

Campaign Chronicle

UPPER RARITAN
WATERSHED ASSOCIATION

Securing The Future

URWA's Successful Campaign Continues

URWA's Endowment and Capital Campaign has successfully raised over \$6.2 million to meet the goals of its Long Range Plan, developed to step up the Association's programs and activities throughout the region's 23 municipalities. This support from individuals, foundations and corporations has placed URWA \$1.8 million away from an \$8,000,000 goal in the first 20 months of a five year campaign.



"We are thrilled to have reached over \$6 million in pledges and gifts at this phase," said Charles Chapin, co-chairman of URWA's capital campaign. "This is a tremendous endorsement of our mission and work throughout the watershed communities." The campaign, which is co-chaired by Betty Merck, is raising funds in support of advocacy, land preservation and a natural science education program.

At a gathering of campaign contributors URWA President Harold Wilmerding spoke. "This campaign was initiated to help ensure the environmental health in our communities," he said. "Already, we have made great strides and achieved one of our campaign primary goals by hiring a land preservation specialist, Paula Dees...however, there is a great deal more work to be done." Executive Director, Dave Peifer added, "Other elements such as adding an "Advocate" to our staff, building classrooms and enhancing our nature education program at Fairview Farm will be completed as the campaign continues."

The continuing success of URWA's campaign reflects a concern about the growing threat to our region's water supply and other vital natural resources. It also indicates a commitment to an organization that is making a positive difference by preserving and enhancing the quality of life throughout the watershed communities.

An important objective of URWA's Long Range Plan is to increase education and outreach throughout the region. This scene on the Middle Brook appears on the homepage of URWA's new website to be launched in September.



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THANK YOU To Our Donors Who Have Invested in “Securing the Future”

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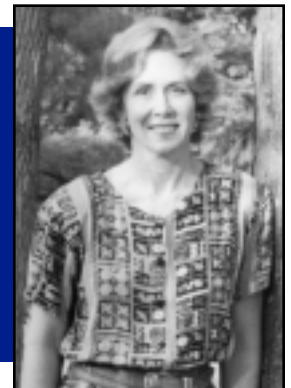
Special Recognition: Dorothy Eweson

An URWA Trustee for over three decades, Dorothy Eweson once served as a Vice President and the Chair of the Education Committee. Today, on the Association's masthead there is an asterisk alongside her name, indicating her status as an Honorary Trustee. Dorothy is responsible for initiating URWA's first Nature Education Program. Through the Clarence and Anne Dillon Dunwalke Trust, she helped build a classroom and program in the early 1980's that taught thousands of children to appreciate and love nature. Cultivating good environmental citizens is to her credit.

Dorothy's love of the countryside was personified with her recent donation of a conservation easement to URWA. This easement protects and preserves over 88 acres of environmentally critical land in perpetuity. Dorothy's exemplary commitment to land preservation will make an important difference and set a standard for the surrounding countryside.

Through The Bedminster Fund and the Clarence and Anne Dillon Dunwalke Trust, Dorothy and her family have generously contributed to URWA's Endowment and Capital Campaign. Her endorsement of URWA's Long Range Plan and support for the future will strengthen our ability to teach children about their natural environment and protect the land she loves for future generations. URWA is grateful for Dorothy Eweson.

Julia Jitkoff Partridge, Leadership/Major Gifts Co-Chair recently resigned from URWA's Board of Trustees and Campaign Leadership Committee. Julia has made a permanent home in Aspen, Colorado. URWA has been the grateful recipient of her energy, passion, leadership and conservation ethic. Julia will be missed. The Association wishes her well in Aspen. The west is lucky to have her!



Mr. Stephen K. West made an early contribution to URWA's Campaign to secure the future.

Thoughtful Planning: Is URWA in your will?

Throughout its 44 year history, URWA's work has been made possible by the generosity of its members. Bequests or other planned gifts assure URWA's presence now and into the future.

With a bequest to URWA, you can help protect the environmental health of the countryside and the quality of life for your children and grandchildren.

To explore, in confidence, how your Will or other Planned Gift can help, please contact: David R. Peifer, Executive Director, URWA at (908) 234-1852

Campaign enables URWA to Begin Rolling out Long Range Plan...Land Preservation Specialist Hired



Paula Dees, Land Preservation Specialist

Paula Dees joined URWA in December, 2002 to assist in all aspects of land preservation activities. Her presence is one of the visible results of the Capital Campaign. We are very pleased to add Paula's expertise to the staff as she brings a background in economics and environmental law. She has been valuable in staying on top of the details to complete conservation

easements and land acquisitions. In only a few months she has become an expert in working with New Jersey's Green Acres Program and has made a tremendous effort to learn everything she can to enhance URWA's Land Preservation Program. Paula is a welcome asset to the staff and increases URWA's ability to address the urgent need to protect land, efficiently and professionally.



Karen & Bill Bruett

Karen is a member of URWA's Development Committee. Bill has recently joined the Board of Trustees. Bill is helping to coordinate a visit to Shelburne Farm in Vermont to educate the Natural Science Committee about programs that may be relevant to URWA's plans for Nature Education in the Barns at Fairview Farm.



Austin Buck

Meg & Austin Buck opened their lovely Bernardsville home to friends and neighbors to hear about URWA's Campaign.

THANK YOU To Our Donors Who Have Invested in "Securing the Future"

CAMPAIGN GIFTS



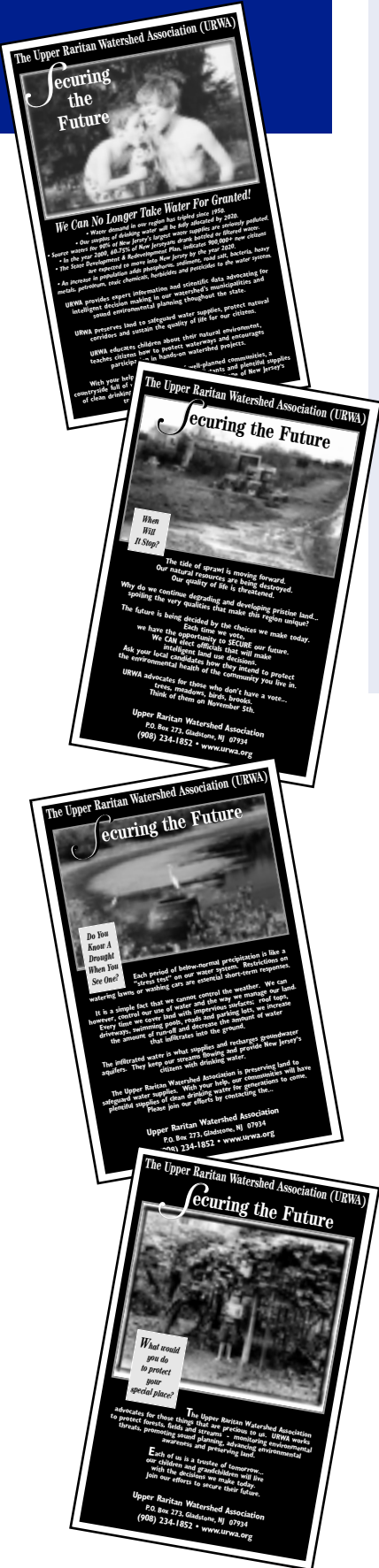
URWA goes to the movies! While you are settling in your seat at the Bernardsville Cinema, URWA appears on the screen... a thoughtful donation to support the campaign.



Anne and Chris Emmet of Oldwick graciously hosted a campaign party to thank current donors.

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Campaign \$8 Million Breakdown

	Endowment	Capital
Advocacy		
Environmental Advocate Staff Position	\$1,200,000	
Watershed-wide Environmental Resource Inventory		\$ 270,000
Outreach, Training and Educational Materials		\$ 75,000
Land Preservation		
Land Preservation Specialist Staff Position	\$1,300,000	
Land Stewardship Fund	\$ 350,000	
Outreach, Training and Educational Materials		\$ 75,000
Natural Science Program		
Natural Science Educator (p/t)	\$ 450,000	
Outreach, Training and Educational Materials		\$ 75,000
Barn Project/Classrooms		
		\$ 650,000
Organizational Resources		
Business Manager	\$ 900,000	
Development Assistant Staff Position	\$ 800,000	
Executive Staff Retirement Program	\$ 600,000	
Development expenditures		\$ 470,000
Fairview Farm Wildlife Preserve		
Property Manager (p/t)	\$ 300,000	
Land Stewardship		\$ 185,000
Headquarters/Office Operation & Maintenance		\$ 300,000
Total	\$5,900,000	\$ 2,100,000



**Upper Raritan
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