



**Coastal Climate Initiative**  
**Our Shore, Our Future**

## **Coastal Climate Initiative** **Let's Partner to Protect our Coast**

Summer is almost here. The Jersey Shore is calling with its beautiful beaches and iconic boardwalks – but it's so much more. Our coastal environment is a cornerstone of New Jersey's culture and economy.

It is also home to vital ecosystems that buffer communities from storm surges, support countless plant and wildlife species and capture carbon. Our parent company, New Jersey Resources (NJR) established the Coastal Climate Initiative (CCI) to support the restoration and preservation of these environmental treasures.

### 🌊 **What is CCI?** 🌊

Launched in 2021, CCI directly supports nonprofit environmental organizations, including The Nature Conservancy in New Jersey (TNC), in helping advance projects that promote coastal resilience and enhance the nature-based functions these environments (like tidal saltwater marshes) provide.

Saltwater marshes rapidly remove carbon from the atmosphere and store it away in soil and vegetation. In addition, they add resilience against storm surges, helping to protect local communities, and provide habitats for fish and wildlife.



## **What recent project has CCI supported?**



Since CCI's inception, we've raised nearly \$45,000 to help mitigate the effects of climate change and protect the environment. Recently, customer donations directly supported TNC's work with local partners to develop an online restoration planning tool for Ocean County's Bay Islands (80 marsh islands). Local communities are already utilizing this tool, which is designed to help identify restoration opportunities to strengthen the resilience of these vital ecosystems.

## **What's in store for the future?**



Our sustainability journey is a long-term commitment. CCI will invest up to \$2 million in local environmental stewardship opportunities over the next five years.

These resources will expand our efforts and focus on natural resource enhancement and restoration solutions as well as education to support local environmental efforts.



## **How can I get involved?**



By supporting CCI, you can help address climate change. Your contribution will provide critical funding to help advance TNC's ongoing efforts. NJNG maximizes donations with a dollar-for-dollar company match. See the enclosed donation envelope to contribute. You can also donate online at [njng.com/climate](https://njng.com/climate).

To learn more about these efforts, visit [NJRSustainability.com](https://NJRSustainability.com).