2019-2020 A YEAR IN REVIEW

MEMBER организаций:

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

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

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

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

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

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

Paula Aldarelli
Executive Director

FINANCIAL REPORT
July 1, 2019 - June 30, 2020
EVENTS

EARTH CARE DAY

October 13, 2019

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

RESPONSIBLE TOMORROWS

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

CELEBRATING VIRTUALLY

August 28, 2020

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

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

**2020-2021 PREVIEW: NEW PROGRAMING**

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

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**Workplace Giving Campaign Partners**

Partners & members supporting environmental organizations through the workplace.

**New Jersey State Employees Charitable Campaigns:**

All NJ State Government Agency Employees

Atlantic County Offices & Schools | Montclair State University | Salem County Offices & Schools
Burlington County Offices & Schools | New Jersey Institute of Technology | The College of New Jersey
Camden County Offices & Schools | New Jersey State University | Thomas Edison State College
Cape May County Offices & Schools | Ramapo College of NJ | Union County Offices & Schools
Cumberland County Offices & Schools | Richard Stockton College of NJ | University of Medicine & Dentistry
Kean University | Rowan University | William Patterson University
Mercer County Offices & Schools

**Public Employees Charitable Campaigns:**

Gloucester County

**Private Businesses:**

Accenture | BNY Mellon | Johnson & Johnson | TIAA
Allstate | FINRA | JP Morgan Chase | Toyota Motor Sales
American Airlines | Guardian Life Insurance | L Brands | Underwriters Laboratories
American Express | Hewlett Packard | Microsoft Corporation | United Airlines
Ameriprise Financial | Home Depot | Macy’s | United Health Group
Amy S. Greene | iCIMS | NJ Resources | UPS
AT&T | ING - Voya Financial | PSEG | Walmart
Ashland Inc. | iCIMS | PSEG | West Marine
BlackRock | ING - Voya Financial

**Nonprofit Organizations:**

CATA | EarthShare New Jersey | Flat Rock Brook Nature Association
THANK YOU

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

2019-2020 Corporate Partners:

Thx you to our 2019-2020 Corporate Partners!