

An aerial photograph of three canoes on a river. The canoes are dark-colored and contain various gear, including blue and yellow bags. Three people are visible, each paddling their canoe. The water is a deep green color with visible ripples and reflections. The text '2024 ANNUAL IMPACT REPORT' is overlaid in the bottom left corner in a large, white, sans-serif font.

2024 ANNUAL IMPACT REPORT

The logo for the James River Association is located in the bottom right corner. It consists of a green, leaf-like shape with a white outline. Inside the shape, the words 'James River' are written in a large, white, serif font, and the word 'ASSOCIATION' is written in a smaller, white, sans-serif font below it.

James
River
ASSOCIATION

A MESSAGE FROM OUR CEO

Dear James Changers,

The James River Association reached many exciting milestones in this last year.

First, our conservation work took on new heights. We established 1,362 acres of riparian buffers and installed 2,055 feet of living shorelines, all of which stabilize stream banks and shorelines and reduce pollutants that enter the James. We also started the Green Infrastructure Stewards program to support conservation landscaping in the greater Richmond area.

Secondly, after years of planning and construction, we finalized improvements at our Upper James Education Center in Lynchburg and celebrated the opening of our new James A. Buzzard River Education Center in Richmond. These centers enhance the quality and caliber of our education offerings for K-12 students and offer our communities a space to help experience the river.

Third, JRA continued to advocate at the local, state, and federal level, delivering a record \$691 million in Clean Water funding, strengthening water permits, and championing policies that support the health of the James.

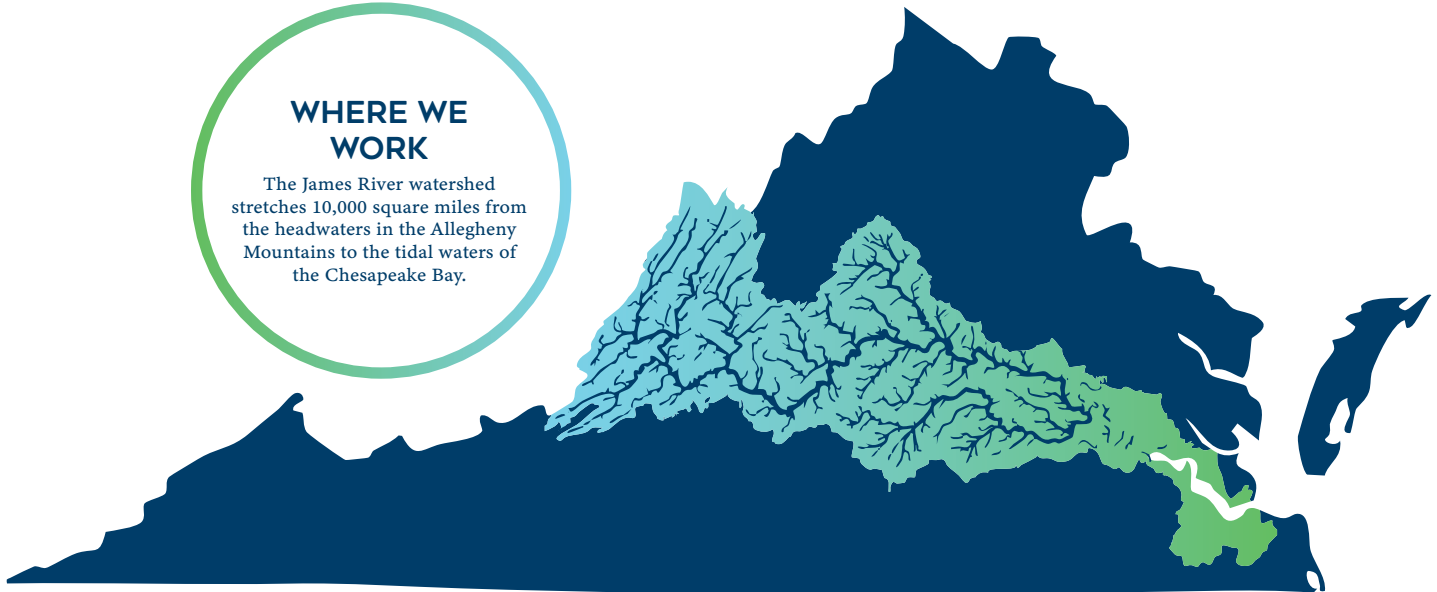
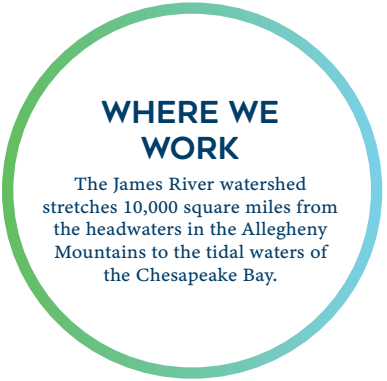
And finally, at the end of 2024, we were proud to unveil a new five-year strategic plan which will guide our organization into a new era. I invite you to explore our updated mission and vision statement in the following pages.

All of this has occurred as JRA approaches its 50th anniversary in 2026. As we reflect on the incredible progress we've made to improve the health of the James River over the last fifty years, we are working to ensure the James is the healthiest it can be and is valued by all communities in the watershed.

I hope you'll support us in this next chapter as we continue to protect the James River and connect people to it.

Sincerely,

BILL STREET
CEO & PRESIDENT OF THE
JAMES RIVER ASSOCIATION



FINANCIALS

FINANCIALS JULY 2023 - JUNE 2024

REVENUE

Individual, Corporate & Foundation Contributions	\$1,702,050
Program Revenue & Grants	\$4,445,045
Fees for Services	\$459,678
Capital Campaign	\$604,060
Investment	\$203,030

Total Revenue **\$6,777,997**

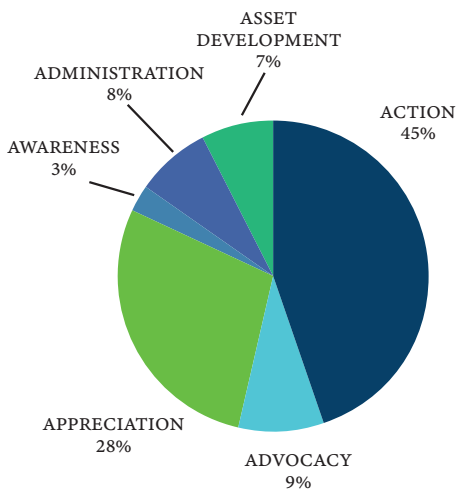
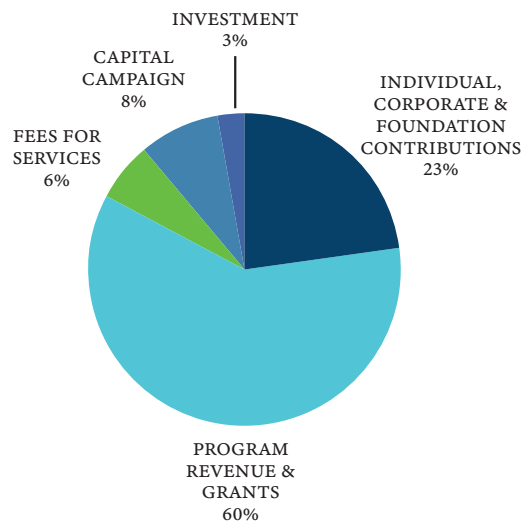
EXPENSES

Program Activities	
Action	\$2,626,156
Advocacy	\$516,881
Appreciation	\$1,661,299
Awareness	\$168,378
Subtotal Program Expenses	\$4,972,714

Administration	\$441,410
Asset Development	\$438,615
TOTAL EXPENSES	\$5,852,739

Change in Net Assets	\$925,258
Net Assets at the Beginning of the Year	\$12,572,650

NET ASSETS AT THE END OF THE YEAR **\$13,497,908**



MISSION

TO PROTECT THE JAMES RIVER AND
CONNECT PEOPLE TO IT.

VISION

A FULLY HEALTHY JAMES RIVER, VALUED BY
ALL COMMUNITIES IN THE WATERSHED.

VALUES

WE ARE
OPTIMISTS.

WE ARE
CATALYSTS.

CREDIBILITY
IS OUR CURRENCY.

COMMUNITY
DRIVES EVERYTHING
WE DO.

WE PROTECT

ADVOCACY

Our Advocacy team works at the local, state and federal level to advance policies that ensure the health of the James River. In 2024, we...

- Secured a record \$691 million to advance Clean Water policies and protections in the James River and other Virginia waters.
- Completed the American Shad Recovery Plan for the James River identifying key actions needed to restore the populations of this historic and iconic fish to the James
- Mobilized our Action Network to successfully push for a public hearing to **strengthen the water permit for AdvanSix Resins & Chemicals Facility in Hopewell – one of the largest industrial water intakes on the James and in Virginia.**
- Partnered with Waterkeepers Alliance and a select group of Waterkeeper Organizations across North America to collect additional data on PFAS in streams and waterways.



Planting trees for a new riparian buffer.

RIPARIAN BUFFERS

Our Riparian Buffers team helps lead the James River Buffer Program which plants and maintains forested areas throughout the Upper and Middle James. Buffers are a powerful tool for strengthening the health of the James. They reduce agricultural runoff, stabilize stream beds, improve water quality, and provide important habitat for native species. **In 2024, the James River Buffer Program was touted as a national model and “gold standard” for riparian buffer work.**

JRA also convenes the Upper and Middle James Riparian Consortium — a network of partners raising awareness, building workforce capacity, and increasing implementation of riparian forested buffers.

RIPARIAN BUFFER HIGHLIGHTS

- 1,479 total acres of buffers established or enhanced
- 52 new project sides added and 378 sites maintained
- 47,202 trees planted
- 411 partners engaged through the Upper and Middle James Riparian Consortium

LIVING SHORELINE HIGHLIGHTS

- 2,055 linear feet of living shorelines installed
- 20,503 native wetland plants installed
- 424 partners engaged through the Living Shorelines Collaborative

LIVING SHORELINES

JRA’s Living Shorelines team installs natural buffers that prevent shoreline erosion in the tidal James. These buffers are made up of natural materials like coir logs, oyster castles, and native shrubs, that stabilize shorelines and absorb nutrients from running into the river.

In FY24, **JRA installed our largest Living Shoreline to-date at Berkeley Plantation in Charles City County.** This was the first project in the state to utilize Virginia’s Agricultural Cost Share Program funds. **The 1,500 feet of shoreline at this site alone will prevent 105 tons of sediment from entering the James each year.**

JRA also convenes the Living Shorelines Collaborative which attracts a diverse range of stakeholders, including academics, non-profits, tribes, private contractors, and government entities who are working to expand and streamline shoreline protection across the Chesapeake Bay.



Installing a 1,500 foot Living Shoreline — our largest to-date.



Conservation landscaping installed at Westover Hills Branch Library in Richmond.

GREEN INFRASTRUCTURE

Our Community Conservation team has forged powerful partnerships that help communities better manage stormwater runoff through green and grey infrastructure. In 2024, we continued our partnership with Petersburg’s Stormwater Management Program, supporting drainage improvement projects in targeted neighborhoods that yield water quality benefits for residents and the river alike.

We also expanded the number of rain gardens, conservation landscaping, and street trees installed at public libraries through the Greening Richmond Public Libraries program – a joint initiative from JRA, RVAH2O, and Richmond Public Libraries.

GREEN INFRASTRUCTURE HIGHLIGHTS

- 1,255 native plants, shrubs and trees planted
- 8 urban stormwater projects installed and maintained

WE CONNECT



Identifying species at the James River Ecology School.

ENVIRONMENTAL EDUCATION

JRA provides Environmental Education programming at five locations across the James River watershed. **Our educators build environmental literacy in students while inspiring them to engage with the river and investigate real-time challenges and potential solutions.**

In June 2024, JRA held the grand opening of the James A. Buzzard River Center in Richmond, a state-of-the-art facility that expands our education offerings to students in the greater Richmond area. We also finalized improvements to the Upper James River Center near Lynchburg and began plans for expanding our facility in Williamsburg.

Students who take part in our education programming often make life-changing connections with the river. Many have never visited the river, paddled in a kayak or canoe, spent time on a boat, or explored nature in their community.

EDUCATION HIGHLIGHTS

- 24,000 students who experienced our programming
- 300+ summer camp participants
- 650+ people served at JRA community events
- 28 high school students who completed the year-long James River Leadership Expeditions program
- 23 school districts served across the watershed

JRA EDUCATION FACILITIES

- Upper James River Center - Lynchburg Region
- James A. Buzzard River Education Center - Richmond Region
- Lower James River Center within Colonial National Historical Park - Williamsburg Region
- James River Ecology School at Presquile National Wildlife Refuge
- Longview Floating Classroom - Hampton/Newport News Region



Learning about indigenous fishing practices during summer Angler Camp in Williamsburg.



Planting trees at a community planting event.

COMMUNITY CONSERVATION

Our Community Conservation team empowers residents of the watershed to implement river-friendly conservation practices at home to **reduce stormwater runoff and pollution.** Through educational workshops and volunteer opportunities, we help communities understand their connection to the river and minimize their impact on the river's health.

By adding a new Community Conservation Coordinator to our team in FY24, we expanded our capacity to offer workshops, deepen our partnerships, and develop a new Green Infrastructure Stewards volunteer program.

COMMUNITY CONSERVATION HIGHLIGHTS

- 1,825 River Hero Home Members
- 481 participants in volunteer and public programming events
- 162 rain barrels distributed through rain barrel workshops

JAMES RIVER WATCH HIGHLIGHTS

- 82 volunteers trained and deployed
- 26 river access sites monitored by our volunteers
- 438 water samples taken
- 24,247 map visits from Memorial Day through Labor Day - a new record!

JAMES RIVER WATCH

James River Watch is a volunteer-run program that helps rivergoers evaluate water quality during the summer. From Memorial Day through Labor Day, citizen science volunteers across the watershed log weekly water quality samples which are published on a public, interactive map that shares key information such as bacteria levels, water temperature, and turbidity. **This map helped 16,489 individuals understand the health of the James River during peak river season in 2024.**



Testing for bacteria levels at one of our water monitoring sites.

LYNCHBURG

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Madison Heights, VA 24572

SCOTTSVILLE

531 Valley Street
Scottsville, VA 24590

RICHMOND

16 S. 17th Street, Suite 100
Richmond, VA 23219

WILLIAMSBURG

1335 Colonial Parkway
Williamsburg, VA 23185



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