

JAMES RIVER ASSOCIATION SNAPSHOT



October 22, 2019: James River Association's CEO, Bill Street, accepts the 2019 Thiess International Riverprize, awarded to the James River.

2019

**James
River**
ASSOCIATION

In 2019, JRA achieved a number of "high water marks."

Our education program introduced more than 11,000 students to the James River – **the most ever** – through programs in Lynchburg, Richmond, the James River Ecology School, and Williamsburg.

In the spring, our growing watershed restoration team planted more than 29,000 trees on 36 acres of streambanks.

Our James Riverkeeper and advocacy program helped to secure record levels of funding in the state budget for agriculture and stormwater practices to address polluted runoff, and to negotiate a legislative deadline for fixing Richmond's combined sewer overflow system.

Finally, we had the great honor of accepting the Thies International Riverprize for the collective progress we have made in restoring the health of the James River over the past four decades.

Thanks to the generous support from our donors and volunteers, 2019 was an exceptional year. Although we face greater challenges in 2020, we look forward to building on this success in order to achieve our vision of a fully healthy James River that supports thriving communities.

BILL STREET
CEO

2019 BOARD OF DIRECTORS

PAST CHAIRMAN: TYRONE W. MURRAY
CHAIRMAN: JAMES A. BUZZARD
VICE-CHAIRMAN: ANDREA F. ERDA
SECRETARY: MARGARET S. VAUGHN
TREASURER: DANNA B. FLAHERTY

CHRISTOPHER R. BEAL
DORENE S. BILLINGSLEY
B. RANDOLPH BOYD
THOMAS A. CARDWELL, III
PATTERSON H. CUNNINGHAM
GREGORY R. DAVIS
J. WILSON ENOCHS, III
FREDERICK S. FISHER, III
J. MATTHEW GOTTWALD
LAWRENCE L. GRAY
GEORGE A. HARRISON
THOMAS N. INNES
T. GAYLON LAYFIELD
ALASTAIR S. MACDONALD
POLLY P. MCCONNELL
CHRISTOPHER L. MCLEAN
MATTHEW J. MLOT
JOHN B. MORGAN, III
L. KIMBALL PAYNE
F. SCOTT REED, JR.
ANNE MCCracken ROGERS
BROOKE G. TILLER
MEGAN A. WITHERSPOON



**CHANGE THE
JAMES...**

2019 STAFF

BILL STREET, CEO

JAMES ABBOTT

CHRISTINA BONINI

AARON BOUCHARD

JAMIE BRUNKOW

CATHERINE BUCHANAN

ROB CAMPBELL

JULIA CARSON

JUSTIN DOYLE

NAT DRAPER

AMBER ELLIS

TRACY HENDERSON

EMILY HINSON

KATIE FERRELL

CHARLES JOHNSON

ANNA KILLIUS

KRISTEN MILLER

ELYSA MILLS

CHASE OISHI

SHAWN RALSTON

ANNE MARIE ROBERTS

CONNOR SCHROEDER

JOEY SHELTON

CARON STERLING

CHELSEA TICKLE

SHERRIE TRIBBLE

RYAN WALSH

BEN WATSON

ANGIE WILLIAMS

2019 AWARENESS

JRA issues 2019 State of the James report which shows that the river's health remained steady at a B- grade despite record rains in 2018. Over the past 40+ years, JRA has steadily helped to improve the grade of the James from a D- to a B-, with the goal to achieve a grade A James by 2026.

THE JAMES RIVER IS
AWARDED THE **THIESS**
INTERNATIONAL RIVERPRIZE
FOR OUTSTANDING
ACCOMPLISHMENTS IN RIVER
RESTORATION.

JRA launches new "Be A James Changer" awareness campaign, designed to inspire those who love the James to embrace their role in protecting the James through supporting JRA.



...AND THE JAMES
WILL CHANGE YOU.

2019 ACTION

JRA launches the James River Riparian Buffer Consortium with a vision to align partners around restoring streamside buffers by leveraging resources and coordinating efforts.

WITH THE HELP OF 277
VOLUNTEERS, JRA PLANTS
7,358 TREES AND SHRUBS,
TRANSFORMING 36 ACRES
OF RIPARIAN BUFFERS.

JRA establishes a Living Shoreline Collaborative to scale up implementation of resilient shoreline practices along shorelines of the tidal James River.

In partnership with Richmond Public Libraries, JRA kicks off an initiative to incorporate green infrastructure and community education at city libraries to reduce stormwater pollution.

JRA installs green infrastructure projects in urban communities with 458 volunteers and 447 River Hero Homes.

Five new public river access points are opened to increase opportunities for communities to enjoy the James River and its tributaries.





2019 APPRECIATION

JRA provides environmental education experiences to 11,260 students across the watershed.



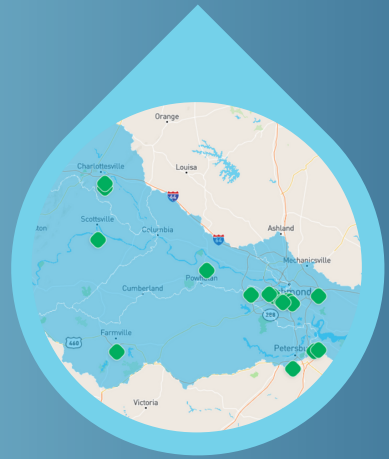
JRA engages more than 1,000 individuals through Connect with the James paddle and boat trips, James River RX eco-therapy sessions, and James River Adventures outfitter trips.



JRA EXPANDS THE
JAMES RIVER
LEADERSHIP ACADEMY
TO INCLUDE COHORTS
OF STUDENTS IN
RICHMOND, LYNCHBURG,
AND WILLIAMSBURG.

2019 ADVOCACY

JRA launches an enhanced version of the James River Watch website to inform the public about bacteria levels at 25 locations across the James from Memorial Day through Labor Day.



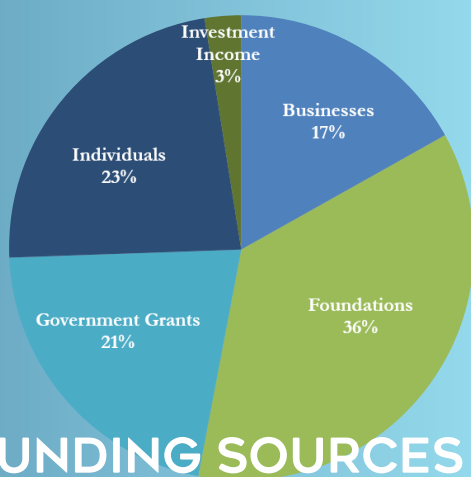
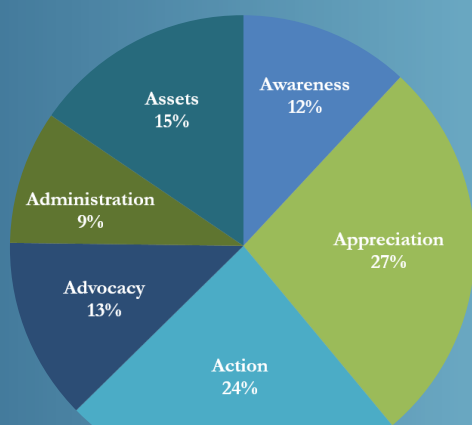
JRA launches new RiverReps volunteer program to train citizen advocates on how to effectively share JRA's policy objectives with decision makers through self-directed advocacy actions.

JRA's RiverRat volunteers complete 148 river patrols covering more than 750 miles of the James and its tributaries.

JRA successfully advocates for the single largest one-year investment in Virginia's Agricultural Cost-Share Program at \$84 million.

JRA and partners help the City of Richmond join the international Biophillic Cities Network.

AFTER A 7 YEAR EFFORT, JRA SECURES SCIENCE-BASED CHLOROPHYLL A WATER QUALITY CRITERIA THAT, IF MET, WILL PROTECT THE JAMES RIVER FROM AN OVERABUNDANCE OF ALGAE THAT THREATEN ECOLOGICAL AND HUMAN HEALTH.



2019 EXPENSES & FUNDING SOURCES

REVENUE

Membership Fees and Contributions	\$769,203
Program Grants	\$1,177,220
Campaign Revenue	\$160,537
Special Events	\$172,880
Miscellaneous	\$1,499
Fees For Services	\$154,538
Investment Revenue	\$113,145
TOTAL REVENUE	\$2,549,022

EXPENSES

Program Activities	
Awareness	\$284,056
Appreciation	\$643,520
Action	\$563,275
Advocacy	\$299,078
Subtotal Program Expenses	\$1,789,929
Administration	\$220,522
Asset Development	\$369,535
TOTAL EXPENSES	\$2,379,986

Change in Net Assets	\$169,036
Net Assets at the Beginning of the Year	\$2,744,580
NET ASSETS AT THE END OF THE YEAR	\$2,913,616



JAMES RIVER ASSOCIATION



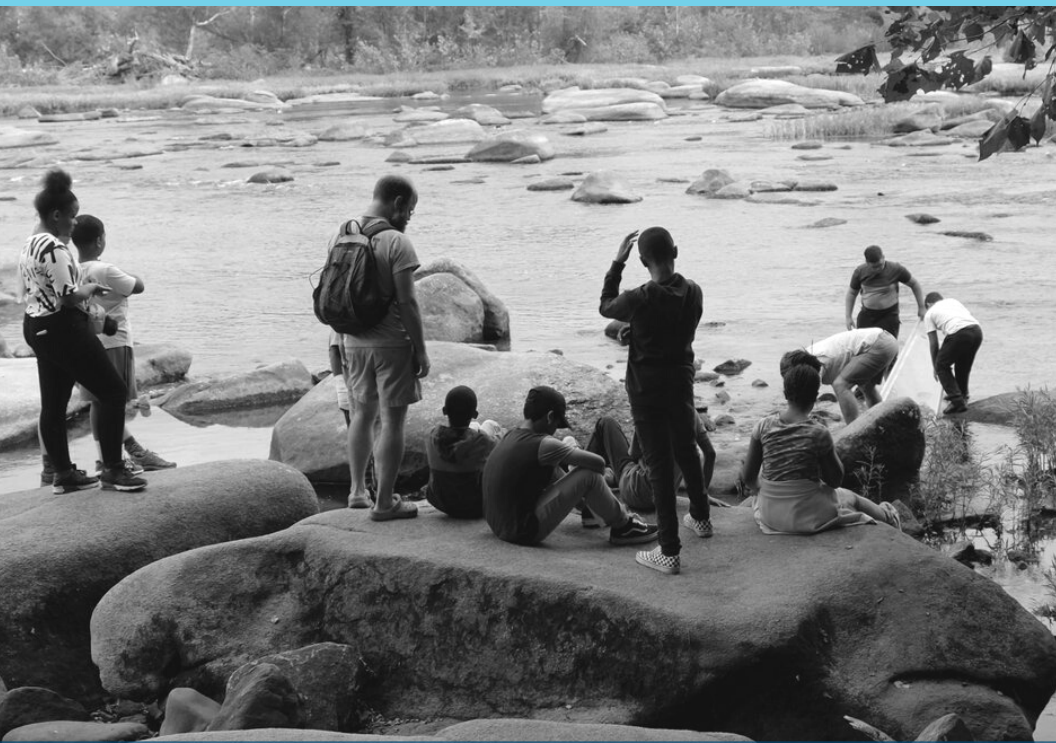
804.788.8811



info@thejamesriver.org



thejamesriver.org



**ACTING AS A GUARDIAN AND
PROVIDING A VOICE FOR THE JAMES
FOR MORE THAN 40 YEARS**

RICHMOND

211 Rocketts Way, Suite 200
Richmond, VA 23231

SCOTTSVILLE

531 Valley Street
Scottsville, VA 24590

LYNCHBURG

150 Rocky Hill Road
Madison Heights, VA 24572

WILLIAMSBURG

1335 Colonial Parkway
Williamsburg, VA 23185