

Earth Share News



Earth Share
OF NEW JERSEY

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

DEC 2005

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
Hackensack Riverkeeper, Inc.
ISLES, Inc.
Monmouth Conservation Foundation
Morris Land Conservancy
New Jersey Audubon Society
New Jersey Conservation Foundation
Pinelands Preservation Alliance
Save Barnegat Bay
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
The Sierra Club Foundation
Surfrider Foundation
The Trust for Public Land
World Wildlife Fund

11 Years in Workplaces Across New Jersey

Earth Share of New Jersey is entering the 11th year of workplace fundraising in the state of New Jersey. We've grown from private campaigns that include AT&T, Prudential and PSE&G to more than 75 campaigns state wide. This includes public campaigns such as the NJ State Employee Charitable Campaign, the Public Employee Charitable Campaign in every county and the Combined Federal Campaigns in Northern New Jersey, South Jersey, New York City, Delaware, Philadelphia, Greater Lehigh Valley and Northeast Pennsylvania. New campaigns added this year include Fuji Film, Wegmans, Becton and Dickson, and New Jersey Natural Gas. This adds to some of our strongest campaigns with Phillips-Van Heusen and American Express.

Workplace contribution programs have been around for a long time. They are relatively easy to put in place and integrate well into existing payroll systems. They are an easy addition to the employee benefits programs offered by any sized business. Additionally, they can help to maintain or grow employee morale, build community partnerships and educate employees on beneficial programs and services.

Employers that offer a donor giving option that includes environmental preservation, education and protection are expanding the scope of

their campaigns. There is no "one size fits all" in workplace contribution programs and employers large and small are learning this every day. By expanding the amount of choice in a campaign, there is truly something for everyone to consider supporting.

Executive Director Paula Aldarelli shared some thoughts about why employers are expanding the workplace giving component of their benefit programs. "Some employees are not satisfied with the donor options available in their existing campaigns. While there is usually the ability to write in the 501(c)3 charity of the donors' choice on the pledge card, formalizing the partnership of other giving options enables all employees to see more opportunity as well. Expanded choice often leads to increased participation and greater campaign success."

Earth Share of New Jersey has been intimately involved with the planning of more than 30 campaigns statewide and will be on site for these and more during the upcoming campaign seasons. Presentations may include tabling with informational materials available to employees, speaking to employees about the work of ESNJ and their members and employee education sessions on green cleaning or how to become pesticide free. If you would like to have Earth Share present at your workplace, just contact 609-989-1160.

Whole Foods Markets Support New Jersey's Environment

April was an exciting month for Earth Share of New Jersey (ESNJ). In addition to Earth Day celebrations at many of our member's locations, Whole Foods Markets sponsored fundraising events at each of their New Jersey locations. If you visited any of their stores during the month, you couldn't miss the promotional coupons or flyers near each of the registers.

The Edgewater, Madison, Millburn, Montclair and Ridgewood stores each sponsored a coupon month where shoppers could make a coupon donation of \$2, \$5 or \$10 dollars to ESNJ. Shoppers and employees at these locations were incredibly supportive and donated more than \$1,800. The members of Earth Share visited the store throughout the month to share information on environmentally friendly pesticides and green cleaning. They

also shared informational materials regarding the programs and services they provide to the local community.

The Princeton and Marlton stores each sponsored a 5% day. They generously donated 5% of the total sales of the day to ESNJ. Members of ESNJ promoted the event and provided educational sessions at the stores leading up to the big day. As a result, many shoppers came in just to support ESNJ. The result: Princeton raised \$2,541 and the Marlton store raised \$4,086.

To say thank you, Earth Share of New Jersey sponsored a shopper raffle of a bag of goodies from our member organizations. The following individuals each won some great things that included hats, t-shirts, books, notepaper, mugs and more.

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



Earth Share
OF NEW JERSEY

Board of Directors:

Executive Committee

- Marie Curtis,
President, EEF
- Traci Connaughton,
V. President, PPA
- Mark Heim
Treasurer, ISLES, Inc.
- Jennifer Smiga,
Secretary, COA
- Dennis Reynolds,
At large, ALS

Board Members

- Nelson Carrisquillo, CATA
- Mary Lou Dahms, SBMWA
- Margaret Davey, ANJEC
- Robin Dougherty, GNC
- Jim Engel, NJCF
- Amy Goldsmith, CWF of NJ
- Ken Jagel, SBWA
- Adele Keller, MCF
- Lisa Kelly, HR
- Ruth Kerkeslager, GSWA
- Cindy O'Connor, WI
- Jerry Sackin, MLC

Associate Members

- John Carno, NJAS
- Willie de Camp, SBB
- Susan Graham, 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

Contact ESNJ:

425 Greenwood Avenue
Suite 2A
Trenton, NJ 08609
Phone: 609.989.1160
Fax: 609.989.1180
Info@earthsharenj.org
www.earthsharenj.org

Whole Foods Markets Support New Jersey's Environment *continued from page 1*

- Edgewater – Joan Levy
- Madison – Joanne Hennessy
- Marlton – Kathleen McGuire
- Millburn – Ida Petruccio
- Montclair – Rita Arata
- Princeton – Virginia Finley
- Ridgewood – Slomi Sobti

After all was said and done, the shoppers at Whole Foods Market donated more than \$8,400 dollars to ESNJ. This will go a long way toward helping environmental

awareness and education across the state. Thank you to all who supported this great event. We look forward to working with Whole Foods in the future to raise funds for the benefit of New Jersey's environment and awareness about what everyone can do to help keep New Jersey healthy.

If you own a business and would like to sponsor a fundraiser or 5% day for the benefit of Earth Share of New Jersey, please contact Paula Aldarelli at 609-989-1160 to find out how.

Meet our Newest Members: Hackensack Riverkeeper, Inc. and Save Barnegat Bay



Earth Share of NJ (ESNJ) is proud to announce the addition of two additional members. Existing in a state with significant environmental issues and champions enables Earth Share to represent the best of the best. The two newest members epitomize just that. Both make such a significant contribution to their community and state, and membership was a natural progression. We are proud to welcome the Hackensack Riverkeeper, Inc. and Save Barnegat Bay to the Earth Share family.

The Hackensack Riverkeeper, Inc. a community-based non-profit environmental organization, protects and defends the environmental quality of the eco-system of the estuary, river and watershed and the quality of life for the people and other creatures that inhabit the Hackensack River watershed and Newark Bay Complex. Hackensack Riverkeeper's successful model for effective environmental protection is based on:

- **Advocacy:** Hackensack Riverkeeper monitors and works with policy-makers who have jurisdiction over wetlands issues.
- **Action:** Hackensack Riverkeeper organizes river clean-ups, stream restorations, and enables river-based recreation by establishing and operating the first canoe livery in the Meadowlands in more than five decades.
- **Education:** Hackensack Riverkeeper brings people to the river via Eco-Cruises, Eco-Walks and Guided Paddling Trips, and brings the river to people through an extensive outreach program to school, community and environmental groups.
- **Enforcement:** When necessary, Hackensack Riverkeeper assumes the role of citizen prosecutor to ensure compliance with environmental regulations.

Hackensack Riverkeeper's greatest victories to date are the rezoning for conservation of all remaining wetlands in the New Jersey Meadowlands; the preservation of the 585-acre Empire Tract in Carlstadt, the largest single block of private, undeveloped wetlands in the Meadowlands; and winning a citizen suit against the Honeywell

Corporation to force a \$400 million clean-up of a chromium-contaminated site on the Hackensack River in Jersey City. But there is still much work to be done and Hackensack Riverkeeper is pleased to be the newest Affiliate member of ESNJ.

Save Barnegat Bay (SBB) mobilizes citizens to promote clean water and conserve, undeveloped, natural open space throughout the Barnegat Bay watershed and is happy to become part of the ESNJ family.

In a recent victory, SBB spearheaded creation of a public waterfront park at Traders Cove marina in Brick Township, where numerous high density developments have been proposed over the decades. This accomplishment is in addition to many acres of conserved land in the Forsythe National Wildlife Refuge, as well as other natural lands purchased by state, county, and local governments.

Save Barnegat Bay has joined Earth Share as part of their effort to widen the types of support received. SBB is an authentic grassroots organization: supported almost exclusively by 1,500 contributors annually, with almost no supplementary foundation support. A big part of their challenge is making more people aware of what they are accomplishing. Membership in Earth Share of NJ will not only provide an additional platform to present their accomplishments but provide additional funding for their efforts from workplace contributions across the state.

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

Earth Share Partners with New Jersey Employers

Earth Share of New Jersey works with business partners to identify and present volunteer opportunities for employees. Some companies have formalized volunteer programs that take place the same time each year while others have a volunteer websites that continually notify employees of opportunities they may want to participate in. We would like to highlight just a few of the events our members hosted for corporate volunteers over the past year.

Everyone enjoys the Jersey Shore and Clean Ocean Action sponsors Beach Sweeps twice a year in the spring and fall to help keep them clean. While there have been many corporate partners supporting this program for years, Goldman Sachs brought a team of 45 Community Team Works employee volunteers to a June 10 Sandy Hook Bay beach cleanup for the first time this year. It was so well received that they are hoping to have a team together to help out again in the spring of 2006.



Goldman Sachs also provided support to the **Great Swamp Watershed Association's** project, "Restoration of GSWA Conservation Management Area." A team of 25 employees worked on the restoration of six acres of the 50-acre Conservation Area. The work included



trail clearing, clearing non-native, invasive species, planting native species, constructing boardwalks over marsh, erecting signs, and erecting bird boxes. This project is part of the 5-year restoration plan for the area. In addition, Goldman, Sachs & Co. made a generous contribution to the GSWA to help offset the costs of material, gloves, tools, food and other costs of the project.

The Greater Newark Conservancy has been a long time partner with **Prudential Financial**. During the past year, the Conservancy's Urban Environmental & Ecological Center proudly opened the Prudential Outdoor Learning Center. To reinforce their commitment to the environment, Prudential had a team of more

than 50 volunteers consisting of employees and their children come to work on October 1. Many volunteers helped with weeding, mulching and planting. Others, under the instruction of Prudential CFO Rich Carbone, constructed a 20'x20' storage shed which will be used to store the Conservancy's tools and supplies for the school and community gardens.

Morris Land Conservancy's Partners for Parks program has been a huge success with existing corporate partners like **American Express, AT&T, and Prudential** as well as new partners like **Goldman Sachs**. The Partners for Parks program brings employee volunteers into parks throughout northern New Jersey to conduct one day stewardship projects that focus on everything from removing invasive plants to building fences. In past

years programs have helped groom the grounds of the historic Cook House in East Hanover, Somerset County Environmental Education Center in Basking Ridge and the Reeves Reed Arboretum. This is in addition to financial support provided by corporations for the projects their teams undertake. All of these corporations are essential to the important impact this program has on the health and well being of the parks in Northern New Jersey.

Programs such as these help ESNJ member organizations to achieve business objectives, protect a particular piece of land and prepare property for an upcoming season. They also provide an opportunity for corporations to engage in their communities in ways that improve the quality of the natural environment, support recreation and beautify public spaces. Volunteers benefit from the teaming building experience that is found in accomplishing these tasks, whether the team is a whole business unit or a group of employees that live in a particular community or share a common interest.

Involvement in environmental volunteer programs are rewarding to both the organization and participants. If you would like to find out more about introducing an environmental volunteer program in your workplace, please contact the ESNJ office at 609.989.1160.



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 & 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
- Becton and Dickson
- C.N.A. Insurance
- Hewlett Packard
- Entercom
- GAP
- Goldman Sachs
- Green Mountain
- Interface/RE: Source
- Keane
- NASD
- NJ Natural Gas
- Phillips-VanHeusen
- 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

UPCOMING EVENTS

Earth Share of New Jersey is proud to have been selected to participate in the Festival of Trees at the Sheraton of Eatontown. Our tree will be highlighted there from **December 2 through January 1**. If you are in the area, or are curious, stop by and visit. The event will culminate with a silent auction on December 13 beginning at 5:30 pm and is free to the public. The Sheraton is located at Route 35 and Industrial Way East in Eatontown, NJ. Free will donations can be made to any of the participating organizations at the event. Stop by and enjoy the festive display while supporting New Jersey's environment!

Recycle with Earth Share of New Jersey

We are committed to helping businesses implement an environmentally friendly workplace and have introduced several recycling programs that help them to do just that. In addition to being FREE to implement and support, the income from these programs are used to supplement the unrestricted funds of Earth Share of New Jersey. This means we are able to develop additional programs and services that benefit our members and the citizens of NJ.

Ink Jet and Toner Cartridge Recycling has proven to be a great fundraiser. Introduced last year, this has been rolled out at several work locations across the state. 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 and recycling program for employers.

Cell Phone, Pager and PDA Recycling is the newest fundraising program being offered. As of 2003, there were more than 500 million mobile phones waiting to be recycled in the U.S. Several hundred million more have been added since. Once in the waste stream these devices may leak toxic substances such as lead and mercury into the water supply. If incinerated, these same toxic elements can return to the earth in rain water.

If you or your business would like to become an ESNJ recycling partner, please contact 609.989.1160 for a starter kit! We can provide everything you need to get started today!

Earth Saving Tips from Earth Share

Hints for the Holidays:

The holiday should be a time to celebrate meaningful moments with friends and family. But sometimes this special time of year becomes so commercialized that its value is lost amid the stress of shopping, wrapping and cleaning up. This year, why not take a break from the frenzy? Consider the following ideas to enrich and simplify your festivities:

Try alternatives to store bought wrapping paper. Left over fabric, lightweight wallpaper, colorful scarves and even the Sunday comics work just as well.

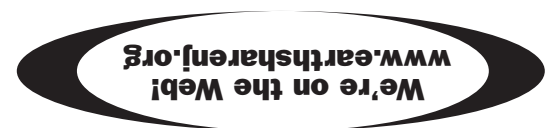
Buy a live holiday tree. The tree will survive inside for about a

week with ample watering and somewhat cool air temperatures. When you're ready, transplant it outside to a spot you have already prepared, or donate it to a school or community center.

Craft homespun centerpieces from boughs and pinecones gathered in your yard. Brighten up doors and hallways with holiday greeting cards. Trade decorations with friends or family to add a "new" flair to your home without having to buy new products.

Entertain efficiently. Replace throwaway plates, cups, silverware and napkins with durable goods you can use season after season.

Reuse cookie tins, baskets and festive food containers. Refill these next year and give them as gifts.



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Earth Share
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425 Greenwood Avenue
Suite 2A
Trenton, NJ 08609

