

# 2021 Impact Report

New Jersey League of  
Conservation Voters

New Jersey League of  
Conservation Voters Education Fund



## New Jersey LCV is the statewide political voice for the environment.

We elect environmentally responsible candidates to state and local offices, advocate for strong environmental policies, and hold our elected officials accountable to safeguard the health of our communities, the beauty of our state, and the strength of our economy.

## New Jersey LCV Education Fund protects our precious natural resources.

We raise awareness of key environmental challenges and increase the efficacy of the entire environmental community. We work in coalition with allies to ensure that our children and grandchildren have the clean drinking water, air, and open spaces that they deserve.

### NEW JERSEY LEAGUE OF CONSERVATION VOTERS BOARD

Julia Somers, Chair  
Joe Basralian, Vice Chair  
Scott Rotman, Treasurer  
Bill Leavens, Secretary  
Jim Gilbert, Trustee  
Tom Gilbert, Trustee  
Randy Jones, Trustee  
Carleton Montgomery, Trustee  
Anne Poole, Trustee  
Arnold Schmidt, Trustee  
Jim Wyse, Trustee (In Memoriam)

### NEW JERSEY LEAGUE OF CONSERVATION VOTERS EDUCATION FUND BOARD

Cindy Ehrenclou, Chair  
Julia Somers, Treasurer  
Mayor Bob Conley, Trustee  
Tom Dackow, Trustee  
Randy Jones, Trustee

### STAFF

Ed Potosnak,  
*Executive Director*

Patty Cronheim  
*Campaigns Director*

Henry Gajda  
*Public Policy Director*

Joe Hendershot,  
*NJ Watershed Community Organizer*

Rebecca Hilbert  
*Public Policy Assistant*

Jason Krane  
*Director of Development*

Kai Mateo  
*Federal Climate Campaign Manager*

Laurie McLeod  
*Chief Operating Officer*

Hillary Mohaupt  
*Social Media and Inclusion Director*

Michelle Peal  
*Media Relations Manager*

Eva Piatek  
*Digital Campaigns Manager*

Molly Riley  
*Water Quality Coordinator*

Indigo Williams  
*Operations Assistant*

Kristin Zilcosky  
*Director of Digital Engagement*

# From the Executive Director



**Ed Potosnak**  
Executive Director, New Jersey LCV & New Jersey LCV Education Fund

## Dear Conservation Voter,

**As I write this reflection, it's difficult not to make comparisons to 2020. COVID changed the world as we know it in so many ways. No one could have predicted that we'd still be reeling with the effects of the last 20 months, but nevertheless, I feel confident that we can still make New Jersey the Greenest State in America.**

At the center of all our work is a commitment to environmental justice. It is also important to state that we will continue our critical work of supporting environmental justice in Black and Brown communities across New Jersey. We cannot do our work without acknowledging and fighting for those who disproportionately bear the burden of pollution.

This year has proven to be our biggest yet. Not only did we help re-elect Governor Murphy, overcoming a 44-year losing streak that had plagued incumbent Democratic governors, we launched a coalition, New Jersey Wind Works, to ensure offshore wind projects become a reality in New Jersey, passed all five of our legislative priorities this session with bipartisan support, and after a seven-year fight, helped defeat the PennEast pipeline project. To say it's been a busy year would be an understatement.

As one of only two states in the country with off-year state elections, we had to overcome a massive challenge to achieving our electoral goals: low voter turnout. But our first ever "full ballot electoral" program made the difference for candidates like Sadaf Jaffer, who ran for an open seat in the 16th legislative district. and won by just 2,500.. Thanks to our voter mobilization program, we made more than 2.6 million voter contacts, and put Governor Murphy and environmental champions facing

tough races over the top. All in all, we endorsed 113 candidates, from Governor to borough council, that stood up for bold climate and justice action.

Separate and apart from our political work, the New Jersey LCV Education Fund educated voters across the state. Our voter education video created with Working Families Alliance, League of Women Voters New Jersey, New Jersey Institute For Social Justice, and NAACP NJ State Conference, was watched thousands of times, and we sent more than 50,000 texts to voters that have historically been underrepresented in the political process.

In 2022, New Jersey LCV will continue our important work to pass legislation and prepare for high-stakes 2023 elections and support candidates who are committed to safeguarding our natural resources, improving health, safety, and quality of life for families, and fighting climate change, one of the greatest threats of our lifetime.

I have no doubt with your help we will continue this success in 2022 and beyond.

Thank you again for your continued support of this important work.

In Conservation,



At the center of all our work is a commitment to environmental justice. We will continue our critical work of supporting environmental justice in Black and Brown communities across New Jersey.

BY THE NUMBERS

56,771

New Jersey LCV  
Members

162K

Educational  
Text Messages

11,814

Social Media  
Followers

13,304

Online Actions  
Taken

1.7M

Emails  
Sent

3,479

Social Media  
Posts

## EQUITY WORK

# Prioritizing Equity and Diversity

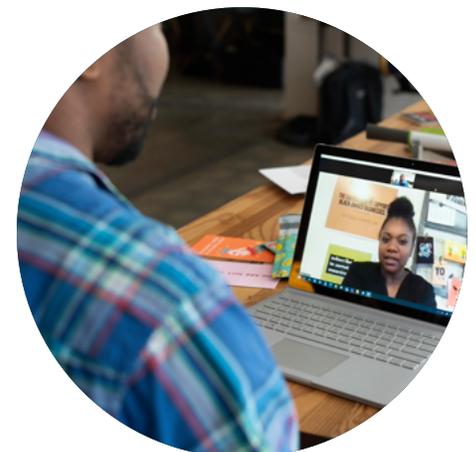
New Jersey LCV launched the **Watershed Racial Justice Initiative** in February 2021 with our partners at Conservation Voters of PA. The initiative provides support for organizations in the Delaware River watershed to learn more about how white supremacy culture pervades the environmental movement and the larger context of non-profit work, and how to take concrete steps toward racial equity. It includes trainings, opportunities to participate in group learning discussions, and online tools for watershed organizations to become better allies to communities of color experiencing environmental racism and degradation. We hired a consultant team to direct the DEIJ content of this initiative and lead our trainings. Following a competitive process, we hired Dr. Elizabeth Schroeder, Jennifer Driver, and Aimee Thorne-Thomsen, who bring a combined 60+ years of experience to the initiative. Our team worked closely with Rena Payan at Youth Outside (now Justice Outside) and Todd Pride at Legacy Land and Waters Partners to develop a watershed-wide assessment tool to survey organizations within the watershed and to coordinate the content and timelines of our individual programs. More than 110 people responded to the survey, giving our consultants clear data to determine the training topics that would be most valuable for organizations. We put together a steering committee that comprises 6 people from organizations across the watershed, representing different audiences, states, stakeholders, and kinds of organizations. As part of this initiative we have also built

an online hub for DEIJ resources that includes books, articles, podcasts, and BIPOC-owned bookstores. Finally, we launched a training series in July that includes 6 workshops and 6 follow-up discussions organized by affinity groups. In total, we have reached more than 650 attendees.

New Jersey LCV's internal racial justice and equity work continues unabated. This year, our team, led by a staff Justice and Equity committee, made significant progress on our strategic work plan to integrate diversity, equity, and inclusion into every part of our organization. From updating our website to reflect our commitments as well as the diversity of our state, to convening semi-monthly all-staff discussions on equity and justice topics, to continuing to build trusting relationships with environmental justice leaders and organizations, to ensuring that we endorsed more candidates of color, we more frequently and more thoroughly incorporated equity and diversity into all corners of our work.

# 650

Attendees reached at six training workshops and follow-up discussions



# From the New Jersey LCV Board Chair



**Julia Somers**  
Chair, New Jersey LCV

**Dear Supporter,**

**2021 was a year of hard work and positive achievements for the environment, and one that we at New Jersey LCV can look back on with pride.**

Working with great partners, a growing team of volunteers, and the leadership of a stellar staff and Board (who should all take a deep bow,) we can count passage of important legislative priorities in our “win” column this year including the “Appliance Standards Bill” and “Neonics.” Appliance Standards eliminates the least energy efficient appliances from New Jersey’s market, neonics, some of the most widely used pesticides in the world, are known to harm honeybees and other insect pollinators that are essential for agricultural production and key to thriving ecosystems.

Thanks to groundbreaking Environmental Justice legislation spearheaded by our environmental justice partners in 2020, steady advances are being made in approving new rules for how certain polluting facilities will have to operate in overburdened communities, also a first in the nation. Other areas of our focus this year have included clean energy equity, continuing to improve recycling and reducing plastic use, electrifying our heavy-duty trucks, and on the federal front, support for Build Back Better.

On top of everything else, endorsement season was in full swing. We endorsed 113 candidates, 43 of whom were women and 31 people of color, 8

were veterans, 3 identified as LGBTQ candidates, and 5 were Republicans. The average environmental score of our legislative endorsements was 98%. We sent out 76,000 pieces of mail, directly contacted over 200,000 voters, our ads on Facebook, Instagram and digital TV were seen 2,382,077 times and we spent almost \$250,000 on the campaign, a remarkable feat that clearly indicates how fully engaged this organization is in electing environmentally-focused candidates.

With the indefatigable Ed Potosnak leading the way, and our wonderful staff working in Trenton and statewide, New Jersey LCV sets the pace in this State in the policy-making arena. Our broad-based, non-partisan voice is advancing conservation and protecting the environment. An environmentally informed electorate keeps New Jersey in a good place and we remain confident in what the future holds for the Garden State and New Jersey LCV. However, without your dedication and support of our vital work to safeguard the health of our communities, the beauty of our state and the strength of our economy, we would not succeed. Thank you for that support! Go team!

Sincerely,

# Campaigning for the Cause

**New Jersey LCV invests time and money into supporting both local elections and federal policies.**

## LOCAL ELECTIONS

### Endorsing Environment Candidates

New Jersey LCV, as one of the largest non-union spenders in New Jersey elections, invested more than a quarter of a million dollars to power 113 environmental champions at all levels of government in our first ever “full-ballot” electoral campaign. We were the first environmental organization to endorse Governor Murphy for his reelection campaign and we endorsed 15 folks for Senate, 39 in the Assembly, and 58 local candidates. Approximately 30% of our endorsees were candidates of color and 40% were women. Continuing our work to be bipartisan in our endorsements, this year we supported five Republicans for their elections, and hopefully we can increase that number in subsequent cycles.

New Jersey LCV’s spending supported more than 2.6 million voter contacts in all corners of the state, including sending more than 76,000 pieces of mail and texting nearly 117,000 voters. New Jersey LCV’s digital ads were also viewed more than two million times. We also embedded six organizers in key legislative districts throughout the state to help support candidates up and

down the ballot, such as in LD16 electing Andrew Zwicker to the Senate. All of our work came to fruition with the re-election of Governor Murphy, who overcame both historical trends and the prevailing national sentiment. His successful campaign marks the first time in more than 40 years that a Democratic New Jersey governor has won a second term and now we can continue and advance the environmental success we saw in his first term as the greenest governor in the country with a second term.

## FEDERAL POLICY

### Supporting Build Back Better

Over the last year, New Jersey LCV has conducted an advocacy campaign in support of President Biden’s Build Back Better Agenda, which includes the largest investments in addressing climate change in US history. The campaign has been a collaboration between New Jersey LCV, and our counterparts in three mid-Atlantic states: Maryland LCV, New York LCV, and Conservation Voters of Pennsylvania. Our goals, which are shared by the 30+ organizations in the Conservation Voters Movement (CVM), have been to ensure that the legislation



passes with provisions that (1) put the country on a pathway to 100% clean energy by 2035, (2) invest at least 40% of its total funds in Black, brown, and low-income communities that have been hardest hit by the COVID-19 Pandemic, climate change, and generations of pollution, and (3) create millions of good-paying union jobs.

Our campaign has involved coordinating a cross functional team to employ a variety of tactics: paid calls, grassroots volunteer calls, in-person events, virtual events, email action alerts, texts, lobby meetings, op-eds, letters to the editor, art activism, digital ads, a paid canvass program, and more. To date, New Jersey LCV has hosted and participated in 18 events to show our support for Build Back Better, published or been quoted in 15 pieces in the press, and enabled volunteers to digitally contact their legislators over 3000 times.

Once President Biden signs the Build Back Better Act, New Jersey LCV will shift its focus to two other phases: Win the Win and Implementation. In Win the Win, we will complete the advocacy cycle by celebrating legislators who supported the bill and scolding those who opposed it, educating the public across the state, and building political power for the environment. The implementation of the campaign will see us focus on ensuring the legislation is implemented efficiently and equitably in New Jersey.

# Legislative Priorities

Every legislative session, New Jersey LCV, with the input of our staff, board, partners, and members to create a common legislative agenda that reflects the shared priorities of the environmental community in New Jersey.

As of December 1, 2021, we've successfully passed three of our five bills on bipartisan votes, including the Single Use Plastic Ban Bill, Cumulative Impacts, and the Electric Vehicle Bill. Our final two remaining agenda items are our primary focus as we work through lame duck, the period of time after election day and before the new elected officials enter office. Both bills need one final floor vote to be sent to Governor Murphy's desk.



## Electrifying Transportation

*Advanced Clean Truck Rule  
(ACT: NJDEP Regulation)*

New Jersey has signed a 15-state memorandum of understanding that calls for 30% of new truck and bus sales to be zero-emissions by 2020 and 100% zero-emissions by 2050. Last December, the DEP announced New Jersey would be the first state outside of California to adopt the Advanced Clean Truck (ACT) and Heavy-Duty Omnibus rules as part of the Protecting Against Climate Threats regulatory overhaul. The ACT rule aims to phase out sales of diesel trucks, in the interim, new diesel trucks will have to adhere to stricter tailpipe emissions regulations.



## Limiting Neonics

*Neonics: A2070/S1016*

We support passage of A2070/S1016, which limits unnecessary outdoor uses of neonicotinoid insecticides (“neonics”)—neurotoxic pesticides that decimate bee and wildlife populations, extensively contaminate New Jersey’s water and lands, and may harm the health of its residents.

Significant concern regarding neonics arose 15 years ago, when beekeepers across the country saw losses of honey bee colonies suddenly spike from an average of 10-15% to 30-40% per year. Losses in New Jersey—which have held between 40% to 50% annually for most of the last decade—are particularly worrying given bees and other pollinators’ central role in making New Jersey the Garden State. Many of the state’s most valuable food crops depend on pollinators, including blueberries, cherries, apples, peaches, pumpkins, cucumbers, tomatoes, and squash—collectively worth more than \$180 million in agricultural production.

## Addressing Plastic Pollution

*Single-Use Bill: S864 - Signed into law Oct 2020*

The Plastics Reduction Act bans single-use plastic and paper bags, bans polystyrene food service products, and makes plastic straws available by request only.

This nation-leading single-use plastics and paper reduction policy will reduce the 4.4 billion single-use plastic bags we use annually with far too many making their way into our rivers, oceans, and open spaces, and will help preserve our state’s unique natural resources and open spaces.

Paper bags are also not the solution to plastic; it is estimated that 1,300 football fields of trees would need to be cut down every year in order to satiate New Jersey’s current paper bag appetite, and the manufacturing process is extremely resource intensive, even more so than single-use plastics.

## Investing in Environmental Justice

*CEEA Bill: A4185/S2484*

We support Senate passage of legislation that would establish an Office of Clean Energy Equity within the Board of Public Utilities (BPU) and drive investments in clean energy and energy efficiency in low and moderate-income communities would make sure everyone, not only the privileged few, have access to clean energy and the good local jobs that will be created from this effort. Overburdened communities of color in New Jersey bear the brunt of pollution and are often left out of workforce

development programs that train New Jerseyans for the new economy. We thank our partners at Vote Solar for their tireless advocacy, and urge quick passage by the Assembly and Governor Murphy’s signature for it to become law.

## Pushing for New Appliance Standards

*Appliance Standards: A5160/S3324*

We are pushing for new energy appliance standards. Considered the “best energy, water, climate policy you’ve never heard of,” appliance efficiency standards raise the floor on the efficiency level of consumer products and remove those less efficient products from the market that don’t meet that floor. New Jersey’s standards have not been updated legislatively since 2005. If New Jersey had adopted updated standards in 2021, the benefits achieved by 2026, would have included annual savings of \$132 million for ratepayers, with savings growing to \$392 million annually by 2035, particularly benefiting low-income households and renters, who suffer from the highest energy burdens in our state.



## From the Board Chair



**Cindy Ehrenclou**  
Chair, New Jersey LCV  
Education Fund

Dear Supporter,

**With this presentation of our 2021 Annual Report, we are proud to share a year's worth of extraordinary accomplishments that are making a real and positive impact on New Jersey's environmental health. New Jersey LCV Education Fund's leadership has been critical to continuing the momentum of environmental gains achieved over recent years, yet this year went beyond expectations.**

In preparation for November's elections, our staff energized voters through a sweep of year-long nonpartisan communications that offered education and updates, providing citizens with reasons and opportunities to cast ballots on the issues that matter most to them and their communities. With a focus on reaching our state's underserved communities, we made great strides in nonpartisan voter turnout.

We are most proud of our Green in 21' Policy Guide that has raised up important issues on climate change, public health and equity. We are grateful to our colleagues and partners that contributed their expertise and time to create this 160-page comprehensive set of policies written to give guidance to all elected leaders about important environmental issues faced by the State of New Jersey.

New Jersey LCV Ed Fund continues to work with a coalition of state and

local nonprofit organizations to lead Flood Defense New Jersey. Polluted stormwater is a serious, ongoing threat to our state's water quality. Providing education and assistance to help municipalities address stormwater management through the establishment of stormwater utilities and green infrastructure projects is essential to a future that promises an increase in severe weather events and damaging flooding.

The support of our partners, friends, volunteers, and donors has sustained our important work over the last year. Keeping our organization out in front to raise awareness about the challenges facing our state, is essential to a healthy future. Thank you for your dedication – together we are making a difference!

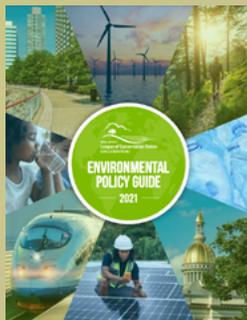
Sincerely,

A handwritten signature in black ink, appearing to read "Cindy Ehrenclou". The signature is fluid and cursive, written in a professional style.



# 300

Our Green in '21 Policy Guide features eight sections, nearly 80 papers, and over 300 recommendations.



## POLICY

# Shaping the Path Forward

Earlier in the year, New Jersey League of Conservation Voters Education Fund announced a bold Green in '21 education initiative designed to once again put New Jersey at the forefront of environmental protection, building on our groundbreaking and successful Green in '17 effort. With the help of our consultant Debbie Mans, former Department of Environmental Protection Deputy Commissioner and founding New Jersey LCV board member, the initiative produces two comprehensive resources, the 2021 Environmental Policy Guide and the Executive Branch Tracker. Both resources were developed with input from environmental, justice, faith-based, transportation, and civic groups to assemble the of which, all are centered on four themes, health, justice, equity, and jobs.

The **Green in '21 Policy Guide** is for all elected leaders on the state, local, and national levels, while the timeline outlined in the Executive Branch Tracker makes recommendations directly for the Governor and his administration. The topics focus on clean water, clean energy, transportation, built environment, open space & land use, waste & toxins, and governance. With the collaboration of our partners, new and old, Green in '21 will be our north star as we work with elected officials to create a safe and healthy environment for all New Jerseyans no matter their zip code.

# Growing Our Numbers

We see our work come to fruition when we work closely with our partners and allies to build communities and movements.



# Fostering Leadership

This past year we started our new **New Jersey LCV Activist Program**, an interconnected network of volunteers that can learn and grow in leadership, talk with each other about issues, share ideas, and work with us to take state-wide action. New Jersey LCV has listened to our volunteers who want to do more and is meeting this growing desire by expanding and deepening our volunteer program. These challenging times require leadership and a dedication to protecting the environment we all love. The New Jersey LCV Activists program will help build the leaders of today and tomorrow that can help support the work of New Jersey LCV. We have led webinars offering a variety of skills training such as how to write an impactful op-ed and how to talk to legislators. We have listened and engaged with our activists on our key issues. As a result, the program has since grown from 50 members to 160 and we continue to do outreach to grow our numbers of dedicated activists who are an essential part of our New Jersey LCV team.



## PARTNERSHIPS

# Mobilizing Volunteers

**New Jersey LCV's Watershed Capacity Building and Mobilization program** is finishing its seventh year and continues to build partners' capacity throughout the Delaware River watershed. Conducted jointly with our allies Conservation Voters of Pennsylvania and New York LCV, our program urges activists in the Delaware River watershed to volunteer for and participate in local watershed partners' conservation, education, and recreation opportunities. In addition, New Jersey leverages its in-house expertise to increase partners' ability to effectively communicate and advocate for critical watershed protections and policy change. In 2021, the program supported 17 organizations in New Jersey, including growing their lists, amplifying their events, and training them on digital and advocacy best practices.

## ENVIRONMENTAL VICTORY

# Stopping a Pipeline

The PennEast Pipeline company has decided to cease development of the methane pipeline from Pennsylvania to New Jersey, an unneeded project New Jersey LCV had fought since day one. According to the company, it pulled the plug on the project because it had not yet received all the required permits. Although this is technically true, the real reason behind the pipeline's defeat is that PennEast hit a brick wall of resistance built by homeowners, local elected leaders, environmentalists, the New Jersey Attorney General, the New Jersey Department of Environmental Protection, and Governor Murphy. Together, we stopped what would have been the highest pressure fracked gas pipeline in the state of New Jersey.

# 50 → 160

Membership growth  
of our New Jersey LCV  
Activist Program



#### STORMWATER PROGRESS

## Protecting Communities

New Jersey LCVEF, with our steering committee partners, continue to lead **Flood Defense New Jersey**, which is a coalition of state and local nonprofit organizations working to protect our communities from damaging floods and harmful stormwater pollution.

We work across the state to help local communities set up flood defense programs to control flooding and reduce pollution. We do this by educating decision makers on statewide and local stormwater management issues, and opportunities to address these issues through establishing stormwater utilities. We offer municipal grants to primed communities that are interested in advancing utilities, which help overcome some of the initial barriers. In addition, we work with communities to build broad public support and work with specific stakeholder groups to stymie any opposition. 2021 was a big year for our program, and a keystone year for improved water quality and stormwater management in our state. The town of Hammonton received a \$20,000 grant from New Jersey LCVEF in January 2021 to complete a feasibility study focused on fact-finding. Additionally, the City of Camden passed a resolution in February 2021 to accept a \$40,000 grant from New Jersey LCV to pursue a stormwater feasibility study. Moreover, outside the watershed, New Jersey LCV helped pass resolutions in Red Bank and Hoboken to explore stormwater utilities. As a groundswell of local interest continues to swell in stormwater utilities, we are confident that in 10 years, we will reflect on how passing the stormwater utilities legislation two years ago was the most significant water quality improvement policy implemented in our state in a generation.

#### CIVIC ENGAGEMENT

## Building a Representative New Jersey

**New Jersey LCV Education Fund can and must become a leader in helping build a more representative and sustainable New Jersey. To do this New Jersey LCV Education Fund worked to continue to address the disparities between Black communities and the state of NJ in general in terms of voter turnout. This work will promote fair and competitive elections throughout the State of New Jersey in turn leading to responsiveness by legislators to their constituents.**

We and our partners, League of Women Voters, Working Families, NJ State Chapter of the NAACP, and the New Jersey Institute for Social Justice created a voter education animation for New Jersey's 2021 election cycle, sent over 50k educational texts to low propensity voters throughout New Jersey registering them for vote by mail and answering any questions they had during GOTV (this work happened in coordination with the Voter participation center mail program), sent nearly 150k emails throughout the year focused on ensuring residents were registered and knew of any changes in the voting process that occurred in 2021, published nearly 100 social media posts, worked with partners on a ballot cure campaign, signed onto multiple letters addressing legislative issues, promoted poll working, and working alongside the National League of Conservation Voters Education Fund spent \$125K in bus station ads throughout Newark New Jersey to remind voters about early voting. Strong and consistent voter turnout will only continue to grow the number of voices calling for a just and fair path forward in the state that sees competitive elections that promote more responsiveness by legislators to their constituents.

**Strong and consistent voter turnout will only continue to grow the number of voices calling for a just and fair path forward.**



# Imagining the Future of Renewable Energy

**New Jersey LCV Education Fund takes a multi-pronged approach to move the state toward healthier energy solutions.**

## PARTNERSHIPS

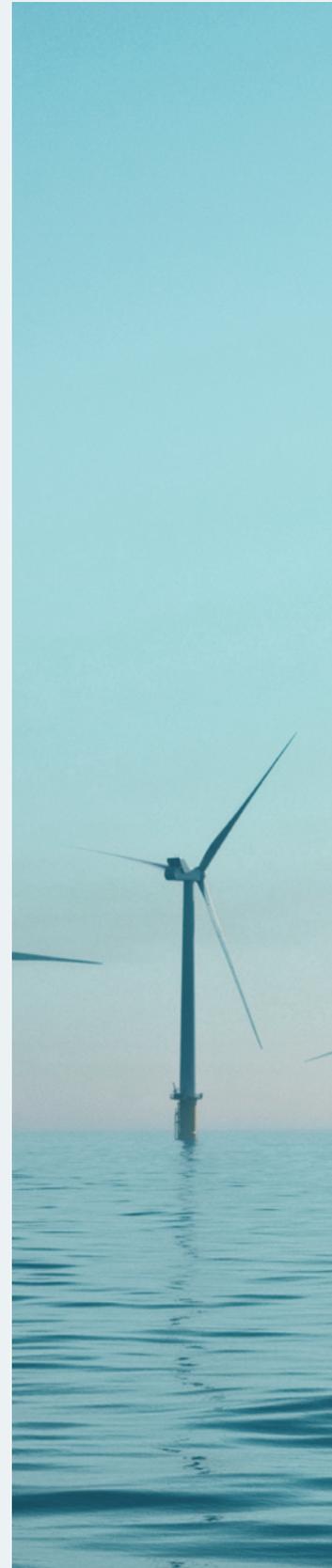
### Facilitating Beneficial Relationships

Our facilitation of the **New Jersey Progressive Equitable Energy Coalition** (NJPEEC) continues. The Coalition is chaired by the New Jersey Chapter of the NAACP (NJ NAACP), and consists of Latino Action Network, Newark Green Team, Newark Science and Sustainability, Atlantic Climate Justice Alliance, Isles, and The New Jersey Association of Latino Pastors and Ministers. The new relationships with these groups have led to coordination with us on many of our campaign priorities. For example, the NJ NAACP and Atlantic Climate Justice Alliance were speakers at our Green in '21 press conference, where we had our first Spanish speaking presenter. Latino Action Network and Newark Science and Sustainability were also co-sponsors of Green in '21. NJ NAACP has also co-sponsored town halls, joined wind coalition groups, and worked with us on legislative meetings.

## PREVENTION

### Stopping Harmful Developments

We are actively working to stop the development of a newly proposed Williams Transco project, the Regional Energy Access Expansion, that would include building a new polluting gas compressor station in West Deptford. This project would harm nearby environmental justice communities, pollute the Delaware River Basin, and take New Jersey in the wrong direction away from renewable energy. We have already engaged with our members and gotten hundreds of letters on the Federal Energy Regulatory Commission (FERC) docket, convincing FERC to require a more extensive study of the impacts of the proposed project than they were previously. We are continuing to educate and organize local communities.





## WIND POWER

# Engaging with Shore Communities

**With hundreds of miles of shoreline and strong wind flows in the Atlantic Ocean, New Jersey is perfectly positioned to build the nation's largest network of responsibly developed offshore wind projects that can provide renewable and reliable energy to power New Jersey's homes, businesses and economy.**

We're excited to have recently launched and be leading **New Jersey Wind Works**, a new public facing campaign that engages with New Jersey residents to ensure responsibly developed Offshore wind.

Our partners in this new campaign are New Jersey Audubon, Waterspirit, University of Delaware Special Initiative on Offshore Wind, ANJEC, New Jersey Sustainable Business Council, NRDC, Working Families, Pinelands Preservation Alliance, New Jersey Conservation Foundation, ReThink Energy New Jersey, Offshore Power LLC, and the Atlantic Climate Justice Alliance. We are doing outreach to shore communities to raise the voices of the vast majority of New Jersey who support offshore wind and know it's an essential component of our clean energy future.

STRATEGIC PLAN

# Setting Goals for Growth

**In calendar year 2021 the organizations approved new three-year strategic plans (2021 - 2024) for New Jersey LCV and New Jersey LCV Ed Fund. In collaboration with Board members, strong, aggressive goals were set that will both build on the strengths and accomplishments already achieved, and continue to challenge and guide further growth and development of our two organizations.**

Two areas of strategic focus for both New Jersey LCV (our 501(C)(4) organization), and New Jersey LCV Ed Fund (our 501(C)(3) organization) pertain to:

1. Furthering the growth and development of our Boards of Directors - the skill sets and oversight of our trustees is integral to our ability to effectively manage our organizations. With the overall growth we've been experiencing, partnership in management with a strong Board is critical and we are not yet at the maximum number of members allowable per the organizations' by-laws. This past year we set strategic goals to enhance the already strong group of Trustees with additional members, which will only help further the abilities of the group to help guide, support, and oversee New Jersey LCV and New Jersey LCV Ed Fund.
2. Continue to grow and develop donor and fiscal partnerships that provide financial support to New Jersey LCV and New Jersey LCV Ed Fund - under the guidance of the Director of Development, our fundraising

strategies and goals have continued to be elevated. Both organizations have seen steady growth in the revenue needed to allow us to deliver on all the important environmental objectives we support, which are so important to our state. Despite the impact of COVID-19 and the inability to travel and meet potential supporters in-person, we continued to see growth in revenue; in the number of new, first-time donors; and in the delivery of a great annual Gala this past year, which had creative options added to ensure the success of a virtual version of the event. We plan to capitalize on this momentum and further grow and diversify our funding to ensure even greater financial stability and sustainability for the organizations as we move forward.

For each organization there was an additional focus highlighted in each of their strategic plans:

1. For New Jersey LCV, several goals aligned under an umbrella of furthering the organization's impact on political outcomes and efforts. These goals included helping secure

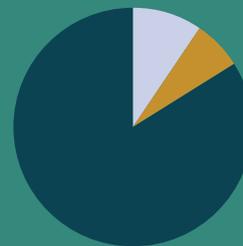
the re-election of Governor Murphy, despite a 44 year history of no democratic governor successfully securing a second term; helping ensure environmental champions are supported and elected in all levels of state government; committing impactful and record-setting expenditures in support of election efforts; and elevating and advocating for more diverse candidates, as well as candidates from within the New Jersey LCV family (staff, Board members, partners).

2. For New Jersey LCV Ed Fund, the additional focus within the strategic plan pertains to broadening and strengthening relationships that enhance our ability to grow the conservation movement. This focus crosses most areas of our work, including significant development and education of a grassroots corps of volunteers (activists) so that they can carry out their own environmental efforts within their communities; further developing staff roles and responsibilities so that our team continues to grow in their abilities and efforts, as well as ensuring staff satisfaction and retention remain strong; enhancing and expanding our internship program for greater, collaborative experiences for our interns and staff working with and mentoring them; and further supporting and advocating for new partners in the environmental justice groups we helped establish.

# New Jersey LCV carefully oversees your contributions to a healthier, more beautiful New Jersey.

INCOME	FISCAL 2020		CALENDAR 2020	
	NEW JERSEY LCV EDUCATION FUND	NEW JERSEY LCV	PAC	SUPER PAC
CONTRIBUTIONS	\$ 48,792	\$ 95,227	\$ 92,762	\$ 152,210
PROGRAM GRANTS	\$ 1,349,586	\$ 645,335	-	-
EVENT INCOME	\$ 33,670	\$ 86,598	-	-
<b>TOTAL INCOME</b>	<b>\$ 1,432,048</b>	<b>\$ 827,160</b>	<b>\$ 92,762</b>	<b>\$ 152,210</b>

EXPENSES	NEW JERSEY LCV EDUCATION FUND	NEW JERSEY LCV
<b>PROGRAMS</b>	<b>\$ 884,022</b>	<b>\$ 407,949</b>
Stormwater	\$ 468,280	-
Clean Energy	\$ 135,612	\$ 155,021
Safeguarding Clean Drinking Water	\$ 124,813	-
Watershed	-	\$ 252,928
Other Programs	\$ 155,317	-
<b>FUNDRAISING</b>	<b>\$ 69,192</b>	<b>\$ 87,018</b>
<b>ADMIN/OVERHEAD</b>	<b>\$ 98,854</b>	<b>\$ 97,683</b>
<b>TOTAL EXPENSES</b>	<b>\$ 1,052,068</b>	<b>\$ 592,650</b>



New Jersey League of Conservation Voters Education Fund



New Jersey League of Conservation Voters

We ask you to invest in protecting New Jersey’s environmental future by making a gift to New Jersey LCV or New Jersey LCV Education Fund today.

Please visit [njlc.org/give](http://njlc.org/give) or [njlcvef.org/give](http://njlcvef.org/give) to give, or mail a check to New Jersey LCV, 1 N Johnston Ave, Suite A250, Hamilton, NJ 08609. Contributions to New Jersey League of Conservation Voters are not deductible as charitable contributions for Federal income tax purposes.



[njlcv.org](http://njlcv.org)  
P.O.Box 1237  
Trenton, NJ 08607-1237



[njlcvef.org](http://njlcvef.org)  
1 N Johnston Ave, Suite A250  
Hamilton, NJ 08609

