

# GROUP FOR THE EAST END



.....2012 ANNUAL REPORT.....



protecting the nature of the place you love



We protect and restore the environment of eastern Long Island through education, citizen action and professional advocacy. We inspire people to embrace a conservation ethic.

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Dear Group for the East End Supporter,

Thank you very much for your commitment to the Group in 2012 — our 40th anniversary! We are proud of everything we accomplished, which could not have been done without you.



With your support, the Group co-hosted the first Long Island-wide conference on water quality protection, an essential step to enact legislation that will safeguard our bays, harbors and drinking water. We educated more children than ever—our future environmental stewards—through our in-classroom science lessons, field trips and summer field ecology program. With armies of volunteers, we restored vital habitats across the East End. We were able to achieve these goals, despite a shortfall in revenue—mostly a result of the steep competition for fundraising dollars on eastern Long Island amidst a slow economic recovery.

We look back over four decades and note that the Group—often against stiff opposition—was able to build powerful coalitions to save farmland and critical natural habitats; lead grassroots campaigns to protect tens of thousands of acres of land and groundwater recharge areas (the source of our drinking water); educate over 60,000 students; and inspire citizens throughout the region to embrace a conservation ethic and to take action in their communities.

Today we face critical environmental challenges. We address each one thoughtfully and develop common sense solutions through a network of partners including government officials, civic groups, dedicated volunteers, local businesses and other non-profit organizations. As we advocate now for new and improved laws that affect our health and quality of life, we invest in the future by teaching our children about this spectacular place we call the East End.

Together we can and will protect the natural resources and beauty of eastern Long Island—Remsenburg to Montauk, Wading River to Orient, and Shelter Island. Thank you for your support.

A handwritten signature in dark ink that reads "W McChesney".

William S. McChesney, Jr.  
Chairman

A handwritten signature in dark ink that reads "Robert S. DeLuca".

Robert S. DeLuca  
President



## CELEBRATING 40 YEARS OF CONSERVATION

*Since 1972, Group for the East End has led the way in protecting and restoring the rural character of eastern Long Island.*



1970's



1980's

### Preserve Natural Habitats and Farmland

The Group built a strong coalition of citizen advocates and persuaded Suffolk County to preserve areas with fragile habitats, such as the Long Pond Greenbelt, and more than 5,000 acres of farmland through a new Farmland Preservation Program.

### Protect Clean Water

During the real estate boom, the Group succeeded in getting laws passed that required developers to set aside a substantial amount of open space on each subdivision. Buildings had to be clustered away from sensitive ecosystems and critical groundwater recharge areas—the source of our drinking water.





1990's



2000's

## Stop Overdevelopment

As more housing developments and shopping malls went up in the area, the Group led a public grassroots campaign to pass the Long Island Pine Barrens Protection Act and the Community Preservation Fund Act, also known as the 2% real estate transfer tax. The two acts together preserved more than 60,000 acres of land and protected drinking water for generations.

## Inspire People and Expand Programs

Formerly known as Group for the South Fork, we changed our name when we expanded our education and advocacy programs to the North Fork, Riverhead and Shelter Island. We joined with community groups to encourage people to use sustainable landscaping methods; test water wells for contaminants; dispose of toxic products safely; push for more energy-efficient building codes; and more.



## ADVOCACY

*We are the watchdogs—  
Paying attention to  
water quality and  
sensible community  
planning – advocating  
today for a bright  
environmental future.*



### Clean Water Action Conference: Saving Our Bays and Drinking Water

Our bays and drinking water are in trouble. That's why the Group joined with Long Island's leading environmental advocates to organize the first Island-wide conference on water quality. The conference was a call-to-action to develop a mandated water protection and restoration plan for our area. Among the plan's highlights will be the development of new septic standards to reduce sewage pollution, a reduction or elimination of the pesticides found most commonly in groundwater, and the creation of a regional entity to oversee the plan implementation. State representatives at the conference said at least two pieces of clean water legislation will be introduced.

### Post Super Storm Sandy: Planning for the Future

After surveying the damage and amidst the commotion caused by Sandy, Group president Bob DeLuca strongly pressed town leaders to develop sustainable post-storm recovery plans—using plans of other coastal communities as models—including funding mechanisms. With a specific plan in place, lives will be saved, beaches will be restored more quickly, and towns will have a better chance of qualifying for post-emergency state or federal funds. In addition, installation of hard structures, which can destroy the natural shoreline over time, would be minimized.

### Plum Island: Turning Concerns into Action

Over 80% of Plum Island's 840 acres is undeveloped. The federally threatened and New York State endangered Piping Plover is one of nearly 200 bird species that depends on the Island for breeding and as a safe stopover point during migration. Forty rare and protected plants have been identified on the Island, which also serves as a popular haul-out site for Harbor Seals. So when North Fork residents grew increasingly concerned about a mandated sale of Plum Island by the federal government, the Group organized a broad-based coalition of New York and Connecticut civic groups and conservation partners to oppose the sale of Plum Island to private developers; initiate zoning changes that could protect at least 80% of the land; and work with federal representatives to change the law that required the sale of Plum Island in the first place!



## Preserving Land and Protecting Water

The Group advocated successfully before the Suffolk County Legislature to preserve 450 acres in the Town of Riverhead. Over 300 wooded acres in Northville—known as the North Fork Preserve and considered by many as the County’s “last great park”—were protected from development, as were 150 acres of the former “Beagle Club” property in Calverton. Preservation of these two pieces of land will help protect the quality of the bays and drinking water, as well as substantial wildlife habitats on the East End.

## Protecting the Rural Character of Wading River

After a protracted battle to stop the commercial sprawl in Wading River, the Group and civic organizations secured a final Route 25A Corridor Study that reduced the amount of allowable retail strip development use by approximately 150,000 square feet.

## Saving Water Quality Jobs

As a short-term budget fix, Suffolk County proposed the elimination of 20 water quality protection jobs at precisely the same time water quality had become a critical county-wide issue! The Group pressed the County Executive and Legislature to restore these positions. In the end, 17 jobs were restored and paid for through a temporary allocation from Suffolk County’s quarter-percent sales tax fund, a voter-approved water-quality protection fund the Group helped establish.

### Group Staff Honored by Suffolk Times Newspaper

The Group received the “2012 Civic People of the Year” award for our work as “an advocate for the environment.” Times reporter Beth Young cited our dedication to protecting groundwater through our work as a founding member of North Fork Clean Water Action, as well as our environmental education programs, osprey nesting tower project, and collaboration with civic groups to protect the rural quality of the East End.

### Bob DeLuca Honored by Long Island Pine Barrens Society

Group President Bob DeLuca received the Long Island Pine Barrens Society’s “Award for Outstanding Contribution to Long Island’s Environment” at their gala on October 18.





## EDUCATION

*We teach—  
About protecting our  
water and creating  
a sustainable future.  
We are igniting kids'  
passions about the  
environment.*



### 3,750 Students Receive Environmental Science Lessons

Group educators taught in-classroom lessons to K-12 students and led 94 field trips at East End schools. Lesson topics included animal adaptation, birds, dunes, ecology, estuaries, freshwater ponds, geology, groundwater, energy, food webs, forest ecosystems, ocean beach ecosystems, organic farming, rain gardens, salt marsh ecosystems, storm water runoff, taxonomy, tides, and wildlife migration. Participating schools included:



Aquebogue Elementary School  
East End Home School  
East Hampton Middle School  
East Quogue Elementary School  
John Marshall Elementary School  
Mercy High School  
Montauk Public School  
New Suffolk School  
Oysterponds Elementary School  
Sag Harbor Elementary School  
Southampton Elementary School  
Southampton Intermediate School  
Southold Elementary School  
Southold High School  
Springs Public School







## Summer Field Ecology Program Gets Rave Reviews

After 21 years, the survey results are clear. Children and parents love this program! One hundred kids explored the natural surroundings of the South and North Forks in 2012. Each day of the weeklong sessions they went to a new spectacular location. They hiked through the woods and along the beach

where they learned about native and non-native plant and animal species, including the importance of our wetlands. They gathered horseshoe crabs, minnows and other marine life, then examined and released them. Scavenger hunts and hermit crabs races were especially well-liked!

## 415 People Attend Nature Exploration Events

Bird walks, seal-viewing outings, birdhouse building classes and "Storm Water and You" workshops were just some of the twenty seven exploration events offered by the Group in 2012. They were held across the East End and in New York City.





## STEWARDSHIP

*We are hands on—  
protecting the  
environment;  
preserving and  
restoring natural  
habitats.*





## 7 Habitat Restoration Projects

Teams of Group staff and 96 volunteers planted beach grass at Taylor's Island on Shelter Island, dug up invasive Japanese knotweed at Louse Point in East Hampton, cleaned up the shores of Goldsmith Inlet in Southold and participated in four other habitat restoration projects across the East End in 2012.

## Wetlands Education & Restoration at Mercy High School

By 2012, the decade-long deterioration of a large drainage pond and running track at Mercy High School in Riverhead prompted administrators and alumni to convert the area into a fully-functioning restored wetland. The school invited the Group to coordinate and lead the "Scholarship through Stewardship" education portion of the project. With a grant from the New York State Environmental Facilities Corporation and the work of dedicated school representatives and alumni, this wetlands remediation project became a reality. Senior Environmental Advocate and Mercy alumna, Jennifer Skilbred, taught a select group of science students—hands-on—how to collect baseline ecological data, identify harmful invasive plants, take water quality measurements, and study soil samples under a microscope. Eventually the site will become a healthy wetland ecosystem again, as well as a living laboratory to be used for science programs at other schools.

## Southold Partnership Protects Rare Shorebirds

The Group was hired by the Town of Southold to monitor the breeding of Least Terns and Piping Plovers, which are threatened species in New York. We partnered with North Fork Audubon Society to provide stewardship for over 20 potential nest locations, from which 11 young plover chicks fledged. More than 50 Least Terns fledged, which is consistent with the prior three years. Based on these findings, the Town of Southold offered the Group a two-year contract to continue monitoring in 2013 and 2014.





# BENEFIT GALA



*40th Anniversary Benefit  
June 23, 2012  
Wölffer Estate Vineyard  
Sagaponack*

More than 350 guests came out to celebrate 40 years of conservation at the Group's annual gala, which brought in over \$500,000. The ceremony started with a proclamation presented by New York State Assemblyman Fred Thiele, honoring the Group's 40th anniversary. Later in the evening special guest Alec Baldwin stepped up to the microphone and raised \$40,000 in less than one minute for our osprey nesting pole program! Thank you to Alec Baldwin, Billy Joel, our co-chairs and everyone else who supported the gala.







# CONTRIBUTORS

*Making a difference—  
Joining forces with  
people who care  
about the East End.  
You make our work  
possible.*



**\$25,000 and above**

The Alec Baldwin Foundation, Inc.  
Katherine and Marco Birch  
Carolyn and Gregory Hoogkamp  
Sonia and Paul Tudor Jones  
Cynthia and Dan Lufkin  
The Moore Charitable Foundation  
The Peter Jay Sharp Foundation  
Richard King Mellon Family Foundation

**\$10,000 to \$24,999**

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Elaine and Ralph Crocker  
Larry Gagolian  
Susan Goldstein  
Robert and Jennifer James  
Johnson Family Foundation  
Laffont Family Foundation  
Dorothy Lichtenstein  
Genevieve and Robert Lynch  
Deni and Bill McChesney  
Edward and Sandra Meyer Foundation  
Carol Morrison  
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Sam and Karen Oh  
Jocelyn and Michael Pascucci  
The Rauch Foundation, Inc.  
Jacqueline and Peter Schellbach

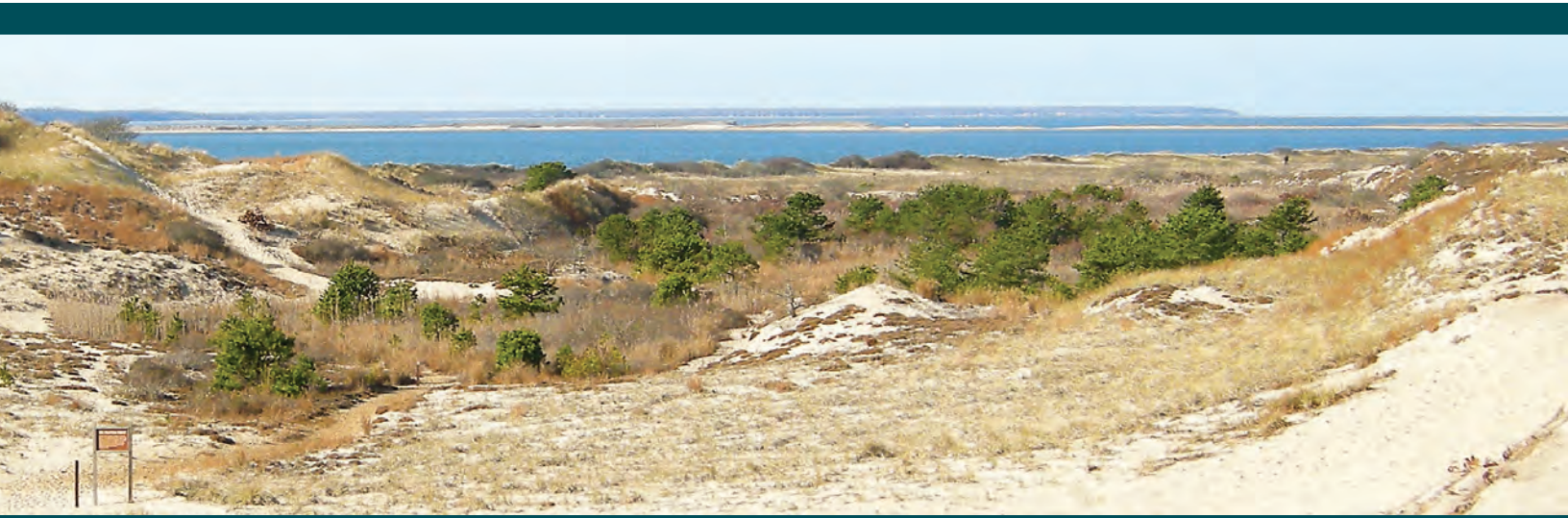
**\$5,000 to \$9,999**

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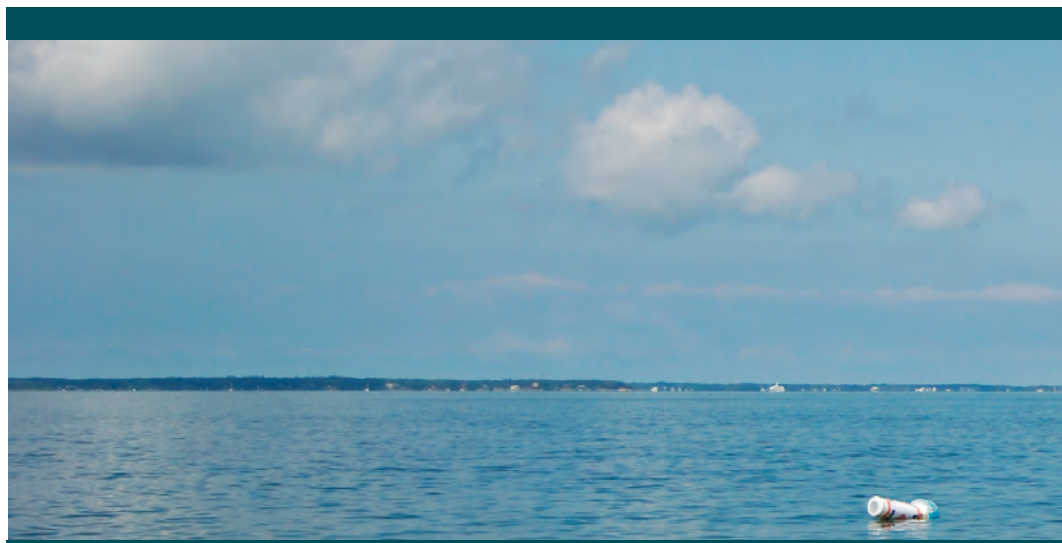
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Thank you for your support in 2012.



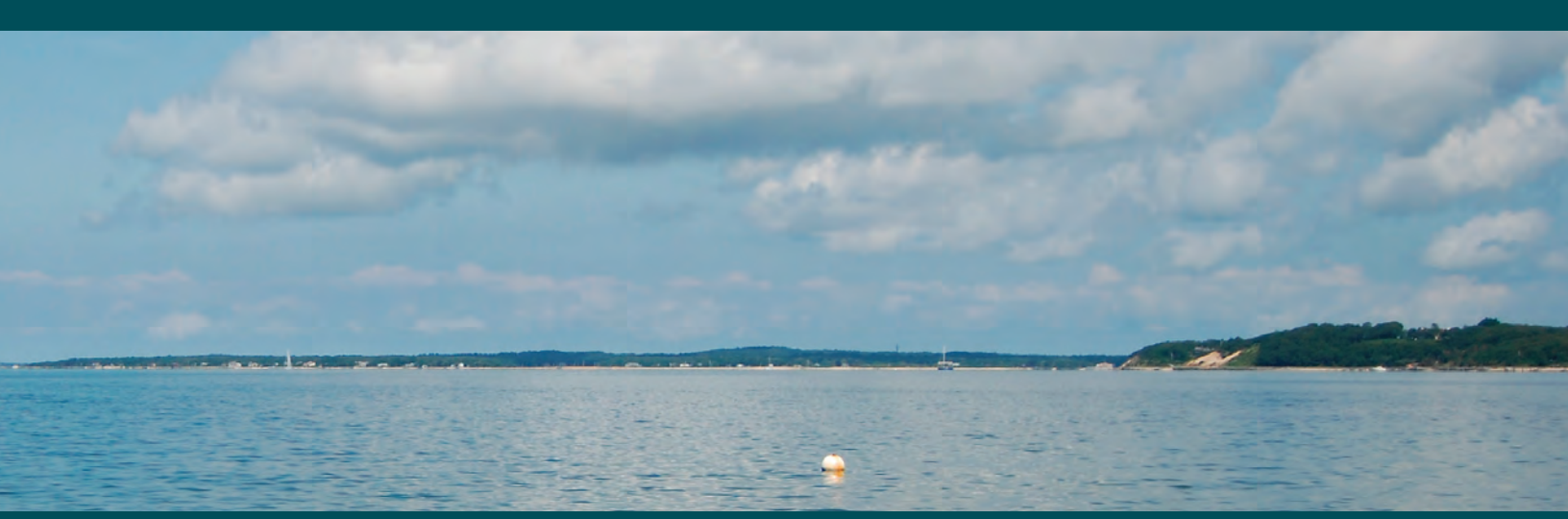
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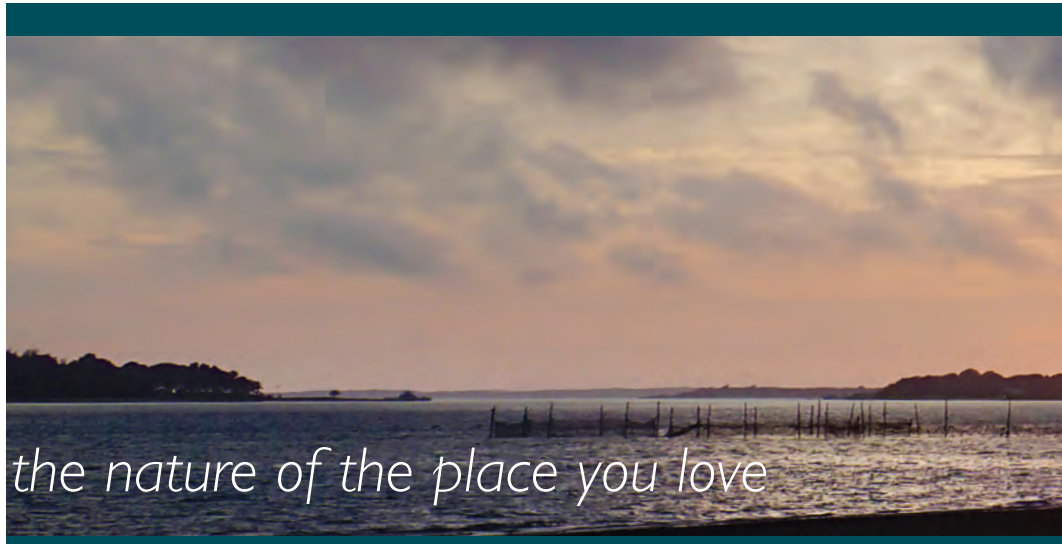
**Membership Outreach**

With a generous grant from the Moore Charitable Foundation, the Group conducted an outreach campaign to improve communications with members and potential supporters. The Montauk-based public relations company and generous supporter, Blumenfeld and Fleming, led the rebranding effort, which included a new membership brochure, the launch of a new web site and a multimedia advertising campaign over the summer. Social media was used to inform and listen to constituents about pressing environmental issues, events, action alerts and more.



## 2012 FINANCIALS

*80% of our total annual expense budget is allocated directly to advocacy projects and education programs that protect the nature of the place you love*



### Financial Summary

At the end of 2012, Group for the East End had \$377,401 in reserves, representing approximately one-quarter of annual operation costs. Total equity was \$1,099,354, while current and long-term liabilities were \$31,232 and \$519,716, respectively.

Despite the lingering effects of a slow economic recovery and intense competition for fundraising dollars on the East End, the Group raised nearly \$1.14 million in 2012. Revenue from public education programs (including fee-for-services and contracts) of \$147,840 exceeded the budgeted goal of \$110,000, a result of adding an environmental educator position and taking on additional contract work. In addition, the \$20,876 in online and newsletter revenue was \$18,876 over the budgeted goal, a result of the Group's investment in a comprehensive communications campaign. The campaign, designed to build organizational strength through expanded outreach, improved branding and messaging, and diversified donor recruitment channels, however, contributed to an overage of \$62,587 in grant-funded expenses.

Exercising significant restraint, the Group was under budget in 17 of its 22 annual operating expense categories, and still achieved major program goals.

### What Do the Four Stars Mean?

According to Charity Navigator, their ratings, based on metrics garnered from IRS Form 990, provide clear, objective and reliable assessments of the financial health, as well as the accountability and transparency, of charitable organizations. Four Star Charities receive a qualitative rating of "exceptional," which is defined as exceeding industry standards and outperforming most charities within its cause. Charity Navigator does not recommend using its ratings as the only factor in deciding whether to support a particular organization. For more information, please visit [charitynavigator.org](http://charitynavigator.org).





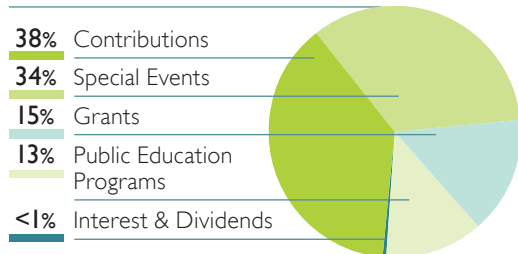
### Sources of Revenue

	2012	2011	2010
Contributions	432,434	683,611	576,320
Public Education Programs	147,840	144,160	151,582
Grants	169,534	204,429	126,140
Special Events	388,338	456,221	326,662
Interest and Dividends	284	330	566
<b>Total Revenue</b>	<b>1,138,430</b>	<b>1,488,751</b>	<b>1,181,270</b>

### Categories of Expenses

	2012	2011	2010
Advocacy, Education and Community Planning	\$1,201,344	\$1,197,618	\$1,130,540
Administration	\$203,535	\$198,048	\$146,245
Membership Development and Special Events	\$101,041	\$120,151	\$141,006
<b>Total Expenses</b>	<b>\$1,505,920</b>	<b>\$1,515,817</b>	<b>\$1,417,791</b>
Operating Surplus (Deficit)	(\$367,490)	(\$27,066)	(\$236,521)
Net Assets	\$1,099,354	\$1,466,844	\$1,493,910

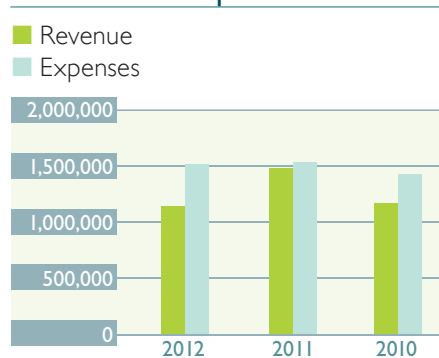
### 2012 Sources of Revenue



### 2012 Categories of Expenses



### Revenue and Expenses



The financial results shown above are derived from the Group's complete, audited 2012 financial statements, which can be obtained online at [GroupfortheEastEnd.org](http://GroupfortheEastEnd.org). IRS Form 990 can also be found there.





## WHO WE ARE

*Board, staff, volunteers—  
Together we protect and  
restore the environment  
on the East End of  
Long Island.*



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#### Vice Chairman

Katherine Leahy Birch

#### Treasurer

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Robert S. DeLuca

##### Vice President

Aaron Virgin

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Jennifer Hartnagel  
Jeremy Samuelson  
Jennifer Skilbred

#### Director of Community Outreach

Kate Fullam

#### Environmental Education

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There are several ways you can make a meaningful contribution to the Group:

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If you have any questions about these or other types of gifts, please contact us or visit our web site. We look forward to hearing from you.

### **Group for the East End**

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### **GroupfortheEastEnd.org**

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**Photo Credits:**

**Judy Christrup:** p.8-9 (Hoisting osprey pole) • p.18 (Full moon paddle at Sagg Pond)

**Jim Colligan:** Photos taken on Shelter Island p.4 (Osprey) • p.7 (Harbor seal sunning itself)  
• p.18 (Osprey with young in nest) • p.20 (Sailboats moored)

**Jessica Guadagno:** p.1 (Portraits of Bill McChesney and Bob Deluca)

**Diane Hewett, DCHgraphicdesign.com:** Cover (Clamming in Sag Harbor Cove) • p.2-3 (Clammers near Dune Road, Westhampton; Farm Vista on Scuttlehole Road) • p.4-5 (Lifeguard chair-Bridgehampton, Clamming in Sag Harbor cove) • p.7 (Students hike on Walking Dunes trail led by Aaron Virgin during school program) • p.12-13 (Walking Dunes vista, Montauk lighthouse)  
• p.14-15 (Noyac Bay, Commercial fishing boats- Montauk, Circle Beach) • p.16-17 (Sunset at Mashomack Preserve) • p.19 (Ocean moonrise) • p. 21 (Mocking bird singing away at Long Beach)

**Carissa Katz:** p.3 (Sunflower)

**Christopher London:** p.10-11 (40th Anniversary Gala photos)

**Joel Milton:** Cover, Back Cover, IFC, (Atlantic Avenue Beach dunes and vista), (Pine tree)  
• p.20-21, top (Napeague Harbor) • p.5 (Pine tree), p.18-19 (Kate Fullam canoeing on Kellis Pond in Bridgehampton with Richard Hendrickson who turned 100 in 2012!)

**SeaGrassLI.org, Cornell Cooperative Extension of Suffolk County's Eelgrass Program:**  
p.17 (A natural eelgrass meadow off of Plum Island, 2007)

**Photos by Group Staff:**

p.6-7: Summer Field Ecology and kayaking photos

p.8-9: Plover lookout, plovers, plover eggs, and planting photo • p.13: Boy walking along Napeague shoreline • p.16: Rocks typical of Long Island beaches left here by glaciers and smoothed by the sea.  
• p.19: Group Environmental Educator, Missy Weiss shows a student sealife • Group photo

**Copy and Management:** Kristina Lange

**Graphic Design:** DCH Graphics





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