaboration that continues to grow!



FROM LEFT TO RIGHT: VALERIE MONTECALVO, MCF TRUSTEE
CHRISTINE TODD WHITMAN, FORMER GOVERNOR OF NJ,
WILLIAM D. KASTNING, AICP, EXECUTIVE DIRECTION OF MCF

700 Students...
Reached Through Kids for Conservation



1,200 Pollinator...
Seed Packets Distributed



35 Letters...
to Elected Officials



26 Outreach Events
Exceeded MCF goals for 2016



20% INCREASE...
in Social Media followers (includes
Facebook, Instagram, Twitter)



28 Articles...
about MCF in the Press



10 Partner Organizations...



Over 100 Volunteers...





PHOTO BY BRIAN DALIK, MONMOUTH COUNTY PARK SYSTEM

FOCUS ON... FINANCES

The 2016 organization support and revenue rose significantly over 2015 (\$887,617 vs. \$613,887).

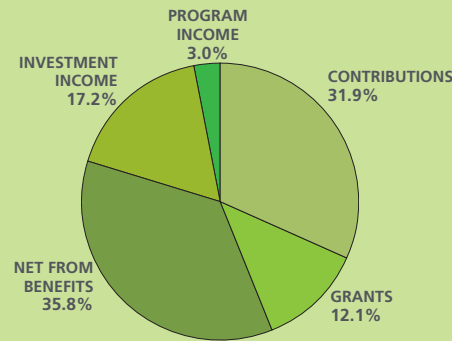
All sources of revenue in 2016 exceeded 2015 with the exception of grants which were down 22% from 2015.

Organization expenses in 2016 were significantly below 2015 (\$858,985 vs \$1,088,319).

Compared to the prior year, 2016 program expenses were down 24%, management and general expenses were down 31%, and fundraising expenses were up slightly by 4%.

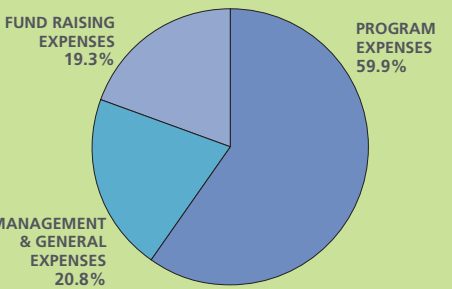
Program expenses were lower than anticipated primarily due to delays associated with acquisition closings.

MCF had many pending acquisitions which were to close in 2016 but delayed due to circumstances beyond our control. These deferred acquisition costs in combination with increased income resulted in net assets increasing in 2016 compared to decreasing 2015.



Organization Support & Revenue

Contributions	\$	282,871
Grants	\$	107,500
Net from Benefits	\$	317,453
Investment Income	\$	152,858
Program Income	\$	26,935
Total Organization Support & Revenue	\$	887,617



Organization Expenses

Program Expenses	\$	514,159
Management & General Expenses	\$	178,990
Fund Raising Expenses	\$	165,836
Total Organization Expenses	\$	858,985
Increase in Net Assets	\$	28,632

Contributions	31.9%
Grants	12.1%
Net from Benefits	35.8%
Investment Income	17.2%
Program Income	3.0%

Program Expenses	59.9%
Management & General Expenses	20.8%
Fund Raising Expenses	19.3%

MCF PARKS & PLACES

CREATED AND/OR ACQUIRED
IN PARTNERSHIP WITH
MONMOUTH COUNTY PARK SYSTEM
& OUR GENEROUS SUPPORTERS:

- CHARLESTON SPRINGS GOLF COURSE
- CLAYTON PARK
- CROSSWICKS CREEK PARK
- DEEP CUT GARDENS
- FISHERMAN'S COVE CONSERVATION AREA
- FRENEAU WOODS PARK
- HARTSHORNE WOODS PARK
- HENRY HUDSON TRAIL
- HISTORIC WALNFORD
- HOLMDEL PARK
- HOMINY HILL GOLF COURSE
- HUBER WOODS PARK
- MANASQUAN RIVER PARK
- SHARK RIVER PARK
- SWIMMING RIVER PARK
- THOMPSON PARK
- TURKEY SWAMP PARK
- UNION TRANSPORTATION TRAIL
- WOLF HILL RECREATION AREA

FOCUS ON... DONORS

A heartfelt thank you to the individuals, corporations, organizations and foundations for their generous support to Monmouth Conservation Foundation in 2016.

LEADERSHIP CIRCLE \$30,000 or Greater

Lillian and Peter Ream Kemmerer
Joan and Robert Rechnitz
Anne and Sheldon Vogel

STEWARDS OF THE LAND \$10,000 to \$19,999

Pamela and Anthony Diaco
Victoria and William J. Marraccini
Linda McKean
Marie-France Perugini

CONSERVATOR OF PRESERVATION \$5,000 to \$9,999

Anonymous
Joan G. Fishman and Paul R. Brown
Valerie and Louis S. Gimbel
Ron Gumbaz
The Labrecque Family
Cecile Timolat McCaffery
Joan and Henry Mercer
Gloria and Lennart Nilson
Monica and John Ryan
Linda and Andrew Safran
Siran and Toros Sahakian
Leigh Royer and Frank Scheuer
Robert W. Sickles

BENEFACTOR OF PRESERVATION \$2,500 to \$4,999

The Angelo Family – Pleasant Place Farm
Andrea Henderson Fahnestock and George A. Hambrecht
Bonnie G. and Ronald L. Klein
Elizabeth and Charles Komar
Mary Jane and Richard Kroon
Elizabeth and William D. Moss
Elizabeth and Adam Rechnitz
Alexandra and Thomas Skove
Mary Tassini
Richard O. Venino, Jr.
Sonia and Christian Zugel

2016 PUBLIC AGENCY FUNDING PARTNERS

Monmouth County Board of Chosen Freeholders
New Jersey State Agriculture Development Committee
Wall Township
Allentown Borough

SPONSOR OF PRESERVATION \$1,000 to \$2,499

Lauren and Christopher Andreach
Mary Kate and Gregg Azcuy
Shirley Boll
Cathy M. Brienza
Nancy and Dan Crabbe
Mark DeAngelis
Gail and John J. Duffy
Sarah and Douglas Fleming
Mark F. Gilbertson
Iwona and Jack Howley
Hope Haskell Jones
Lucy and Mazin Kalian
Nancy Laird
John Lewis
Diane B. Lippert
Lisa and Quinn McKean
Veronica and Chris Meagher
Nyire and Greg G. Melconian
Diane and Ross R. Millhiser
Susan and Ty Olson
Gertrude and Charles T. Parton
Whitney and Robert MacFarlane Sumner
Paul F. Timolat
Ramona and James J. Truncer
Martha and Alexander Van Halsey
Ann and Thomas Unterberg
Susan and Louis Zinterhofer

PATRON OF PRESERVATION \$500 to \$999

Meredyth R. Armitage
Jennifer and James F. Beardsley
Lori and Paul Billyard
Collen and Martin Byrne
Mercedes Danevic and Thomas Bernard
Elizabeth and John Devlin
Neida Fragoso
Pamela and Gilbert Girard
Karen Goldblatt
Christine and Frank Hewitt
David J. Hoder
Caroline P. Huber
Hans Huber
Judith Krusell and David Landy
Jennifer N. Liquori
Kathleen and Arthur McConnell
Carol G. McEvoy
Deborah Nelson
Donald Nissim
Marlys B. and William H. Potter
Margaret S. Riker
Susan and Henry Sandlass
Marilyn Schlossbach
Abbie and Robert Small
Courtney Trent
Joan and William Weiant
Elizabeth and Robert Wilson

SAVE THE FARM FRIEND \$250 to \$499

Becky H. and Kenneth Albrecht
Ann C. Aronson
W. Dean Brown
Frederica and Michael Canavan
Dennice and Raymond B. Carey
Rosemary and William Collopy
Maureen C. Dronne
Nancy Haaren and Robert Schuster
Deborah A. Harry
Steven Haugenes
Stephanie P. Hurtt
Marlene and Niels Johnson
Etta and Christopher Kelly
Fran and Dean Kelly
Patricia and John Laird
Linda S. Mallan
Michael Parent
Andrew Pinto
Clarissa Potter and Jim Wilson
Shirley F. Rathemacher
Natalie J. Saeger
Geri Anne Skirkanich
Ann Tardy
Elizabeth and Lewis Turner
Anne and Hendrik Van Hemmen
Ann B. White
Cynthia and William Wilby
Tracey and Marc Wolfman

SAVE THE ORCHARD FRIEND \$125 to \$249

Christa B. and Richard Ahrens
William J. Barrett
Georgia Blair
Marka Burnett
Barbara and Harold Chafkin
Heng Chin
Jennifer and Tristram Collins
Elizabeth and John R. Cosgrove
Marie Cottrell
Monica and Alvin Faett
William J. Fanciullo
Lloyd Gilden
Jane G. Meggitt
Katherine and Mark Hannah
Maureen Holahan and Timothy Saling
Kathleen and Michael Jeary
Gemma and Andrew Major
Lois S. Maloney
Cynthia and Craig McKeown
Jennifer Hurtt and Thomas F. Mullins
Melissa Nejame
Mickey and Brett Neuhauser
Melanie O'Donnell
Pamela O'Sullivan
Judi and David Rabkin
Betty and Robert Randall
Heidi Reiss

Aletha and Thomas Spang
Constance H. Sullivan
Sophie and Gary Weiner
Joseph White
Bonnie Winters and Kevin Akeyn

FRIEND Under \$125

Richard Ambrosio
Rosemary Bagwell
Spenser Bartlett
Jules A. Bellisio
Suzanne and Thomas Biga
Jennifer and Ralph Blumenthal
John Putnam Brodsky
Betsy Bryan
Diane and John D. Burke
Lillian and Donald L. Burry
Joan W. Byrne
Mary A. Cerrato
Kimberly and Daniel Chawner
Barbara Fadem and Thomas Chenal
Kathleen and Kenneth Cleary
Wendy and Peter Coggins
Caitlyn Cornwell
Annama Daniel
Patricia and James Devine
Lesley DeVoe
Patricia DiGiacomo
Diane Doolittle
Ingrid and Sheldon Eldridge
Barbara and Laurence Erera
Shobha and Ashok Erramilli
Gabrielle Esperdy
Ann Ferguson
P. Paulo Ferreira
William C. Gerth
Lillian and John Giordano
Rose Greco
Barbara and Gregory Haines
Julie Hertzog
Wickie Hom
Tabitha Huber
Wayne Huggler
Karen and William H. Hyatt
Frank X. Keegan
Adele and Kenneth Keller
Pamela Keyl
Brian Klimas
Maria and Jack Lehman
Patricia and Richard W. Mahon
Gerald K. Mahood
Lisa and Douglas J. Mallach
Lynne and Douglas Mangini
Donna Manuso and Jeffrey Gold
Benjamin Manning
George Maraza
Mary and Thomas Marhevka
Geniva and William Martin
Kelly and Michael Matri

LEAVING A... LEGACY

Over the years, Monmouth Conservation Foundation has received donations through *Planned Giving Strategies* – a remarkable way of leaving a legacy impacting countless. Forever.

There are several ways to arrange to make such a gift in support of Monmouth Conservation Foundation's steadfast mission of saving land and creating parks, protecting wildlife and the surrounding natural habitat and preserving scenic waterways and fragile ecosystems through:

- A gift of a specific amount or percentage as specified through your will or charitable trust.
- A gift of property to your heirs, while arranging for an easement with MCF as the holder, to include an endowment for the expenses of annual monitoring of the land.
- A gift designated through IRAs, qualified retirement plans, insurance or donor advised funds.
- A gift of conservation easements, cash, securities or real estate can all be used to fund charitable bequests.
- Gifts of the remainder, or residue, of your estate—after all other bequests are satisfied.

There is no limit on amounts deductible from federal gift and estate taxes for charitable gifts made by will or trust, therefore no tax will be due on assets given in this manner. Charitable gifts are normally exempt from estate taxes as well. To plan a charitable bequest, please discuss your plans with your attorney, tax advisor or financial planner, who will advise you on the federal and state tax considerations and the best form for your gift.

If you would like to discuss how your gift will impact and ensure an ongoing, far-reaching legacy, please contact Lisa McKean, *Managing Director Marketing & Development*, 732.671.7000 or lmckean@monmouthconservation.org.

Should you decide to include a gift in your estate plans, our legal name is Monmouth Conservation Foundation, PO Box 4150 Middletown, New Jersey 07748. The Foundation tax identification number is 22-2185314.

**"WITHOUT STEWARDS LIKE MONMOUTH CONSERVATION FOUNDATION,
WE WOULD SOON FALL PREY TO URBAN SPRAWL AND LOSE THESE
PRECIOUS PARCELS OF PARADISE."**

– VALERIE MONTECALVO, TRUSTEE
MONMOUTH CONSERVATION FOUNDATION



*The generosity of individual donors
is Monmouth Conservation Foundation's
single largest source of revenue.*

*This funding is critical, now more
than ever, to ensure our success.*

*It is donors, like you, that support
Monmouth Conservation Foundation's
ongoing mission of...*

Saving Open Space

Creating Parks

Protecting Wildlife

Preserving Farmland

Safeguarding Waterways

PHOTO BY JENA COSIMO

**FRIEND
Under \$125 continued**

Thomas Matulewicz
George Mayer
G. Peter McCurrach
Brian A. McLaughlin
Eleanor J. Milazzo and Joel Fleming
Lunn and Conrad Miller
Alex Monteleone
Toni Citarella Mullins
Lauren Nicosia
Kerry and Sean O'Brien
Sarah Orsay
Dorothy and Thomas Papalia
Trish and Donald Pignataro
Karen and Christopher Pratt
Melody and Jeffrey Lee Ragle
Paul G. Rinear
Alicia and William Robertson
Patricia and Paul Roder
Suzanne and Karl Rudiger

Helen and Stephen Salese
Rochelle Shelley and Sidney Schultz
Carol and James Scollay
Jamie and Dennis Scurletis
Valerie and Robert Seeley
David Shaheen
Laura Smith
Terry Spencer
Elizabeth and Paul Sully
Laurie and Laurence Sussman
Louise and David Usechak
Allison van Riemsdyk
Arianna and John Vig
Terri Vilardi
Margaret and Richard Warga
Gene Weber
Mary and John V. Werner
Louise and Charles Weschler
Barbara and Eric Westerwick
Greg Westfall
Robert G. Weigand
Cynthia Zipf and Rick Jones

**CORPORATE, FOUNDATION
AND ORGANIZATION DONORS**

Anabel Foundation
Anonymus
Atlantic Highlands Neighbors
for the Environment
Bayshore Recycling Corporation
Beekman Law Firm LLC
Benevity
Earthshare New Jersey
EBS Builders
Garden Club of Fair Haven
Hackensack Meridian Health
Hemphill Associates
J.M. Huber Corporation
Jersey Shore Running Club
Kitro Corp. dba Remodel America
The Land Trust Alliance
Lakefield Family Foundation
Mesa Verde, Inc.
Mary Owen Borden
Memorial Foundation

McOmber & McOmber P.C.
Monmouth Health Care Foundation
Monmouth University
Morgan Stanley The Ryan Group
Network For Good
Lucile and Maurice Pollak Fund
Red Bank Recycling and Auto Wreckers Inc.
Rumson Garden Club
S.S. Steiner Inc.
Schafer-Cullen Capital Management
Shore Point Distributing Co., Inc.
Short Family Foundation
Stone Foundation of New Jersey
Carol and Willard Thompson Fund
Torcon Inc.
TriCity News
Two River Community Bank
United Way of Central Jersey
Warters Family Fund
Wild Birds Unlimited Nature Shop

GIFTS IN TRIBUTE

In Honor of John Giordano:
Lillian Giordano

In Honor of Jed Nellis:
Capital Group Companies
Charitable Foundation

In Memory of Carol Thompson:
J. Willard Thompson

IN KIND GIFTS

Ama Ristorante
Teja Anderson
Jennifer Arnold
Howard P. Aronson
Arrow Limousine
Bain's Outdoor Living
Bayshore Recycling Corporation
Beauregard Fine Arts
Thomas Bernard
Brookdale Community College
Biology Club
Brush and Bone
– Laura Ellis Bruckmann
Tina Colella Photography
Catherine and Stephen O. Cottrell
Count Basie Theater
Crown Palace Restaurant
Cups and Cakes
Danny's Steak House
Down to Basics
Dennis Drazin
Barbara and Thomas Etter
S.S. Steiner Inc.
Schafer-Cullen Capital Management
Shore Point Distributing Co., Inc.
The French Market
Mark F. Gilbertson
Valerie and Louis S. Gimbel
The Golden Goose
Kim Guadagno, Lieutenant Governor
GUND
Guy Hembling
Janice Hahn Studio
Matthew Hock
Marti and Bruce Huber
J. McLaughlin
Jon Lori Salon

In Memory of Joanne Rothstein:
Mark Rothstein

In Memory of Russell E. Dronne:
Maureen C. Dronne

In Memory of Lillian Sottile:
Thomas Sottile and William J. Fanciullo

Matthew Lang
Lincroft Christmas Tree Farm
Long Branch Poultry Farm
The Lusty Lobster
MV's Best Virginia Cocktail Peanuts
– Mary Vaden
Quinn McKean
Veronica and Chris Meagher
Monmouth County Park System
Monmouth University School of Education
Valerie and Frank Montecalvo
Nauvoo Grill Club
People's Choice Awards – Fred O. Nelson
Friends of the Park – Ken Olsen
Rosann Paone
Privetera's Florist and Landscape Nursery
Prown's Home Improvements
The Raven and the Peach
Ray Catena Mercedes Benz
Restaurant Diomede
Restaurant Nicholas
Lori Desmond Oakes
Susan and Bruce Rosenthal
Ann Rossbach
Salani Photography
Salt Creek Grille
Russell & Betty's - Marilyn Schlossbach
Shore Point Distributing Company, Inc.
Linda and Andrew Safran
The School of Music and Drama
Cecelia Shiftan
Sickles Market – Bob Sickles
Leah Sorensen
Soul Strong Fitness
Taka Restaurant
Courtney Trent
Two River Theater
Wall High School



We make every effort to be as accurate as possible in compiling our list of donors. If your name has been listed incorrectly, please contact the MCF office and accept our sincere apologies.



SAVE THESE DATES

**MONMOUTH
CONSERVATION
FOUNDATION'S
UPCOMING 2017 EVENTS:**

Sunday . April 2nd
Run for the Hills
26th Indian Trails Footrace
Title Sponsor: J.M. Huber

Saturday . April 22nd
Kick off of Earth Day
Project Pollinator
Seed Packet Campaign

Sunday . May 7th
Pizza and Pasta for a Park
at B2 Bistro

Monday . May 8th
Garden Tour of Kykuit
The Rockefeller Estate

June 1st – 30th
Open Space Month

Sunday . June 4th
Kids for Conservation Family Day
at Bucks Mill Park, Colts Neck

Saturday . September 23rd
40th Annual Dinner Dance

Thursday . November 30th
Holiday Style Luncheon

FOR ADDITIONAL INFORMATION AND/OR
TO DISCUSS SPONSORSHIP OPPORTUNITIES
PLEASE CONTACT:

KATHLEEN KENNEY OR ALEXANDRA SMITH
732.671.7000

OR EMAIL
KKENNEY@MONMOUTHCONSERVATION.ORG
ASMITH@MONMOUTHCONSERVATION.ORG




HONORING
ROBERT SICKLES
and
THE FOXY WOMEN OF MCF

TEJA ANDERSON
 MEREDYTH ARMITAGE
 JENNIFER BECK
 LILLIAN BURRY
 HOLLY BOYLAN-FLEGO
 MARTI HUBER
 VALERIE MONTECALVO
 GLORIA NILSON
 ELIZABETH RECHNITZ
 MARY TASSINI

- 1 MICHAEL WU AND KATE KETCHEM
- 2 LEE SORENSEN, MARK GILBERTSON, JANE ORR
- 3 GARY ALEXANDER AND YVONNE CLAYTON
- 4 BOB AND JOAN RECHNITZ
- 5 MARY LOU AND CLAY KINGSBERY
- 6 BETH AND TIM MCLOONE
- 7 ADAM AND LIZ RECHNITZ
- 8 JOHN L. RYAN, SHELDON AND ANNE VOGEL AND MONICA RYAN
- 9 GLORIA NILSON
- 10 SUSAN KYRILLOS, LT GOVERNOR KIM GUADAGNO, TONY MACDONALD AND MARGOT HECKLER
- 11 DAN AND SUSAN WHALEN
- 12 BOB SICKLES AND NICK DAWES
- 13 FOXY WOMEN OF MCF AND BOB SICKLES
- 14 KEVIN BOYLE, QUINN MCKEAN AND QUINNY MCKEAN
- 15 DANTE POLICHETTI, AMANDA TIMOLAT, VERONICA AND CHRIS MEAGHER
- 16 MARK GILBERTSON, VALERIE GIMBEL, GEORGE WHITELAW, AND TOM GIMBEL

DINNER DANCE PHOTOS BY TEJA ANDERSON






HOLIDAY STYLE LUNCHEON & SHOPPING SPREE

FEATURING GUEST SPEAKER
DOMINIQUE BROWNING
 Acclaimed writer, editor and consultant,
 co-founder Mom's Clean Air Force

THANK YOU TO



The Unterberg Children's Hospital
at Monmouth Medical Center
 Barnabas Health

LEAD SPONSOR

- 1 ASHLEY PLAKAS
- 2 CLARA DALE
- 3 PAMELA BATHGATE
- 4 JOAN MERCER
- 5 DOMINIQUE BROWNING
- 6 AMANDA BROCKWELL, HOWARD ARONSON, JENA COSIMO, HOPE D'AMORE
- 7 LIBBY KIRSH
- 8 BRIAN HENKE AND VALERIE MONTECALVO
- 9 JOAN MERCER
- 10 VIKKI MARRACCINI
- 11 HOLLY OSTROW, ANN ROSSBACH, ALICIA BUBLITZ
- 12 JAMIE KUBAITIS
- 13 MAJA MEIGHAN
- 14 MARY TASSINI
- 15 PAULA METZ AND MARILYN BROEGE

HOLIDAY LUNCH PHOTOS BY TINA COLELLA



Celebrating 40 Years of
SAVING OPEN SPACE . CREATING PARKS . PRESERVING FARMLAND . PROTECTING WILDLIFE . SAFEGUARDING WATERWAYS

MONMOUTH CONSERVATION FOUNDATION

P.O. Box 4150 ■ Middletown, New Jersey 07748 ■ Phone 732.671.7000 ■ Fax 732.671.2667 ■ Email: info@monmouthconservation.org

www.monmouthconservation.org

