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.
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2017 ANNUAL ACTIVITY MAP

Dots show JRA activities over the last three years. Text insets highlight 2017 accomplishments.
SUMMARY OF FINANCIAL STATEMENTS

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

<table>
<thead>
<tr>
<th>Revenue Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Fees and Contributions</td>
<td>$530,990</td>
</tr>
<tr>
<td>Program Revenue and Grants</td>
<td>$1,144,663</td>
</tr>
<tr>
<td>Special Events</td>
<td>$275,802</td>
</tr>
<tr>
<td>Volunteer Donated Services</td>
<td>$128,613</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$118</td>
</tr>
<tr>
<td>Fees For Services</td>
<td>$74,711</td>
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<tr>
<td>Investment income</td>
<td>$34,493</td>
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<tr>
<td><strong>Total Operating Revenue</strong></td>
<td><strong>$2,159,390</strong></td>
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</table>

EXPENSES

<table>
<thead>
<tr>
<th>Expense Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Activities</td>
<td>$1,612,695</td>
</tr>
<tr>
<td>Management and General</td>
<td>$180,430</td>
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<tr>
<td>Fundraising</td>
<td>$365,894</td>
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<tr>
<td><strong>Total Operating Expenses</strong></td>
<td><strong>$2,159,019</strong></td>
</tr>
</tbody>
</table>

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