

2016

ANNUAL REPORT



GREENBELT
CONSERVANCY



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**THE GREENBELT CONSERVANCY'S MISSION IS TO
PROMOTE, SUSTAIN, AND ENHANCE STATEN ISLAND'S
2,800-ACRE GREENBELT THROUGH EDUCATION,
RECREATION, CONSERVATION, AND RESEARCH.**

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*The Greenbelt Conservancy works in partnership
with NYC Parks to oversee the administration and
public use of the parkland of the Greenbelt.*

A Message from the **Executive Director**



Getting to Know the **Greenbelt Conservancy**

THROUGHOUT THE 2,800-ACRE GREENBELT, HIKERS
AND TRAIL RUNNERS ARE ENJOYING A FOREST IN
THE MIDDLE OF THE CITY.



Children are learning about the environment and discovering wildlife, while cultivating a passion for stewardship and conservation. And from the peak of a mountain or under a serene canopy of red oak trees, Staten Islanders and visitors from across the Tri-State area are experiencing nature thanks to your investment in the Greenbelt Conservancy.

This report highlights some of our exciting accomplishments in 2016. As it shows, the Greenbelt's 35-mile trail system, parks, playgrounds and learning centers are precious gifts and Staten Island's greatest resource. For your generosity, all Staten Islanders give you their thanks.

Regards,

Steve

Steven Cain
Executive Director

Oversight of more than
2,800 acres of natural
areas and parkland

Coordinating
4 annual trail races

Maintaining **7 trails**
covering **35 miles**

Welcoming more than **50,000 visitors** per year

Hosting **2 signature
fund raising events**

Offering more than
300 Public Programs

The Greenbelt is **open**
365 days a year!



Environmental Education



The Greenbelt Environmental Education Department at High Rock Park offers various programs for people of all ages.

SCHOOL PROGRAMS

Offered as a compliment to NYS Learning Standards...environmental activities that instill in children an appreciation for the natural world. The 2015-2016 school year welcomed more than 5,000 participants to over 200 programs.



EARLY CHILDHOOD PROGRAMS

Our "Tree Tots" and "Peepers" programs provide hands-on activities for children to become familiar with the signs and sounds of nature.

PROFESSIONAL DEVELOPMENT

This program is geared toward teachers and non-formal environmental educators. It provides instruction, resources, and interactive activities that help interpret complex environmental concepts.



GREENBELT SUMMER CAMP

Each summer, the Conservancy welcomes children ages 5-13 for the Greenbelt Summer Camp in High Rock Park. The half-day

outdoor camp experience includes hikes, forest explorations, crafts, field trips and team building activities. In 2016, the Greenbelt Summer Camp was at capacity.

GREENING THE GLOBE SYMPOSIUM SERIES

This free symposium presents a platform for discussion on various environmental hot-topics. On May 13, 2016, the Conservancy presented "Greening the Globe Begins at Home" to explore environmental advocacy, green career paths, and initiatives for creating sustainable communities.



Trail Races



From family friendly 5 K and 10 K races to extreme team adventure challenges, the Greenbelt Conservancy offers unique trail racing events for all ages. Ours is the most extensive trail system in New York City, affording adventure seeking individuals extraordinary wilderness opportunities.

HIGH ROCK CHALLENGE

One of the most anticipated home town races and the only team adventure race on Staten Island, the High Rock Challenge is our largest and most dynamic event yet. Welcoming more than 800 runners, this 10 K obstacle trail race challenges the body, mind,

and sense of humor. Teams of two navigate various mental and physical obstacles along our rustic trails. Help in memory of fallen NYPD Officer, John Kelly, the High Rock Challenge is a great event for people of all ages and abilities and keeps participants coming back year after year.



COLD FEAT

The Cold Feat 10 K kicks off the Conservancy's annual trail events calendar each February. The race starts and finishes at La Tourette Golf Course, challenging runners through hilly trails and, depending on the year, cold and wet weather conditions.



FALL FLAT

This event takes runners along Willowbrook Park's White Trail and around the lake. This 5 K is on flat terrain and is suited for novice runners and walkers as well as more competitive athletes.



WEEKLY TRAIL HIKES AND RUNS

Whether you are training for one of our signature trail races or simply looking for a way to stay active, our weekly hikes and trail runs welcome people of all ages and fitness levels. Led by experienced hikers and runners, small groups meet for this free experience to explore the Greenbelt, stay active, and meet others with similar interests. Weekly hikes and runs continue all year long in all weather conditions. Be sure to visit sigreenbelt.org for more information.



Signature Events



The Greenbelt Conservancy hosts two signature fund raising events each year, one in the Spring and one in the Fall. All proceeds from these events support the general operating fund.



THE ANNUAL BLUE JEAN BALL CAROUSEL FOR ALL CHILDREN

Willowbrook Park

This great event is a night for adults to be kids again with unlimited rides on the Carousel for All Children, popcorn and comfort food, and sweet surprises. More than 125 guests join us each year, for this low-cost, high-fun evening!



INTO OUR WOODS

The Greenbelt Nature Center

The Greenbelt Conservancy welcomes guests for cocktails, hors d'ouerves and live entertainment to celebrate the accomplishments of the year. This event provides a more elegant setting to support our mission.



Our Facilities

HIGH ROCK PARK

High Rock Park is the cornerstone of the Greenbelt and one of the area's most popular parks. It is home to the Greenbelt's Environmental Education Department and the Greenbelt Conservancy's administrative offices. The education program was designated as a National Environmental Landmark by the United States Department of the Interior in 1971. High Rock Park is home to the Greenbelt's environmental education department and the Greenbelt Conservancy's administrative headquarters.



GREENBELT NATURE CENTER

The centrally-located **Greenbelt Nature Center** is a hub for a wide range of Greenbelt activities and programs. Here you may view the Richmond County Savings Foundation exhibits to learn about Greenbelt history, geography, and current happenings. The Nature Center is open to the public and is also available for private rentals.





THE CAROUSEL FOR ALL CHILDREN

Located in the Greenbelt's Willowbrook Park, **The Carousel for All Children** was designed and built in 1999. The wooden structure displays forty handpainted renderings of Staten Island landmarks and colorfully painted figures of traditional wooden carousel horses, mythical beasts, and endangered species. The Carousel is open to the public from May through October and is also available for private rentals.

WHO WE ARE

WHAT PEOPLE ARE SAYING

"The Greenbelt has been my solemn cathedral since I was a young teenager, using it as a grounds to train for cross country track. As I've grown older, it's become a source of personal tranquility – away from the busy, ever-growing Island population. It's one of the main reasons why I maintain a residence here."

—Thomas Blancero



BOARD MEMBER SPOTLIGHT

Bonnie Fritz, Ph.D

Dr. Bonnie Fritz, pictured with her husband, Dr. William Fritz, has been a member of the Greenbelt Conservancy Board of Directors since 2014. With an extensive background in education, Dr. Fritz serves on numerous education committees and is the chair of our "Greening the Globe" educational series. Dr. Fritz also works hand in hand with our environmental educators to ensure that we continue to offer engaging and informative programming. We thank Bonnie for her commitment and dedication to the Greenbelt!



GREENBELT TREASURES

PUMP HOUSE POND, HIGH ROCK PARK

Pump House Pond is located off the Blue Trail in High Rock Park. It can be accessed by a short hike from the Nevada Avenue park entrance. Visiting this kettle pond can practically transport you back in time and spark an even deeper appreciation for the Greenbelt's open space and environmental treasures.



WILLOWBROOK PARK

Willowbrook Park's central location makes it easily accessible, yet this popular park is sufficiently isolated from the hustle and bustle of the surrounding area. Easy access to the Greenbelt's White Trail and woodlands lie beyond the manicured park center. Willowbrook is situated adjacent to the 240-acre College of Staten Island campus, a branch of the City University of New York.

Statement of Financial Position

As of December 31, 2015

ASSETS		
	2015	2014
Cash	\$49,869	88,154
Investments	\$1,107,804	\$1,192,364
Accrued Interest Receivable	\$3,694	\$3,694
Grants Receivable	\$50,000	\$0
Prepaid Expenses	\$1,370	\$1,248
Security Deposit	\$2,285	\$1,875
Fixed Assets	\$126,604	\$84,900

Total Assets	\$1,341,626	\$1,372,235
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LIABILITIES		
Accounts Payable and Accrued Expenses	\$49,781	\$58,323
Accrued Vacation	\$3,692	\$3,486

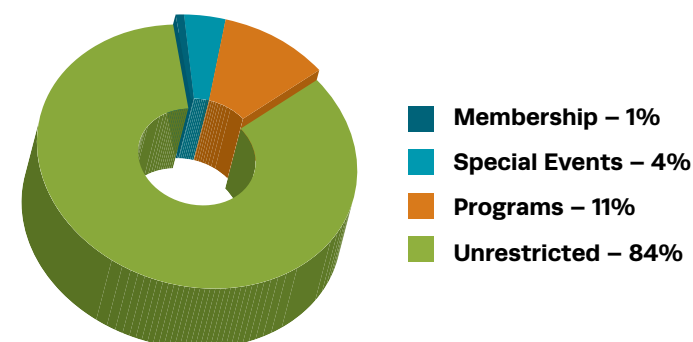
Total Liabilities	\$53,473	\$61,809
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NET ASSETS		
Unrestricted Operating Fund	\$388,254	\$321,730
Board Designated Funds		
– Nature Center	\$115,802	\$117,031
– Endowment	\$621,827	\$689,258

Total Unrestricted	\$1,125,883	\$1,128,019
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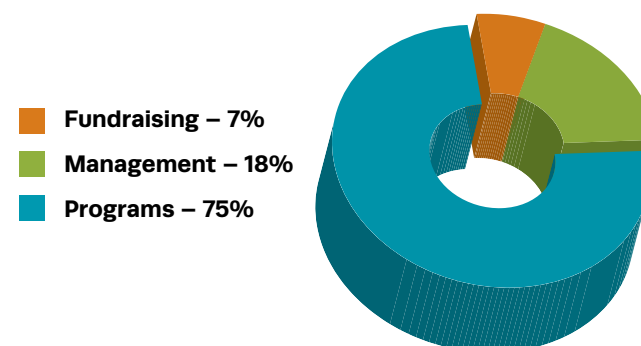
REVENUE

The Greenbelt Conservancy generated **more than 80%** of its revenues in the form of unrestricted funds from individual donors, corporations, and government grants. Our programs, which include public offerings at the Carousel for All Children and the Greenbelt Nature Center, generated **over 10%** revenues through fee based programs and private rentals. Special events, including our signature fund raisers and trail races, and the Greenbelt's membership program accounted for the remainder of revenue.



EXPENSES

For each dollar contributed to the Greenbelt Conservancy in 2015, 75 cents directly supported our environmental education programs, recreational offerings, conservation efforts and research projects. Administrative and fund raising expenses were kept at a minimum while still ensuring effective operations.



Greenbelt Interpretive Trail Signs and Directional Markers

On Saturday, June 4, 2016, in celebration of National Trails Day, the Greenbelt Conservancy unveiled new trail-side interpretive signs that explain the flora and fauna of our natural park areas. 'Way finding' signs are also new throughout the trail system to better help hikers navigate the Greenbelt's extensive trail system. These new signs were made possible by generous funding from Con Edison.



Celebrating new signage in the Greenbelt are from left to right, Nancy Cofrancesco, volunteer, Mark Irving of Con Edison, Steven Cain and Jessica Kratz of the Greenbelt Conservancy, and Loretta Vanacore, Greenbelt Conservancy board member.

Unveiling the first of twenty-one interpretive signs throughout the Greenbelt are Edward Burke, Deputy Borough President, Mark Irving of Con Edison, Lynda Ricciardone, NYC Parks Borough Commissioner, Steven Cain of the Greenbelt Conservancy, representatives of a local Boy Scouts, and Assemblyman Michael Cusick.



A closer look at an interpretive sign.



CORPORATE SPONSORS

**WE THANK OUR CORPORATE SPONSORS
FOR THEIR CONTINUED GENEROSITY.**



HOW TO GET INVOLVED



DONATE

The Greenbelt Conservancy is a 501(c)3 nonprofit organization. All contributions are tax deductible and support our mission to promote, sustain, and enhance the 2,800-acre Greenbelt.



VOLUNTEER

From on-site event support to in office assistance to committee involvement, the Greenbelt Conservancy welcomes volunteers of all capacities. Get in touch to learn more about current opportunities.



BECOME A MEMBER

Help us grow today and become a member of the Greenbelt Conservancy! Benefits include exclusive member only discounts for events and summer camp, invitations to private events, and more.



LEAVE A LEGACY

Adopt a park bench in memory of a loved one or engrave your family name on a plaque or paver stone at one of our iconic locations. To leave your legacy at the Greenbelt, please call 718.667.2165.

**FOR MORE INFORMATION, PLEASE CONTACT THE
GREENBELT CONSERVANCY AT 718.667.2165 OR VISIT US ONLINE
AT SIGREENBELT.ORG. THANK YOU FOR YOUR SUPPORT!**





This project was made possible with support from the Partnership for Parks Capacity Fund Grant, presented by TD Bank, made possible by the City Parks Foundation and the Parks Equity Initiative of the New York City Council under the leadership of Speaker Melissa Mark-Viverito.

200 Nevada Avenue
Staten Island, NY 10306

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sigreenbelt.org

GREENBELT
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