



The Campaign for
BUZZARDS BAY



FINAL REPORT 2008-2011



FROM THE PRESIDENT

The Campaign for Buzzards Bay, from its inception, was designed to be nothing short of transformational for this organization and for the Bay we protect.

Faced with the sobering data and declining health trends documented in our 2007 State of the Bay report, the challenge facing Buzzards Bay was clear. Nitrogen pollution and poorly-planned sprawl development are driving our Bay toward the same deplorable conditions found in so many other East Coast estuaries. But unlike those places, the data also reveal that there is still time to secure a different fate for Buzzards Bay.

Were we going to step up and create an organization capable of doing what it takes to halt and eventually reverse the decline in Bay health or were we going to timidly stand by - as

well-meaning citizens have done elsewhere - and leave a degraded Bay to our children?

While the choice may seem like an easy one for anyone who loves this place as we all do, we knew that the execution of that decision wasn't going to be easy. Since our founding in 1987, the Buzzards Bay Coalition had grown into a professional organization focused on winning results for our local environment, but we did not have the resources necessary to tackle the challenge before us.

The Campaign for Buzzards Bay was our response to this hard reality. We knew what needed to happen. We had to accelerate our work at all levels of government to reduce nitrogen pollution to levels the Bay can absorb; we had to increase our protection and restoration of the watershed's natural filters such as its forests, wetlands and small streams; and we had to greatly expand public awareness and involvement in Bay protection by people of all ages from Westport to Woods Hole.

With the help of a wonderfully dedicated Board, a committed and hard-working staff, hundreds of extraordinary volunteers and most of all, the nearly 250 generous donors listed in this report, I am thrilled to report that the broad community of supporters who together make up this Buzzards Bay Coalition has indeed stepped-up and decided to address the challenge facing the Bay head on.

The \$11,270,242 that has been contributed over the past four years to the Campaign is astonishing. And as an endorsement of our work and vision, the Campaign has also been truly humbling for all of us at the Coalition.

The Campaign for Buzzards Bay has positioned this organization to be a critical catalyst for change and we have already begun to dramatically ramp up our advocacy on behalf of the Bay.

The work before us won't be easy. The core problems facing the Bay are deeply rooted in the way our region has and continues to grow, and local, state and federal regulations still permit the Bay's slow degradation. The financial cost of reversing these trends will be substantial as we seek to make up for decades of deferred community investment. And maybe the most critical component for change - a broadly engaged public - is lacking. The days ahead will be full of small victories, occasional breakthroughs and frequent setbacks. But we are on the right track and moving forward with purpose and enthusiasm because of this Campaign.

I want to close with a word of thanks to everyone who reached out to their friends and neighbors to share the importance of the Campaign and ask for their support. From the beginning, the two people guiding that effort and supporting everyone involved in fundraising were our Co-Chairs Chip Morse and Mary McFadden. I know that they took on this task so that their own children and grandchildren would inherit a Bay as healthy as they enjoyed, but all of us owe them our gratitude.

Sincerely,

Mark Rasmussen
President

The Campaign for **BUZZARDS BAY**

Fundraising Goal: \$10,000,000 | **Total Raised: \$11,270,242**

Protect Water.

Funds raised to Protect Water are targeted for the endowment of Bay Monitoring, the expansion of advocacy efforts at all levels of government to reduce nitrogen and other pollution, and for the demonstration of new models of Bay-sensitive land development and wastewater treatment.

Engage People.

Funds raised to Engage People are targeted for the creation of education programs and facilities for children and adults to learn about and get involved in Bay protection. Long-term community support is also being developed to sustain a strong and lasting Buzzards Bay Coalition to speak up in defense of the Bay.

Restore Land.

Funds raised to Restore Land are targeted to maintain our commitment to permanently preserve those watershed lands most critical to the protection of Bay, river and drinking water quality and to invest in new projects to restore damaged streams and wetlands.

Reducing Bay-choking nitrogen pollution



Protect Water.

Endowing Bay and Watershed Monitoring

The foundation of all of the Coalition's advocacy, education and watershed protection work is sound science. And when it comes to understanding how Buzzards Bay and its 30 major harbors and coves are responding to watershed land use changes and increases in nitrogen pollution, no data is more important than Baywatchers. Now in its 20th consecutive year, Baywatchers is conducted in partnership with the Ecosystems Center at the Marine Biological Laboratory in Woods Hole and provides the information needed to make informed, science-based decisions about the restoration and protection of the Bay.

Funded for more than a decade by an annual state grant, the cost to run the Baywatchers Program has fallen largely to Coalition members since the termination of state funding in 2007.

The Campaign for Buzzards Bay is sustaining Baywatchers throughout these difficult economic times and a major step was taken to permanently endow this core function with more than \$800,000 raised in dedicated funds for the program. In the coming years, the Coalition will continue to grow this

endowment to ensure that Bay and watershed monitoring will be continued in perpetuity.

Taking Action Against Nitrogen

Tackling the challenge posed to the Bay by nitrogen pollution requires a dramatically expanded effort on the part of the Coalition. Through the Campaign for Buzzards Bay, the Coalition's professional advocacy staff was expanded to include new legal and marine science positions focused on working with Bay communities to reduce nitrogen pollution and to develop new models for Bay-sensitive development.

Donors to the Campaign for Buzzards Bay also created funds to address specific nitrogen pollution issues in various towns and estuaries supporting such activities as implementation of townwide nitrogen reductions in Wareham, cleanup of pollution to Sippican Harbor and Aucoot Cove, and development of a Westport River Action Plan to protect and restore the Bay's largest tidal estuary.

Taking action to restore watershed rivers



Restore Land.

Increasing Access to Conservation Capital

Since 2004, the Coalition's Bay Lands Revolving Loan Fund has aided in the permanent protection of more than 2,500 acres by providing the financing needed to act quickly to save threatened watershed lands. Both the Coalition and local land trusts throughout the region access the Fund to stay competitive in the real estate market and it has become an indispensable tool for Bay conservation.

In recent years, the Fund has hovered near a zero balance with all funds loaned out to projects. While this strong demand means that a lot of proactive land protection projects are underway, it also signals the need for more capital. Through the Campaign for Buzzards Bay, an additional \$150,000 has been added to the fund, raising its total size to just over \$1 million.

Sustaining Watershed Protection

As the success of Coalition land protection programs grows, new staff are needed to meet the responsibilities and opportunities that come with owning and protecting land in perpetuity. The Campaign for Buzzards Bay has allowed

the Coalition to expand its Watershed Protection staff with natural resource professionals to aggressively pursue land conservation in partnership with private landowners, care for already protected lands under our management, and oversee new wetland and stream restoration projects in all corners of the watershed.

New Focus on Restoration

Thousands of acres of wetlands throughout the Bay watershed have been filled, streambanks walled, and fish passage blocked with significant negative impacts on the health of the Bay and its rivers. Through an active, new focus on restoration, the Campaign for Buzzards Bay is allowing the Coalition to begin the difficult task of restoring these natural pollution filters and vital links in the Bay ecosystem. New technical staff and seed funds for on-the-ground projects have begun the process of planning, designing and bringing back these degraded natural resources with an initial suite of restoration projects on the Acushnet, Sippican and Weweantic Rivers.

Engage People.

Buzzards Bay Center Walks the Talk

The award-winning Buzzards Bay Center is now the permanent home of the Buzzards Bay Coalition and serves both as a model of environmentally-friendly building renovation and a community resource dedicated to the Bay that defines our region. Located in the heart of New Bedford's Waterfront Historic District and National Park, the center is a green rehabilitation of the historic 1832 Coggeshall Counting House. The Center serves as the headquarters of the organization and also houses the Richard C. Wheeler Bay Learning Center, David Emerson Riggs Lab, Henry Wheeler Library, and the Croll Conference Room.

The \$4.3 million project was financed with \$2.2 million in government tax credit and grant programs and \$2.1 million in private gifts to the Campaign for Buzzards Bay. As a result, the Coalition owns the Buzzards Bay Center debt-free, setting the organization on sound financial footing for the future.



photo: John Robson

The roof of the Buzzards Bay Center - vegetation reduces runoff pollution and solar panels produce clean electricity.

New Education Programs Launched

The problems facing Buzzards Bay will take decades to reverse. We need to not only take bold action to influence decision-makers today, but also to engage young people and instill a connection with the Bay and a strong stewardship ethic. With the creation of a new core program in Education & Public Engagement - made possible by gifts to the Campaign for Buzzards Bay - the Coalition has launched a multi-faceted approach to educate and reach out to the people of this region on behalf of the Bay.

With the hiring of education staff and adoption of a comprehensive multi-year plan for youth engagement, we have launched field-based stewardship programs for youth. Presently conducted in partnership with YMCA Southcoast, programs will grow to reach all towns along the Bay in coming years. And for adults, a new hands-on workshop series for Decision-Makers in government, business and agriculture is reaching out to people whose daily decisions affect the health of the Bay.

Membership Soars over 8,000

As a membership-supported, community-based organization, our members are at the core of the Coalition's success. Not only do they provide the financial support needed to sustain our programs, members strengthen our advocacy voice and help educate neighbors about what everyone can do to protect and restore the Bay.

Seeing the vital role that a larger membership will play in the Coalition's future, an anonymous donor challenged us in 2008 to grow by 3,000 new members in just two years. This would nearly double our membership in one dramatic leap. If we succeeded, the donor would make a gift of \$500,000 to the Campaign for Buzzards Bay.

Following what would become a true community-wide effort that included board members, swimmers, cyclists, staff, Not Your Average Joe's restaurant, and many volunteers, we met the challenge and closed 2010 with 8,812 members.

Woods Hole Outreach Center Opens

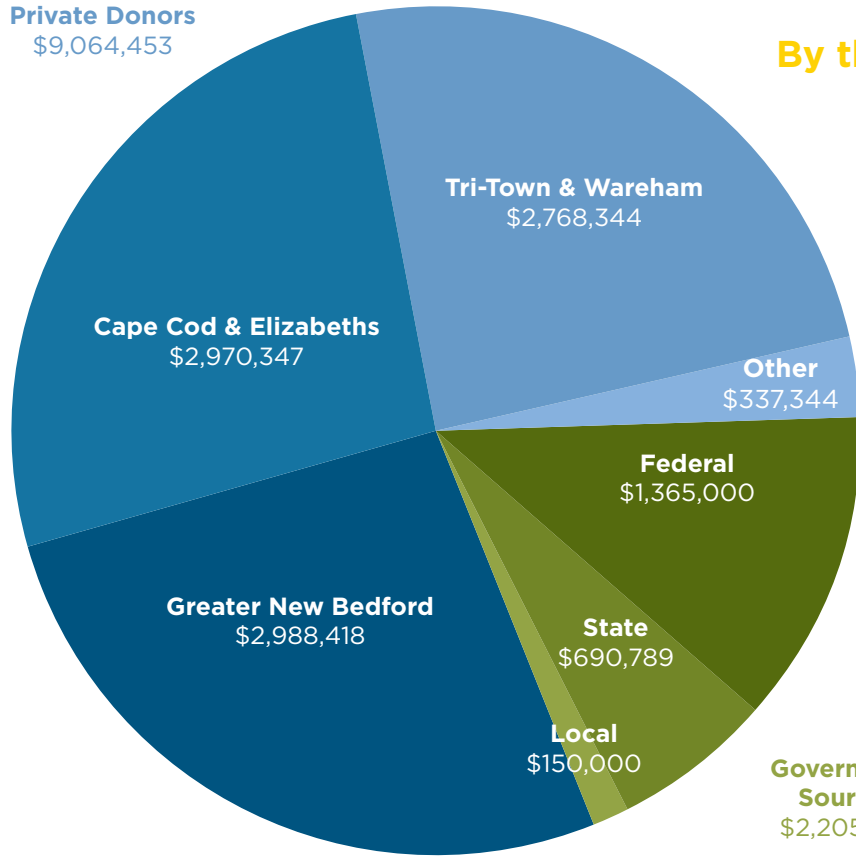
The Campaign has also allowed the Coalition to invest in upgrades to facilities, staffing and programs at our Outreach Center in the heart of Woods Hole Village. With interactive exhibits and informational displays building off of the larger Richard C. Wheeler Center in the Coalition's new New Bedford home, the center provides visitors with an appreciation for the Bay's fragility and importance. More than 1,500 people visited the Woods Hole Outreach Center in its first summer of operation!



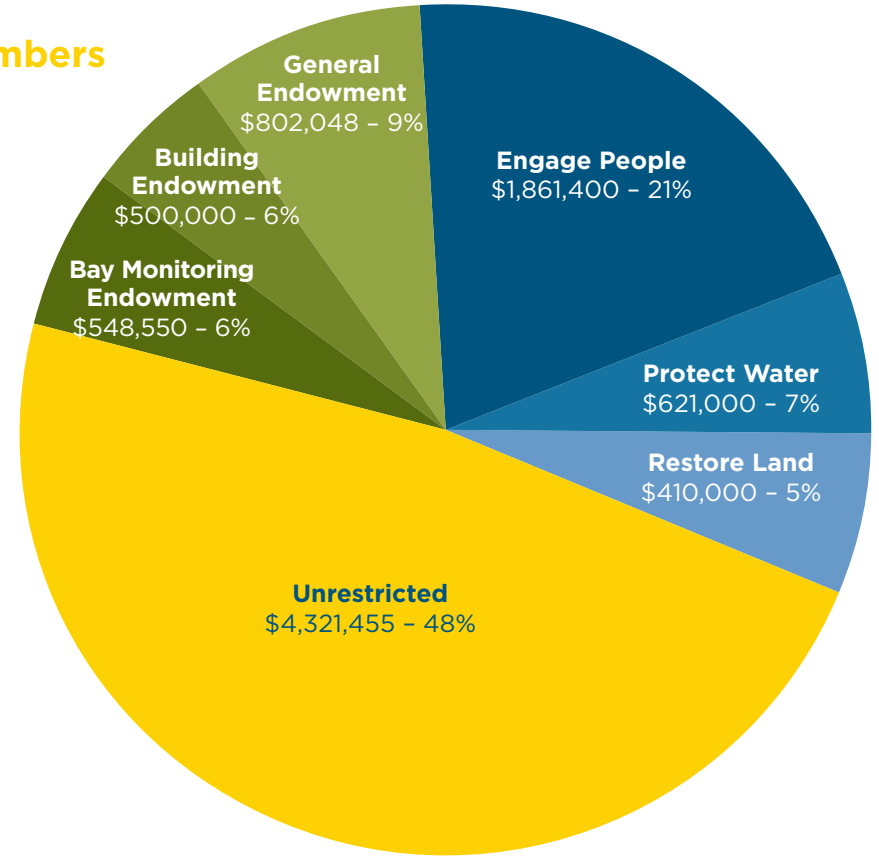
Learning about how watersheds work at the new Richard C. Wheeler Bay Learning Center.

The Campaign for BUZZARDS BAY

By the Numbers



Source of Funds Raised



Private Donor Restrictions

Government Sources
\$2,205,789

Beyond the total amount raised, the even distribution of private gifts from across the Buzzards Bay Watershed as well as the contributions of government grant programs expressed region-wide support for the Campaign's goals.

Nearly half of all private funds raised were granted as Unrestricted to support all of the Campaign's goals. Additional funds were Donor Restricted to one of each of the Campaign Primary Objectives - Protect Water, Engage People, and Restore Land - and \$1.88 million was earmarked by donors as permanent Endowment.

Unrestricted funds were also used to support \$700,000 in Campaign fundraising expenses over the past five years. This figure represents 6% of total funds raised.

FROM THE CAMPAIGN CO-CHAIRS

We are both very fortunate to live on the edge of Buzzards Bay and are committed to doing everything we can to preserve it for ourselves, our children, and future generations. Four years ago, when Mark Rasmussen asked us to co-chair an ambitious fundraising campaign to ensure that the Buzzards Bay Coalition will be around to protect this Bay for the long run, neither of us hesitated.

Working with a great team of staff and volunteers who held a shared vision of a healthy Bay has been very rewarding, even during challenging economic times. It was made even more rewarding as so many of our friends and neighbors - and people who at first were perfect strangers but share our commitment to Buzzards Bay as an irreplaceable treasure - responded with a resounding 'yes' when asked to invest in protecting the Bay's health. We

could go on at length about the happy surprises which came in the mail or were articulated by supporters during initial meetings. The generosity of our donors has shown just how much we all value the Bay and the Coalition's critical work.

In short, let us both say that we are sincerely grateful for the opportunity to have served this important organization, for the privilege to have met many of you, and for your generosity in contributing the resources that will allow the Buzzards Bay Coalition to surmount the challenges that face our Bay. Thank you all!

Sincerely,



Richard "Chip" Morse
Quissett



Mary McFadden
Wareham



photo: John Robson

DONORS

\$1,000,000+

David & Victoria Croll
Joseph R. Frothingham, Jr.
Anonymous

\$500,000 - \$1,000,000

Rusty & Betsy Kellogg
Richard & Sandra Wheeler
Anonymous

\$100,000 - \$500,000

Susan & Hans Brenninkmeyer
Jane's Trust
Gary P. Johnson & Luana Marie Jøsvold
Helen & George Keeler
Larry Stifler & Mary McFadden
Mr. & Mrs. Albert Merck
Rathmann Family Foundation
Mrs. Joan T. Wheeler
Peter Wheeler & Elizabeth Munro
Anonymous (4)

\$50,000 - \$100,000

Charles & Christina Bascom (Women's Fund)
Darryl & Janet Buckingham
Henry H. Crapo Charitable Fund
Women's Fund of S.E. MA Philanthropy Initiative
Tally & John Garfield
Fred & Louise Makrauer
Morningstar Family Foundation
Susan & Chip Morse
Charles F. Nadler & Louise Mauran Nadler
Henry & Cathy Roberts
In Memory of Angelica Lloyd Russell
Sidney J. Weinberg, Jr. Foundation
Anonymous

Donor Recognition within the Buzzards Bay Center

The green renovation of the historic Coggeshall Counting House into the Buzzards Bay Center provided a wonderful opportunity to recognize some of the Campaign for Buzzards Bay's generous contributors. The following spaces have been permanently named in celebration of leadership gifts by donors from Dartmouth, New Bedford, Marion, Wareham, Bourne and Falmouth.

Richard C. Wheeler Bay Learning Center

*Gift from Sandra Stuart Wheeler
& Richard Wheeler*
\$1,000,000

Croll Conference Room

Gift from David & Victoria Croll
\$500,000

Henry Wheeler Library

Gift from Peter & Joan Wheeler
\$300,000

Stifler Family Staircase

Gift from Mary McFadden & Larry Stifler
\$200,000

3rd Floor Meeting Room

*Gift in Memory of Dr. John C. and
Katharine K. Bullard from their children*
\$100,000

2nd Floor Meeting Room

*Gift in Memory of Angelica Lloyd Russell
from her children*
\$75,000

Volunteer Workroom

Gift from John & Natalie Garfield
\$50,000

\$10,000 - \$25,000 (cont'd)

The Servison Family
Dedee Shattuck
Jay & Nancy Smith
Frederic & Judith Taylor
Tom & Robin Wheeler

\$5,000 - \$10,000

Betsy Heald Arthur
Mr. & Mrs. David Barrett
In Honor of Blair Brown
Laurie & John K. Bullard
Rid Bullerjahn
Maureen Coleman & Thomas Harris
Cynthia Croatti
Enable Hope Foundation

\$1,000 - \$5,000 (cont'd)

Alison & Dana Rodin
Gale Runnells
Ginny & Steven Spiegel
Dola Stemberg
Mr. & Mrs. Ed Stimpson
David & Patty Straus
Mrs. Walter H. Trumbull
The Whitman Family Foundation
Patricia Wylde

\$1,000 and below

Ann Butler
Dr. & Mrs. Joseph Cook
Michael Esposito & Cynthia Redel
Frederick Eustis

\$25,000 - \$50,000

Michael & Margherita Baldwin (Women's Fund)
 Beech Tree Trust
 Michael Bingle and Eryn Ament Bingle
 Cove Charitable Trust
 The Fearons Family
 Garfield Foundation
 Sam & Gerry Gray
 Dan & Caren Harple
 Nancy & Ted Kurtz (Women's Fund)
 Laura & Ken Morse
 Jonathan O'Herron
 Jack & Celeste Penney
 Peter & Helen Randolph
 In Memory of Lois Ryan
 Anonymous

\$10,000 - \$25,000

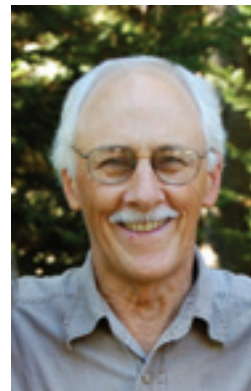
Bernstein Family Foundation
 John & Romeyn Bockstoce
 Jack & Nancy Braitmayer
 Victoria Cunningham
 John Decas
 Joseph Deitch
 Chris Demakis & Vince Cragin
 Drs. Ken Foreman & Anne Giblin
 Marjorie & Nick Greville
 William & Noelle Locke
 D. Lloyd Macdonald
 Peter Macdonald
 Colin & Anne McNay
 Elise & George Mock
 The Nauman Family
 Michael R. Paine Conservation Trust
 Mark Rasmussen
 Margaret & Dick Rhoads
 Mr. & Mrs. John D. Ross
 Kissy Russell

\$5,000 - \$10,000 (cont'd)

Ro & Joanne Fallon
 Mark & Martha Fishman
 Michael & M.C. Garfield
 Jeremy & Hanne Grantham
 A. Lee Hayes
 Mr. & Mrs. James E. Hollis
 Wendy & Russell Keeler
 John & Suzanne Potts
 Norman & Mary Ellen Shachoy
 Geoff & Judy Swett
 Sylvia Group of Insurance Agencies
 John Vasconcellos & William Barr
 Ann & Brad Wallace

\$1,000 - \$5,000

John F. Austin
 Jacob F. Brown
 John & Tess Cederholm
 Mrs. Norman C. Cross
 Richard B. DeWolfe
 Stefanie Fournier
 Sherley Gardner-Smith & Fred Gardner
 Seth & Dorothy Garfield
 Jan & Toby Hall
 Bayard & Julie Henry
 Julia & Seymour Gross Foundation
 Mr. & Mrs. Ted Knopf
 Mary Ellen Hawes Lees
 Martha Maguire
 Tim Mahoney & Pam Donnelly
 Barbara Ann Markel
 Bob & Charlotte Morse
 Linton & Jane Moulding
 Mr. & Mrs. Lewis Prouty
 Dr. Christopher Reddy
 John Reidy
 Peggy & Herb Repass

**Joe Frothingham**

*Bequest propelled
 Campaign forward*

In the spring of 2008, Buzzards Bay lost one of its most committed admirers and the Coalition a very dear friend. Joseph Rotch Frothingham, Jr. spent his childhood and retirement in Dartmouth and on Naushon and during the 25 intervening years when he served as a pilot for the

Colorado Division of Wildlife his heart never left this place. In 1997, he moved back East and immediately acted on his passion for outdoor work and land conservation by volunteering countless hours as a leader in land stewardship for the Dartmouth Natural Resources Trust and as a Baywatcher for the Coalition.

But when Joe passed away after a battle with cancer, no one expected what he had done to protect his favorite place long after he was gone. He had left the Coalition an unrestricted bequest of \$1,034,234. We wish that we could show Joe all of the ways that his gift is still propelling us forward to become a stronger advocate for the Bay that he loved.

\$1,000 and below (cont'd)

Robert & Deborah Eustis
Betsy Fallon
Jim & Kathy Feeney
Jay & Brooke Garfield
Vera C. Gibbons
Jim McEleney & Melissa Gordon
Corbin & John Harwood
Sir Hans & Lady Kornberg
Mona Levenstein
The Ludes Family Foundation
Ed & Barbara Mascioli
Evelyn McFadden & Bill Simmons
Dr. & Mrs. Douglas Peebles
Margaret A. Raines
Mr. & Mrs. John D. Ross
Thomas Stenberg
Lisa Torchiana
Mr. & Mrs. James W. Vaughn
Gordon & Phyllis Vineyard
Bob & Wendy Wheeler
Anonymous (2)

Government Support

Congressman Barney Frank
MassDevelopment
Massachusetts Environmental Trust
Massachusetts Historical Commission
Massachusetts Renewable Energy Trust
City of New Bedford Office of Housing
and Community Development
New Bedford Economic
Development Council
U.S. Department of Housing and
Urban Development



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New Bedford,
Massachusetts 02740
508.999.6363
www.savebuzzardsbay.org

Our Mission

The Buzzards Bay Coalition is dedicated to the restoration, protection and sustainable use and enjoyment of our irreplaceable Bay and its watershed. We work to improve the health of the Bay ecosystem for all through education, conservation, research and advocacy.

Staff

Mark Rasmussen, *President/Baykeeper*

Brendan Annett, *Vice-President,
Watershed Protection*

Len Boyce, *Boat Captain*

Donna Cobert, *Director of
Membership and Events*

Lynn Coish, *Administrative Assistant*

Maureen Coleman,

Vice-President, Operations

Allen Decker, Esq.,

Director of Land Protection

Kerri Driscoll, Esq., *Advocacy Specialist*

Stefanie Fournier, *Director of Finance*

Rob Hancock, *Vice-President,*

Education and Public Engagement

Sandy Jarjoura, *Bookkeeper*

Rachel Jakuba, *Vice-President, Advocacy*

Shannon McManus,

Outreach Coordinator

Korrin Petersen, Esq., *Senior Attorney*

Sara Quintal, *Restoration Ecologist*

Stasia Powers, *Development Assistant*

Tony Williams, *Director of*

Monitoring Programs

Our Vision

- A Bay shoreline defined by safe swimming beaches, open shellfish beds, and stretches of scenic open spaces for all to enjoy.
- Healthy waters that support abundant fish, shellfish, and wildlife populations.
- A Bay safe from the threats of oil spills, industrial and sewer discharges, and ocean dumping.
- A watershed where rivers, streams, inland forests, and wetlands that buffer the Bay are protected.

Board Of Directors

Tom Gidwitz, *Chair, Dartmouth*

Richard Morse, *Vice-Chair, Woods Hole*

Samuel Gray, *Treasurer, Wareham*

John K. Bullard, *Clerk, New Bedford*

Hans Brenninkmeyer, *Dartmouth*

Chris Demakis, *Mattapoisett*

Seth Garfield, *Cuttyhunk*

Dan Harple, *South Dartmouth*

John Harwood, *Westport*

Russ Keeler, *Rochester*

Samuel Knight, *Dartmouth*

Jay Lanagan, *New Bedford*

Louise Mauran Nadler, *Marion*

John D. Ross, *West Falmouth*

Laura Ryan Shachoy, *Marion*

Sandra Stuart Wheeler, *Wareham*

Scott Zeien, *Cataumet*



www.savebuzzardsbay.org