

**Print**

**2024 Innovation in Governance Application - Submission #53536**

**Date Submitted: 10/17/2024**

**First Name & Last Name of Person Submitting Form\***

DawnMarie Bascelli

**Mayor\***

Mayor Abigail Perlstein O'Brien

**Address\***

PO Box 350 736 Landis Avenue

**City\***

Rosenhayn

**State\***

NJ

**Zip Code\***

08352

**Municipality\***

Deerfield Township

**County\***

Cumberland

**Phone Number\***

6097741834

**Email Address\***

administrator@deerfieldtownship.org

**Description of Initiative**

The judges will be looking for successful innovative efforts by a municipality or a partnership among several municipalities or a municipal/county joint effort. Innovations must have been initiated or completed during the time period June 1, 2023 - September 30, 2024

**Project Specific Details:**

- How is your innovation original and distinctive?
- How has this initiative successfully met the local needs of your municipality?
- How have the stakeholders benefited & responded to this initiative?
- Are there any measured savings or program improvements?
- Please include whether the innovation is temporary or permanent
- How can this innovation be replicated in other communities across the state?

**Please attach supplemental documents noting the details of your initiative.** (Supplemental attachments NOT to exceed three pages)

**Application Deadline:** Applications must be received no later than **Friday, October 25, 2024.**

**Option to Mail Applications:** NJLM Innovation in Governance, 222 West State St., Trenton, NJ 08608, Attention: Ciara Bradley or send by email to [CBradley@njlm.org](mailto:CBradley@njlm.org)

*If you have any questions, please contact Ciara Bradley at the League of Municipalities: 609-695-3481 ext. 128 or **CBradley@njlm.org**.*

**Initiative Title\***

#Deerfieldpride

### Description of Innovation

#Deerfieldpride is a program we started in 2023 which was designed to help our community develop pride and connection. Deerfield suffered for many years as being know as the home of the landfill in our Cumberland County area. Cumberland County is the poorest county in New Jersey and our youth were suffering from the stigma of this identity. Although our beautiful rural community was full of wonderful businesses and residents, they did not identify with pride and they were not unified as a community. We started utilizing the Mayors Wellness Campaign to slowly build a recreation program filled with pride events and health initiatives. The most distinctive part of our program was our efforts to have the community see the Township Building as a resource and part of the community instead of a place to collect taxes.

As a community of just over 3000, starting with a \$0 budget, 6 employees and holding an event a month at minimum - well we think that is something to talk about. We developed our local business partnerships to create a full spectrum of events, classes and educational materials to enhance the health efforts of our community - both physical and mental. Cumberland County is a financially depressed area. Our community does not have a gym, wellness center, self care facilities or residents with the finances to seek them out. We held healthy cooking classes for kids to inspire better eating habits and regularly include local produce grown in our community.

We now have used Wellness awards to train an employee as a yoga instructor and we hold free classes twice every week. We hold Deerfield Day with the local Fire Department to raise funds for them and provide free activities for our neighbors so they can meet, eat and develop as a community. We publish newsletters, use social media to share resources, hold Free Family Bowling Nights, have expanded our parks with new fitness equipment and walking trails, started a free Friendsgiving meal for those who would otherwise be isolated, enhanced programming at our senior center, started cooperative projects with our local elementary school and the regional high school, built a stage area in-house that we use to hold sponsored Music In The Park Family Sundays, hold free or discounted events at our local wineries to introduce people to our local businesses and many other events, classes and gatherings so now people don't even mention the solid waste facility (which is a great partner and run with advanced technology). They mention we are the community with all the events for their residents, all the free classes, all the programs designed so that no family is left out due to financial stressors and so much more. They mention #Deerfieldpride. Neighboring towns message us to compliment our offerings as well. We have more programs running than most larger communities and with little to no budget impact.

Our savings are substantial for our small community, as all programs are paid for with our fundraising and partnership efforts! And all of it started with a couple of women (My Mayor and myself) asking "How can we be different and not hurt our tax base?" From there our employees brought ideas, residents told us what they wanted and our committee made it happen!

Our innovations are now permanent events in our community, with slight changes or expansions annually to keep the interest up. If these efforts can spark the response our Mayor and Committee has received in Deerfield Township, we can help others engage their communities more. The will to do so is the first step.

### Upload Documents

Final Year In Review 225th.pdf

Please condense your documents into one file for upload.

#### Electronic Signature Agreement\*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

**Electronic Signature\***

DawnMarie Bascelli



# Deerfield FOCUS

# The Year In Review



Deerfield Township, NJ DIGITAL NEWSLETTER \* Volume 3 Issue 2  
Editor: DawnMarie Bascelli, Deerfield Township Municipal Offices

## 2023 - A Year Of Celebration

Deerfield Township celebrated its 225th anniversary as a Township in 2023! As with all things Deerfield, we brought the fun and excitement - Big Time!

We planned free family activities for every month of the year. Our community partners helped us to build a year that celebrated Deerfield Township, as well as our families, neighbors, children and history!

We received wonderful feedback from our residents who attended Free Family Bowling Night, the Mario Brothers Movie, Fun at the Winery Events at both Terra Nonno & Cedar Rose, Yoga Classes, our Classic Cruisin' Car Show, Eagles Tailgate, Friendsgiving and our Holiday Lights Competition. Our Tree Lighting & Breakfast With Santa made for a joyous holiday weekend for many!

Although Poster Contests & Yard Sales added to the fun, our biggest draw by far was Deerfield Day, featuring the Rosenhayn Fire Department's Chicken BBQ! They were sold out and everyone enjoyed eating under the umbrellas while listening to The Exceptions play everyone's favorites!

#DeerfieldPride was visible to everyone who joined the fun as we featured local businesses & raised money for the Hailey McMullen Memorial Scholarship Fund at DTS! We also took this opportunity to release the video created by the CRHS media class, under the tutelage of teacher Ed Sayre. It featured interviews with Deerfield seniors describing their memories of the Deerfield Township of their youth. (continued on pg 4)





# FRIENDS & Family EVENTS 2023





HAPPY  
*Holidays*  
2023



KWANZAA



(Continued from Pg1



There were senior trips and lots of gatherings, Grinchmas parties and line dancing classes. We still gave out Pick-Me-Up-Bouquets, and watched with pride as the Charlotte Brago Senior Center gifted bags filled with goodies to veterans and led a fundraiser for the SJ Regional Animal Shelter!



Our kids ran, joined new camps, played, learned and celebrated! As you can see, so did the adults!

We continue to improve our parks and public areas so we can gather more comfortably. New benches are on order and new trash cans are being installed next spring. The old hockey rink is gone and a band new one stands in its place! We've also added a new electronic sign to get the word out about events & opportunities.



We want you to be proud of Deerfield Township and we are proud to let you know that we are being noticed in all of the right ways! I was honored to be asked to present at this year's NJ League of Municipalities conference on behalf of the Mayor's Wellness Program so others can be inspired by our success!



As we move forward with our commitment to building a healthier Deerfield Township and a stronger community, we want you to know that your thoughts & ideas matter! Call, email or stop in to the Deerfield Township Building to let us know what you want to see in 2024 and beyond!



We look forward to seeing you, and your families, at the special events, classes and more... here in our hometown of Deerfield!

Sincerely,  
Mayor Abigail Perlstein O'Brien



**\$65**  
per person

Charter Bus drops you  
**AT THE DOOR!** Show Ticket Included

**Departs 10:30/Returns 4pm**

\* Lunch on your own at the Reading Market or venue of your choice

**\$30 Due at Sign Up/\$35 Due by February 1**

**Great Gift Idea**

**Register by calling 856-455-3200**



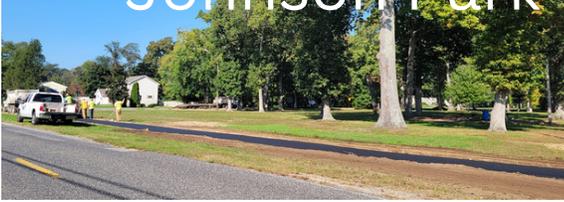
# Project Updates



Carmel Park



Eugenia Johnson Park



LoBiondo Stage



Twp. Bldg Ramp



Hockey Rink



# Important Dates To Remember

Rental Registration Forms  
are due 1/31/2024

If you have a rental, you MUST register it  
with the Township.

Dog Registration Forms are  
due 1/31/2024

## 2024 Deerfield Township Committee

Mayor - Abigail Perlstein-O'Brien

Deputy-Mayor - Brian Casper

Dominick Patitucci

Micole Sparacio

John Wolbert



# How can we help?

**Mayor Abigail Perlstein-O'Brien & Committee Members:**

**Messages can be left at 856-455-3200**

**Administrator - DawnMarie Bascelli - 856-455-3200**

**Municipal Clerk, Registrar, Licensing & OPRA Requests - Karen  
Seifrit - 856-455-3200**

**Public Works - Email [publicworks@deerfieldtownship.org](mailto:publicworks@deerfieldtownship.org)**

**EMERGENCIES - Dial 911**

**Tax Collector - Available Fridays \*Drop Box is available**

**Charlotte Brago Senior Center - 856-455-6902**

**Zoning Officer - Email [Zoning@Deerfieldtownship.org](mailto:Zoning@Deerfieldtownship.org)**

**Deerfield Township's Court & Construction Permits are handled  
by Upper Deerfield Township:**

**Upper Deerfield Twp. Construction Office - 856-455-9591**

**Upper Deerfield Twp. Court Administrator - 856-455-8722**