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ALLIANCE  
DONOR ADVISED  
FUND OF CFNJ

# 2023 YEAR IN REVIEW





# LANDSCAPE



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# 2024

## NEW TREES

Planting 200+ trees significantly contributes to carbon sequestration, improves air quality, and enhances biodiversity, ultimately mitigating climate change and promoting a healthier environment.

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# LANDSCAPE

# 1,436

## NEW PLANTS & SHRUBS

Gardens in the Park enhance urban green space, provide habitat for wildlife, improves air quality, and promotes the mental well-being of the community.



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# LANDSCAPE



\$145,000+

INVESTMENT

Investment in new vegetation enhances biodiversity, aesthetics, and ecological resilience while promoting community well-being and sustainable urban environments.



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# VOLUNTEER STEWARDSHIP



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3,500+  
VOLUNTEERS

Engaging volunteers in stewardship of the Park fosters a sense of community ownership, reduces maintenance costs and promotes environmental education and conservation.

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# VOLUNTEER STEWARDSHIP



# 13,000+

## STEWARDSHIP HOURS DONATED

Volunteer stewardship is vital for supplementing limited municipal resources, fostering a stronger sense of community, and ensuring the Park's ongoing maintenance and improvement.

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# VOLUNTEER STEWARDSHIP



\$584,000+

ECONOMIC IMPACT

As reported by the Independent Sector, the value of a volunteer hour in New Jersey is \$33.82. The investment of that service was \$439,000 plus the financial investment made in 2023 of \$145,000.

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# COMMUNITY ENGAGEMENT



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# 700+

## BRANCH BROOK PARK FEST PARTICIPANTS

BBPA Community Ambassadors helped us further our cause in stewardship, community art activation, and wellness. Most notable in 2023 were Kitab Rollins and Maya Curry.

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# COMMUNITY ENGAGEMENT



# 247

## YOUTH SERVED

In partnership with Newark Public Schools and community based organizations like Honey Pot Montessori and the Girl Scouts, we provided educational opportunities that promote the ethic of academic service-learning.

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# YOUTH WORKFORCE DEVELOPMENT



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# 84

## WORKFORCE DEVELOPMENT PARTICIPANTS

This was our seventh successful year offering the program and, over that time, the impact of the program is far greater than the number of participants. We are paving the pathway to economic stability.

### BRANCH BROOK PARK ALLIANCE



# HEALTH & WELLBEING



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# 1,200+

## WELLNESS PARTICIPANTS

Wellness programs in the Park support improved physical and mental health outcomes by encouraging physical activity, reducing stress, and promoting a connection with nature.

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# HISTORY



127

## WALKING TOUR PARTICIPANTS

We hosted 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.

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Because of you, this is possible.  
Thank You.