



# 2022 YEAR IN REVIEW





# LANDSCAPE

A photograph of three men in red sweatshirts working on a tree in a park. The man on the left is leaning over a tree trunk, the man in the middle is standing and smiling, and the man on the right is standing and smiling. They are all wearing red sweatshirts with Reebull and Audi logos. The background shows a park with trees and a stone wall.

93  
TREES

In 2022, we planted 93 trees throughout the 360 acre park. 78% was funded through the Jersey Cares Corporate Service program.

BRANCH BROOK PARK ALLIANCE



# LANDSCAPE



2,655

NEW PLANTS & SHRUBS

In 2022, we installed 2,655  
mostly native plants and shrubs.

BRANCH BROOK PARK ALLIANCE



# LANDSCAPE

\$39,000+

INVESTMENT

In 2022, we invested over \$39,000 in new vegetation with 51% funding through Essex County Department of Parks Recreation & Cultural Affairs.

BRANCH BROOK PARK ALLIANCE



# VOLUNTEER STEWARDSHIP



3,000+

VOLUNTEERS

In 2022, we increased volunteer stewardship by  
+164%  
from the pre-pandemic year of 2019.

BRANCH BROOK PARK ALLIANCE



# VOLUNTEER STEWARDSHIP

A group of six PSEG volunteers standing outdoors in a park-like setting. They are wearing dark blue t-shirts with the PSEG logo. The background features a large tree, a body of water, and a forested hillside. The text '11,000+' is overlaid in large white font, and 'STEWARDSHIP HOURS DONATED' is overlaid in smaller white font below it.

11,000+

STEWARDSHIP HOURS DONATED

On average, every volunteer donates a total of four hours. During their time with us in the park, volunteers tend to the gardens (laying mulch, removing invasives, pruning, and planting), removing graffiti, and picking up trash.

BRANCH BROOK PARK ALLIANCE



# VOLUNTEER STEWARDSHIP



# \$350,000

## ECONOMIC IMPACT

This is the value of the volunteer service based on their significant contributions in 2022.

As reported by the Independent Sector, the value of a volunteer hour in New Jersey is \$31.41.

## BRANCH BROOK PARK ALLIANCE



# COMMUNITY ENGAGEMENT



500+

BRANCH BROOK PARK FEST PARTICIPANTS

BBPA Community Ambassadors helped us further our cause in stewardship, community activation, and wellness.

Most notable are Myles Zhang, Kitab Rollins, Maya Curry, Jackie Jay and Matt Gosser

BRANCH BROOK PARK ALLIANCE



# COMMUNITY ENGAGEMENT



# 168

## YOUTH SERVED

In partnership with organizations such as the Newark Public Library, Scouts of Newark, and the Girl Scouts we provided educational opportunities that promote the ethic of academic service-learning.

## BRANCH BROOK PARK ALLIANCE



# YOUTH WORKFORCE DEVELOPMENT

A photograph of three young women, likely high school students, participating in a park cleanup or conservation activity. They are wearing bright yellow t-shirts and blue work gloves. They are holding long, thin sticks or branches, possibly for a project or to clear an area. The background is a lush green forest. The number '12' is overlaid in large white font in the center of the image.

# 12

## SUMMER YOUTH EMPLOYMENT PARTICIPANTS

In partnership with the City of Newark Youth Career One-Stop 12 high school students joined us as Park Ambassadors. This was our sixth year providing a summer youth employment program.

BRANCH BROOK PARK ALLIANCE



# HEALTH & WELLBEING



55

## AEROBIC BOOTCAMP PARTICIPANTS

In partnership with the  
Forest Hill Community Association-President  
Jackie Jay (Miss Jay), we helped neighbors build pathways  
to healthier lives.

BRANCH BROOK PARK ALLIANCE



# HEALTH & WELLBEING



390

YOGA PARTICIPANTS

In partnership with Lotus Yoga we elevated the wellbeing of our neighbors. Lotus Yoga is a community-minded studio dedicated to the happiness and freedom from suffering and causes of suffering for all beings.

BRANCH BROOK PARK ALLIANCE



# HEALTH & WELLBEING



# 74

## SOUL LINE DANCING PARTICIPANTS

In partnership with Jessica Boogie from Step-4-Step, we inspired community members to get active. Together we introduced people to Soul Line Dancing to improve health outcomes through aerobic exercise.

BRANCH BROOK PARK ALLIANCE



# HEALTH & WELLBEING



## ZUMBA PARTICIPANTS

In partnership with Deshanae Singleton and Crystal Gaynor a resident of Newark, we improved health outcomes for children, young adults and Baby Boomers.

BRANCH BROOK PARK ALLIANCE

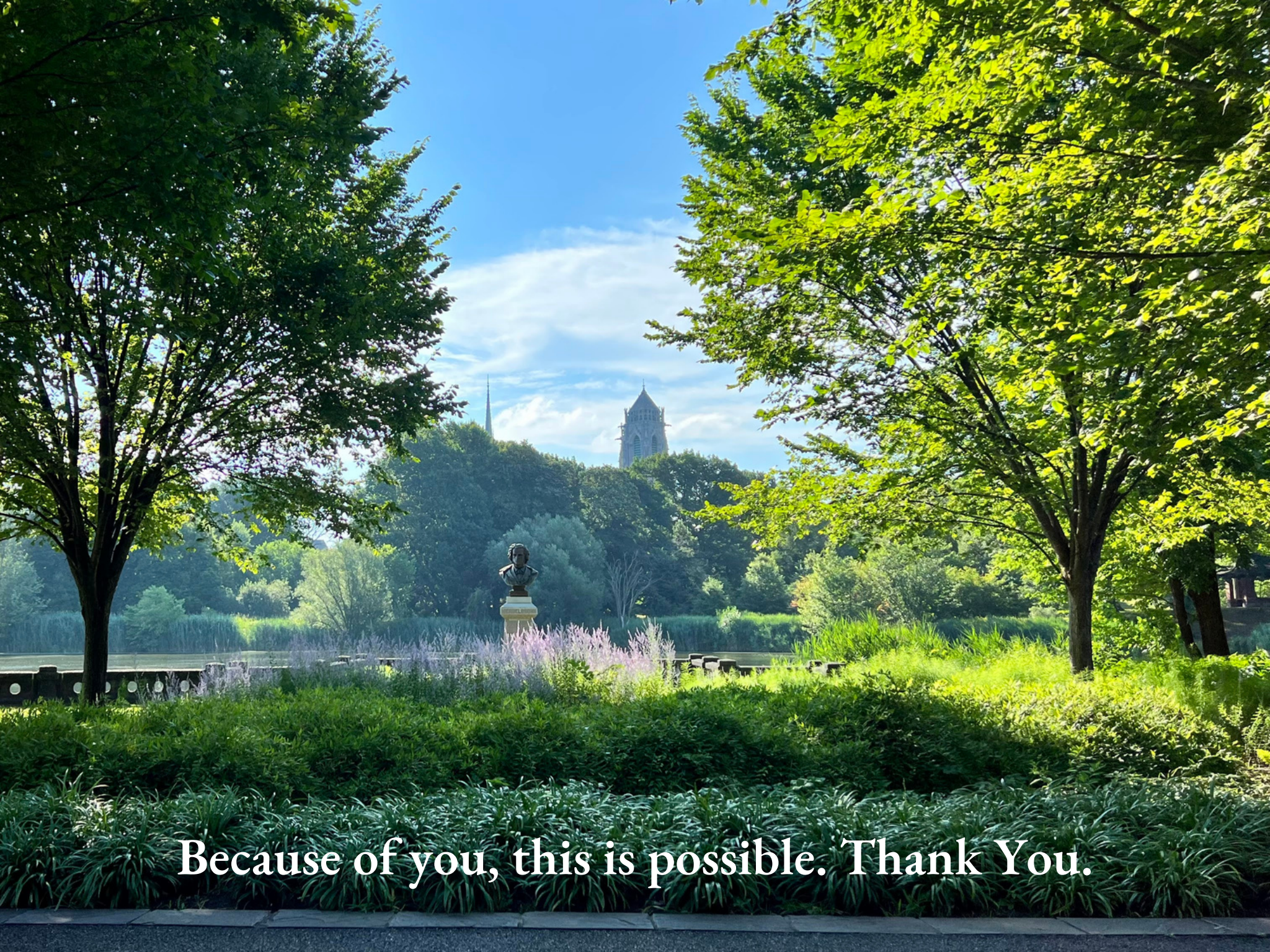


98

## WALKING TOUR PARTICIPANTS

We provided walking tours in the southern division of the park as a pathway to healthier living. We also used the time to highlight the historical significance of the park and the impact of our recent work.





Because of you, this is possible. Thank You.