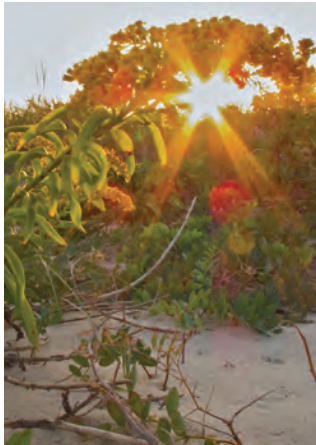


GROUP FOR THE EAST END



.....2013 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 Supporters,

We are grateful for your generosity and enthusiasm in preserving the East End's environment in 2013. With your support:

- The Group partnered with prominent conservation organizations in Suffolk and Nassau Counties to launch the Long Island Clean Water Partnership, a vital step in enacting legislation that will safeguard our coastal waters.
- We successfully advocated before the Southold Town Board to approve stringent new zoning laws for Plum Island, thereby designating 80% of the Island as a conservation district.
- We established the East End Medication Disposal Program to prevent potentially harmful drugs from contaminating our drinking water, bays and harbors.
- The Group's education team—with their combined 52 years of experience—shared their knowledge of flora, fauna and environmental science with over 4,300 children in classrooms, on field trips and through our popular summer field ecology program.
- Together with volunteers and local students, the Group led coastal cleanup events, planted beach grass, and removed invasive species to help restore wetlands and other critical habitats.

Protecting and preserving the environment on the East End is a full-time, never-ending job. There are always new challenges and you helped us meet those challenges in 2013.

Whether it's stopping a careless development proposal that has no regard for open space, or building a nesting platform for ospreys and their chicks, our goal is always the same. The Group protects the nature of the place you love.

Thank you for your support.



W McChesney Jr

William S. McChesney, Jr.
Chairman



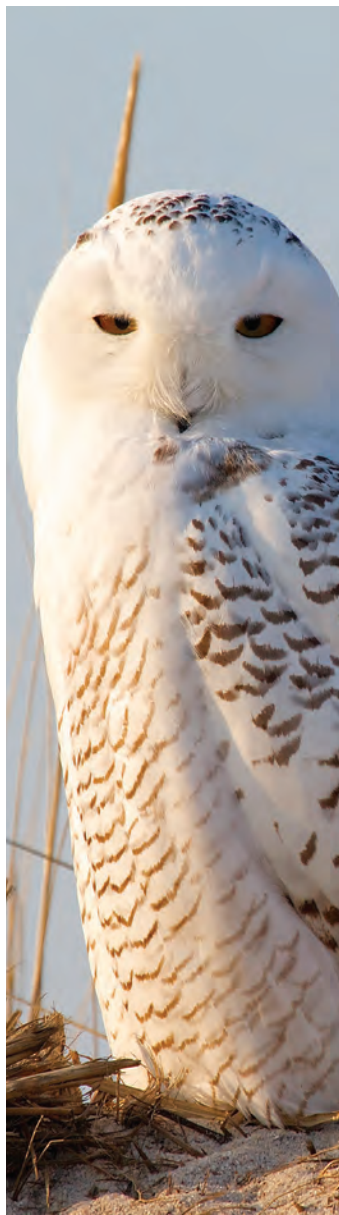
Robert S. DeLuca

Robert S. DeLuca
President



ADVOCACY

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



Regional Water Campaign Kicks Off

In response to rapidly declining water quality across the region, the Group, with generous support from the Rauch Foundation, joined with Long Island's three other leading conservation organizations to pool resources to launch a major clean water action initiative for all of Long Island. We developed a multimedia campaign to garner island-wide citizen support for a desperately-needed action plan. By the end of 2013, we had built a coalition of nearly 100 organizations and businesses; sponsored several large press events; implemented an advertising campaign; established an active social media presence; and built a new campaign web site. Longislandcleanwaterpartnership.org allows concerned citizens to sign up for updates and alerts, and to let their local, county and state elected officials know they support a comprehensive clean water action plan for Long Island.

Plum Island: A Conservation Victory

The Southold Town Board unanimously approved tighter zoning laws for Plum Island's 840 acres after hearing testimony from the Group, the Preserve Plum Island Coalition and other environmental organizations. The laws created a new conservation district, which encompasses the existing 80% open-space portion of the island, and a 20% research district, which represents the land footprint of the National Bio and Agro-Defense Facility. As a result, the proposed sale of Plum Island became far less attractive to private developers. The Group worked with Congressman Tim Bishop to initiate legislation that would formally decouple the sale of the island from the construction of a new NBAF. Senator Richard Blumenthal of Connecticut agreed to serve as the U.S. Senate sponsor of the *Save – Don't Sell Plum Island Bill*. This was welcome news for more than 200 bird species that depend on the island for breeding and as a safe stopover point during migration. It was also a boon for the 40 rare and protected plants on the island, and for Harbor and Gray Seals, who have made Plum Island the largest seal haul-out site in Southern New England.

24 Acres Saved from Luxury Housing Development

In December 2013, the East Hampton Town Board set hearings on a large-scale change-of-zone application known as the "555 Senior Housing Complex." A soon-departing majority of the East Hampton Town Board favored the rezoning of a 24-acre agricultural property in Amagansett to construct a 79-unit, luxury, senior housing complex. The Group attended



hearings, provided testimony, and also urged the Suffolk County Planning Commission to deny the application. The project was proposed for agricultural land; did not provide any open space preservation; was roughly 10 times as dense as zoning permitted; and provided no affordable housing provision. Due to the County's denial of the application, the Town Board ultimately did not have the supermajority needed to change the zoning. Under new leadership, the parcel has been preserved through the Community Preservation Fund.

Keeping Harmful Medications Out of Our Waters

After the Suffolk County Health Department reported traces of aspirin, ibuprofen, antibiotics and other medications in our drinking water, the Group responded with the launch of the East End Medication Disposal Program. Founded with the scientific knowledge that male fish produced eggs when they were exposed to birth control pills, and that expired anti-depressants and beta-blockers affected fertility in certain organisms, the program strongly encourages residents to throw out unused medications in drop boxes at participating police stations, instead of flushing them down the toilet. It is one of the easiest, cost-effective ways to help protect our drinking water supply and our marine life. Within the first few months of a multimedia campaign, over 500 pounds of medications were collected and transported to an incinerator approved by the NYS Department of Environmental Conservation.



Preservation Map for Nearly 2,900 Acres in Calverton

In an effort to demonstrate support for environmentally responsible economic development and to get the planning process back on track for the Enterprise Park in Calverton, the Group, with the Long Island Pine Barrens Society and The Nature Conservancy, created a detailed conservation and land-use map for EPCAL. For the mostly undeveloped land, the map designates areas suitable for economic development and other areas necessary to protect water and preserve land. After business stakeholders and New York State Department of Environmental Conservation officials reviewed the map, they decided it would be included as a design alternative in the upcoming environmental review process.





EDUCATION

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



4,200+ Students Receive Environmental Science Lessons

Group educators taught 102 in-classroom lessons to K-12 students and led 120 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:

- Amagansett School
- Dayton Avenue School
- East Hampton Middle School
- Eastport School
- John Marshall Elementary School
- Mattituck High School
- Mercy-McGann High School
- Montauk Public School
- Our Lady of Mercy Elementary School
- Our Lady of Wisdom 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 – Another Banner Year

After 23 years, this program continues to excite and inspire. Throughout the summer, 120 kids explored the waters and terrain of the South and North Forks, each day discovering natural wonders in a different location. They hiked through the woods, watched chickadees perch on their hands, and used seine nets to learn about magical sea creatures. They also learned about native and non-native plant and animal species, and the importance of our wetlands. Both baby and adult horseshoe crabs were a big hit!



Record Numbers Attend Nature Exploration Events and Workshops

Over 1,100 adults and children explored the East End and learned about conservation in at least one of the 48 events offered by the Group in 2013. Nature lovers counted species in our annual Fauna-thon, removed invasive plants while kayaking, enjoyed bird walks along the dunes and much more!

New Nature Center

Through a collaboration with the Town of Southold, the Group began offering environmental programs in early 2013 at Downs Farm Preserve, a National Historic Landmark in Cutchogue. The 51-acre property includes scenic woodlands, tidal wetlands, a rustic, one-room schoolhouse and an environmental learning house—the perfect nature center! Full moon hikes, family scavenger hunts, and workshops on green spring cleaning were just some of the many events children and adults enjoyed.



STEWARDSHIP

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



Habitat Restoration Projects

Group staff and nearly 300 volunteers, including young children, middle and high school students and adults, planted thousands of beach grass plugs to restore sand dunes damaged by Super Storm Sandy. We also planted native gardens to support local wildlife and help remedy the effects of storm water runoff. Here's a summary of our collaborative efforts:

1. Southold third grade students planted beach grass at Orient State Park
2. Peconic Community School students planted a native garden at the East End Arts Council Building
3. Project MOST EarthSavers planted beach grass at Louse Point in Springs
4. Girl Scouts planted beach grass at Orient Beach State Park
5. Mercy-McGann H.S. students assisted in a wetland remediation project on school grounds
6. Project MOST EarthSavers planted a native garden at East Hampton Town Hall
7. Our Lady of Mercy Elementary School and Our Lady of Wisdom Elementary School students helped Mercy-McGann H.S. students plant a variety of wetland plants as part of a habitat restoration project

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. Once again we partnered with North Fork Audubon Society to provide stewardship for over 20 potential nest locations, from which 12 young plover chicks fledged. More than 33 Least Terns fledged, which is consistent with the prior four years. The Group will continue monitoring in 2014. In addition, the Group compiled a dredge management report to assist Town officials on ways to enhance the nesting areas for these threatened shorebird populations.

New York Horseshoe Crab Monitoring Network

The Group served as a site coordinator for this annual Long Island-wide citizen science project, organized by Cornell Cooperative Extension's Marine Program. The goal is to collect valuable biological information about the ecological, economical, and medically-valuable horseshoe crab. Group staff and volunteers monitored spawning horseshoe crabs by counting and tagging them at South Harbor Beach in Southold. The data collected will be used to assist in the horseshoe crabs' regional management and conservation by the NYS Department of Environmental Conservation.





BENEFIT GALA



Dive into Summer

June 15, 2013

Wölffer Estate Vineyard

Sagaponack

More than 300 guests came out on a beautiful Saturday evening to celebrate the Group's environmental achievements at Dive into Summer, our annual benefit that brought in over \$500,000. Group staff members Steve Biasseti, Director of Environmental Education, and Anita Wright, Assistant Director of Environmental Education were honored for their combined 40 years of dedicated work for the organization. That sparked a live auction appeal to raise over \$40,000 for the Group's education programs! A heart-felt thank you to Alec Baldwin for leading the charge and to our co-chairs:

- Katherine & Marco Birch
- Elaine & Ralph Crocker
- Carolyn & Greg Hoogkamp
- Jennifer & Robert James
- Deni & William McChesney
- Karen & Sam Oh
- Jackie & Peter Schellbach
- Nicole Miller & Kim Taipale
- Mary & Kenneth Walker
- Donna Winston

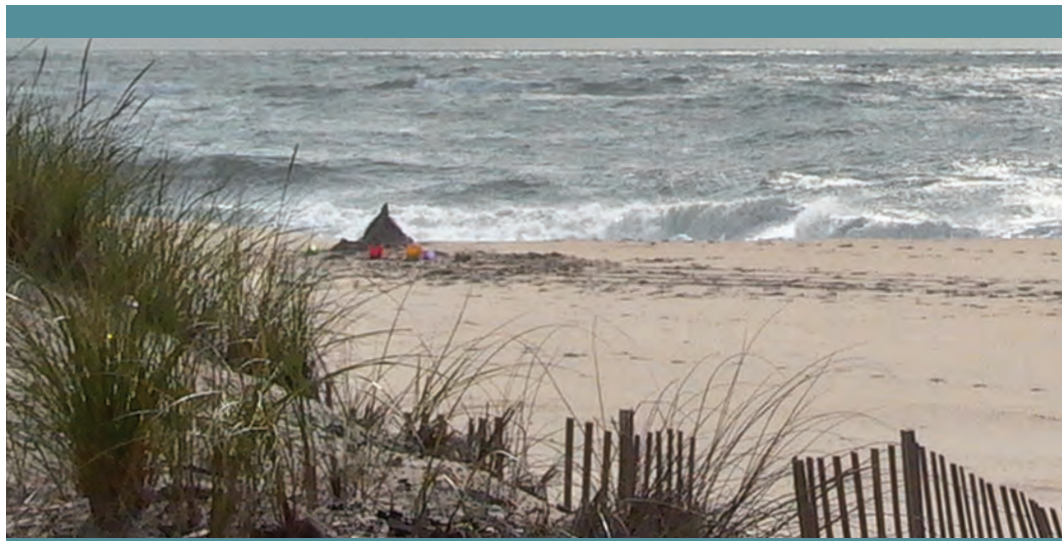






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*Making a difference—
Joining forces with
people who care
about the East End.
You make our work
possible.*



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The Rauch Foundation, Inc.
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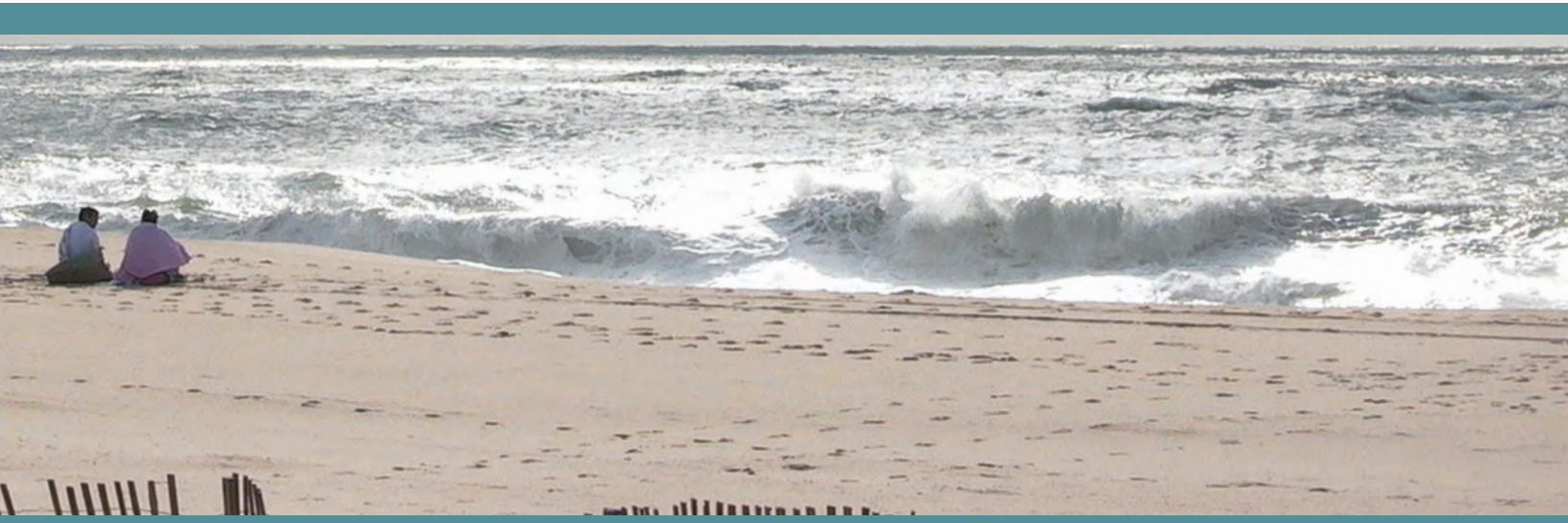
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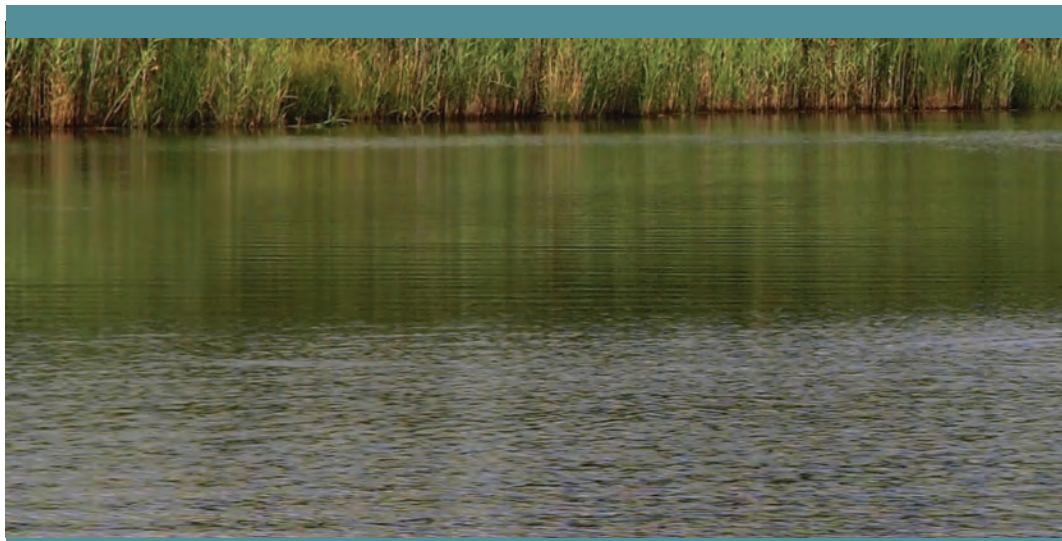
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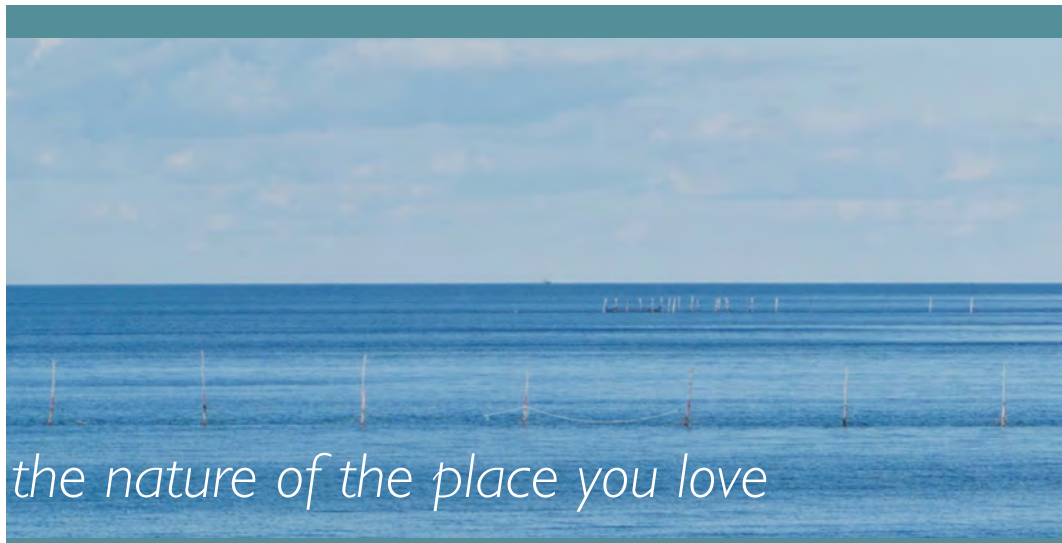
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2013 FINANCIALS

Nearly 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 2013, Group for the East End had \$368,572 in reserves, representing approximately one-third of annual operation costs. Total equity was \$1,066,848, while current and long-term liabilities were \$39,940 and \$497,294, respectively.

Due to the budget shortfall experienced in 2012, the Group devised a financial plan to prevent a similar scenario in 2013. Despite a sluggish economy and increasing competition for fundraising dollars, nearly \$1.079 million was raised in 2013. Revenue from public education programs (including fee-for-service and contracts) of \$190,229 exceeded the budgeted goal of \$149,000, largely due to an expanded role conducting educational programs and outreach for the Peconic Estuary Program and hiring a stewardship coordinator that assists with education programs. In addition, the \$42,975 from online and newsletter revenue more than doubled the amount raised in 2012. This continues to be the result of the Group's investment in a comprehensive communications campaign in 2011-12.

Once again exercising fiscal restraint, the Group was able to keep 18 of its 22 annual operating expense categories under budget, while achieving all 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. For more information, please visit charitynavigator.org.





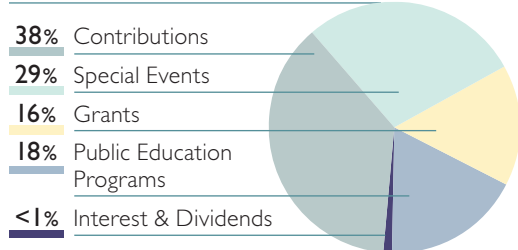
Sources of Revenue

	2013	2012	2011
Contributions	\$406,940	\$432,434	\$683,611
Public Education Programs	\$190,230	\$147,840	\$144,160
Grants	\$172,245	\$169,534	\$204,429
Special Events	\$309,117	\$388,338	\$456,221
Interest and Dividends	\$190	\$284	\$330
Total Revenue	\$1,078,722	\$1,138,430	\$1,488,751

Categories of Expenses

	2013	2012	2011
Advocacy, Education and Community Planning	\$877,443	\$1,201,344	\$1,197,618
Administration	\$160,740	\$203,535	\$198,0485
Membership Development and Special Events	\$73,045	\$101,041	\$120,151
Total Expenses	\$1,111,228	\$1,505,920	\$1,515,817
Operating Surplus (Deficit)	(\$32,506)	(\$367,490)	(\$27,066)
Net Assets	\$1,066,848	\$1,099,354	\$1,466,844

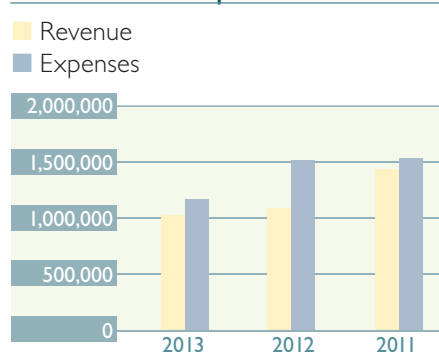
2013 Sources of Revenue



2013 Categories of Expenses



Revenue and Expenses



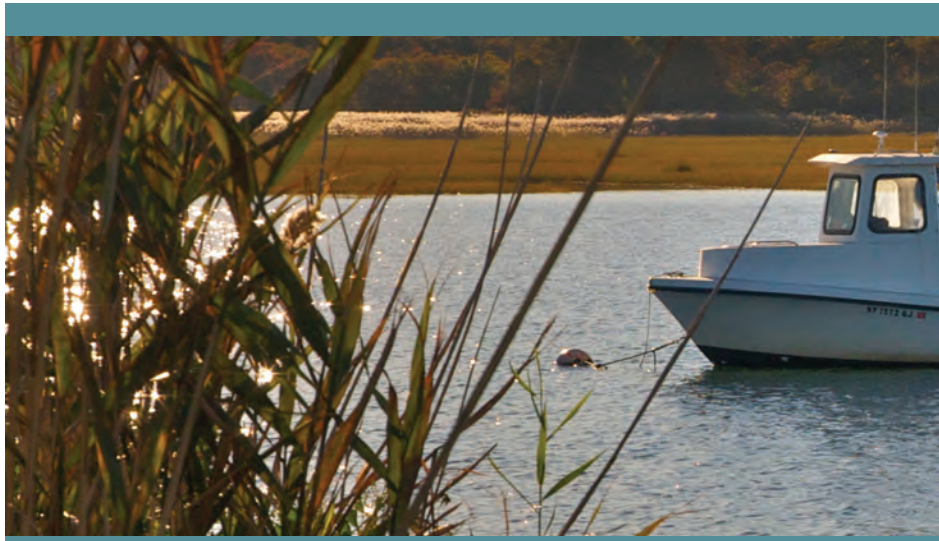
The financial results shown above are derived from the Group's complete, audited 2013 financial statements, which can be obtained online at GroupfortheEastEnd.org. IRS Form 990 can also be found there.





GIVING TO THE GROUP

We've earned the highest rating with Charity Navigator – You can donate with confidence knowing your financial support is being used efficiently and effectively.



Without Group for the East End, this place would be just any place. Thank you for your support.

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

- Employer Matching Gifts
- Memorial and Tribute Gifts
- Donations of Securities
- Bequests
- Charitable Remainder Trusts
- Charitable Lead Trusts
- Retirement Plan Gifts
- Life Insurance Policies



Through Earth Share of New York's workplace giving program, part of each paycheck can be automatically deducted to support the Group. Sign up at EarthShareNY.org.



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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Thomas Biasetti, *Junior Counselor*

Stewardship

Christine Tylee, *Program & Stewardship Coordinator*

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Jim Colligan: Cover (Snowy Owl) • p.2 (Snowy Owl, Harbor Seal) • p.6-7 (Plover, Tern)

Wayne Cook: p.12-13 (Cormorant)

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

Diane Hewett, DCHgraphicdesign.com: Cover, IFC (Noyac Bay Vista) • p.10-11 (Ocean) • p.12 (Shelter Island Ferry) • p.14 (Shells)

Mara Lavitt, New Haven Register: p.2 (Senator Blumenthal)

Christopher London: p.8-9 (40th Anniversary Gala Photos)

Joel Milton: Cover (Dune Foliage) • p.13 (Pine Blossoms) • p.15 (Fall Maple) • p.16-17 (Accabonac Harbor Fishing Boat, Beach Foliage)

Cassie Miller, Suffolk Times: p.2 (Plum Island)

Group Staff: Cover (EcoCamp) • p.4-5 (All Photos) • p.6-7 (Plantings, Plover Eggs) • p.10 (Girl with Baby Horseshoe Crab)



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