

# Earth Share News



A NEWSLETTER FOR FRIENDS AND PARTNERS OF EARTH SHARE OF NEW JERSEY

DEC 2004

## Earth Share of New Jersey

### Local Members:

American Littoral Society  
Association of NJ Environmental Commissions  
CATA Farmworker Support Committee  
Clean Ocean Action  
Clean Water Fund of New Jersey  
Eastern Environmental Law Center  
Environmental Education Fund  
Great Swamp Watershed Association  
Greater Newark Conservancy  
Green Faith  
ISLES, Inc.  
Monmouth Conservation Foundation  
Morris Land Conservancy  
New Jersey Audubon Society  
New Jersey Conservation Foundation  
Pinelands Preservation Alliance  
South Branch Watershed Association  
Stony Brook Millstone Watershed Association  
The Wetlands Institute

### National Members:

African Wildlife Foundation  
Alaska Conservation Foundation  
American Farmland Trust  
American Forests  
American Rivers  
Beyond Pesticides  
Center for Health, Environment and Justice  
The Conservation Fund  
Conservation International  
Defenders of Wildlife  
Earth Day Network  
Earthjustice  
Environmental and Energy Study Institute  
Environmental Defense  
Environmental Law Institute  
Friends of the Earth  
INFORM, Inc.  
Izaak Walton League of America  
Land Trust Alliance  
National Parks Conservation Association  
National Wildlife Federation  
Natural Resources Defense Council  
The Nature Conservancy  
The Peregrine Fund  
Pesticide Action Network  
Rails-to-Trails Conservancy  
Rainforest Alliance  
Scenic America  
The Sierra Club Foundation  
Surfrider Foundation  
The Trust for Public Land  
World Wildlife Fund

## Earth Share of New Jersey Opens New Office in Trenton

After looking across the state, Earth Share of New Jersey (ESNJ) has settled down on the second floor of an historic Victorian just steps away from the Trenton train station. With public transportation, easy access to major highways and effective use of an existing structure, ESNJ is setting a fine example for utilizing NJ's urban centers. This epitomizes what the organization stands for and what is important to its members.

Several businesses contributed to the organization's set up including the donation of office furniture from Bristol Myers Squibb Company, National Insurance Programs and IEEE. The organization officially opened the doors on September 22 with an open house. Refreshments for the event were graciously donated by Buzetta's Catering and the Trenton Marriott.

The mission of the organization is to coordinate 56 leading non-profit workplace giving programs for environmental organizations from New Jersey and across the country represented by the organization. To learn more about what ESNJ does or how you can add an environmental giving option to your workplace giving campaign, contact them today at 609.989.1160.



Home for Earth Share of New Jersey

## Ten Years of Fundraising Success for New Jersey's Environment

Earth Share of NJ, a coalition of 56 environmental nonprofits, partners with businesses, communities and individuals, provide opportunities for employees to help preserve NJ's natural heritage with financial support and volunteerism.

Founded in 1994 as the Environmental Fund for New Jersey, Earth Share of New Jersey (ESNJ) has dramatically increased its fundraising capacity in the last 10 years. We've gone from raising \$48,000 in year one to more than \$223,000 in pledges during 2003 to protect our state's natural resources. A growing number of New Jerseyans have taken advantage of the convenience of ESNJ's workplace giving programs, raising over \$1.2 million statewide since the organization was founded.

ESNJ organizations range from local chapters of national organizations, such as the Clean Water Fund for New Jersey, Nature Conservancy and Surfriders Association, to homegrown organizations, such as the American Littoral Society, Monmouth Conservation Foundation and the

Wetlands Institute. For a complete listing of ESNJ groups, visit: [www.earthsharenj.org](http://www.earthsharenj.org).

The generosity of ESNJ donors has helped this diverse group of conservation organizations preserve NJ's natural beauty and ensure its environmental heritage for future generations. ESNJ groups work to protect, preserve and restore valuable land, watersheds, river corridors, coastlines and wildlife habitat. The impact of their work directly affects the cleanliness of the air we breathe, the water we drink and the land we enjoy. ESNJ groups have:

- Secured permanent land preservation of 9,600 acres of the Pine Barrens and advocated for improved policies to better protect threatened and endangered species located there.
- Worked to preserve the 1,000-square-mile area in northwest New Jersey known as the Highlands.
- Cleaned the 127 miles of New Jersey coastline with beach sweeps from Sandy Hook to Cape May twice a year.

## Giving New Jersey's Children a Future to be Proud of

**Board of Directors:****Executive Committee**

Marie Curtis,  
President, EEF

Kim Ball-Kaiser,  
V. President, ANJEC

Mark Heim  
Treasurer, ISLES, Inc.

Traci Connaughton,  
Secretary, PPA

Dennis Reynolds,  
At large, ALS

**Board Members**

John Carno, NJAS

Nelson Carrisquillo, CATA

Robin Dougherty, GNC

Roberta Dyrsten, MLC

Don Einhorn, SBWA

Amy Goldsmith, CWF of NJ

Adele Keller, MCF

Ruth Kerkeslager, GSWA

Stephanie Monahan, NJCF

Cindy O'Connor, WI

Margaret O'Gorman,  
At Large

Betty Wolfe, SBMWA

Cindy Zipf, COA

**Associate Members**

Robin Greenwald, EELC

Rev. Fletcher Harper, GF

Board Meetings are held at 10:00 AM on the third Wednesday of every month at the ESNJ office in Trenton. Full Board Meetings are held during odd months, and Executive Board Meetings occur during the even months

**Staff:**

Paula Aldarelli  
Executive Director

Linda Danser  
Finance Director

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**Earth Share Members and Education**

Generous contributions from Earth Share of New Jersey donors help our members to support various educational programs throughout the year. The following highlights just some of the opportunities you might take advantage of in the future:

**Clean Ocean Action:** Every year, Clean Ocean Action sponsors Beach Sweeps from Sandy Hook to Cape May. This is a great opportunity to learn and take action at the same time. Teams interested in participating can contact Clean Ocean Action at 732-872-0111 for more information.

**Clean Water Fund:** Clean Water Fund's Healthy Schools Campaign has been successful in reducing children's exposure to harmful chemicals. CWF provides schools, daycare centers, and groups with training sessions and resources on how to implement the new School Integrated Pest Management (IPM) law, convert to less toxic cleaning products, and ensure drinking water safety. To find out how to reduce the risk of chemical exposure for your children in schools, convert to green cleaning, or set up training sessions, call 732-280-0370 or email [jvickers@cleanwater.org](mailto:jvickers@cleanwater.org).

**Greater Newark Conservancy:** A major focus of their educational programs involves providing direct, science-based lessons for youth in classrooms (K-8). Topics covered in the series include—asthma, health and wellness, lead poisoning prevention, habitat protection, recycling, watershed awareness and plant propagation. Contact them at [www.citybloom.org](http://www.citybloom.org) or call 973-642-4646.

**New Jersey Audubon Society:** NJ Audubon conducts over 3,000 programs annually for both adults and children at its 9 staffed centers. Some have developed a Tiny Tots World Series of Birding that teaches children how to use binoculars, look for birds and learn how birds fly! There are daily walks at these facilities, caving classes in the Highlands, and Blue Crab classes taught by local fisherman, autumn harvest days, migration watches, sea watches as well as a Morning Flight Project. For information about programming and center locations visit [www.njaudubon.org](http://www.njaudubon.org)

**Volunteers Welcome!****Helping Hands for Members**

Earth Share of New Jersey has always encouraged supporters to get involved with our member organizations. Many have annual volunteer activities as well as ad hoc events that you can help with.

**ESNJ Volunteer Opportunities**

Although our office has never had a need for volunteers, that is quickly changing. With expanding objectives, new campaigns on the horizon and the need to have statewide representation, we can use

**Pinelands Preservation Alliance:** A teachers' guide to the film The Pine Barrens: Up Close and Natural is now available at no charge to educators, schools, libraries and other interested people. The 52 page guide provides a strong introduction to the ecology, human settlement history and conservation of the NJ Pine Barrens. The guide was designed to provide educators with background information and resources about the ecology, history & conservation of the NJ Pinelands. To obtain a copy, call 609-859-8860 or visit [www.pinelandsalliance.org](http://www.pinelandsalliance.org).

**Rainforest Alliance:** To better connect US children with conservation and cultures in Latin America, the Rainforest Alliance has launched an improved curriculum that will bring the rainforest to life in our classrooms—kindergarten through sixth grade. Visit [www.rainforestalliance.org/programs/education](http://www.rainforestalliance.org/programs/education) to access free lesson plans, sign up for a monthly e-newsletter and browse through the many new educational resources.

**The Wetlands Institute:** Busloads of students come to the marsh every year from as far away as New York City and Washington D.C. Students study Wetlands Ecology by censusing fiddler crabs, dragging seine nets through the back bay waters and testing water quality. Other programs include the March Critters Discovery Walk, Beach Exploration, Cycles of Life, Barrier Beach Ecology and Horseshoe Crabs and Shorebirds. All programs are correlated to NJ's core science curriculum. Several teacher workshops are hosted annually such as Project WET, Project Learning Tree and Wonders of Wetlands. In 2005 they will host New Jersey's only "Green Eggs & Sand" workshop that features a new curriculum devoted to the ecology of shorebirds and horseshoe crabs. Visit [www.wetlandsinstitute.org](http://www.wetlandsinstitute.org) or call 609-368-1211.

your help as our representatives at events, campaign speakers, getting out mailings and general office workers. If you would like to get involved, don't hesitate to contact the office at 609.989.1160.

**Corporate Events/ Team Building**

If you or your employer are looking for volunteer opportunities or a great team building experience, we may have the answer. Contact Earth Share or any of our members throughout the year to learn more about what we can do together. From beach sweeps, park cleanups and gardening, there is always an event you are welcome to be a part of!

## Helping New Jersey's Environment, One Day at a Time

### Meet our Newest Members: CATA and GreenFaith



*Earth Share of NJ (ESNJ)* always keeps an eagle eye out for potential new members that epitomize the organization's ideals. To that end, ESNJ has recently welcomed CATA Farmworkers Support Committee and GreenFaith to our membership.

**CATA Farmworkers Support Committee** is a Farmworker organization whose mission is to empower and educate farmworkers through leadership development and capacity building so that they can actively challenge the structures that hold them in poverty. This is done based on the belief that only through organizing and collective action can they achieve social, economic and environmental justice.

The farmworker community has defined environmental justice as having the right to live and work in a healthy environment and to do so in such a way as to preserve the natural resources for future generations. The farmworker effort in the environmental justice movement is based on the fulfillment of their basic human rights. Throughout this process, the farmworker community has developed their capacity and interacts with the larger community in order to collectively fight for their common rights.

As an ESNJ member, CATA can expand their collaboration efforts, reach a wider audience regarding farmworker environmental justice issues, while continuing to generate the necessary resources to continue the work. For more information, visit [www.cata-farmworkers.org](http://www.cata-farmworkers.org).

### The Passing of a Friend



The Earth Share family has been saddened by the passing of former Executive Director Kenneth Medd. Deepening our sorrow has been the passage of time before this news became known to us. Ken died on January 26, 2004 of an apparent heart attack at his home in Bear Creek, Pennsylvania.

Ken led Earth Share of New Jersey for more than six years and was an active participant in the lengthy negotiations that led the Environmental Fund for New Jersey to join the current Earth Share structure.

**GreenFaith** is excited to join ESNJ as a way of publicizing its spiritual-ethical approach to environmental issues and of helping the environmental movement in New Jersey reach new audiences. GreenFaith is an interfaith coalition that inspires people of diverse spiritual backgrounds and religious traditions to deepen their relationship with nature and to take action for the earth.

GreenFaith's members—called Partners—belong to churches, synagogues, mosques, temples, environmental groups and nature centers. GreenFaith (formerly Partners for Environmental Quality) unites these diverse audiences in a partnership to offer a practical, spiritual, values-based approach to stewarding creation.

GreenFaith's core values of spirit, stewardship and justice provide the foundation for their programs, which educate about the religious basis for environmental care, help religious institutions "green" their operations and teach their members to green their consumption habits and advocate for an environmentally just and sustainable world. For more information, visit [www.pegnj.org](http://www.pegnj.org)

His gentle demeanor did not prevent him, however, from engaging the cause of choice in giving with perseverance and vigor.

Like many who find their way to workplace giving, Ken's path to this work was born of a different passion—a passion for the natural world and specifically for the magnificent birds of prey he spent endless hours observing, protecting and photographing. Ken is survived by his parents, wife, children and two brothers.

It was nothing less than an honor to know and work with Ken Medd. We trust his soul is soaring peacefully.

### ESNJ Campaign Sites

#### Combined Federal Campaigns:

(All federal government agencies and military bases in the following regions)  
North Jersey  
South Jersey  
New York City  
Philadelphia  
Greater Lehigh Valley  
Northeast Pennsylvania

#### State Employees Combined Campaign:

All NJ State Government Agencies  
Kean University  
Montclair State University  
New Jersey State University  
Ramapo College of NJ  
Richard Stockton College of NJ  
Rowan University  
Rutgers University—Camden  
Rutgers University—New Brunswick  
Rutgers University—Newark  
The College of New Jersey  
Thomas Edison State College  
University of Medicine and Dentistry—New Brunswick  
University of Medicine & Dentistry—Newark  
William Patterson University

#### Public Employees Charitable Campaigns:

Atlantic County  
Bergen County  
Burlington County  
Camden County  
Cape May County  
Cumberland County  
Essex County  
Gloucester County  
Hudson County  
Hunterdon County  
Mercer County  
Middlesex County  
Monmouth County  
Ocean County  
Passaic County  
Salem County  
Somerset County  
Sussex County  
Union County  
Warren County

#### Private Businesses:

Allstate  
American Airlines  
American Express  
American Water  
Amy S. Greene  
Arrow Electronics  
AT&T  
C.N.A. Insurance  
Hewlett Packard  
Entercom  
GAP  
Goldman Sachs  
Green Mountain  
Interface/RE: Source  
Keane  
Philips Van Heusen  
Pitney Bowes  
Prudential  
PSE&G  
Quantum  
Sears Roebuck & Co.  
Siemens Corp.  
STL Labs  
United Health Group  
Weston

#### Non-Profit Organizations:

ANJEC  
Clean Ocean Action  
Clean Water Fund  
Earth Share of New Jersey  
Greater Newark Conservancy  
Great Swamp Watershed Association  
IEEE  
The Nature Conservancy

**ESNJ Wish List**

Earth Share of New Jersey has grown tremendously over the past year. One of our greatest accomplishments has been the opening of our office in Trenton.

While there have been many generous donations made to help us furnish our new office, there is still a need for several key items to make it fully functional.

- Floor Lamps (3)
- Laser Printer (B/W)
- 2 Drawer Lateral File Cabinet
- 2 Line Phone
- Paper Cutter
- Paper Shredder
- Photo Copier
- Rugs (various sizes)
- Tool Kit
- Vacuum Cleaner

If you would like to contribute something from this list, please call 609.989.1160. All donations are tax deductible and will receive an acknowledgement letter for tax purposes.

**Recycle with Earth Share of New Jersey**

Earth Share of New Jersey (ESNJ) has partnered with the GreenFund Network to help raise funds through the recycling of inkjet, toner cartridges and cell phones. Each year more than 85% of used printer cartridges are simply tossed in the trash. Recovering discarded printer cartridges for recycling would prevent more than 570,000 tons of plastics from entering the waste stream. If every used cartridge was recovered for remanufacturing, we could conserve more than 283 million gallons of oil. You can see why this is an attractive and responsible fundraising effort for ESNJ.

Implementation of this program is FREE as are the promotional materials and supplies. GreenFund even provides postage paid envelopes to return the cartridges and phones to them with no cost to the individual/business.

If you or your business would like to become an ESNJ recycling partner, please contact 609.989.1160 for a starter kit!



**GreenFund Network**  
MAKING A DIFFERENCE...ONE CARTRIDGE AT A TIME

**How Else Can You Help?**

Individual and corporate contributions are always welcome in support of ESNJ. Gifts can be designated to a specific ESNJ organization or can be undesignated and shared amongst our members. Please make checks payable to ESNJ and include instructions as to how you would like your gift directed. Gifts should be sent to:

ESNJ, 425 Greenwood Avenue, Suite 2A, Trenton, NJ 08609.



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