Our Mission

The mission of the James River Association is to be guardian of the James River. We provide a voice for the river and take action to promote conservation and responsible stewardship of its natural resources.

James River Association Staff

- William H. Street
  Chief Executive Officer

- Ryan B. Corrigan
  Director of Development & Marketing

- Sherrie B. Tribble
  Director of Special Events & Major Donors

- Robert Clarkson
  Program Director

- Jamie Brunkow
  Lower James Riverkeeper

- Pat Calvert
  Upper James Riverkeeper

- Justin Doyle
  Outreach Manager

- Michelle Kokolis
  Watershed Restoration Program Manager

- Adrienne Kotula
  Policy Specialist

- Gabriel Silver
  Education & Outreach Manager

- Jessica Templeton
  Education Manager

- Jennie Bostic
  Administrative Assistant/Bookkeeper

- Christina Daniel
  Marketing & Development Associate

- Amber Ellis
  Watershed Restoration Associate/Volunteer Coordinator

- Amy Moore
  Office Manager

- Judith Warrington
  Grantwriter & Membership Coordinator

- Angie Williams
  Database & Web Coordinator

2012–2013

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A Message from the Chief Executive Officer

Dear Members and Friends of JRA,

This year marked two major milestones for the James River Association and the river. In April 2013 the James River Ecology School officially opened on Presquile National Wildlife Refuge. This exciting new facility is a physical realization to the vision behind the “Wet Feet Campaign” and of the many generous donors who helped to make it possible. The Ecology School, a partnership with the U.S. Fish and Wildlife Service, will serve approximately 1,400 students from more than 200 middle and high schools throughout the watershed each year. Their experiences at the school will inspire them to become students of nature and future stewards for the James River.

Another major highlight for the James River this year came with the Governor and the General Assembly’s approval of $247 million in water quality funding for projects spanning the entire watershed, from the Allegheny Mountains to Hampton Roads. This latest installment brings the total state funding for which JRA has advocated over the past 10 years to more than $1 billion. This substantial investment will help farmers, cities and towns make water quality improvements on a local scale, and these local improvements will collectively enhance the health of the James River for years to come.

As we look back on FY13, our sincere thanks go out to all the individuals, businesses and foundations whose guidance and support has helped JRA provide education, increase awareness and take action to protect America’s Founding River. In the coming year, JRA is poised to achieve additional milestones that will expand our presence and activities through the watershed and position the organization to ensure the future health of the James River.

William H. Street
Chief Executive Officer
James River Association Staff Bios:

Jennie Bostic

Jennie moved to Richmond in 2012 and joined the organization as JRA’s Administrative Assistant and Bookkeeper in November 2012. She provides administrative support to the Chief Executive Officer, maintains JRA’s financial books and supports general office functions. Jennie graduated from Radford University in 2009 with a Bachelor’s degree in Business Administration. She grew up in the Hampton Roads area along the Chesapeake Bay and has always lived close to the water. She enjoys all things outdoors from a day at the beach to tubing down the James.

Robert Clarkson

Robert joined JRA in November 2012 in the newly created position of Program Director. His responsibilities include overseeing JRA’s programs, including Advocacy, Education, Outreach, Watershed Restoration and the Riverkeeper program. Prior to joining JRA, Robert developed sustainability education programs, performed energy efficiency outreach and developed partnerships for non-profits in the Richmond community. He also has 16 years of experience in the for-profit sector in program management, product development, marketing and research where he held various leadership roles. Robert has an MBA in Marketing and eCommerce from the University of Maryland, an Adjunct Teaching Certificate from the University of Richmond, and an undergraduate degree from Georgetown University in International Business and Finance.

Christina Daniel

Christina joined the James River Association in September 2012 as the organization’s Marketing and Development Associate. Before becoming part of the JRA team, Christina worked for the James River Green Building Council promoting sustainable building practices. She earned a BS in Public Health from James Madison University and a Masters of Environmental Studies from Virginia Commonwealth University. As a Richmond native, Christina has close ties to the James. She loves spending her time outdoors, whether it be hiking, camping or relaxing along the river.

Justin Doyle

Justin joined the James River Association in April 2013. As Outreach Manager, he is responsible for the “Envision the James” project as well as managing key outreach initiatives and related partnerships throughout the James River Watershed. He came to the JRA with five years of professional experience in community revitalization and planning. Justin received a Bachelor of Arts degree in Geography from the University of Mary Washington in 2008 and a Master of Urban & Regional Planning (MURP) degree from Virginia Commonwealth University in 2012. In his spare time Justin enjoys exploring the James River on his kayak, traveling, gardening, and volunteering.
JRA was hard at work in FY13 expanding our presence throughout the James River watershed. Above the fall line, Pat Calvert, Upper James Riverkeeper, helped to create the “James River Watch.” This website provides real time information on boating, paddling, swimming and fishing conditions on the James and its tributaries. Dozens of trained volunteer water quality monitors update the James River Watch website weekly from Memorial Day to Labor Day, providing data on water clarity, temperature and bacteria levels. It is JRA’s hope that the public will use the James River Watch website regularly to enjoy a safe and fun time on the water.

A portion of the Jackson River at the headwaters of the James continues to be a scene of legal complexity stemming from conflicts between recreational anglers and river bottom deeds that date back to grants from the English monarchy. The Upper James Riverkeeper was chosen to represent JRA members and constituents on a state-appointed group charged with developing options to assist Virginia legislators in clarifying where citizens may legally walk on river bottoms without fear of trespassing charges. This is a complicated case in which it is critical that landowner rights are protected while also protecting citizens’ rights to access and fish the James.

JRA’s RiverRats volunteer program continues to be a vital part of the Riverkeeper program by putting additional eyes on the river. This program engages volunteers to patrol the James and its tributaries and to take action to protect and restore the entire watershed. Whether walking a neighborhood stream, kayaking a local river, or boating the wide reaches of the Lower James, RiverRats document potential pollution sources and effects while also reporting natural patterns in river hydrology and wildlife sightings. RiverRats are also proactive in protecting their river by committing to action projects in their communities. At the end of the Fiscal Year, there were 116 RiverRats who patrol over 500 miles of the James and its tributaries.
Urban stormwater represents the fastest growing source of pollution to the James River and if not controlled threatens to undermine the progress that has been made toward restoring the health of the river. Localities across the watershed benefitted from JRA’s River Advocacy work on urban stormwater. Adrienne Kotula, JRA’s Policy Specialist, worked diligently toward the approval of strong stormwater programs at both the state and local level. This work resulted in an enforceable stormwater general permit with measurable pollution reduction goals, as well as the adoption of local funding mechanisms in Petersburg and Charlottesville. Additionally, this helped develop a model stormwater ordinance for localities that want to promote low impact development practices. All of these programs mark significant steps forward for Virginia in addressing the Chesapeake Bay Cleanup goals.

The Advocacy Program also continued its work providing valuable information to localities by releasing a game-changing report entitled Cost-Effective Stormwater Management to Meet Local Water Quality Goals in the James River Watershed. This study, conducted in partnership with the Center for Watershed Protection, provides local governments in the James River watershed with cost-effective solutions for meeting their stormwater pollution obligations under the Chesapeake Bay Cleanup.

The 2013 General Assembly session was a huge success not just for JRA, but for the entire James River watershed. Although there were many victories, including the reduction of menhaden catch limits, by far the biggest accomplishment was the passage of $247 million in water quality funding. This funding package includes $216 million for numerous investments that will benefit the James, including upgrading wastewater treatment plants in Norfolk, Hopewell, Richmond and Covington, reducing sewage overflows in Lynchburg and Richmond, providing assistance to farmers for conservation practices, and establishing a new funding program to help urban areas conduct capital projects to reduce polluted runoff from stormwater.
JRA’s Watershed Restoration program is also working to improve water quality on a homeowner level. There are now over 125 certified River Hero Homes throughout the watershed. These homeowners are taking steps to improve water quality by reducing the amount of stormwater and pollution leaving their property through the use of “river friendly practices” such as rain barrels and rain gardens. They have also committed to completing simple everyday actions, such as picking up after pets. Certified River Hero Homes receive a decorative garden flag and decal to display, as well as discounts at local lawn and garden centers.

In December 2012, JRA’s Watershed Restoration team, the Green Infrastructure Center, City of Richmond, Alliance for the Chesapeake Bay and community members came together to hold the first of several meetings as the Upper Goode’s Creek Watershed Coalition to develop ideas that will create a healthy Walkable Watershed concept community in the Bellemeade and Oak Grove neighborhoods in Richmond. In partnership with the Alliance for the Chesapeake Bay, JRA held educational workshops with neighborhood residents to teach them about what they can do in their own backyards to help the health of their watershed as part of JRA’s River Hero Homes program and Alliance’s RiverWise program. The City of Richmond donated rain barrels from their Build a Barrel, Save the Bay program, which were then given to Oak Grove and Bellmeade residents. JRA RiverRat volunteers installed 22 barrels at homes in the neighborhood, and helped them become River Hero Homes, as well as get credit on their stormwater utility fee with the City of Richmond.

**Self-Directed Trash Program**

JRA’s Self-Directed Trash Program helps individuals to conduct trash cleanups at the time and location of their choosing. Volunteers are provided with a kit containing everything they need for a cleanup; including trash grabbers, trash bags, gloves and a first aid kit.

435 volunteers engaged  
750 pounds of recycling collected  
8,925 bags of trash collected
Just downstream from Richmond, the **James River Ecology School**, located on Presquile National Wildlife Refuge, officially opened its doors during FY13. In April, a grand opening event was held to celebrate the many years of planning, development and construction that went into the creation of the facility. Over 400 people, including Senator Tim Kaine, attended this event to help celebrate the occasion. Attendees were able to share in the experiences students encounter when they visit the Ecology School, including arriving to the island via pontoon boat, paddling through the wetlands, searching for wildlife, and enjoying the natural beauty of Presquile.

The state-of-the-art green bunkhouse is slated for LEED certification and offers teachable moments in its sustainable design and operation. Students learn that water does not magically appear from the tap as they pedal bikes to generate enough electricity to power the pump that brings harvested rainwater from the cisterns to the bunkhouse’s sinks and outdoor showers. Infrastructure such as solar panels, composting toilets, and a gray water garden keep the impact on the land and the river to a minimum, and offers valuable lessons for students in applied conservation and green technologies during their stay at the Ecology School.

With the completion of the bunkhouse, the Ecology School began hosting middle and high school and youth groups for overnight experiences. In its inaugural season the Ecology School hosted 13 overnight programs consisting of one-to-two nights of experiential, in-depth learning on Presquile.

**Elements of the James River Ecology School**

- The James River
- Spirit of the James pontoon boat
- Menenak Discovery Center
- Bunkhouse
- Wetland Walkway and Canoe Launch

During the summer months, JRA’s Education Program once again hit the river for the second annual **James River Expedition**. The Expedition, funded by the Dominion Foundation, was created to connect young people living in the watershed with “their river.” Participating students have the opportunity to paddle the James while meeting business owners, farmers and others along the way to learn about their livelihoods and uses for the river. Through three legs of 8-day trips on the Upper, Middle and Lower James, students covered the length of the James over the course of the summer. This floating classroom offers passionate students with an interest in conservation and science related fields and an aptitude for leadership to take part in a once-in-a-lifetime learning adventure. The James River Expedition reached three times as many students in its second year and continued to engage the entire watershed through daily blog posts and media coverage of their amazing adventure.
James River Expedition

9 high schools
36 students
9 teachers
24 days on the river
340 miles

With the growth of JRA’s education programs and in order to engage many new people and connect them to the James, the Education & Outreach program was split into two unique programs. Justin Doyle was hired as JRA’s first Outreach Manager, and he immediately began building relationships with new and existing partners alike. He traveled throughout the watershed promoting JRA and the Envision The James initiative, a partnership with the Chesapeake Conservancy and the National Geographic Society, which enters its second phase in FY14.

A collaborative vision for the future of the James River and its watershed emerged from Envision The James workshops that engaged over 70 partner organizations. Support for the next phase of this watershed-wide program will help focus the vision of the James River as an economic driver for localities. The program’s core initiatives include a Heritage and Restoration Corridor to promote river-related cultural and recreational assets and a Wildlife and Landscape Conservation Initiative to address the critical need to enhance water quality and wildlife habitat. These will include promoting the region’s water trails, many of which link aspects of history or the environment to the waterways.
The Outreach Manager will work closely with JRA’s other programs to advance the health of the James River and to reach new partners, specifically in Lynchburg and Williamsburg, as JRA field offices are set to open in these communities in fall 2013.

Jamie Brunkow, Lower James Riverkeeper, continues to monitor and address threats to the tidal James. He represented JRA in a State Corporation Commission case to oppose a proposed transmission line project that would be constructed across 4.1 miles of the James near Jamestown. The route would cut through a relatively undeveloped and scenic vista in one of the most significant historic areas in the US. Jamie lead JRA’s advocacy efforts to stop the proposed transmission line project, and helped to promote alternative transmission line routes that would allow the power company to provide reliable electricity to customers without compromising the health and scenic integrity of the James. The transmission line battle made national news in June when this section of the James River was listed as one of America’s 11 Most Endangered Historic Places, an annual list compiled by the National Trust for Historic Preservation. The media attention helped to significantly raise awareness for the transmission line issue, taking what was a local topic to a national level.

Connecting citizens across the watershed to the James River is at the core of JRA’s work. We hope that you are as proud of our accomplishments this past fiscal year as we are. Our sincere thanks go out to the many foundations, businesses, partners and individuals whose time, talent, in-kind and monetary contributions are helping JRA protect America’s Founding River.
### Summary of Financial Statements

#### OPERATING REVENUE:
- Membership Fees and Contributions: $340,748
- Program Revenue and Grants: $1,364,412
- Special Events: $245,467
- Capital Campaign Contributions: $169,252
- Miscellaneous: $11,618
- Fees for Services: $32,669
- Investment Income: $41,656

**Subtotal Operating Revenue**: $2,205,822

- Contributions to Endowment: $25,000
- Net Gain (Loss) on Investments: $71,233

**Total**: $2,302,055

#### OPERATING EXPENSES:
- Program Services:
  - Education: $178,984
  - Outreach: $270,869
  - Watershed Restoration: $148,645
  - James Riverkeeper: $256,100
  - River Advocacy: $343,213
  - Capital Projects: $482,911
  - Management and General: $258,200
  - Fundraising: $296,281

**Total**: $2,235,203

**Net Surplus (Shortfall)**: $66,852

**Net Increase in Capital Assets**: $482,979

**Net Assets at the Beginning of the Year**: $2,575,129

**Net Assets at End of the Year**: $3,124,960

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Financial statement was compiled by Harris, Hardy & Johnstone, P.C., Richmond, VA.

The James River Association meets the Better Business Bureau’s Standards for Charity Accountability.

A copy of the latest financial report and registration filed by this organization may be obtained by contacting the James River Association at James River Association, 4833 Old Main Street, Richmond, VA 23231 or (804) 788-8811 or by contacting the Virginia State Division of Consumer Affairs, Department of Agriculture and Consumer Services, P.O. Box 1163, Richmond, VA 23218. Registration does not imply endorsement.
The James River Association would like to thank Universal Corporation for its generous in-kind support in designing and printing this annual report.

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