**OUR VISION**

**A FULLY HEALTHY JAMES RIVER SUPPORTING THRIVING COMMUNITIES.**

**OUR ROLE**

We provide a voice for the river so it can improve and enhance our communities.

**OUR BELIEF**

If you change the James, the James will change you.

**OUR APPROACH**

- **Awareness**
  Ensuring all watershed residents know their connection to the James and their role in protecting it.

- **Appreciation**
  Ensuring everyone has a personal connection to the James and is inspired to do their part.

- **Action**
  Engaging partners and members to put projects on the ground that protect the James and connect people to it.

- **Advocacy**
  Achieving policy changes to drive actions needed to protect the James and connect people to it.

**BE A JAMES CHANGER.**

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**2018 JAMES CHANGERS IN ACTION**

<table>
<thead>
<tr>
<th>Volunteers Engaged</th>
<th>James River Association Members</th>
<th>Actions Taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,761</td>
<td>6,302</td>
<td>2,435</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Students Connected to Their River</th>
<th>State Water Quality Funding Secured Through Advocacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,151</td>
<td>$42.5 million</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Miles of Streambank Restored</th>
<th>Trees and Native Plants Planted</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.47</td>
<td>4,982</td>
</tr>
</tbody>
</table>
Through Tree-Athlon, we worked with partners to restore 19,000 feet of stream banks, planting over 3,000 trees, and engaging 225 volunteers.

Our James River Adventures program completed its first full year of operations, offering canoe, kayak, paddleboard, and tubing trips on the James River in Lynchburg.

Unprecedented sturgeon activity in the James made headlines, as they completed another Great Return. Hundreds of sightings were reported, highlighted with 5 juveniles on one of our education trips.

We completed another year of James River Watch, monitoring water quality at 27 sites and publishing a report titled Swimming Safety in the James—Know Before You Go. To view the report or current river conditions, visit jamesriverwatch.com.

Clean water had a great year at the 2018 General Assembly. The Stormwater Local Assistance Fund received $20 million in funding, and agricultural cost share received $22.5 million.

We built an interactive online map of over 300 public river access sites across the watershed, making it easier for Virginians to connect with the James River and their local waterways.

Across programs, we connected over 10,000 people to the history and natural resources of the James River and tributaries.

We completed the 2nd year of a major grant that introduces every Richmond City 6th grade public school student to the James River Park System.

We worked with the Capital Region Land Conservancy and other partners to create and improve river access at Turkey Island Creek and Lawrence Lewis Jr. Park.

We, along with a coalition of organizations, successfully advocated for the Richmond Riverfront Plan, securing $644,000 in funding from the City to support riverfront projects.

In a landmark achievement, we partnered with elected officials to require clean closure of coal ash storage sites. The bipartisan agreement is a win for the environmental community, and for current and future Virginians.

Our James River Watch Education Program introduced 850 students from Lynchburg and surrounding counties to the history, ecology, and beauty of the James River.

We partnered with Petersburg neighborhood groups to find areas of recurrent flooding and develop projects that improve residents’ water quality and quality of life.

We piloted Kids in Kayaks—a successful new education program at Fort Monroe that expands our education programming in the Hampton area.

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BE A JAMES CHANGER.

Since 1976, the James River Association has worked to change the health of the James River from a D- to a B+ quality rating. As a result, the James has changed our communities for the better as well. We could not have made this impact without your investment, but there’s still more work to do. The only way that we can achieve a fully healthy, Grade A James River is for everyone to do their part.

Beginning this Earth Day, we called on river lovers across the commonwealth to make a personal investment in the future of the James River and become a James Changer by joining the James River Association. As part of this push, we are thrilled to launch:

- A vibrant new brand identity to reflect the next chapter of the James River Association
- A regional marketing campaign that will attract new members from across the watershed
- New opportunities to volunteer, learn, or simply enjoy the James River

By supporting the James River Association, you are indeed a James Changer. The more you help change the James, the more the James will change you. We hope you will proudly call yourself a James Changer and invite your friends, neighbors, and colleagues to be James Changers too, so the James can continue to enrich our communities and future generations.

Bill Street
Chief Executive Officer

James River Ecology School Anniversary

2018 marked the 5th anniversary of the opening of the James River Ecology School on Presquile National Wildlife Refuge, a 1,329-acre island in the James where we offer overnight and day programs that immerse students in hands-on river-based education trips. This year, we will celebrate the milestone of having educated over 10,000 students about the James River and their role in its future health.

These experiences and lifelong memories for the students would not be possible without the unique and national model partnership between the U.S. Fish and Wildlife Service and the James River Association. Both organizations seek to create an active citizenry of environmental stewards, for which the Ecology School has been a flagship program. It has been a powerful antidote to “nature deficit disorder” and a source of inspiration for ecological understanding and action.

If you would like to learn more about the Ecology School, please visit our website at TheJamesRiver.org or call us at 804.788.8811.

2018 SUMMARY OF FINANCIALS

**REVENUE**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Fees and Contributions</td>
<td>$563,135</td>
</tr>
<tr>
<td>Program Revenue and Grants</td>
<td>$1,388,071</td>
</tr>
<tr>
<td>Special Events</td>
<td>$159,441</td>
</tr>
<tr>
<td>Volunteer Donated Services</td>
<td>$119,864</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$2,499</td>
</tr>
<tr>
<td>Fees for Services</td>
<td>$170,782</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$85,927</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$2,489,719</strong></td>
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**EXPENSES**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Activities</td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>$106,452</td>
</tr>
<tr>
<td>Appreciation</td>
<td>$704,713</td>
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<tr>
<td>Action</td>
<td>$982,445</td>
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<tr>
<td>Advocacy</td>
<td>$343,308</td>
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<tr>
<td><strong>Subtotal Program Expenses</strong></td>
<td><strong>$2,136,918</strong></td>
</tr>
<tr>
<td>Administration</td>
<td>$219,380</td>
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<tr>
<td>Asset Development</td>
<td>$293,072</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$2,649,370</strong></td>
</tr>
<tr>
<td>Change in Net Assets</td>
<td>$(159,651)</td>
</tr>
<tr>
<td>Net Assets at the Beginning of the Year</td>
<td>$2,904,231</td>
</tr>
<tr>
<td><strong>NET Assets at the End of the Year</strong></td>
<td><strong>$2,744,580</strong></td>
</tr>
</tbody>
</table>

2018 FUNDING SOURCES

![2018 FUNDING SOURCES](chart-image)

2018 EXPENSES

![2018 EXPENSES](chart-image)
CURRENT JAMES RIVER ASSOCIATION STAFF

Bill Street
Chief Executive Officer
Christina Bonini
Communications Coordinator
Jamie Brunkow
James RIVERKEEPER® and Senior Advocacy Manager
Catherine Buchanan
Director of Development
Rob Campbell
Community Conservationist
Emily Cope
Regional Outreach Manager
Justin Doyle
Community Conservation Manager
Nat Draper
Senior Education Manager
Amber Ellis
Senior Watershed Restoration Manager
Katie Ferrell
Lower James Senior Environmental Educator
Charles Johnson
Senior Environmental Educator
Anna Killius
Policy Analyst
Shawn Ralston
Program Director
Caleigh Remocaldo
Environmental Educator
Anne Marie Roberts
Middle James Restoration Manager
Caron Sterling
Grants Manager
Chelsea Tickle
Administrative Assistant and Bookkeeper
Sherrie Tribble
Director of Operations and Events
Ryan Walsh
Lower James Restoration Coordinator
Ben Watson
Staff Scientist
Angie Williams
Membership and Digital Marketing Manager

JAMES RIVER ASSOCIATION BOARD OF DIRECTORS
2017-2018

Thomas Innes
Past-Chairman
Tyrone Murray
Chairman
James Buzzard
Vice-Chairman
Margaret Vaughn
Secretary
Andrea Erda
Treasurer
Christopher Beal
Director
Dorene Billingsley
Director
B. Randolph Boyd
Director
Thomas Cardwell
Director
Patterson Cunningham
Director
Gregory Davis
Director
J. Wilson Enochs
Director
Frederick Fisher
Director
Danna Flaherty
Director
J. Matthew Gottwald
Director
Lawrence Gray
Director
George Harrison
Director
Alastair Macdonald
Director
Polly McConnell
Director
Christopher McLean
Director
Matthew Mlot
Director
John Morgan
Director
Sterling Nichols
Director
Kimball Payne
Director
Jennifer Pike
Director
Margaret Pritchard
Director
F. Scott Reed
Director
Gregory Robins
Director
Anne McCracken Rogers
Director

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RICHMOND, VA 23231

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MADISON HEIGHTS, VA 24572

WILLIAMSBURG
1335 COLONIAL PARKWAY
WILLIAMSBURG, VA 23185