



Fund The Future Campaign

2024-2025



Environmental Education for Everyone, Everywhere!



MISSION STATEMENT

As we celebrate our 75th anniversary in 2024, our work continues to be guided by our mission: "To foster environmental knowledge and action through education programs delivered in a natural setting."

A MESSAGE FROM OUR LEADERSHIP

Dear Friends,

On behalf of the Board of Trustees, we are proud to introduce our "Fund The Future" Campaign. Since 1949, the New Jersey School of Conservation has led the way in environmental education, fostering a deep appreciation for nature among students, educators, and community members. The Friends of the NJSOC are deeply grateful for everyone who helped us through this far to reach our milestone 75th Anniversary.

As we look ahead, your generosity will play a crucial role in securing a vibrant future for the School. Through your charitable support, we can grow our programs, enhance our historic campus, and ensure that the New Jersey School of Conservation continues to inspire and educate future generations. Together, we can preserve the NJSOC's legacy of environmental stewardship. Your support is not just an investment in the School, but in the future of our planet.

Warm regards,

Jennifer Coffey

Jennifer Coffey
Board President

Deborah Cornavaca

Deborah Cornavaca
Development Chair



OUR FUTURE STARTS NOW.

75 years ago the New Jersey School of Conservation (NJSOC) was founded by bold visionaries who wished to create a center for environmental education that was unlike anything that had come before.

Today, the Friends of the NJSOC, in the spirit of our founders, boldly embark on a journey that will set a course for the future of our unique institution. Our 75th Anniversary *Fund the Future* Campaign promises to honor our rich conservation history and ensure a bright future for the NJSOC. Together we can make our vision for the next generation of learning at our historic campus a reality.



CELEBRATING OUR LEGACY...

2024 marks the 75th Anniversary of the School of Conservation. In 1949, our visionary founders transformed an abandoned Depression Era Civilian Conservation Corps camp into the first and largest residential environmental education center in the nation.

Over the years and decades that followed, the NJSOC played a key role in the development of the environmental education movement and became a model for environmental centers throughout the world. Since our humble beginnings, more than 500,000 people of all ages have visited our 240-acre campus nestled within Stokes State Forest for meaningful nature exploration, scientific learning, and personal growth.

Our *Fund The Future* Campaign honors our rich legacy of environmental education as we prepare to educate tomorrow's leaders.



...BUILDING OUR FUTURE

The NJSOC provides outdoor learning that explores profoundly important topics such as climate change, sustainability, biodiversity and social-emotional learning. Through direct, hands-on experiences, children, teachers, academic researchers, and lifelong learners develop deeper connections with the natural world, acquire important scientific knowledge and field skills, and become better stewards of the earth.

As the Friends of the NJSOC forge new paths forward to meet the changing educational needs of New Jersey students, teachers, and schools, the *Fund The Future* Campaign addresses our most pressing challenges: capital projects to improve the campus, equitable access to the NJSOC for all students and educators, and seeding an endowment to meet our future funding needs.



FUND THE FUTURE CAMPAIGN

JUNE 2024 - JUNE 2025

Fund The Future is a year-long campaign to cultivate support for the NJSOC to maintain our historic campus, sustain our full slate of environmental education programs, and seed an endowment to ensure a bright and stable future for the School. For many years Montclair State University managed the NJSOC, and the NJSOC was funded almost exclusively through the University and state funds. After Montclair closed the School in September 2020 amidst the financial woes of the pandemic, the Friends of the NJSOC began a fierce effort to reopen the School.

In October 2022, the State of New Jersey formally granted the Friends group management responsibility for the NJSOC. The *Fund The Future* Campaign will provide critical financial support as the School adjusts to several challenging realities:

- State funding for the NJSOC can fluctuate widely year-to-year, and the Friends must actively diversify our funding streams to sustain our operations.
- Many of 57 buildings across our campus require serious maintenance from new roofs to full renovations. The 11-acre Lake Wapalanne and its dam structure will also require significant investment in coming years.
- In order to foster a more just future and work toward educational equity, the NJSOC must secure additional financial support to assist New Jersey's most overburdened schools and serve our most underserved students and educators.
- Meeting our commitment to Diversity, Equity, and Inclusion (DEI) requires the NJSOC to work with potential school clients not only to keep our program fees low, but also provide financial aid for bussing, the single largest cost to schools wishing to bring students to the NJSOC.
- Seeding an endowment now as part of our first major giving campaign demonstrates our commitment to responsible financial stewardship and the NJSOC's future.



FACILITIES: CAPACITY, SAFETY & ACCESSIBILITY

Reclaiming and Maintaining our Historic Campus

The *Fund The Future* Campaign will allow the NJSOC to make substantial capital improvements across our campus. These priority projects will increase visitor capacity, enhance safety, and improve handicap accessibility ensuring that all learners can enjoy their NJSOC experience with comfort and confidence.

With your generous support, our facilities staff will continue to make steady progress to address deferred maintenance issues, incorporate green design, and beautify indoor and outdoor gathering locations.

West Dipper Composting Toilets: Modern code-compliant composting toilets will replace antiquated "pit" toilets. The transition will enhance visitor experience while minimizing wastewater output.

Camp Store Restoration: A major overhaul to our beloved "Trading Post" will reclaim this unique geodesic dome structure that has been unusable for years due to extensive water damage. The Camp Store will again serve as a fun social hub where children and adult visitors alike can purchase mementos to remember their time at the NJSOC.

Kittatinny Hall and Lenape Lodge Patios: Two thoughtfully reimagined designs will create functional "plazas" for these outdoors areas where visitors often congregate. Both patios will be wheelchair accessible and include seating and landscaping enhancements.

Archery, Porches and More: Additional capital improvements include replacing the current archery shed, repairing the porches of Long House and the Infirmary, and redesigning the walkway and stairs to the Staff Lodge.





Meeting the Needs of Schools

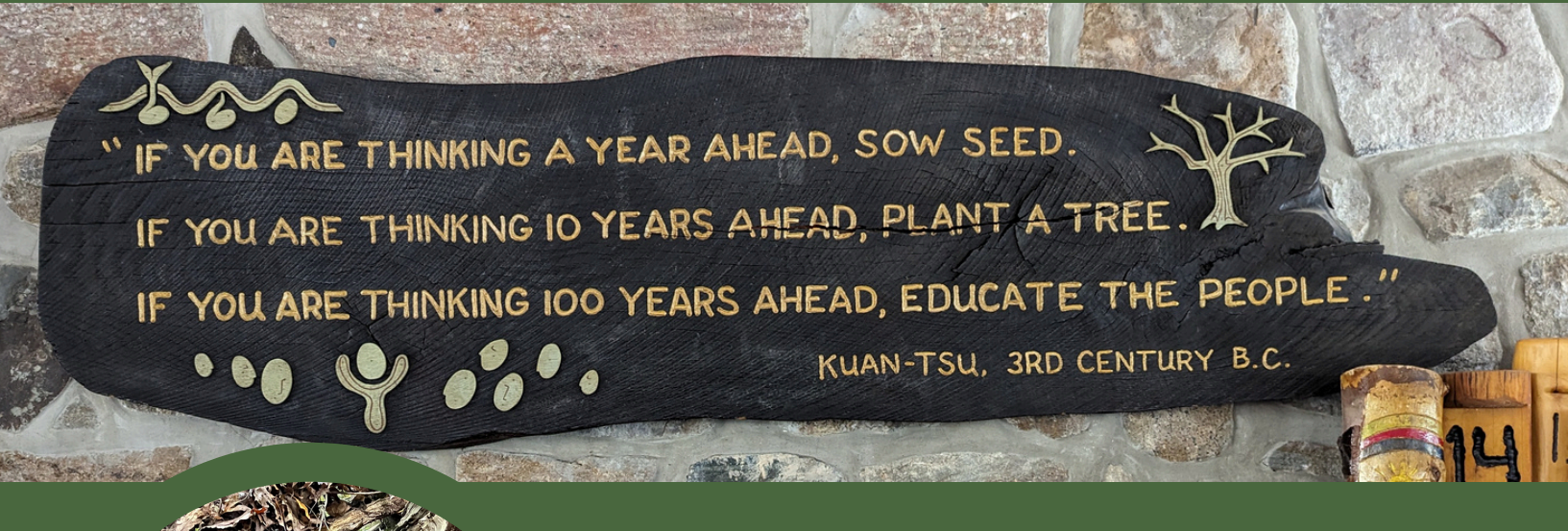
The *Fund The Future* Campaign addresses our highest programmatic priority: making NJSOC programming as accessible to as many schools, students, and teachers as possible.

To this end, the campaign budget includes funding to better meet the needs of schools serving overburdened communities. Financial assistance will ensure that more diverse student and adult learners can experience impactful field-based learning, including vulnerable populations from communities disproportionately affected by climate change, flooding, food deserts, and environmental illnesses such as asthma.

In addition, funding for program equipment, lab equipment and seasonal staffing needs will enhance learning for K-12 students, classroom teachers, college students, and researchers who visit the NJSOC to learn about global issues through local ecological exploration.

Board of Directors

- The vision of the NJSOC is guided by our volunteer directors.
- President: Jennifer Coffey
Vice-President: Shayne Russell
Secretary: Mary Jane Davis
Treasurer: Abby Farber
Marsha Benovengo
Mike Chodroff
Brian DeGroat
Bill Dioguardi
Marian Janes
Dan Kennedy
Paul Kirk
Tenisha Malcolm-Wint
Patrick O'Connor
Doug O'Malley
Ed Potosnak
Sean Spiller
Steve Weintraub



Endowing a Stronger Future

Establishing an endowment is a common strategy for nonprofits to plan for their financial future. Pooling charitable contributions into a professionally managed portfolio of investments yields interest that becomes a steady form of passive income.

Endowment gifts can be appealing to certain donors, and establishing even a modest endowment means the NJSOC will be positioned to accept additional gifts in the future. Seeding an endowment today will allow the NJSOC to reap important benefits in years to come.

Did you know?

People who are age 70 ½ or older can contribute up to \$100,000 from their IRA directly to a charity and avoid paying income taxes on the distribution. Please reach out to NJSOC Business Manager Stephanie Fryer or your tax professional to discuss how you can invest in the future of the NJSOC with a qualified charitable distribution.

Fund The Future

Campaign Budget and Goals

Campus Improvements

West Dipper Composting Toilets	\$75,000
Camp Store Restoration	\$70,000
Kittatinny Hall Patio & Accessibility	\$50,000
Lenape Lodge Patio & Accessibility	\$40,000
New Archery Shed	\$25,000
Staff Lodge Walkway & Stairs	\$15,000
Long House Porch Restoration	\$15,000
Infirmary Porch Restoration	\$10,000
<i>Campus Improvements Subtotal</i>	<i>\$300,000</i>

Program & DEI Investments

Transportation Support	\$60,000
K-12 Aid for School Visits	\$40,000
Professional Development	
Aid for Educators	\$30,000
Seasonal Staff Expansion	\$30,000
Laboratory Equipment	\$20,000
Program Equipment	\$20,000
<i>Programming Subtotal</i>	<i>\$200,000</i>

Endowment

<i>Seeding an Endowment Fund</i>	<i>\$250,000</i>
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Campaign Goal
\$750,000

Your Investment

Your generous gift is a commitment not only to the New Jersey School of Conservation, but to the countless children, educators, academics, and other lifelong learners who will depend on the NJSOC in years to come. This investment during 2024 - 2025 will help us meet our most pressing needs today and lay the groundwork to sustain the NJSOC for the next 75 years.

This is the first major giving campaign the Friends of the NJSOC has undertaken since assuming management of the School in 2022. We will need the stalwart support of our friends, alumni, neighbors, community partners, and corporate donors to reach this ambitious \$750,000 goal in the next year.

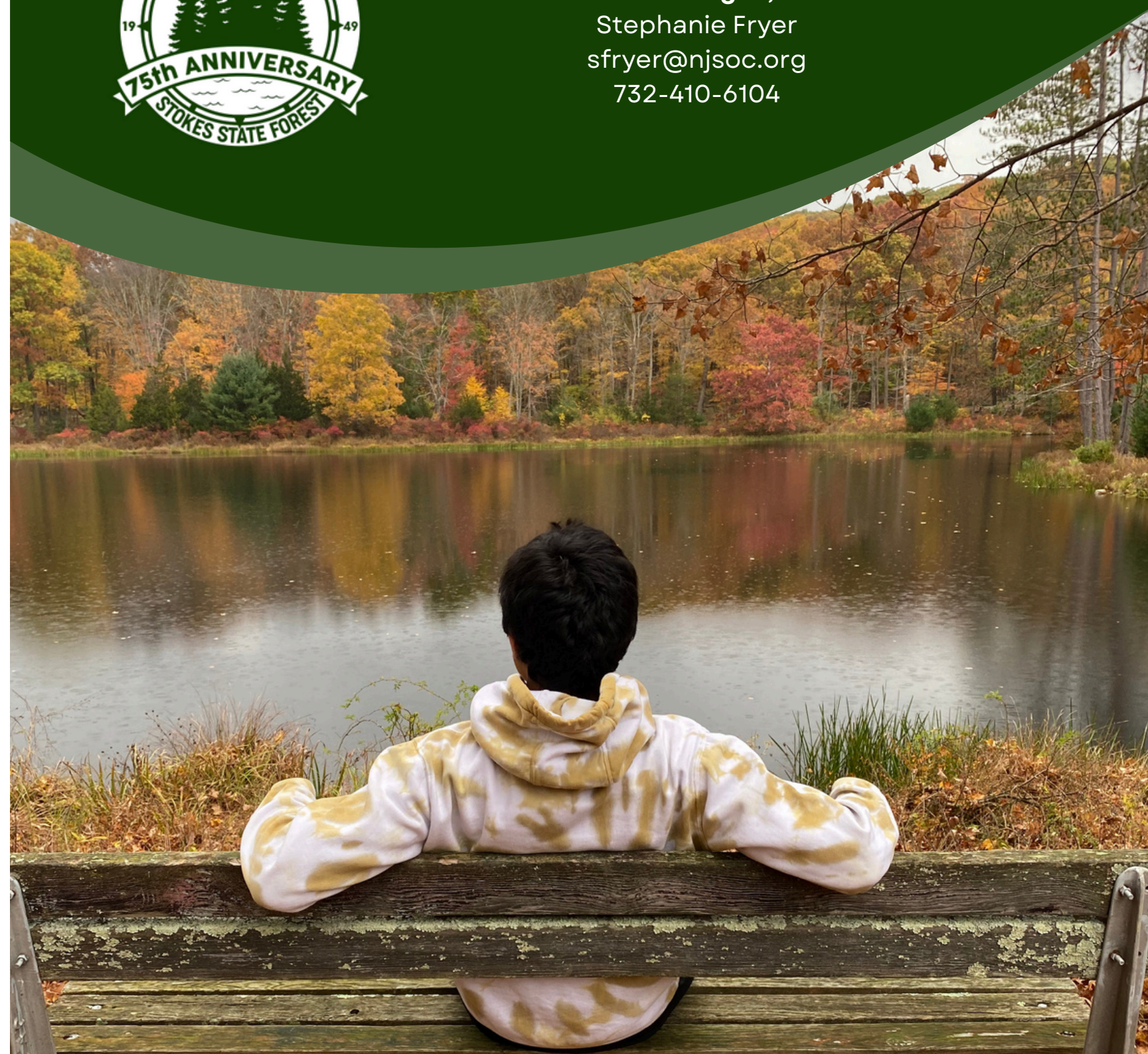
Friends of the NJSOC	\$100 - \$999
Campfire Club	\$1000 - \$4,999
Conservation Hero	\$5,000 - \$9,999
Stokes Steward	\$10,000-\$24,999
Wapalanne Partner	\$25,000-\$49,999
75th Anniversary Leader	\$50,000 - \$74,999
Fund the Future Visionary	\$75,000+

All Fund The Future donors of \$1,000 or more will be recognized on a beautiful “Giving Tree” displayed in Big Timbers Dining Hall as well in the NJSOC’s Annual Report and on the campaign website through December 2025. We are happy to discuss how we can honor your generosity at the NJSOC campus.



**For more information to make your
Fund The Future gift, contact:**

Stephanie Fryer
sfryer@njsoc.org
732-410-6104



The Friends of the New Jersey School of Conservation (NJSOC) is a 501(c)3 nonprofit organization responsible for the management and operation of a 240-acre environmental education center within Stokes State Forest in Sussex County. EIN 52-1592485