

CEO'S STATEMENT

2022 was a momentous year! Not only did we begin to emerge from the global pandemic and return to in-person events and activities like our award-winning environmental education programs, but it also marked the end of the 3-year James Changer Campaign.

When JRA launched the James Changer Campaign in 2019, it was by far the most ambitious initiative we had ever undertaken, but we knew it would be critical to our success and to the future of the James River.

Comprised of four components – programs, restoration projects, capital projects and endowment – the James Changer Campaign set out to strengthen the work of JRA in order to improve the James River from the current grade of B-minus to a grade A by raising \$20 million over three years. Amazingly, the community response to our call to action was tremendous, and through the generous support from many, we finished the 3-year campaign period with over \$26 million raised.





As you will see in the highlights compiled in this report, the infusion of support from the James Changer Campaign has elevated our programs and our impact to new heights. Each of our programs has raised the bar in terms of accomplishments and many are being viewed and recognized as models for other regions.

The James Changer Campaign is also positioning JRA to meet the future challenges facing the James and its communities, such as emerging threats of climate change, plastics pollution and "forever chemicals" (PFAS). We know that both historical and new threats make improving the health of the James River increasingly difficult, but with the expanded programs, broadened engagement and improved resources, JRA is prepared for the challenge.

Thank you for your generous support and I look forward to continuing our vital work together so that future generations can enjoy a fully healthy and thriving James River.

What

BILL STREET, JRA CEO

STAFF

Bill Street, CEO

James Abbott Maya Anderson Joseph Blanton Jordan Bennett Catherine Buchanan Mauren Campbell Rob Campbell Sarah Coleman

Sarah Dovel Justin Doyle Nat Draper Tom Dunlap **Amber Ellis** Katie Ferrell Erin Hillert **Emily Hinson** Casey Johnson Charles Johnson Mike Lyden Ashleigh Moody Coco Provance Shawn Ralston Erin Reilly **Anne Marie Roberts**

Gail Robinson Matt Scott Joey Shelton **Caron Sterling** Gabe Thornton Genevieve Wall Ryan Walsh Angie Williams

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- AWARENESS JRA LAUNCHED OUR 'STORIES BY THE JAMES' PLATFORM, WHICH FEATURES STORIES FROM A DIVERSE RANGE OF INDIVIDUALS SHARING THEIR EXPERIENCES AND CONNECTIONS TO THE JAMES. VPM NEWS RADIO BROADCASTED 12 STORIES LEADING UP TO THE 50TH ANNIVERSARY OF THE CLEAN WATER ACT.
- APPRECIATION 17,438 STUDENTS ACROSS THE WATERSHED ATTENDED IN-PERSON OR VIRTUAL EDUCATION OPPORTUNITIES, FOR A TOTAL OF 12,226 FIELD TRIPS.
- **ACTION JRA PLANTED OVER 36,000 TREES AND RESTORED 88 ACRES OF** RIPARIAN BUFFERS; PLANTED OVER 7,000 MUSSELS AND REMOVED STREAM BLOCKAGES WHICH OPENED UP TWO MILES OF SPAWNING HABITAT TO MIGRATORY FISH LIKE RIVER HERRING AND SHAD; AND COLLABORATED WITH PARTNERS TO CONTINUE TO RESTORE SHORELINES AND STREAMS.
- **ADVOCACY JRA'S ADVOCACY TEAM HELPED SECURE OVER \$518 MILLION IN** STATE FUNDING FOR CLEANER WATER, ANOTHER RECORD-BREAKING YEAR. THIS HISTORIC LEVEL OF INVESTMENT IN CLEAN WATER DEMONSTRATES AN INCREASED COMMITMENT BY VIRGINIA TO MEET THE 2025 DEADLINE FOR THE CHESAPEAKE BAY CLEANUP.

2022 HIGHLIGHTS

FY 2022 ANNUAL ACTIV

During the summer of 2022, JRA's education team led 14 weeks of summer camps out of the Upper James River Center, Lower James River Center, and Richmond area. Our summer camps in Richmond partnered with Salvation Army Boys and Girls Club and Petersburg City Schools, and our summer camps in Williamsburg partnered with Hampton City Schools and James City-County Parks and Recreation. COVINGTON

Through the Upper & Middle James Riparian Consortium, JRA, VA Dept. of Forestry, Natural Resource Conservation Service, and the Farm Service Agency launched a pilot James River Stewardship Program which will enable the upkeep and maintenance of riparian forest buffer projects installed up to 14 years ago. To launch the program, 2 Seasonal Assistants assessed 207 acres across 29 properties in the Upper James.

STAUNTON

LYNCHBURG

During 2022, volunteers collected 523 bacteria samples from 33 sites across the James River watershed, and included 15 rounds of weekly samples posted on the James River Watch website to help the public understand river conditions. Twelve stations had exceptional results - six stations had a 100% pass rate, while another six had only one test fail to meet the limits for safe

recreation.

ROANOKE

During the 2021-2022 school year, JRA provided environmental education field-based experiences to students from 17 different school systems through more than 600 field trips across the watershed.

FLOWERDEV **HUNDRED CULY**

REMOVAL AND PLA

FARMV

CHARLOT



- **RIVER HERO HOMES (254)**
- **MUSSEL PLANTINGS (5)**
- **RIVER WATCH SITES (32)**
 - STORMWATER PROJECTS (6)





/ITY MAP

Following the successful completion of green infrastructure projects at Broad Rock Branch, North Avenue Branch, and West End Branch, the Greening Richmond Public Libraries team shifted its focus to the East End Branch Library. Project plans are set to be implemented in 2023 and will include bioretention basins and street trees around the library to manage stormwater runoff and mitigate urban heat.

WEST END BRANCH LIBRARY

TESVILLE

ILLE

ERT ANTING

JRA along with its partners, the Chesapeake Bay Gateways Network and Hampton City Schools, received the inaugural Excellence in Education Award from the National Park Service for our education programs conducted with Hampton City Schools. This new award is the highest distinction for education given by the National Park Service and recognizes innovation and adaptation within education with emphasis this year on those who exceptionally met the needs of teachers and students during the many educational challenges of the COVID-19 pandemic.

WILLAMSBURG

PETERSBURG

RICHMOND

JRA is continuing its partnership with the City of Petersburg in order to implement water quality improvement projects in the Lakemont community which has experienced years of chronic flooding. In 2022, the project team designed a project that incorporates both grey and green infrastructure and will be implemented in 2023.



SHORELINES (5) IAN BUFFERS (35)

BUFFER MAINTENANCE SITES (22)





JRA OFFICES

AWARENESS Ensuring all watershed connection to the James and their role in protecting it.

everyone Ensuring personal connection to the lames River and is inspired to do their part.

ACTION

Engaging partners members to put projects on the ground that protect the James and connect people to it.

ADVOCACY

Achieving policy changes to drive actions needed to protect the James and connect people to it.

DIVING IN: THE FUTURE OF ENVIRONMENTAL EDUCATION ON THE JAMES

As the voice 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, JRA began its work to build River Education Centers in Lynchburg, Richmond, and Williamsburg.

Upper James River Education Center (Lynchburg): Construction has been completed on a new access point and boat landing at Riveredge Park across from downtown Lynchburg. This new river access point will provide a dock for the JRA's batteau and a launch for paddle craft. The addition of the river center will also help change perceptions of the river in the greater Lynchburg community.

James A. Buzzard River Education Center (Richmond): JRA is establishing a new, cutting-edge education center in downtown Richmond. This center will also advance Richmond's riverfront revitalization plans, attract new visitors to the river and create a central and high-profile opportunity to build appreciation for the river and awareness of JRA. The new Center will be named after former JRA Board Chairman, James A. Buzzard.

Lower James River Education Center (Williamsburg): Through a partnership with the National Park Service, JRA has established its Williamsburg education center on the Colonial Parkway across from Jamestown Island. JRA is working with design firm, 3north, to create a master plan for the facility including the addition of a dock. These building improvements will greatly enhance our school and public education programs as well as complement the Historic Triangle's history and cultural attractions.

Floating Classroom- The Longview: JRA has acquired a boat to serve as a new floating classroom that can provide teaching platform on the water and travel to different school districts on the tidal James, thereby reducing travel time and increasing river time. This floating classroom accommodates up to 30 students and is serving schools from Williamsburg to Norfolk, allowing JRA to educate an additional 1,800 students per year. The Longview offers the Anne Worrell Education Programs, which began in spring of 2022.

River Center Renderings in Amherst County, Richmond, and Williamsburg. Learn more at Jameschanger.org!





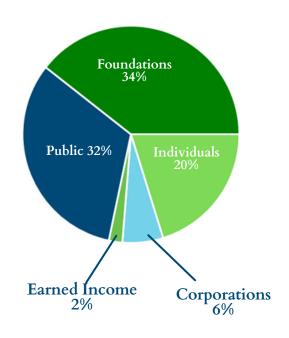


FY22 SUMMARY OF FINANCIALS

REVENUE

Membership Fees and Contributions	\$878,259
Program Revenue & Grants	\$3,806,500
Campaign Revenue	\$5,556,982
Fees For Services	\$256,000
Investment and Misc. Revenue	\$191,255
TOTAL REVENUE	\$10,196,929

FUNDING SOURCES



EXPENSES

Program Activities	
Awareness	\$161,639
Appreciation	\$1,098,290
Action	\$2,902,533
Advocacy	\$465,063
Subtotal Program Expenses	\$4,627,525
Administration	\$407,917
Asset Development	\$619,025
TOTAL EXPENSES	\$5,654,467
Change in Net Assets	\$4,542,462
Net Assets at the Beginning of the Year	\$5,721,472
NET ASSETS AT THE END OF THE YEAR	\$10,263,934

