

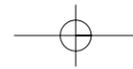


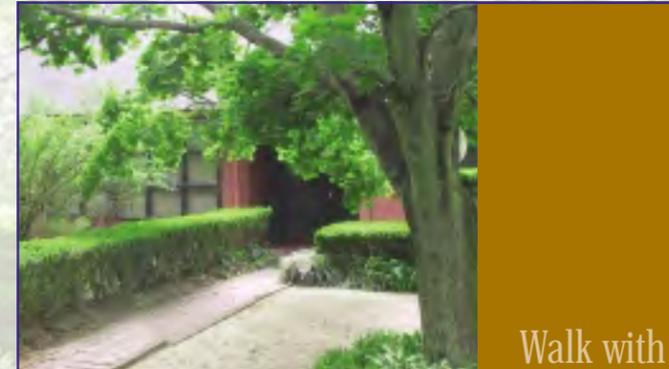
Pinelands Preservation Alliance

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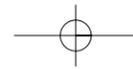


Sometimes the path set before us is not paved.





Walk with *us.*



A bold new *step*.

The Pinelands Preservation Alliance has acquired the Bishop Farmstead as its new headquarters. Over the next few months we will occupy this site and begin to transform it from rural farmstead to the foremost center for Pinelands advocacy, policy formation and public education. To do this, we need your help.

The Bishop Farmstead will give us the facilities we need to spread our message that the Pinelands can and must be saved forever – and that New Jersey's regional plan for the Pinelands demonstrates how our dynamic society can protect precious natural places in the midst of intense human activity, if we have the knowledge and the will to do so. The acquisition of the Bishop Farmstead gives the Pinelands Preservation Alliance space it has never had before: space to house its growing staff and volunteer corps, to convene policy forums, to reach out to the general public with education programs, and to involve more citizens in saving the Pinelands. This is a bold new phase in the life of the Pinelands Preservation Alliance and in the story of Pinelands preservation.

As accelerating sprawl and diminishing open space in New Jersey increasingly threaten the long-term survival of the Pinelands, our efforts and programs must grow to meet the challenge. The Bishop Farmstead will make this possible.



“My attachment to the Pine Barrens began decades ago on canoe and camping trips there with my family. I’m chairing this campaign because a place of such amazing beauty and regional importance needs a dedicated organization with good staff and facilities to watch over it.”

– **Michael W. Huber,**

*Founding Chair of the Board of Trustees of the Pinelands Preservation Alliance,
Co-Chair of the Building the Future, Preserving the Past Campaign*

Enter the Pinelands and the sandy forest floor uplifts you, the gentle flow of its tea-colored water carries you. Beautiful orchids, water lilies, and other extraordinary wildflowers, eagles, bobcats, coyotes and treefrogs all contribute to a biodiversity unmatched anywhere else in the region. The 1.1 million acre Pinelands is an internationally recognized ecosystem...

- * The Pinelands contains vast expanses of pine forests, cedar swamps, and miles of slow-moving rivers, creeks, and streams.
- * It encompasses coastal-bay, beach, and barrier-dune environments.
- * It is the largest surviving tract of open space on the Eastern Seaboard between Boston and Virginia.



Step into the Pinelands, if you've never done so before,
and you will be surprised... you'll be delighted.

- * It is a landscape sustained by the Kirkwood-Cohansey aquifer system, one of the largest such freshwater resources in the country, and one of the most vulnerable.
- * And it is a home and haven for unique communities of plants and animals.



Let us introduce ourselves.

In 1989, an alliance of conservation groups and concerned citizens formed the Pinelands Preservation Alliance, with the primary mission of preserving the precious natural resources of the New Jersey Pinelands. Since then, the Alliance has dedicated itself to monitoring development in and around the Pinelands, advocating for consistent implementation of the stringent anti-sprawl rules encompassed in the Pinelands Comprehensive Management Plan, proposing ways to improve the plan, and constantly reinforcing the imperative need to save this extraordinary but fragile ecosystem.



Success Speaks for Itself

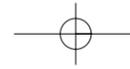
The Pinelands Preservation Alliance has many successes to show for its efforts. Here is a sample...

- * In 1993, we led the effort that defeated legislation that would have abolished the Pinelands Protection Act.
- * We have prevented, or successfully modified, a multitude of inappropriate development proposals across the Pinelands region by giving expert testimony at meetings and hearings, and by helping thousands of citizens voice their opinions on vital conservation issues.
- * We successfully advocated for new policy initiatives to strengthen protections, such as restrictions on new mining operations in the Pinelands and the adoption of new rules and new technologies for septic systems in the Pinelands.
- * We played a critical role in obtaining state funding for a comprehensive study of the Kirkwood-Cohansey aquifer system, the vital water resource on which the entire ecosystem and the people of South Jersey depend for their survival and about which not enough is known.
- * We initiated the creation of the Pinelands license plate. This plate is now a best-seller, and the proceeds go toward land acquisition for permanent Pinelands protection.
- * We have educated thousands of families, school children, and adults on the significance of the Pinelands through our newsletters and our website, classroom visits and presentations, volunteer activities and nature experiences.

For his birthday, Ethan Herman got to take his buddies on a hike led by Pinelands Preservation Alliance staff members. "It was the best. We had the best time!" says Ethan, who learned orienteering and other skills. His mother, Bonnie, first saw such trips listed in the Alliance newsletter. Among other staff-organized activities, Ethan has participated in the Wild for A Day youth program, and the Hermans have gone on the Nighttime Hikes (no flashlights!), and, of course, the springtime Fairy Shrimp trip. "We want Ethan to love the Pinelands," says Bonnie, "because it's something that you just keep growing into your whole life. You can never outgrow it."



Ethan



Laura Allison and her neighbors in the Marlton Lakes (NJ) Civic Association noticed that Kettle Run was running dry, affecting their lake and nearby wetlands. They then discovered that a well in adjacent Berlin Borough was drawing off the groundwater that supplied this feeder stream. They contacted the Pinelands Preservation Alliance for help. By assisting the community group in organizing, conducting research, developing strategy, and preparing testimony, the Alliance provided essential support. As a result, the neighbors influenced the New Jersey Department of Environmental Protection to take the unprecedented step of ordering Berlin to turn off the well and find another source for its municipal water supply. Our staff hydrologist was essential to the community association in interpreting the technical aspects of the case and aiding them in advocating for their position. As with nearly all issues in the Pinelands, this one remains in play, but we have been subsequently successful in bringing about a major public hearing about this issue in 2002.



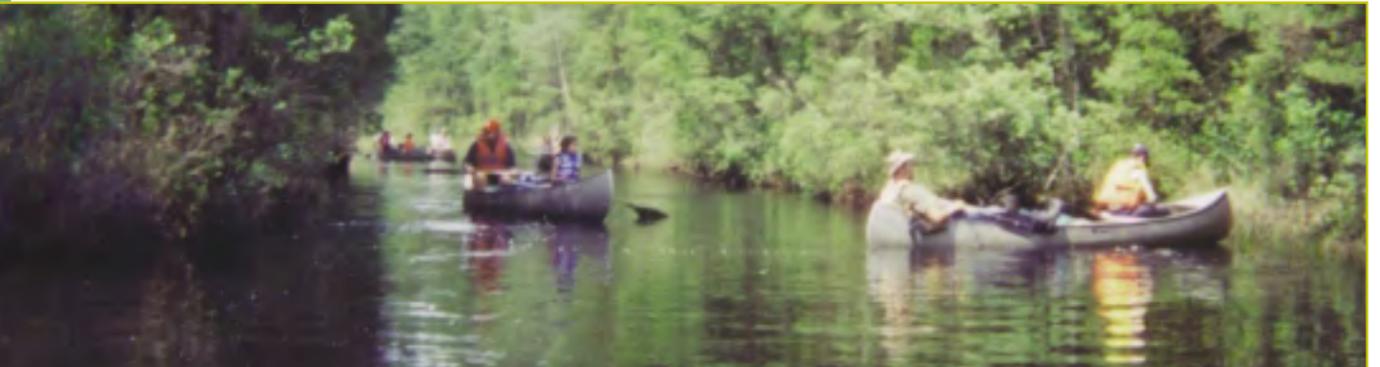
Now let us *step* into the future.

Even with these accomplishments, there is an enormous amount to be done. The Pinelands encompasses over 20 percent of the state of New Jersey. This is critical habitat for many species designated as threatened or endangered by our federal and state governments.

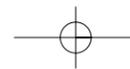
The Pinelands under threat

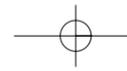
While a wholesale assault on Pinelands protections is hard to imagine today, there still exist many threats to the integrity, health and future of the ecosystem. Here are some of the main threats...

- * Population growth in and around the Pinelands exceeds average population growth in the state as a whole. This increases pressure to build in the region.
- * Existing development in the Pinelands is affecting Pinelands water and breaking down the chemical barrier that keeps the ecosystem pure. This allows invasive species to force out the native species adapted to the unique chemistry of the region.



- * Development in the Pinelands continues to fragment the critical habitat needed to preserve the variety of life that the region is justly famous for.
- * In recent years, weak policy implementation by the various agencies charged with protecting the Pinelands has resulted in an atmosphere of compromise that threatens the very integrity of the ecosystem and the anti-sprawl plan designed to protect it.





The path set before us *is not paved* and we intend to keep it this way.

We seek to make a model and preserve an ecosystem.

The Alliance seeks to make the New Jersey Pinelands a model for the conservation of natural habitats in a region of intense urban and suburban sprawl.

We seek to promote the creation of truly sustainable communities that use but do not exhaust the natural infrastructure of land, water and air.

We seek to create an informed citizenry that understands the landscape in which it lives and cares about saving the plants, animals and natural scenery of the Pinelands.

We seek to make the Pinelands Preservation Alliance the most powerful and persuasive advocate it can possibly be for the development and implementation of sound public policies that will save the Pinelands for generations to come.

The Bishop Farmstead will help the Alliance to strive effectively to achieve these ambitious goals.

The Bishop Farmstead will:

- * Give the Alliance needed room to grow in staff and volunteers.
- * Provide meeting facilities in which we can conduct policy conferences, public meetings, and educational programs.
- * Enable us to be a resource center for citizens wishing to understand Pinelands ecology and land use management - and especially for those wishing to become active participants in protecting the Pinelands.
- * Provide an enriching learning environment for visitors to become acquainted with the Pinelands, the Alliance and its work, and, most importantly, what they can do to help.
- * Give us a distinguished, well recognized home from which to continue raising the public profile of the Pinelands Preservation Alliance and the New Jersey Pinelands.



Dave & Rosemary

“We didn’t think we could make it,” says Rosemary Tripoletti, vividly recounting the first of several back-packing trips that she and her husband Dave took under the guidance of Pinelands Preservation Alliance staff. “But then we were so exhilarated by the end. Neither the blisters nor anything else mattered because we had done it!”

The Tripolettis are among the many annual participants in the educational outings that the Alliance’s staff offers through all seasons of the year. Rosemary and Dave have also attended a number of cougar-spotting treks and, of course, Jersey Devil hunts.

“The learning and camaraderie were great,” says Rosemary. “We are so thankful to the Alliance for opening up the enjoyment of this place to us.”



BUILDING THE FUTURE, PRESERVING THE PAST CAMPAIGN

Costs - Phase 1

Purchase of Bishop Farmstead	\$462,000
Site Preparation, Office Creation and Moving Costs	\$100,000
Handicap Access, Barn Roof Repairs, and Misc.	\$50,000
Interpretive Programs (grassland habitats, native plant gardens, educational displays, etc.)	\$100,000
Endowment (future maintenance, and enhanced operations and public education)	\$788,000
Phase 1 Total	\$1,500,000

Phase 2

Property improvements	\$750,000
Endowment (building and lands stewardship)	\$250,000
Phase 2 Total	\$1,000,000

CAMPAIGN TOTAL \$2,500,000

Projected Sources - Phase 1

Support from Individuals	\$900,000
Green Acres grant to preserve farmhouse, farmland and open space	\$264,000
Sale of Office Building	\$100,000
Foundations	\$236,000
Phase 1 Total Goal	\$1,500,000

Phase 2

Support from Individuals	\$900,000
Foundations	\$100,000
Phase 2 Total Goal	\$1,000,000

CAMPAIGN TOTAL GOAL \$2,500,000



We need your help

We need your help to create our center for Pinelands preservation. To secure this new center from which to launch our work we need a strong foundation. On the previous page we have listed what we believe is necessary.

Our campaign will occur in two phases: Phase I will fund the acquisition of the Bishop Farmstead, the work needed to make it our headquarters, creation and installation of an interpretive program, and an endowment sufficient to take care of the property for the foreseeable future. A later Phase II campaign will fund additional improvements, particularly to the barn, and most importantly, ensure the long-term stewardship of the property.

We are excited about what we have accomplished so far in this respect. Our commitment is comprised of:

- * 100 percent commitment from our Trustees, with total gifts and pledges in excess of \$200,000.
- * \$247,500 from the State of New Jersey Green Acres program, for preservation of the farmhouse, farmland and open space.
- * \$100,000 from the William Penn Foundation in support of our plans for the future.
- * \$400,000 as a bequest from our long-term supporter Alex Keer, who passed away earlier this year. Alex helped the Alliance buy its current home and is now helping us with this new and important venture.
- * And we expect \$100,000 from the Alliance itself from the sale of its current headquarters.

Funds already committed to the campaign represent an important first step for us.

Money raised so far will allow us to move into our new property and carry out our work there. Your participation will allow us to take the next important step. Your help will create not just an efficient office space but also a center for Pinelands education, policy development and preservation. Your support for this project will allow PPA to build the future. We cannot completely realize our plans for a regional headquarters for Pinelands preservation without you.

We invite you to join us on this journey and support our plans for the Farmstead, for the Alliance and for the ecosystem.

We offer many ways to give. You can make a gift in the following ways, each of which can offer you significant tax benefits:

- * cash, stock, and other negotiable securities
- * gifts-in-kind that meet the needs of PPA
- * real estate, interest in real estate, or other tangible property
- * paid-up life-insurance policies

We encourage you to think of a three-year investment on our campaign. The Pinelands Preservation Alliance also welcomes the opportunity to discuss planned giving options with donors, including ways to remember the Alliance through a bequest. For more information, call the Pinelands Preservation Alliance, 609-894-8000.



“We now have leadership in the region that is interested in smart growth. The Pinelands area could be an example of worldwide significance, showing the way growth should occur. Now is the time to exert our influence.”

– *David F. Moore,*
Chair of the Board of Trustees of the Pinelands Preservation Alliance,
Co-chair of the Building the Future, Preserving the Past campaign.

