

2021 ANNUAL IMPACT REPORT



James
River
ASSOCIATION

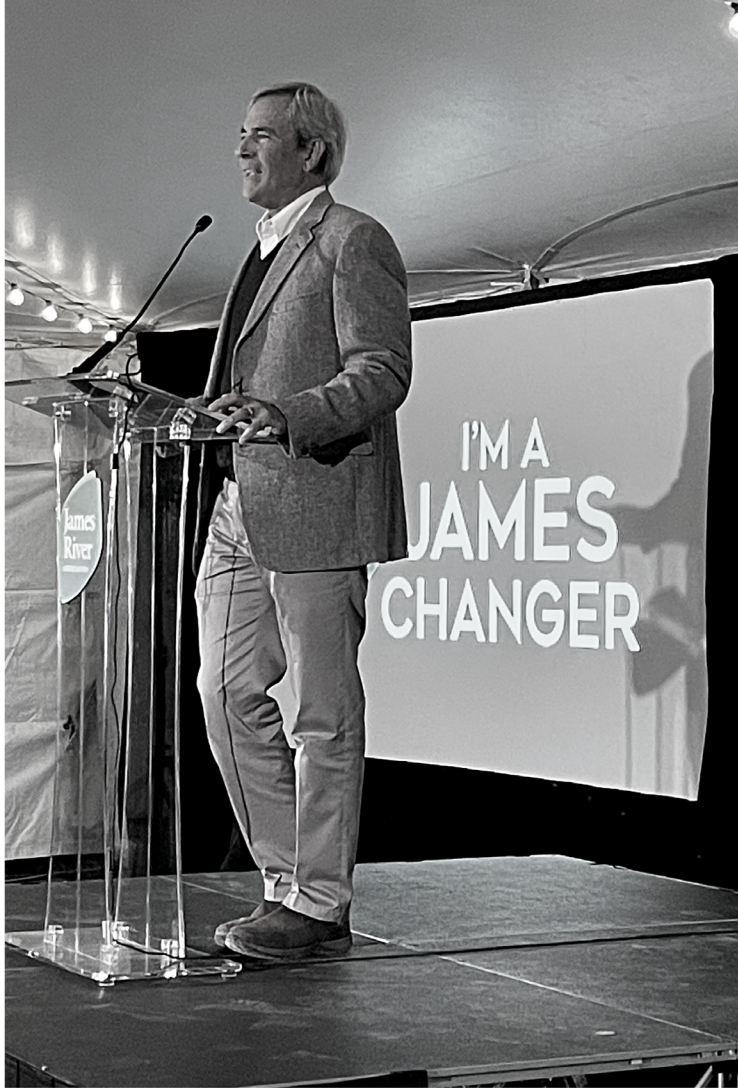
CEO'S STATEMENT

As we continue to navigate the currents of challenging times, we at the James River Association have the immense fortune of being able to find a constant source of inspiration from our supporters, volunteers, partners, and fellow staff that provide us the spark and motivation to keep working towards protecting and connecting people with our invaluable James River.

2021 brought new difficulties to our world both globally as well as locally, from emerging Covid-19 variants in the pandemic that caused many schools to cancel JRA education trips to stalled progress in certain benchmarks related to the health of our waterways. Our 2021 *State of the James* report, while encouraging in many ways, also revealed significant obstacles to our goals. We received our first ever 0% indicator in the history of the report for American Shad, a critical alarm that we must take immediate action to restore this iconic fish, and a symbol that we still have much work to do resolving key barriers to a fully healthy James.



Breaking ground on construction for better river access in Amherst County



However, just like rivers, the journey from one year to the next always holds the possibility to surprise and captivate us, and 2021 also captivated us with reasons to be enthusiastic and hopeful about the future of the James.

Your dedication and love for the James has been the light needed to keep JRA determined and energized during cloudier skies. Our greatest hope is that you will keep supporting and turning to our steadfast river to receive the light *you* need to find solace and strength as we move forward, together.

With sincere gratitude,

BILL STREET, JRA CEO

2021 STAFF

Bill Street, CEO

James Abbott
Kristen Armstrong
Aaron Bouchard
Jamie Brunkow
Catherine Buchanan
Rob Campbell
Julia Carson
Sarah Coleman
Justin Doyle

Nat Draper
Amber Ellis
Brittany Feltenberger
Katie Ferrell
Laura Frazho
Erin Hillert
Emily Hinson
Casey Johnson

Charles Johnson
Mike Lyden
Anna Killius
Melissa O'Neill
Shawn Ralston
Katie Ranger
Erin Reilly
Anne Marie Roberts

Gail Robinson
Connor Schroeder
Joey Shelton
Caron Sterling
Genevieve Wall
Ryan Walsh
Angie Williams

FY21 BOARD OF DIRECTORS

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
J. Wilson Enochs, III

Frederick S. Fisher, III
J. Matthew Gottwald
George A. Harrison*
Thomas N. Innes
T. Gaylon Layfield
Alastair S. Macdonald

Polly P. McConnell
Eric S. McKay
Christopher L. McLean
Matthew J. Mlot
John B. Morgan, III

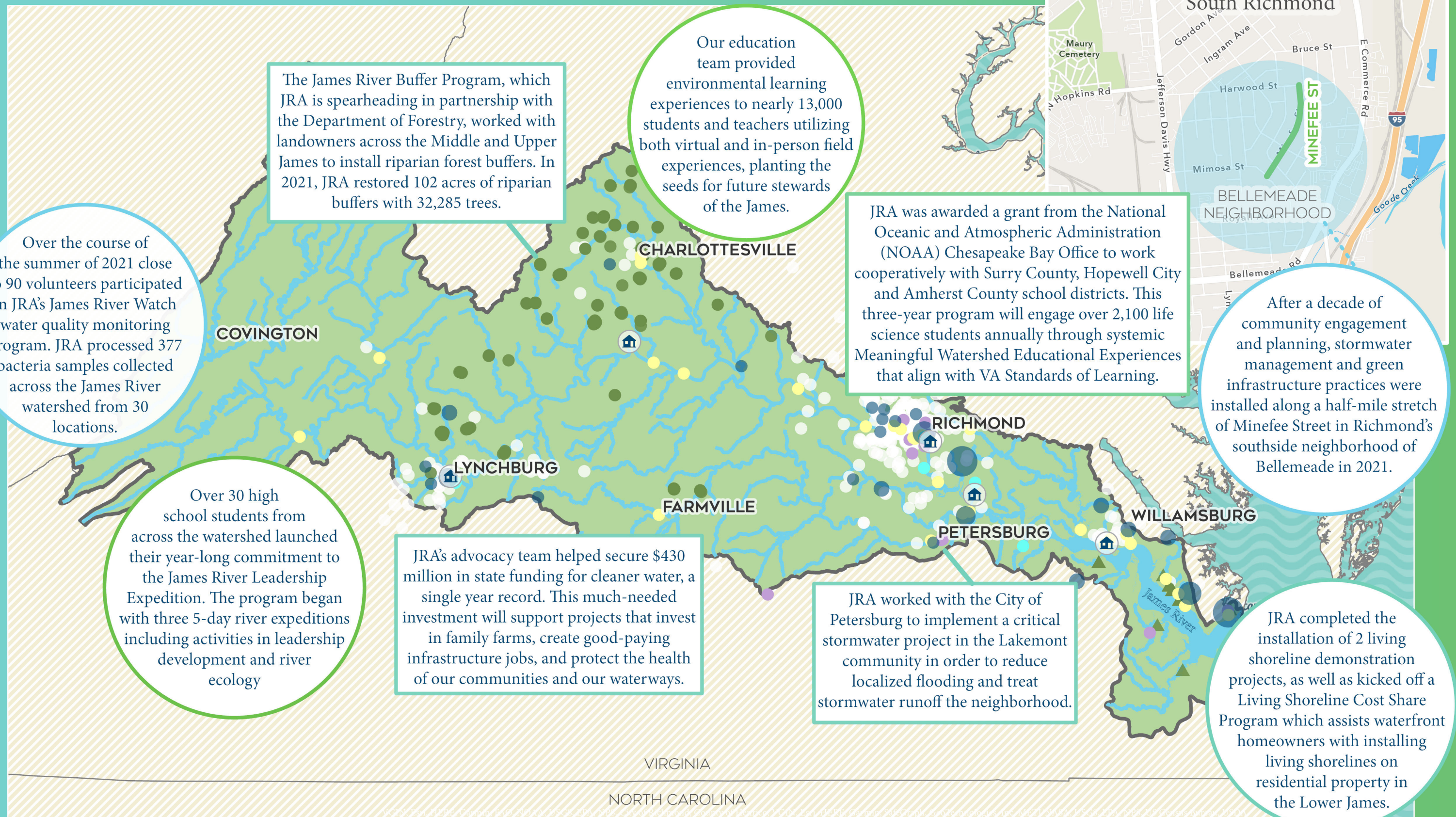
L. Kimball Payne
F. Scott Reed, Jr.
Anne McCracken Rogers
Brooke G. Tiller
Megan A. Witherspoon

**JRA would like to respectfully acknowledge and convey our deep gratitude to Jim Buzzard and George Harrison, who passed in 2021, for their remarkable commitment to the organization and the James River.*

- **AWARENESS** - PUBLIC RECOGNITION OF JRA NEARLY DOUBLED AND PARTICIPATION IN A JRA EVENT MORE THAN DOUBLED THROUGH THE JAMES CHANGER AWARENESS BUILDING CAMPAIGN.
- **APPRECIATION** - OUR EDUCATION TEAM REACHED NEARLY 13,000 STUDENTS, WORKING WITH 23 PUBLIC SCHOOL SYSTEMS AND EIGHT PRIVATE SCHOOLS.
- **ACTION** - OUR RESTORATION TEAM CREATED 102 ACRES OF RIPARIAN FOREST BUFFER AND PLANTED 32,285 TREES. OUR COMMUNITY CONSERVATION TEAM COMPLETED THE CULPEPER AVENUE STORM SEWER EXTENSION PROJECT IN THE CITY OF PETERSBURG AND THE FIRST PHASE OF THE BELLEMEADE GREEN STREET PROJECT IN THE CITY OF RICHMOND. THESE IMPORTANT STORMWATER MANAGEMENT PROJECTS REDUCE LOCAL STORMWATER FLOODING EXACERBATED BY CLIMATE CHANGE, AND IMPROVE WATER QUALITY.
- **ADVOCACY** - OUR ADVOCACY TEAM HELPED SECURE \$430 MILLION IN STATE FUNDING FOR CLEANER WATER - A SINGLE YEAR RECORD - WHICH WILL SUPPORT PROJECTS THAT INVEST IN FAMILY FARMS, CREATE GOOD-PAYING INFRASTRUCTURE JOBS, AND PROTECT THE HEALTH OF OUR COMMUNITIES AND WATERWAYS.

2021 HIGHLIGHTS

2021 ANNUAL ACTIVITY MAP



Over the course of the summer of 2021 close to 90 volunteers participated in JRA's James River Watch water quality monitoring program. JRA processed 377 bacteria samples collected across the James River watershed from 30 locations.

Over 30 high school students from across the watershed launched their year-long commitment to the James River Leadership Expedition. The program began with three 5-day river expeditions including activities in leadership development and river ecology

The James River Buffer Program, which JRA is spearheading in partnership with the Department of Forestry, worked with landowners across the Middle and Upper James to install riparian forest buffers. In 2021, JRA restored 102 acres of riparian buffers with 32,285 trees.

Our education team provided environmental learning experiences to nearly 13,000 students and teachers utilizing both virtual and in-person field experiences, planting the seeds for future stewards of the James.

JRA was awarded a grant from the National Oceanic and Atmospheric Administration (NOAA) Chesapeake Bay Office to work cooperatively with Surry County, Hopewell City and Amherst County school districts. This three-year program will engage over 2,100 life science students annually through systemic Meaningful Watershed Educational Experiences that align with VA Standards of Learning.

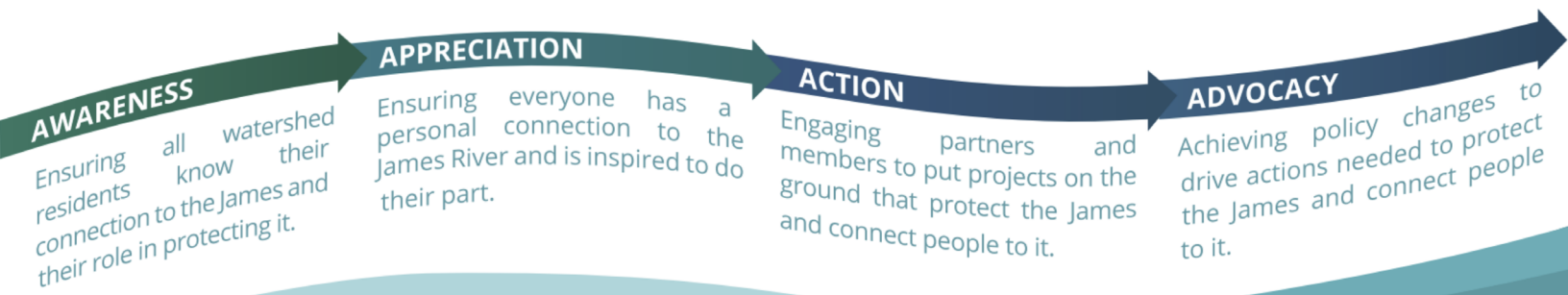
After a decade of community engagement and planning, stormwater management and green infrastructure practices were installed along a half-mile stretch of Minefee Street in Richmond's southside neighborhood of Bellemeade in 2021.

JRA's advocacy team helped secure \$430 million in state funding for cleaner water, a single year record. This much-needed investment will support projects that invest in family farms, create good-paying infrastructure jobs, and protect the health of our communities and our waterways.

JRA worked with the City of Petersburg to implement a critical stormwater project in the Lakemont community in order to reduce localized flooding and treat stormwater runoff the neighborhood.

JRA completed the installation of 2 living shoreline demonstration projects, as well as kicked off a Living Shoreline Cost Share Program which assists waterfront homeowners with installing living shorelines on residential property in the Lower James.

- RIVER HERO HOMES (340)
- RIVER WATCH SITES
- MUSSEL PLANTINGS (5 SITES)
- STORMWATER PROJECTS
- ▲ LIVING SHORELINES
- RIPARIAN BUFFERS
- 🏠 JRA OFFICES
- # SCHOOLS ENGAGED



JRA works to achieve a Grade-A James River through four steps of community engagement: Awareness, Appreciation, Action, and Advocacy.

DIVING IN: THE FUTURE OF ENVIRONMENTAL EDUCATION ON THE JAMES

As the guardian of the river, we want to ensure that everyone has a personal connection to the James and is continuously inspired to maintain its health. To provide wider access to the river, we plan to establish River Centers in three of our watershed communities where JRA has offices for education and community activities along the watershed.

In August, we announced our partnership with the Capital Region Land Conservancy and The Conservation Fund to purchase and protect a 5.2-acre waterfront parcel of land on Dock Street in downtown Richmond. We will own 0.85 acres of this land on which to build a new educational River Center, while the rest of the land will be transferred to the City of Richmond to become part of the James River Park System.

In September, we celebrated a groundbreaking ceremony in partnership with Amherst County to kick off construction at Riveredge Park in Madison Heights that will expand public river access to more people and serve a greater variety of river users. We also announced our plans for significant improvements to our Upper James River Center with the goals to help strengthen current education programs and serve as a focal point for the river in the region.

We plan to make similar improvements to turn our Lower James River Center in Williamsburg into a state-of-the-art education space, and we purchased a vessel to become a 'Floating Classroom', serving students on the river from Richmond to the Bay.

River Center Renderings in Amherst County, Richmond, and Williamsburg



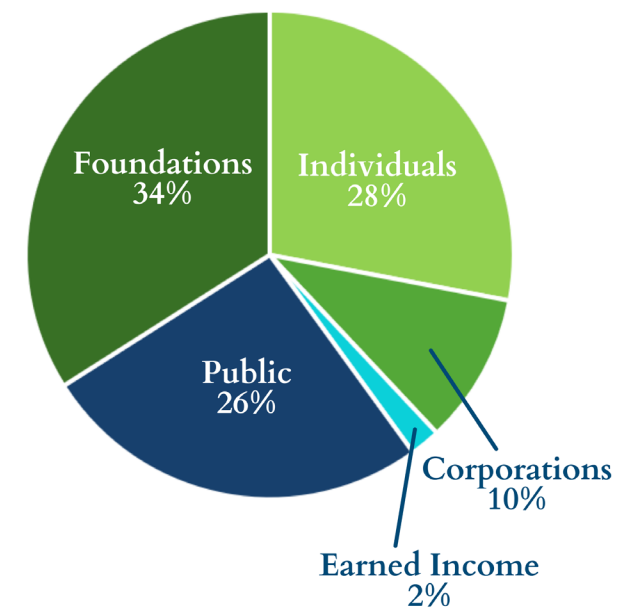
Learn more about this exciting endeavor and how you can support river-based education at JamesChanger.org.

FY21 SUMMARY OF FINANCIALS

REVENUE

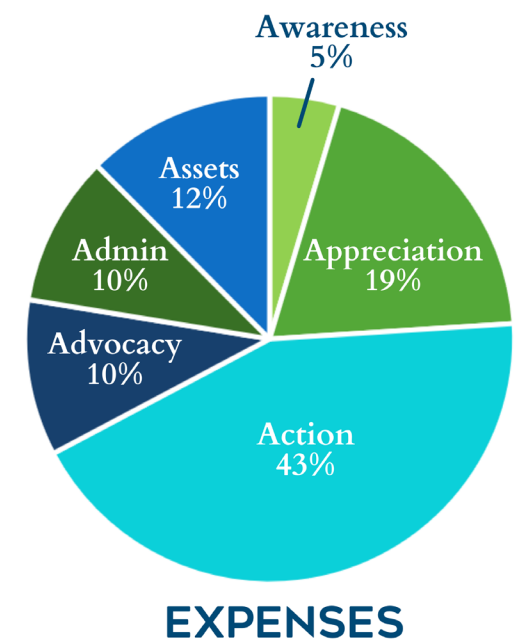
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|-----------------------------------|--------------------|
| Membership Fees and Contributions | \$1,031,382 |
| Program Revenue & Grants | \$2,238,221 |
| Campaign Revenue | \$995,401 |
| Miscellaneous | \$2,502 |
| Fees For Services | \$94,241 |
| Investment Revenue | \$372,984 |
| TOTAL REVENUE | \$4,734,731 |

FUNDING SOURCES



EXPENSES

| | |
|--|--------------------|
| Program Activities | |
| Awareness | \$169,859 |
| Appreciation | \$714,890 |
| Action | \$1,595,322 |
| Advocacy | \$380,843 |
| Subtotal Program Expenses | \$2,860,914 |
| Administration | \$366,982 |
| Asset Development | \$459,675 |
| TOTAL EXPENSES | \$3,687,571 |
| Change in Net Assets | \$1,047,160 |
| Net Assets at the Beginning of the Year | \$4,674,312 |
| NET ASSETS AT THE END OF THE YEAR | \$5,721,472 |



RICHMOND

211 Rocketts Way, Suite 200
Richmond, VA 23231

LYNCHBURG

150 Rocky Hill Road
Madison Heights, VA 24572

SCOTTSVILLE

531 Valley Street
Scottsville, VA 24590

WILLIAMSBURG

1335 Colonial Parkway
Williamsburg, VA 23185

