



SAVE BARNEGAT BAY

906-B Grand Central Ave.
Lavallette, NJ 08735
732-830-3600
Fax -732-830-6670

Summer 2011

OCEAN COUNTY
IZAAK WALTON
LEAGUE

Dear

This year is a landmark year for Save Barnegat Bay! We are celebrating our 40th Anniversary of speaking the truth of Barnegat Bay. As the only advocacy group working exclusively to protect and restore the Bay, we are planning to ensure further success going forward. We need your continued financial help as a "Friend" of Save Barnegat Bay to achieve this.

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Thanks to your support, this is the most successful and exciting time ever for SBB. In January of this year, Governor Chris Christie signed into law the strongest fertilizer legislation in the nation. This law of national significance was written in Save Barnegat Bay's tiny Lavallette office.

Save Barnegat Bay's fertilizer law – which was the first in America to address the bag contents and not rely on users to read and follow directions, has now become the model before the legislatures in Maryland, Virginia, and Pennsylvania.

This is as good as it gets in grassroots environmentalism, and it was your support that made it possible. Please help us sustain this progress by making a contribution today.

Save Barnegat Bay has done even more than transform lawn fertilizer regulation nationally. As the only environmental group exclusively devoted to protecting the Barnegat Bay ecosystem, we have been able to map out the necessary steps to restore Barnegat Bay to health.

These steps are in the form of Four Public Policy Goals that citizens and government can pursue to restore the Bay. We invite you to read about them further at our website, savebarnegatbay.org.

Your support will help Save Barnegat Bay meet the next big challenge in restoring the bay - revolutionizing the way stormwater runoff is thought about and managed throughout the watershed. This campaign – "Project Stormwater", will aim at preventing unacceptable amounts of nutrients, like nitrogen and phosphorous, from running off during and after rain events and ultimately choking the life from Barnegat Bay.

Good stormwater management means far more than simply preventing flooding after rain. This revolution will require new thinking by engineers and planners, new funding to retrofit stormwater management systems, extensive public education, and enhanced cooperation from elected officials.

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Make Checks Payable to: Save Barnegat Bay.



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MY GIFT WILL BE MATCHED BY _____

Donate with a credit card at www.savebarnegatbay.org, click "Donations"
Did you know SBB accepts planned gifts? Call 732-830-3600 for details.

Friendship Levels	
Egret	■ \$30
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Blue Crab	■ \$100
Osprey	■ \$500
Striped Bass	■ \$1,000
_____	■ Other

These are exactly the things that 40 years as guardian of Barnegat Bay have positioned Save Barnegat Bay to achieve. Will you renew your status as "Friend" of Save Barnegat Bay or join for the first time today and help us to accomplish this?

In addition to our advocacy work, we continue our educational programs, like our important Barnegat Bay Student Grant Program – in which tomorrow's guardians of the Bay do sophisticated science research projects under experienced mentors. Our "Barnegat Bay at a Crossroads" lecture program is available for any community group (call Gerry at 732-830-3600).

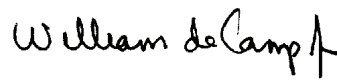
Your support helps our small staff in our Lavallette office field hundreds of citizen, political, and journalistic inquiries about all aspects of Barnegat Bay.

With your tax deductible contribution, you will become a "Friend" of Save Barnegat Bay and help us continue to be the voice of Barnegat Bay for another 40 years. Our children and grandchildren deserve no less.

Sincerely,



Jennifer O'Reilly
Executive Director



William deCamp Jr.
Chairman

PS. Save Barnegat Bay is the only advocacy group working exclusively to protect and restore Barnegat Bay. We can only continue this great work with your support.

PPS. For those of you who have so generously supported our Silent Art & Gift Auction in the past, we would like you to know that it will not be held this year.