

# Community Building: STEM and humanities on-the-water learning

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*2024 Core Mission Grant*

## ***Bayshore Center at Bivalve***

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# Application Form

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## *Introduction*

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Thank you for completing Impact100 South Jersey's Core Mission Grant application.

*The application due date is February 28, 2024.*

The application is divided into 4 sections:

1. Organization Overview
2. Organization's Operating Information
3. Proposed Project Information
4. Proposed Project Budget

Your responses will automatically save so you can complete the application in stages. However, once you hit SUBMIT you will not be able to edit your responses, even if prior to the application deadline of February 28, 2024. Please be sure to proofread your responses before submitting your application.

Please visit Impact100 South Jersey website to learn more about our Organization and our grant programs.

Questions/problems, please email [grants@impact100sj.org](mailto:grants@impact100sj.org)

## *Section 1: Organization Overview*

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### **WHICH FOCUS AREA IS THE BEST FIT FOR YOUR PROPOSED PROJECT?\***

Education: Advances or improves access to learning opportunities for, children, teens or adults

### **MISSION AND VISION STATEMENT\***

Please state your Organization's Mission Statement and Vision Statement as stated on your public-facing materials, such as website.

Mission: Through the state's official tall ship, the oyster schooner *A.J. Meerwald* and an historic waterfront museum, the Bayshore Center at Bivalve (BCB) will advance the understanding of the human impact on New Jersey's aquatic environment through education, advocacy, and programming.

Vision: The Bayshore Center at Bivalve (BCB) envisions a New Jersey with clean, safe and healthy water for recreation, consumption and commercial fishing.

### **TARGET POPULATION\***

Please briefly explain the demographics of your target population and geographic area where they reside.

BCB is the umbrella organization for Delaware Bay Museum & oyster schooner *A.J. Meerwald (AJM)* located in the oyster wharves along the Maurice River in Port Norris, NJ. Our primary audience is Cumberland Co, which has the highest poverty rate in the state (<https://hdpulse.nimhd.nih.gov/>). 1/3 of patrons are minority students. Through education programming & community events, BCB seeks to address economic inequities. The secondary audience is Coastal NJ & communities along shared waterways. These audiences are served when *AJM* is away from its home port, sailing to other coastal communities for youth/adult programming. The remaining 2/3 patrons provide monetary to help subsidize school programs. Pre-Covid: 5000 sailed, 3000 students, 1500 museum patrons, 500 community programs. July '20-Aug '21: 2456 children/adults for Science on the Bayshore. which provided a safe & unique learning opportunity during Covid. It had more than 50% of its patrons coming from Cumberland Co. at 50% of median income per HUD definition. In 2022, *AJM* did not sail due to a restoration & field trips were restricted, yet 2047 toured the museum or came for programs with a sharp increase in outreach programs. 2023: 3000 sailed, 1500 students on sails, 800 participated in museum activities, 1500 museum visitors & 5,000 attended events. We are on track to increase these numbers in 2024. Target populations for this grant: schools, non-profits, youth organizations located in Cumberland Co. serving grades 5-12.

**IN WHICH COUNTY IS YOUR ORGANIZATION HEADQUARTERED?**

*Your response to this question is from your previously completed Grant Eligibility Application and cannot be changed.*

Cumberland County

**LOCATION OF HEADQUARTERS IF OUTSIDE IMPACT100 SJ COUNTIES\***

If your Organization is not headquartered in Burlington, Camden, Cumberland or Gloucester County, please state location of headquarters. Please state "N/A" if this question does not apply to your Organization.

N/A

**WHAT IS THE NAME OF YOUR PROPOSED PROJECT?\***

Community Building: STEM and humanities on-the-water learning

**WHAT COUNTY(IES) WILL BE SERVED BY THE PROPOSED PROJECT?**

*Your response to this question is from your previously completed Grant Eligibility Application and cannot be changed.*

Cumberland County

Other County(ies): Please list:

***Section 2: Organization's Operating Information***

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**EXECUTIVE DIRECTOR TENURE\***

How many years has the Executive Director served in this role at your organization? If less than two years, please state the Executive Director's previous position(s) and employer(s).

Top-performing professional with 20 years experience in experiential learning, STEM education and overall leadership. Has created instructional materials, resources & designed custom learning programs across platforms. Prior to BCB, she transformed U.S. Sailing's education department – their business processes, infrastructure & technology capabilities to meet the changing landscape of training/education. 2012-23 she founded their STEM Education Program for the sport of sailing. She then migrated to instruction/design for online & in-person education programs covering many disciplines, instructor training & youth development. Prior, she taught special education at Oceanside Charter school in Atlantic City and has a MA in Special Education.

### **FULL-TIME EMPLOYEES\***

**Please list the number of full-time employees.**

If the number of employees varies from time to time, please state the average number throughout the year.

4

### **PART-TIME EMPLOYEES\***

**Please list the number of part-time employees.**

If the number of employees varies from time to time, please state the average throughout the year.

5

### **FLUCTUATION IN NUMBER OF EMPLOYEES**

If the number of full-time or part-time employees varies during the year, please explain. You do not need to explain normal staff turnover.

In addition, BCB employees a 6-person seasonal crew for the *A.J. Meerwald* who serve as educators, deckhands and officers. The captain and 2nd mate/engineer were counted above as full-time seasonal. BCB also employs a part-time museum docent and seasonal interns.

### **VOLUNTEER INFORMATION\***

**Please list the number of volunteers at your Organization.**

If the number of volunteers varies from time to time, please state the average throughout the year.

50

### **BOARD/GOVERNING BODY INFORMATION\***

**What is the current number of Board members?**

9

### **NUMBER OF BOARD MEETINGS\***

**How many times does your Board meet throughout the year?**

4

### **BOARD MEMBERS' INFORMATION\***

**Please provide the board member names, professional affiliations (status) and the number of years served on your Board using the format in the example.**

**Example:**

1. Jane Smith, Boeing engineer (retired), 5 years
2. Robert Jones, Clark High School teacher, 2 years

**Tony**

1. John M. Gandy, BS, naval officer (retired) and merchant marine captain (retired), President, 2 years.
2. Michael Rothman, charter fishing boat owner/operator, Treasurer, 6 years.
3. Nils G. Herdelin, Jr., M.D., surgeon (retired), Secretary, 6 years.
4. David Acree, MBA, business owner for landscaping and pet fences, 1.5 years.
5. Anthony "Tony" Klock, M.Ed., teacher (retired), 2 years (served non-sequential terms since 1990s)
6. Kathryn "Kathy" Michel, BA, DVM, MS, MSED, Professor and Association Dean, PennVet University of Pennsylvania, 2 years.
7. Eliza Braunstein, MA, elementary school teacher and tall ship sailor, 6 years.
8. William "Bill" Sheridan, BS, MA, elementary school principal (retired), 2 years (served 2009-17)
9. Pete Salvin, PhD in Ecology from Rutgers and has worked in public health, agriculture and academia , first year.

**DIVERSITY, EQUITY, INCLUSION & BELONGING (DEIB)\***

Please state your Organization's commitment to DEIB. If you have a formal statement you may include it here. If you do not have a formal statement, please briefly state your Organization's DEIB efforts.

BCB is dedicated to encouraging participation and engagement in the history & natural environment of the Delaware Bay. Central is inviting youth and adults of all backgrounds to join, flourish and grow. Our initiative is to create, support, and promote access to history and education and to provide an inviting and inclusive environment in which all learners thrive. We are committed to achieving greater DEAI throughout all areas of participation including but not limited to staff, Board of Trustees, public sails, field trips, educational programming and museum attendance. BCB has been proactive in cultivating an accessible and inclusive culture. We have sought to address economic inequities through our educational programs: Wild About Cumberland, a free school program for local 4th graders provides free bus transportation; field trips are subsidized and last year an anonymous donation allowed us to provide free field trips to our home school district (Commercial Township residents 15.8% below poverty line). BCB has always worked with diverse community advisory committees and African Americans are the lead in exhibitions, programming and films due to their contribution to the oyster industry as the labor force. We have an inclusive collection of oral histories. Each year, BCB's seasonal crew on the *A.J. Meerwald* is diverse in regards to race, socio-economic, gender, sexuality and gender expression.

**ANNUAL OPERATING BUDGET**

What is your Organization's current annual operating budget? *Your response to this question is from your previously completed Grant Eligibility Application and cannot be changed.*

\$780,505.00

**OPERATING BUDGET LAST YEAR\***

What was your Organization's total annual operating budget last year?

\$754,456.00

## REVENUE SOURCES\*

Please list your Organization's highest three revenue sources for this year and last year. This can include all types of revenue (public/private grants, donations, fee for service, etc.). Please use format in the example:

### Current Year's Revenue--3 Highest Sources

- 1. ABC grant, \$50,000
- 2. XYZ grant, \$15,000
- 3. ABC Foundation, \$30,000

### Last Year's Revenue-3 Highest Sources

ABC grant, \$50,000  
 ABC Foundation, \$30,000  
 Donors, \$25,000

- 1. Grants, \$310K
  - a. NJ Historical Commission \$170,489
  - b. NJ Historic Trust \$82,7282.
- 2. Earned Revenue, \$230K
- 3. Giving, \$200K, \$50,000

### 2023 Revenue-3 Highest Sources

- 1. Giving, \$386,733
  - a. Peter and Cynthia Kellogg Foundation, \$275,000
- 2. Grants, \$183,039
- 3. Earned Revenue, \$158,599

## STRATEGIC PLAN\*

Does your organization have a strategic plan? If yes, *what year was it adopted and what years does it cover?*

**Example:**

Yes, adopted in 2022. Strategic Plan covers 2022 to 2024.

If no Strategic Plan, please enter "none"

Yes, adopted 1/2024, covers 2024-2025

## LONG TERM GOALS/VISION\*

**Please describe your Organization's long term goals or vision for the next 3 to 5 years.**

Over the next two years the organization is focused on

- Building a 21st century environmental education center for youth and adults on land and on water.
- Utilizing current assets of boat (A/M), museum & BCB facility to build an environmentally educated community through community programs.
- Increasing access to our bays, rivers, the Delaware Bay & River and the Atlantic Ocean through education.
- Expanding BCB program impact to communities along coastal NJ.
- Targeting grades 5 & 6 with additional programming for grades 7-12.

Through the creation of a new environmental education vision, programming and partnerships will be built around five pillars of education: Oyster Reefs & Ecosystems; Coastal Resilience; Bayshore History & Culture; Marine Technology; Sustainability & Stewardship.

Over the past 5 years, BCB has faced several challenges that left the organization to focus on working through COVID, a \$1.3 million restoration of the *A.J. Meerwald* and several changes in leadership. As the infrastructure and assets are now established it is crucial for the organization to rebuild community partnerships and programs starting in Cumberland County.

**ORGANIZATIONAL CHANGES\***

**in the next 6 to 12 months, do you foresee any significant changes possibly taking place within the Organization. For example a change in leadership, mission direction, funding, staffing, etc. Please provide details.**

None.

***Section 3: Proposed Project Information***

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**NEED STATEMENT\***

**Please state the need/problem this project will address and how the project will address the stated need/problem.**

The community along the Delaware Bay is facing new environmental challenges; such as water quality, coastal resiliency and sea-level rise. By creating a 21st century environmental education center for youth and adults on land and on water, through the Bayshore Center programs, partnerships and public access to shorelines and waterways we can create an informed community to make valuable decisions for our local economy, estuaries, and future generations. Over the past five years, the Bayshore Center has faced challenges due to COVID and an extensive restoration of our historic oyster schooner *A.J. Meerwald*. As a result our community programs and partnerships have suffered. This project will provide essential support to build multi-season programming and partnerships with local partners.

**NEW OR EXISTING PROJECT?\***

**Is the proposed project a new project, an expansion or continuation of an existing project?**

New project

**PROPOSED PROJECT SUMMARY\***

**Please clearly define:**

- 1. the proposed project**
- 2. the population it will serve**
- 3. the geographic area it will serve**

**Do not address project need and impact as they are addressed in later questions.**

**Please keep response specific to *actual proposed project* and not other programs run by your organization.**

The proposed project is a new project within our 2024 & 2025 goals. Support from Impact 100 would help seed fund the project and engage local leaders.

- 1. Proposed Project: Community Building: STEM and Humanities On-the-water Learning will create 10 new official partnerships in Cumberland County consisting of schools, youth organizations & non-profits. These partnerships will focus on bringing youth to the Bayshore Center and providing hands-on experiential**

learning. This project will focus on 5 Pillars of Community Education: Oyster Reefs & Ecosystems; Coastal Resilience; Bayshore History & Culture; Marine Technology; and Sustainability & Stewardship. Curriculum will be created to serve youth in 5th & 6th grade from partner schools and nonprofits.

2. Population Served: This project will focus on youth in grades 5-12 in Cumberland County. Approximately 2,000 youth annually and 4,000 youth over 2 years.

3. The geographic area will be Cumberland County.

## PROPOSAL'S IMPACT ON CORE MISSION\*

**How will implementation of this project improve your Organization's ability to more effectively carry out its core mission?**

Programs on the boat (*A/M*) and in our museum bring to life the cultural significance of NJ's Bayshore region. We teach how science and ecology are intertwined with human livelihoods and highlight NJ's maritime history with a focus on industrialization, migratory labor and a community shaped by environment & resource dependency. Until fall 2021, BCB had a full time education coordinator until the boat underwent a 10-month restoration and field trips were still non-existent due to on-going COVID restrictions. BCB used this time with grants from NJ Council for the Humanities Covid relief and a Princeton-area Foundation to reimagine its core field trip program with goals to unite shipboard + landside education in a cohesive program aligned with NJ science and social studies learning. [www.bayshorecenter.org/education/field-trips/](http://www.bayshorecenter.org/education/field-trips/) The Museum Curator & lead edu coordinator on the boat implemented it in 2023. This project with increased focus and dedication to STEM/history education will help our traditional program an opportunity to grow in popularity and return to pre-Covid levels, helping us to bring our mission to more and more schools, community groups, families and the public. With your support, we will continue our investment in our educational programming and we will be better able to meet the needs of the 5th grade through high school-aged students who use our vessel and museum as stepping stones to scientific experimentation, historic preservation and ecological study.

## PROJECT'S RELATIONSHIP TO STRATEGIC PLAN/ LONG TERM VISION\*

**How does this project fit into your Organization's Strategic Plan or long-term vision?**

The previous director, from 2017-2022, implemented the strategic plan and moved BCB from a 30-year founder-driven organization and refreshed it to focus on the aims of its mission including environmental education, maritime history and the culture of the region included. After two years of hard work, 2019 was the most successful overall from program participants to revenue, then Covid. For the next two years, the previous director helped BCB pivot its programming, managed a \$1.3 million restoration of the *A.J. Meerwald* and ensured the organization's survival. In March 2023, BCB's third director, Jessica Yorke, started her tenure during BCB's first "normal" year since 2019. She continues to build the donor base, brand recognition, reestablish or develop partnerships and community support by delivering a robust and relevant educational program - the heart of why BCB exists. To meet the ambitious goals and establish BCB as a leader in STEM and history education, it needs monetary support and an investment from individuals, granting agencies and corporations.

## IMPACT OF PROPOSED PROJECT\*

**Approximately how many individuals/families will this project reach over the 24-month grant period?**

This project will reach 4,000 students impacting approximately 2,000 households in Cumberland County over two years. We estimate each partner organization has the capacity to bring approximately 400 youth



throughout the year to BCB for educational programming. Some will be multi-visit experiences and some will be one time visits. In year one, we will work to build single visit programming and in year two we will expand to multi-visit programming.

### PROJECT OUTCOMES\*

Please list 2 to 3 specific outcomes your Organization anticipates achieving with the proposed project.

1. 10 new MOUs will be established with official BCB partners, 5 per year.
2. Youth will demonstrate a 30% increase in knowledge of environmental challenges facing the Bayshore community. (Evaluated through pre/post test) Students will learn to collect, analyze and present real-time data from the Bayshore.
3. Students will be able to identify the following: Maurice River, Delaware Bay and Atlantic Ocean with 65% accuracy upon completion of the programming. They will explore how the waterways are connected.

### HOW MEASURE OUTCOMES\*

Please state how your Organization will measure each stated outcome.

- 10- MOUs
- Pre/Post Test
- Observation
- Presentation

### PROJECT LEADER/MANAGER\*

Who, from your Organization, will manage this project? Please state name and title. If person not currently on staff, please state new hire and anticipated date of hire.

Executive Director with new hire Education & Outreach Manager, August 2024, who will report to the Executive Director

### PROJECT PARTNERS\*

If you will be collaborating with other Organization(s) to carry out this project, please list the Organization name(s) and their contributions to the project. For example, providing funding, staff, materials, etc.

Please state "none" if there are no project partners.

We are currently working to identify project partners. Our initial discussions include the following organizations:

- Cumberland County Technical Education Center
- Commercial Township Schools
- 4 H Extension Center - Cumberland County
- Rutgers Haskin Shellfish Research Lab.
- CU Maurice River (Citizens United to Protect Maurice River)

### PROJECT TASKS AND TIMELINE\*

Please list proposed project tasks and implementation timeline for each task. The timeline must begin on or after July 1, 2024 and be completed by June 30, 2026. Please use following format:

Project Task	Timeline
Hire project manager	Aug '24
Develop curriculum	Sept-Oct '24
Pilot curriculum	Feb '25
Hire an Education & Outreach Manager	Aug '24
Develop curriculum	Sept '24 - March 25'
Pilot curriculum	April '25
Transportation Grants for schools awarded	every 6 months

## Section 4: Proposed Project Budget

### PROJECT BUDGET (2 PART QUESTION)\*

**PART 1:** Please **upload a spreadsheet** (Excel or pdf) showing the proposed project's budget . Project expenses must correspond to the tasks listed in the project tasks/timeline question in Section 3. If expenses include staff time, please state percentage of staff member's time to be spent on the project under "additional details".

**The total of all expenses must equal the total project budget and must be at least \$100,000.**

Please use the column headings shown in the example:

<u>Expense</u>	<u>Additional Details</u>	<u>Total</u>
Project Manager	30% of full time	\$25,000
Equipment	Computers, Projector	\$30,000
Furniture	desks/chairs	\$ 5,000
<b>TOTAL BUDGET:</b>		

**PART 2:** If the proposed project budget exceeds \$100,000, you must show on the spreadsheet the additional funding sources, dollar amount and date you expect to secure this funding. The additional funding must equal or exceed the total of project expenses exceeding \$100,000. Please use following format.

<u>Funder/Doner</u>	<u>Amount</u>	<u>Date Expected</u>
ABC Foundation	\$10,000	Oct. '24
Annual Fundraising Gala	\$20,000	Sept. '25
<b>TOTAL</b>	<b>\$30,000</b>	

Bayshore Center - Impact 100.xlsx

### DOES BUDGET EXCEED \$100,000?\*

Please note, if your budget exceeds \$100,000 you must provide the additional funder/donor information in your budget spreadsheet as described in PART 2 of the question above.

No

*Thank you for completing Impact100 South Jersey's Core Mission Grant application.*

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**PRIOR TO SUBMITTING YOUR APPLICATION**

Please carefully review your responses prior to submitting your application. You may save the application as a PDF to facilitate proofreading and to ensure the accuracy of your responses. You may edit your application anytime prior to hitting Submit.

**ONCE YOU HIT THE SUBMIT BUTTON YOU MAY NOT EDIT THE APPLICATION EVEN IF PRIOR TO THE DEADLINE.**

## File Attachment Summary

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### *Applicant File Uploads*

- Bayshore Center - Impact 100.xlsx

Bayshore Center at Bivalve IMPACT100 Grant 2024

Budget	Details	July 2024 - Dec. 2024	Jan 2025- June 2025
Project Manager Staff Time (3%	BCB Executive Director	\$3,000	\$3,000
Education & Outreach Manager	Develop curriculum, purchase materials, pilot program	\$15,000	\$15,000
Materials		\$2,000	\$2,000
Transportation Grants	For bussing, awarded every 6 months	\$5,000	\$5,000

July 2025 - Dec. 2025	Jan 2026 - June 2026	Catagory Total	% of Time
\$3,000	\$3,000	\$12,000	3%
\$15,000	\$15,000	\$60,000	75%
\$2,000	\$2,000	\$8,000	
\$5,000	\$5,000	\$20,000	
	Grand Total	100,000	