



## Woodford Cedar Run Wildlife Refuge 2021 Impact100 South Jersey Grant Proposal

### SECTION 1: OVERVIEW

1. Focus Area to Which You Are Applying - Education
2. Organization's Name – Woodford Cedar Run Wildlife Refuge
3. Organization's Website – [www.cedarrun.org](http://www.cedarrun.org)
4. Name of Project –  
Creating Exciting New Opportunities for Environmental and Wildlife Education in South Jersey
5. County Where Organization is Headquartered – Burlington County
6. County(ies) Being Served With This Project –  
All South Jersey, with a particular focus on Burlington, Camden, and Gloucester Counties
7. Executive Director Name – Mike O'Malley
8. Executive Director Email – [mike.omalley@cedarrun.org](mailto:mike.omalley@cedarrun.org)
9. Best contact phone number for Executive Director – (856) 983-3339 ext. 101

### SECTION 2: ORGANIZATIONAL INFORMATION

10. What is the mission of your organization?

Woodford Cedar Run Wildlife Refuge (Cedar Run) is dedicated to NJ's children, wildlife, and the habitats they share. We are the busiest wildlife rehabilitation hospital in the tri-state area; New Jersey, Pennsylvania and Delaware. Located on 171-acres of protected habitat in Medford, NJ, with an on-site wildlife rehabilitation hospital and nature center that hosts STEM and nature-based education programs for all ages. Our mission is the preservation of New Jersey's wildlife and habitats through education, conservation, and rehabilitation. Cedar Run serves as a community resource on the importance of protecting and enhancing healthy ecosystems for all.

11. Who is your organization's target population?

Cedar Run's target population includes all residents of southern New Jersey, with an education program focus of students ranging from preschool through high school. Cedar Run provides wildlife and nature-based educational programs, both at its on-site Nature Center, and in the community, to approximately 30,000 students each year through classroom presentations, field trips, summer camp programs, home

school activities, and community events. Cedar Run also impacts thousands of people annually through visits to the refuge, events in the community, social media communications, email blasts, and newsletter distribution. In addition, Cedar Run's wildlife rehabilitation work reaches thousands of people each year, ranging from children to adults. Over 6,000 injured and abandoned wildlife are brought to Cedar Run each year for the expert care and treatment provided by Cedar Run's wildlife rehabilitation staff. Each person that encounters an injured animal and takes the steps to safely bring that animal to Cedar Run for treatment is forever impacted by this powerful experience.

12. Approximately how many individuals did your organization reach in each of the last two years through your program and services?

Cedar Run's reach in 2020 was approximately 1,148,656 people, broken down as follows:

Student/Youth Virtual and In Person Education Programs – 20,000 people

Membership/Nature Center Visitors/Refuge and Trail Users – 23,799 people

Social Media Impressions through Facebook, Twitter, and Instagram – 1,104,857 impressions

Cedar Run's reach in 2019 was approximately 514,654 people, broken down as follows:

Student/Youth Virtual and In Person Education Programs – 30,000 people

Membership/Nature Center Visitors/Refuge and Trail Users – 21,993 people

Social Media Impressions through Facebook, Twitter, and Instagram – 462,661 impressions

13. To what do you attribute any changes in these numbers?

COVID-19 has significantly impacted Cedar Run. Beginning in March 2020, we were forced to cease all visits to the refuge, cancel all scheduled school and community programs, and cancel all spring and summer fundraising events. And while a limited number of programs have been able to restart in recent months, we continue to operate at a reduced capacity for programming due to social distancing protocols. However, while many of our programs have been impacted by the closures that occurred as a result of the Covid-19 crisis beginning in March 2020, Cedar Run expanded online activities and virtual programs during this time, and we were able to resume some in person activities and programs beginning in summer/fall 2020.

14. What makes your organization unique from other organizations that do similar work?

Cedar Run treats and rehabilitates over 6,000 wild animals annually. When visiting Cedar Run, visitors have the opportunity to immerse themselves in nature while also learning about New Jersey's unique Pinelands habitat and the wildlife that we treat and rehabilitate at our facility. While the ultimate goal is the successful release of these animals back into the wild, some animals have injuries that prevent their release. Those animals remain in our outdoor Wildlife Housing Area to help the public learn about native species. Currently, Cedar Run cares for over 60 non-releasable animals that are now permanent residents of Woodford Cedar Run Wildlife Refuge and utilized in our education programs to teach the importance of protecting wild habitats. Visitors have the ability to walk through the Wildlife Housing Area to see these animals as part of their visit to Cedar Run. This creates an outdoor experience that no other facility in our region can provide.

While other organizations in our region provide environmental and wildlife education, Cedar Run is the only organization that can provide students with the opportunity to see wildlife up-close, learn about native Pinelands habitats, and interact with educators and wildlife specialists who are part of our wildlife rehabilitation efforts.

15. How long has the Executive Director served in this position?

Mike O'Malley has been Executive Director since January 2021. He started at Cedar Run as an intern in the Wildlife Hospital in 2011, and accepted a staff position in the Wildlife Hospital upon the completion of his internship. Mike became the Assistant Director of the Wildlife Hospital in the summer of 2015, Director of Operations in June 2020, and served as Interim Executive Director from March – December 2020 before being confirmed as Executive Director in January 2021.

16. What is the current number of full-time employees? 9

17. What is the current number of part-time employees? 14

18. What is the current number of active volunteers? 200+

19. What is the current number of Board members? 6

20. What is the number of these Board members who have provided financial contributions to the organization during the last 12 months? 6

21. Please list your current Board members, including board position, professional affiliation and number of years served.

<b>Name</b>	<b>Position</b>	<b>Affiliation</b>	<b>Years Served</b>
Jeanne A. Woodford	Co-Founder	Retired	Pre-2013 Lifetime Appointment
Denise Worrell	Chair	Founder/Owner, Your Bookkeeper	Since 9/2014
Sherry Weinberg	Secretary	Retired school principal	Since 1/2017
Dr. David S. Kupersmith	Board Member	Veterinarian, Animal and Bird Health Care Center	Since 9/2016
Ted Rosenberg	Board Member	Attorney, Rosenberg Legal	Since 7/2018
Al Finkelstein	Board Member	Financial Advisor, Edward Jones Investments	Since 7/2020

22. What is the date of the organization's last strategic plan and years it encompasses?

Cedar Run is not operating with a current strategic plan, but we are in the beginning stages of developing a new strategic plan. At this time, our staff have work plans that direct the focus of their work in support of Cedar Run's mission.

23. Please describe your organization's long-term goals or vision.

Our vision for the future is one in which Cedar Run can continue to provide critical treatment and rehabilitation services to injured and/or orphaned wildlife in New Jersey, and that our experience in wildlife rehabilitation and habitat protection can continue to be used to educate, inspire, and instill a sense of stewardship in youth and residents throughout the region.

Future goals related to Education include the establishment of an after school educational program (the focus of this funding proposal), creation of a dedicated classroom space in the Nature Center building, and expanding the reach of in-person and virtual programming.

Future goals related to Wildlife Rehabilitation include keeping pace with the rising volume of injured and abandoned wildlife that are brought to Cedar Run each year, and continuing to ensure that Cedar Run has the capacity and facilities to treat and rehabilitate these animals. This includes plans for the construction of a new flight testing enclosure, which is used to help rehabilitated avian species regain strength prior to release, as well as the construction of a medical shed, where our local veterinary partner can perform necessary surgeries on-site, which would eliminate the added trauma of needing to transport injured wildlife from Cedar Run to the veterinary office for these procedures.

24. Please list the organization’s top five funding sources for each of the last three fiscal years, including the names of funders and amounts.

Top Funding Sources in 2018:

	Funding Source	Amount
1.	The Allerton Foundation	\$25,000
2.	Henry M. Rowan Family Foundation	\$20,000
3.	Church & Dwight Employee Giving Fund	\$10,000
4.	The Weiner Family Foundation	\$ 9,500
5.	MKM Foundation	\$ 7,500

Top Funding Sources in 2019:

	Funding Source	Amount
1.	Estate of Robert J. Konefal	\$30,000
2.	Tom and Jill Webb	\$10,470
3.	Holman Automotive Group, Inc.	\$10,000
4.	Church & Dwight Employee Giving Fund	\$10,000
5.	William G. Rohrer Charitable Foundation	\$15,000

Top Funding Sources in 2020:

	Funding Source	Amount
1.	Estate of Shirley M. Pyle	\$57,142
2.	Anton Solak	\$27,000
3.	The Allerton Foundation	\$25,000
4.	Henry M. Rowan Family Foundation	\$20,000
5.	E.J. Grassmann Trust	\$ 6,700

25. In the next 6-12 months, do you foresee any significant changes taking place within the organization? If yes, please provide details.

No, we do not foresee any significant changes to the organization in the next 6-12 months, aside from a slow and steady return to more in-person activities as COVID-19 related restrictions continue to ease.

### **SECTION 3: DIVERSITY, EQUITY, and INCLUSION INFORMATION**

26. Has your organization made efforts in the last 2 years to diversify the racial, cultural or gender composition of the staff and/or Board membership? If so, please describe.

Cedar Run is committed to ensuring that our organization is an open and accepting work environment, and we deeply value diversity among our Board and staff. Diversity, Equity, and Inclusion remain a top priority as we continue to seek new talent for our Board of Trustees and staff.

27. Have these efforts yielded any identifiable changes? NA

### **SECTION 4: PROJECT INFORMATION**

28. Project Summary (Please clearly define the project, the population it will serve and an overview of your plans to carry it out.)

Cedar Run respectfully requests \$100,000 in grant funding from Impact100 South Jersey to expand our educational programming through the establishment of a STEM and Wildlife Education After School Program at Cedar Run, along with the purchase of a van to provide transportation for students from the surrounding communities.

The Education Department at Cedar Run engages more than 30,000 students annually through award-winning on- and off-site programs. Cedar Run's environmental education programs have a long history of engaging NJ's youth and are designed to meet or exceed core curriculum standards and Next Generation Science Standards. Schools throughout New Jersey regularly engage Cedar Run to provide in-class programs or schedule educational field trips to help meet the needs of their school or district.

The proposed After School Program will allow Cedar Run to expand its reach and provide more in-depth STEM and wildlife education on a variety of topics throughout the school year. The Education Department staff will develop a full suite of lessons and activities to engage young minds in nature and STEM based education, including classroom lessons, hands-on activities, and group projects, to further develop critical thinking skills and a love for learning.

Cedar Run will work with existing school partners beginning with the communities of Medford and Marlton, due to their close proximity to the refuge. To accommodate the largest number of students possible, Cedar Run's After School Program will develop a weekly schedule that includes different schools on each day, so that each group of children participate in the program once per week. The program will operate in 2 sessions per year, with one session running from September to November, and the other running from March to May, which will allow more students to have the opportunity to participate annually. In addition, this scheduling maximizes Cedar Run's ability to plan and implement lessons and activities that will allow students to be outside experiencing and learning from nature.

Through this funding, Cedar Run will purchase a 14-person van, which will be used to transport students from their school to Cedar Run, where they will participate in the After School Program from approximately 3:30pm until 6pm. Parents will pick students up at Cedar Run at the conclusion of the program at 6pm. Capacity of the program will be approximately 14 students per day, 4 days a week for each session, resulting in approximately 112 students participating in the program each year.

In addition, when not in use for the After School Program, the new Cedar Run van will be used for other educational purposes. In the summer months, Cedar Run operates a very successful summer camp program, which offers weekly sessions on a variety of topics throughout the summer. The van will allow

Cedar Run to offer field trips from Cedar Run to other locations once per week for the older age group of campers, providing additional opportunities for educational enrichment.

Likewise, Cedar Run will also use the new transportation van to organize adult field trips for the public, to provide residents from throughout South Jersey with opportunities throughout the year to participate in guided field trips to locations throughout the region to learn about Pinelands ecology, native species, natural habitats, local history, and more.

Through this proposed project, Cedar Run will:

- Purchase a 14-passenger van for student and community member transportation related to environmental and wildlife education programs.
- Develop and apply a custom decorative vehicle wrap for the 14-passenger van to prominently feature Cedar Run's name and logo. Acknowledgement of the funding support from Impact 100 South Jersey will also be included on the custom wrap.
- Hire a part-time employee to serve as the After School Program coordinator.
- Create new/adapt existing educational lesson to meet the needs of the new After School Program. Lessons will cover a variety of STEM and wildlife topics related to New Jersey's wildlife, wildlife rehabilitation, habitat protection, and related environmental issues facing our region and world.
- Promote and register students for the program.
- Develop and implement field trip opportunities for summer camp participants.
- Develop and implement field trip opportunities for adults in the region.
- Incorporate the long-term sustainability of these programs into Cedar Run's operational budget beyond the 2-year project time frame.

29. What is the need or problem that this project will address?

With the increase in technology usage and a decrease in outdoor play, concern is rising regarding raising healthy, active children and instilling in them a love of nature. We believe that by experiencing nature first-hand, students gain a better appreciation for nature and wildlife, and therefore are inclined to become better stewards of the natural world.

A program such as this is even more critical now. With the onset of the COVID-19 pandemic in March 2020, schools across the region were suddenly thrust into a new, remote learning situation, and students found themselves in an unfamiliar learning environment. This situation significantly impacted the ability of teachers to provide the same level of educational engagement that had been present during full-time in-person education. With the start of the 2020-21 school year being conducted in a fully virtual or a hybrid setting for most schools, students are once again limited in the amount of facetime they have with their teachers, and many of the schools are focusing their attention on math and literacy, lacking time for adequate scientific exploration and experiments, and completely eliminating field trips and guest presenters such as Cedar Run's "Refuge on Wheels" programs.

30. How will this project address this problem or need?

The proposed Cedar Run After School Program supports the development of critical thinking skills, and instills a deeper sense of appreciation and wonder related to the natural world. Today's youth will be tomorrow's leaders and decision makers, making it critically important to make sure that they are exposed to biology, ecology, and other areas of environmental science, to spark an interest in future STEM careers, and an overall better understanding of the importance of environmental protection.

In addition, providing students and families with an opportunity to participate in additional academic programming is especially important this year, and in years to come, when so many parents are concerned about educational losses that have occurred as a result of the loss of instructional time due to COVID-19 related school closures, remote schooling, and hybrid schedules. This program offers families an option for supplementing school-based education with out-of-school-time educational enrichment, to support the continued growth and development of the participating students.

31. Please describe how this project specifically improves your organization's ability to more effectively carry out its core mission.

Cedar Run is dedicated to New Jersey's children, wildlife, and the habitats they share. With a staff of 9 full time professionals, 14 part-time employees, and over 200 dedicated volunteers providing more than 65,000 volunteer hours each year, Cedar Run:

- Educates 30,000 school children per year through field trips, school assemblies, and scout programs.
- Interacts with over 8,000 people through refuge visits, nature programs, family and night hikes, birthday parties, and summer camps.
- Operates a Nature Center for visitors to learn about New Jersey's wildlife.
- Manages 171 acres of critically important Pinelands habitat.
- Maintains 3 miles of hiking trails for visitors to explore.
- Treats and rehabilitates 6,000 wild animals annually, a number which continues to grow each year.
- Provides year-round care for 60 wild animals who were not able to be released after rehabilitation.

This proposed project will allow Cedar Run to increase the impact of our educational programs to provide more opportunities for students from the surrounding area to learn about and interact with nature and wildlife through participation in the new After School Program. And the addition of a passenger van will open up new ways for Cedar Run to change how we reach our community by providing new opportunities for meaningful student and community learning programs such as field trips to local sites to explore natural habitats and wildlife as well as history and culture.

32. How does this project fit into your organization's current strategic plan or long-term vision?

The development of an After School Program, with transportation provided from local schools, is something that Cedar Run has envisioned creating for many years. However, funding to support the purchase of a vehicle is not easily found, which has been the limiting factor in getting this program started. If funded by Impact100 South Jersey, the funding will allow Cedar Run to overcome the hurdles of program start-up, which include the purchase of the van, the custom wrap to identify and promote Cedar Run, and the staff time needed to develop and run this program for the first 2 years. Beyond that, Cedar Run will incorporate the staff time of ongoing operation of the program, as well as costs related to vehicle registration, insurance, and maintenance, into Cedar Run's annual operating budget. This funding will provide Cedar Run with the opportunity to start a program that will live on long beyond the time frame of the grant, and which will have a huge impact on elevating our ability to support our mission and provide educational support to the community.

33. Approximately how many individuals do you expect that this project will reach over the 24-month grant period?

Over the 24-month project time period, this program will serve approximately 224 students through participation in the After School Program (14 students per day x 4 days a week for each session, x 2 sessions per year x 2 years), plus an additional 100 students through the availability of weekly Summer Camp field trip days (10 students per week x 10 weekly summer camp sessions x 1 year due to the timing of the grant start and end period), and approximately 168 people through participation in guided field trips (14 people x 6 trips per year x 2 years), resulting in a total reach of close to 500 people. Additionally, once the After School Program is established and the 14-passenger van is purchased, these programs will continue on into the future and will continue to impact a similar number of people annually for many years to come. The van will also be seen at events and festivals in the area where Cedar Run is a participant, helping to spread awareness and recognition of our organization.

34. Will you be collaborating with other organization(s) to carry out this project? If so, please list name(s) of organization, name of executive director, its 501(c)(3) status and describe their role in the project.

Cedar Run collaborates with the 300+ schools who work with us annually, ensuring that the educational programs being provided are consistent with the needs of each individual school, and making sure that the programs enrich the educational experience of participating students and help support a lifelong love of learning. For this particular project, Cedar Run will collaborate with the Medford Township School District and the Evesham Township School District (which serves Marlton Township). Cedar Run has a long-standing relationship with both school districts, providing in-school programs at many different grade levels as well as field trips to Cedar Run. This program will build upon the successful collaboration that already exists within these communities, and extend it into an after school time frame to provide an even greater level of student engagement and education.

35. Please list the specific activities/components of the project and a projected timetable for each in the format indicated below.

Activity/Project Component	Timetable
1. Research and purchase 14-passenger van for program participant transportation; Develop custom decorative vehicle wrap for passenger van to prominently feature Cedar Run's name and logo; Acquire vehicle registration and appropriate insurance.	7/1/21 – 9/30/21
2. Reach out to teachers and administration within Medford and Evesham Township School Districts to announce availability of new After School Program.	8/1/21 - 9/1/21
3. Create new educational lessons for new After School Program/Adapt existing lessons as needed.	7/1/21 – 11/30/21
4. Interview and hire part time After School Program Coordinator	8/1/21 – 9/15/21
5. Develop After School Program promotional materials; Promote program through mail, email, social media, and through collaboration with Medford and Evesham Township School Districts	9/1/21 – 10/1/21
6. Register students for first session of new After School Program (first session will likely begin slightly later than what is anticipated for future years, running from October to November instead of September through November due to the time needed to get the program started)	9/1/21 – 10/1/21



7. Launch first session of the new After School Program	10/1/21
8. Complete first session of the new After School Program, conduct post-program surveys to gather feedback from school districts, students, and parents.	11/30/21
9. Make program refinements based on feedback for Spring 2022 After School Program session	12/1/21 – 2/28/22
10. Promote and register students for Spring 2022 After School Program	1/1/22 – 3/1/22
11. Launch field trip program for community members (approximately 6 per year)	3/1/22 – 6/30/23
12. Hold Spring 2022 After School Program, conduct surveys to gather feedback and further refine program for 2022-23 school year	3/1/22 – 5/31/22
13. Develop and implement 2022 field trip opportunities for summer camp participants.	6/1/22 – 8/31/22
14. Promote After School Program for Fall 2022; register students	6/1/22 – 9/1/22
15. Hold Fall 2022 After School Program	9/1/22 – 11/30/22
16. Promote After School Program for Spring 2022; register students	1/1/23 – 3/1/23
17. Hold Spring 2022 After School Program	3/1/23 – 5/31/23
18. Develop and implement 2023 field trip opportunities for summer camp participants. (will continue through Summer 2023, beyond end date of grant period)	6/1/23 – 8/31/23
19. Create final report and develop long-term sustainability plan to incorporate staffing and vehicle operation/maintenance into operating budget	3/1/23 – 6/30/23

36. Please list 2-3 specific outcomes that your organization hopes to achieve with this project. Include the ways you will measure each outcome in order to determine if the project was successful.

Anticipated outcomes of this project include:

- Creation of an afterschool program to reach 224 students (and 112 students annually beyond the project timeframe)
- Offering of community and summer camp field trips to provide expanded nature-based educational opportunities for about 400 people (and about 200 students/adults annually beyond the project timeframe)

Project outcomes will be measured in both quantitative and qualitative ways, as follows:

- Number of families reached with information about the After School Program
- Number of students registered for each session of the After School Program
- Student and parent feedback after the conclusion of each After School Program session
- School district feedback regarding the program
- Number of summer camp attendees participating in summer camp field trips
- Feedback from summer camp attendees about addition of field trip opportunities
- Number of community members participating in educational field trips
- Feedback from community members about field trip experiences

37. Please list the steps that your organization will take to achieve sustainability of the project beyond the 24-month grant period. If this will not be an ongoing project, please explain.

During program implementation, the Executive Director, Education Director, and After School Program Coordinator will track project costs and possible cost saving efficiencies that can be implemented in the future. A final report will be created that documents the outcomes of the project, as well as the program sustainability plan. As true costs are documented during the project time period, Cedar Run will begin identifying the long-term operational funding needs to maintain this program beyond the project timeframe. These costs will be built into future program fees so that the program becomes self-sustaining. The 2-year project time period also allows Cedar Run time to build some of these costs into the annual operating budget for the organization. This After School Program, as well as offering summer camp and community field trips, will become an ongoing part of Cedar Run's programming.

SECTION 5: PROJECT BUDGET

38. What is the total budget amount for this project (including grant from Impact100SJ)?

Specific Expense	Additional Details	Total
14-Person passenger van	For student transportation from school to After School Program at Cedar Run, also for summer camp and community field trips	\$50,000
Custom wrap for passenger van	To identify and promote Cedar Run on outside of van	\$5,600 (quote received from Always a Good Sign provided as an attachment)
Vehicle insurance for first 2 years	To cover insurance of vehicle during program start up period	\$10,000
Vehicle maintenance for first 2 years	To cover vehicle gas and maintenance during program start up period	\$3,400
After School Program Coordinator	Part time hourly position – will be responsible for student transportation and operating the After School program at Cedar Run. Based on 5 hrs/day x 4 days/wk x 8 weeks per session x 2 sessions per year for 2 years @ \$25/hr.	\$16,000
Education Director	Development of After School Program lessons and materials, coordination with school districts, oversight of After School Program Coordinator.	\$8,000
After School Program promotion	Printing and mailing of promotional materials such as post cards and brochures to	\$5,000

	announce After School Program and recruit participation	
Educational materials	Purchase of educational materials used in lessons and activities	\$2,000
Total:		\$100,000

39. If the total project budget amount exceeds \$100,000, please list all proposed additional funding sources and date you anticipate securing these funding sources. You may include in-kind support if applicable. (Please use the following format.)

Funder/Donor	Amount/Value	Date
NA	NA	NA

Not applicable – the full project budget is \$100,000



**JOB NAME** Woodford Cedar Run - Full Wrap  
**FORMAT** 2017 Ford E350 Shuttle Bus (138" WB)  
**VIN#** n/a  
**QTY** 1  
**STOCK** Avery Vehicle Vinyl w/ 1360z Laminate  
**ADD'L SPEC** Includes Windows  
**PRICE** \$5,200 + NJ Tax = \$5,544.50

*Note: Credit card transactions over \$1,000 are subject to a 3% convenience/processing fee.)*

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