

OUR STAFF

William H. Street
Chief Executive Officer

James Abbott
Lower James River Educator

Christina Bonini
Communications Coordinator

Jamie Brunkow
James Riverkeeper

Rob Campbell
Community Conservationist

Emily Cope
Regional Outreach Coordinator

Justin Doyle
Community Conservation Manager

Nat Draper
Education Manager

Amber Ellis
Watershed Restoration Manager

Adrienne Kotula
Government Affairs and Policy Manager

Elysa Mills
Master Captain and Lead Educator

Brooke Newton
Upper James River Educator

Jen Perkins
Director of Development

Shawn Ralston
Program Director

Caleigh Remocaldo
Environmental Educator

Beth Roach
Grants Manager

Vail Ryan
Lower James River Educator

Sophie Stern
Volunteer Coordinator

Chelsea Tickle
Administrative Assistant/Bookkeeper

Sherrie Tribble
Director of Operations and Events

Ben Watson
Staff Scientist

Angie Williams
Database and Web Coordinator

Meighan Wisswell
Environmental Educator



2016 – 2017 JAMES RIVER
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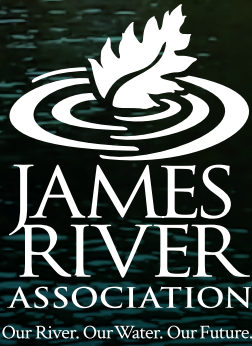
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JAMES RIVER ASSOCIATION

RICHMOND OFFICE

4833 OLD MAIN STREET
RICHMOND, VA 23231
(804) 788-8811

WILLIAMSBURG OFFICE

1335 COLONIAL PARKWAY
WILLIAMSBURG, VA 23185

LYNCHBURG OFFICE

150 ROCKY HILL ROAD
LYNCHBURG, VA 24572

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2017

ANNUAL IMPACT REPORT

A MESSAGE FROM OUR CEO

OUR MISSION

The mission of the James River Association is to be the 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.

OUR VISION

A fully healthy James River supporting thriving communities

WHAT WE DO

WE PROTECT

JRA monitors the river, responds to problems, seeks policy changes, and implements on-the-ground projects to restore the river's health. We protect through our Watershed Restoration, James Riverkeeper, and River Advocacy programs.

WE CONNECT

JRA helps communities benefit from the river by increasing river access, supporting river-related events, and implementing volunteer projects. We connect through our Environmental Education and Community Conservation programs.

OUR APPROACH



When traveling on a river, it is important to both look back and appreciate where you've been, as well as look forward to where you are going. In 2017, the James River Association did both. We spent time enjoying this year's accomplishments and the progress we have made for the James, and we spent time looking toward the future; creating a new Strategic Plan that reflects our 10-year Aspiration: A fully healthy James River supporting thriving communities.

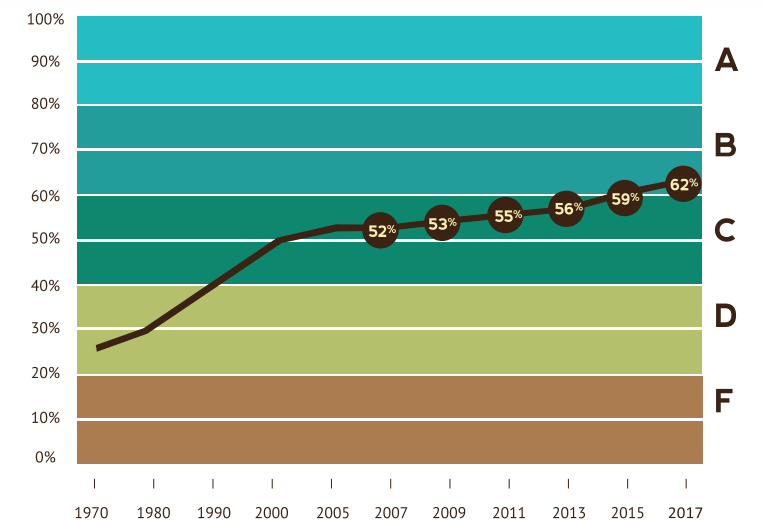
Given the extremely poor condition of the river when our organization was formed, it is remarkable that the James earned a B- in the most recent State of the James report, showing a 10-point improvement in health over the last 10 years. This increase shows that our collective commitment and investments in water quality are really paying off. Improvements can be seen from the river's mountain headwaters all the way to its mouth in Hampton Roads. We also see gains in the benefits that the river provides to the surrounding communities in terms of drinking water, quality of life, and economic opportunities.

While we celebrate these successes, we can never forget that there is still much more work to be done. A polluted river divides us; a healthy river unites us. We must work together to continue our efforts to restore the James to full health and connect communities to it.

We are more committed than ever to reach a fully healthy river and extremely grateful for the support of our members, volunteers, and partners. Each individual and business that has joined us in our mission to protect and restore the health of the James has helped strengthen the voice for the river.

As Virginia's largest source of drinking water, the James is a part of all of us. Therefore, we all have a stake in its future and a role to play in its stewardship. Thank you for doing your part by being a member of the James River Association to ensure our families can enjoy a clean, healthy James River for generations to come.

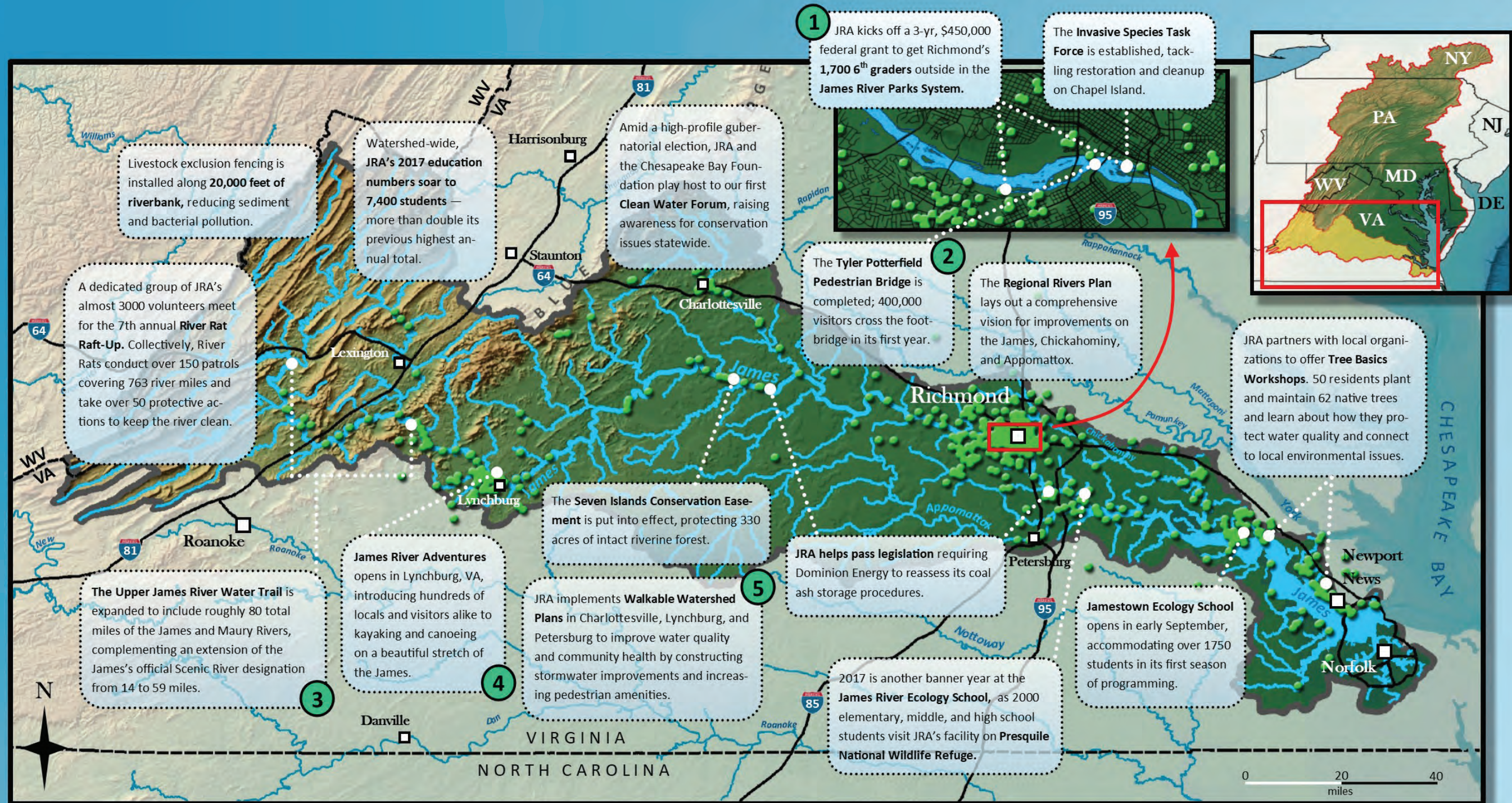
STATE OF THE JAMES IN RECENT YEARS



ABOUT US

WILLIAM H. STREET
CHIEF EXECUTIVE OFFICER





2017 ANNUAL ACTIVITY MAP

Dots show JRA activities over the last three years. Text insets highlight 2017 accomplishments.

2017

ACCOMPLISHMENTS

12,129

ADVOCACY
EMAILS SENT
TO POLICY MAKERS

8 1 0

MILES
OF WATERWAYS PATROLLED BY RIVERRATS

2,588

ACTION NETWORK
ADVOCATES

7,418

STUDENTS
CONNECTED
TO THEIR RIVER THROUGH
EDUCATION PROGRAMS

10 POINT
INCREASE
IN RIVER HEALTH
IN 10 YEARS

20,000

FEET OF CATTLE
FENCING INSTALLED
ALONG STREAMBANKS

OVER \$1.35

BILLION
TOTAL WATER QUALITY
FUNDING SINCE 2002

1,619

NATIVE PLANTS PLANTED

13,600 LBS. OF TRASH REMOVED

REVENUE

Membership Fees and Contributions	\$530,990
Program Revenue and Grants	\$1,114,663
Special Events	\$275,802
Volunteer Donated Services	\$128,613
Miscellaneous	\$118
Fees For Services	\$74,711
Investment income	\$34,493
Total Operating Revenue	\$2,159,390

EXPENSES

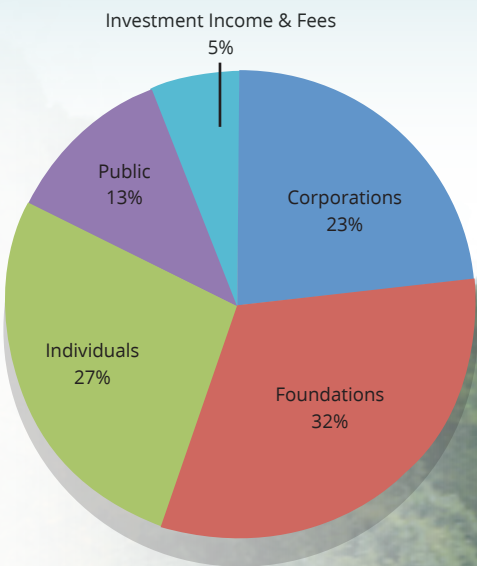
Program Activities	
Education	\$389,480
Community Conservation	\$353,752
Watershed Restoration	\$415,047
James Riverkeeper	\$285,278
River Advocacy	\$169,138
Subtotal Program Expenses	\$1,612,695

Management and General	\$180,430
Fundraising	\$365,894
Total Operating Expenses	\$2,159,019

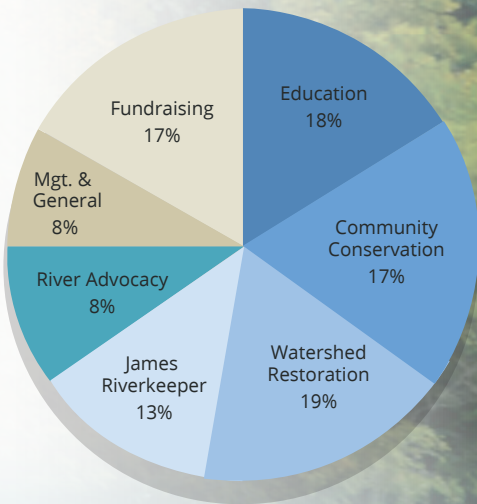
NET Surplus(Shortfall) from Operations	\$371
Net Change in Program Funds	\$(45,970)
Net Gain(Loss) on Investments	\$72,489
Net Assets at the Beginning of the Year	\$2,877,341

NET ASSETS AT THE END OF THE YEAR	\$2,904,231
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2017 FUNDING SOURCES



2017 EXPENSES



SUMMARY OF FINANCIAL STATEMENTS