

2018

# ANNUAL IMPACT REPORT



James  
River  
ASSOCIATION



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.

2018 JAMES CHANGERS IN ACTION

1,761

VOLUNTEERS  
ENGAGED

6,302

JAMES RIVER  
ASSOCIATION  
MEMBERS

2,435

ACTIONS  
TAKEN

10,151

STUDENTS CONNECTED  
TO THEIR RIVER

STATE WATER QUALITY FUNDING  
SECURED THROUGH ADVOCACY

\$42.5  
MILLION

7.47

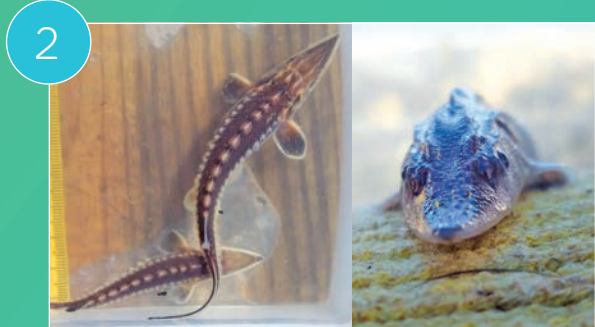
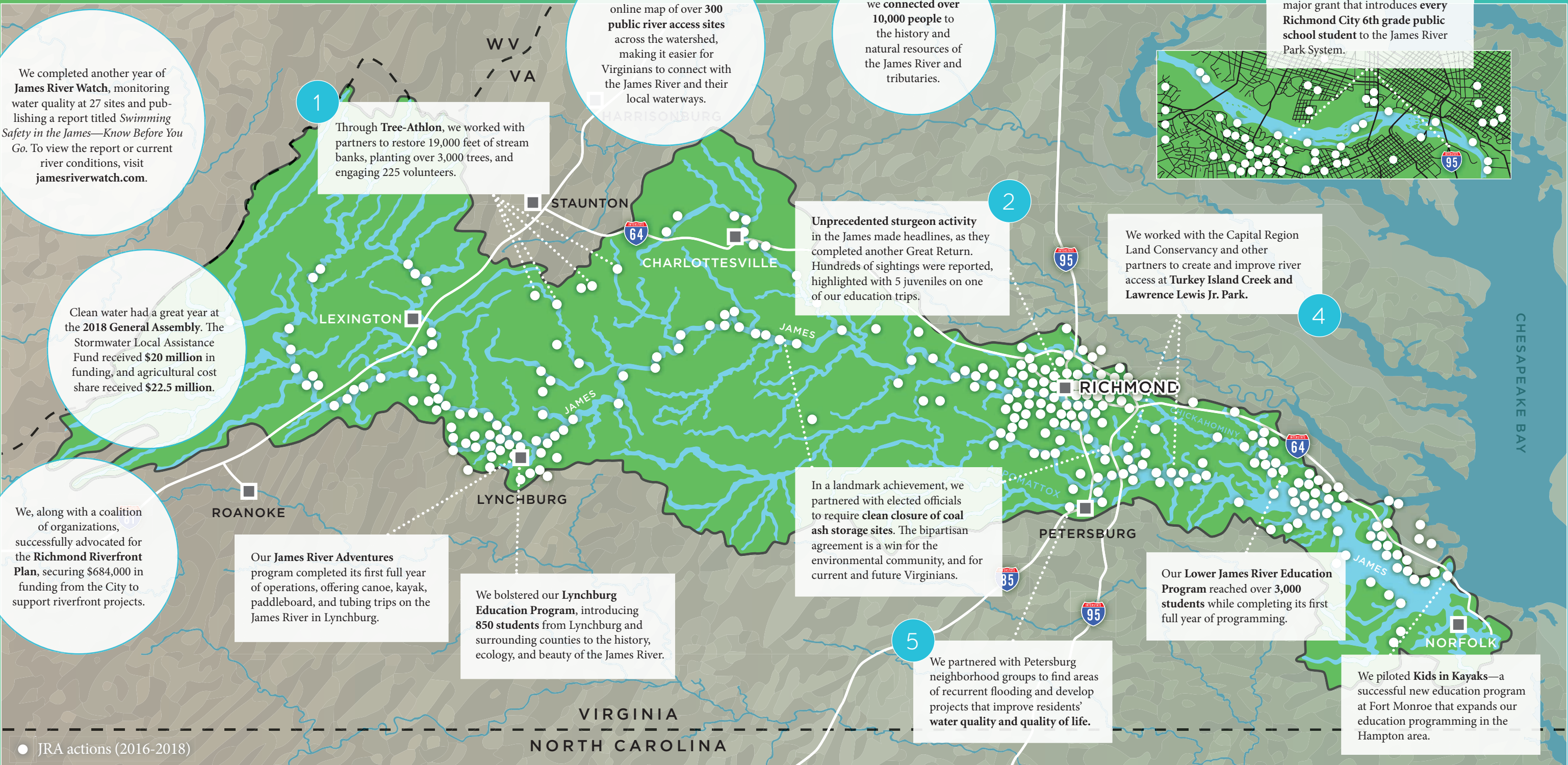
MILES OF STREAMBANK  
RESTORED

TREES AND NATIVE  
PLANTS PLANTED

4,982



# 2018 ANNUAL ACTIVITY MAP





# 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](http://TheJamesRiver.org) or call us at 804.788.8811.



## 2018 SUMMARY OF FINANCIALS

### REVENUE

Membership Fees and Contributions	\$563,135
Program Revenue and Grants	\$1,388,071
Special Events	\$159,441
Volunteer Donated Services	\$119,864
Miscellaneous	\$2,499
Fees for Services	\$170,782
Investment Income	\$85,927
<b>Total Revenue</b>	<b>\$2,489,719</b>

### EXPENSES

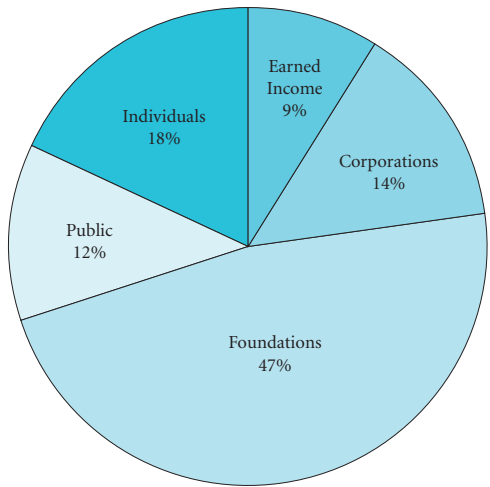
Program Activities	
Awareness	\$106,452
Appreciation	\$704,713
Action	\$982,445
Advocacy	\$343,308
Subtotal Program Expenses	\$2,136,918

Administration	\$219,380
Asset Development	\$293,072
<b>Total Expenses</b>	<b>\$2,649,370</b>

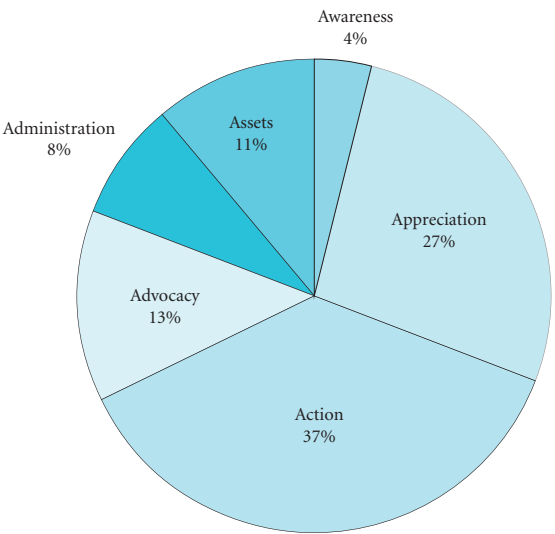
Change in Net Assets	\$(159,651)
Net Assets at the Beginning of the Year	\$2,904,231

<b>NET Assets at the End of the Year</b>	<b>\$2,744,580</b>
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### 2018 FUNDING SOURCES



### 2018 EXPENSES



## 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  
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Sterling Nichols  
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Jennifer Pike  
*Director*

Margaret Pritchard  
*Director*

F. Scott Reed  
*Director*

Gregory Robins  
*Director*

Anne McCracken Rogers  
*Director*



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1335 COLONIAL PARKWAY  
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