

November 19th, 2024



WHERE HISTORY AND THE ENVIRONMENT MEET

Dear Bayshore Center at Bivalve Supporter,

Thanks to your participation and contributions, 2024 was a huge success! Most notably, our schooner *A.J. Meerwald's* restoration efforts that began in 2021 were recently featured in *Wooden Boat Magazine*. Additionally, supporters funded a new mainsail which arrived in March. With those incredibly significant improvements completed, we began to focus on laying the groundwork to build education programming and partnerships this year.

In the spring of 2024, the Bayshore Center spent a significant amount of time identifying the next milestones for the organization. Our goal is to **build a 21st century history and environmental education center for youth and adults on land and on water**. Our vision for the future centers around building capacity focused on education. This includes a two year \$1.5M plan to create financial sustainability for the organization while building new partnerships and educational programs.



We look forward to building programs around the new five pillars of community education.

5 Pillars of Community Education

				
Oyster Reefs & Ecosystems	Coastal Resiliency	Bayshore History & Culture	Marine Technology	Sustainability & Stewardship
<ul style="list-style-type: none">• Keystone species• Link to local species• Economy	<ul style="list-style-type: none">• Infrastructure• Weather Ready• Architecture• Sea Level Rise	<ul style="list-style-type: none">• Environment• Industrialization• Labor• Maritime History	<ul style="list-style-type: none">• Electrical & Water Systems• Navigation Technology• Electric & Solar Technology	<ul style="list-style-type: none">• Healthy waterways• New solutions for a circular economy• Data driven behavior change

Long time supporters Peter R. & Cynthia K. Kellogg stepped forward with a Leadership Challenge gift in the amount of \$250,000 to kick start the fundraising efforts. Half of the gift (\$125K) was provided in the spring and the second half will be provided in March of 2025 if we can “**double**” their leadership gift. (\$500K).

We are currently halfway towards raising our initial goal of \$500K and leveraging Peter & Cynthia’s challenge gift. This is a groundbreaking initiative for the organization, and we are so grateful for the tremendous support in 2024. Through this annual appeal, it is our goal to raise an additional \$50,000. We need your help.

2024 Support for the Education Capacity Building in 2024 went directly toward:

- Hiring museum and education interns.
- Piloting a new summer camp curriculum and facilitating curriculum development.
- Scholarships were provided to students for education sails and programs.
- Hiring an Education Director who will initially focus on local programs and partnerships in Cumberland County.

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

2024 Accomplishments

This year **4,102 passengers sailed aboard AJ Meerwald**, experienced her unique history, connection with local waterways, and the marine environment.

The Delaware Bay Museum had 1,401 visitors plus approximately 6,000 that attended for fundraising and community-based events.

With your support, we were able to engage **1,450 youth in educational programs in 2024**. We partnered with 30 classes through the spring and fall field trip program with 800 students who sailed aboard the Meerwald and 650 additional students for museum programming.



For the remainder of 2024 and 2025 our goal is to continue building education capacity through programs and partnerships. With your help, we will continue to:

1. Utilize current assets of boat, museum & BCB facility to build an environmentally educated community through community programs.
2. Increase access to our bays, rivers, and the Atlantic Ocean through education.
3. Expand BCB program impact to communities along coastal NJ, targeting grades 5 & 6.
4. Grow the Bayshore Discovery Summer Camp
5. Develop a Career & Tech Ed Program

Please consider an end of year gift to the Bayshore Center at Bivalve to contribute to these education initiatives and matching gift goals. For every fifty dollars donated an additional twenty-five dollars will be donated by the Leadership Challenge Gift. We need your help!

Sincerely,

Jessica Yorke
Executive Director



Please detach this portion of the letter and mail to the Bayshore Center at Bivalve in the enclosed envelope with your donation to the 2024 Annual Appeal donation.

First Name: _____ **Last Name:** _____

Mailing Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Email: _____ **Phone:** _____

Donation Amount:

\$1,000 \$500 \$100 \$50 Other: _____

Donations can also be made online at bayshorecenter.org or by calling the office (856) 785-2060