

RICHMOND RECREATION AND PARKS FOUNDATION

MISSION: "The Richmond Recreation and Parks Foundation is an independent charitable organization established to promote parks and recreation in the City of Richmond through citizen involvement, education, and fundraising."

2002 ANNUAL REPORT

Background

The Richmond Recreation and Parks Foundation (the Foundation) was founded in 1990 with the assistance of the City of Richmond's Department of Recreation and Parks. The Foundation was created to provide a means for citizens to assist the City, primarily the Department of Recreation and Parks (now the Department of Parks, Recreation and Community Facilities) with unfunded physical and program needs. The Foundation is a non-profit, non-stock Virginia corporation. The Internal Revenue Service has approved the Foundation as a 501-(c)-3 charity. Contributions to the Foundation to support the programs of the Foundation and the associated partners are tax-deductible.

From its inception, the Foundation has helped raise funds for City projects; hosted symposia to raise staff and citizen awareness of changing park, recreation, and urban forest issues, and partnered with dozens of public and private groups to expand their contributions to the City.

Year 2002 Summary

At the end of 2001, the Foundation and its partners' accounts had a balance of \$ 254,098.08. During 2002, the Foundation and its associated partners received \$ 249,418.53* in contributions from all sources. The Foundation distributed \$ 278,386.69* to specific projects and expenses within each partner project. At the end of 2002, the Foundation and partner balance was \$ 207,099.91*. Equities held by the Foundation for two Partner were valued at the end of 2002 at \$ 10,153.60 and \$2,000 was in the Foundation's checking account. Foundation assets totaled \$219,632.61 at the end of 2002. (please see Note 1)

From the end of 2001 to the end of 2002, the Foundation's account increased from \$11,598.09* to \$8,411.49 (please see note 2)

Foundation Officers, the Executive Director, and Board Members are all voluntary, non-paying positions. The Foundation pays a staff assistant to help with Quickbooks, Audit record-keeping, and donation-acknowledgment letters.

All Foundation book-keeping books, deposits and payments, currently (May 2003) being audited by Walter Rock and Associates, Accountants. This Annual Report will be amended as needed following the Full Certified Audit.

Note 1: These figures from the Foundation's Internal Accounting System (ExCel programs); several funds transfers must be performed to bring this number into line).

Note 2: this number has not been reconciled, due to credit card charges and City reimbursements

Summary of Foundation Accomplishments, 2002

Foundation Assistance to City and Department

Foundation assists Department with new City Cultural Arts Division

The Department created a new Cultural Arts Division and appointed Brian Little as its director. He approached the Foundation for help with fundraising. The Foundation assisted with the development of a Fundraising Letter of support from the Executive Director, mailing stationery, a tri-fold brochure, and a mailing list to potential donors. The Foundation established a credit card processing station at its Treasurer's office.

Target Fundraising Programs

- City Arts Program
- City Dance Program
- Dogwood Dell / Festival of the Arts
- Music Program
- Pine Camp Arts and Community Center
- Theatre
- General, use where needed most
- Amal and the Night Visitors
- Fourth of July Concert and Fireworks

The Foundation also assisted the Cultural Arts Division on several grant applications.

Foundation Uses Passages/PE Ropes Course income to support Summer Camp N Kids Program, James River Park System

The Foundation used the revenues generated from the Belle Isle Ropes Course to fund 16 scholarships for the Department of Parks, Recreation, and Community Facilities Summer Camp N Kids program, including dance and basketball scholarship positions. The Foundation also paid for the associated publicity printing costs, and sat on the scholarship selection committee.

Additionally, the Foundation donated \$3,728 from this fund to Friends of James River Park, for use in the Park.

Foundation Assistance to Partner Groups

Major Grants and Contributions

The Foundation and its Partners apply to public and private agencies and individuals for support. The Foundation acts as the fiscal agent for these groups, and files all necessary state and federal reporting forms. The following groups contributed grants, donations and in-kind services amounting to \$5,000 and above:

Ukrops Super Markets	to 17 th Street Farmers Market
First Market Bank	to 17 th Street Farmers Market
Dominion Resources Services	to 17 th Street Farmers Market
Philip Morris Incorporated	to 17 th Street Farmers Market
Anonymous Citizens	to Friends of Bryan Park

Foundation Fundraising Activities with Partners

Working with the Department of Parks, Recreation and Community Facilities, the Foundation helped partner groups raise funds by helping serve beer and wine at certain Landmark Theater events (in cooperation with Thompson Hospitalities, Inc., the Landmark concessionaire) Several partners participated in this: Dogwood Dell, JROC, and the Landmark Theater fund. Additionally, the Foundation helped the 17th Street Farmers Market with several public functions.

New Foundation Partnerships

The Richmond Recreation and Parks Foundation is the non-profit "umbrella" under which many private and civic groups work to supplement and expand programs and projects of the Department of Parks, Recreation, and Community Facilities. The Foundation adopted seven new partner groups during 2002

Del Ealey Memorial Gateway Program

This group organized to honor Va delegate Roland D Ealey by developing and funding the landscaping of the median at the intersection of Fairfield Avenue and Mechanicsville Turnpike, placing a memorial stone, and street furnishings as a City Gateway project. This partner raised approximately \$2,355 during FY 2002.

First Tee Golf Project

City Manager Jamison initiated a fundraising campaign to complement the First Tee program in the City, already active in realizing a small 9-hole golf course adjacent to the City Driving Range, near the Main Post Office. This partner raised approximately \$ 3,450 during FY 2002.

Sister City Fund

This fund was established to send Ralph White, Manager of the James River Park and City Naturalist, to visit Richmond on the Themes, Richmond's Sister City. The fund was started by an initial grant of \$1,000 by Councilman Joseph Brooks.

Strengthening Liberty's Arm

This fundraising effort was to replace the bronze dedication plaque on the small Statue of liberty in Chimborazo, which was stolen by vandals. This partner raised approximately \$ 310 during FY 2002.

Urban Light Works

This group aims to develop multi-media and new technology outdoor shows for various venues, such as under the overpasses near Shockoe Slip and Shockoe Bottom, and at special events, such as Carpenter Arts Center events. This partner raised approximately \$ 13,200 during FY 2002.

Weekend Warriors

This group aims to promote adult flag football competition in the City of Richmond.

Westview Gardening

Sponsored by the Westview Civic Association, this project is to plant trees and landscape the triangle park at the intersection of Maple and Fergusson, and includes planting trees on Libbie Avenue and Kensington Avenue. This partner had not begun fundraising by the end of FY 2002.

Active Foundation PartnershipsAdopt-a-Tree:

Administered by the Department of Parks, Recreation and Community Facilities' Urban Forestry Division, the Adopt-a-Tree Program continues to provide opportunities for citizens and organizations to purchase trees for planting in selected public locations. This partner raised approximately \$ 4,808 during FY 2002. Approximately 35 trees were planted in the City in 2002 through this program.

Belle Isle Ropes Course / Peak Experiences

Peak Experiences, Inc., a private outdoor/river recreation company, partners with the Foundation to offer team-building ropes course and summer adventure camps on the city's Belle Isle. Peak Experiences returns to the Foundation 6% of gross revenues from use of the Ropes Course, which is usually used for youth scholarships.

Broad Rock Road Family Community Center

Under the leadership of 9th District City Council representative Rev. Gwen Hedgepeth, the Foundation is the fiscal agent for the fundraising for a proposed community facility on Broad Rock Road. Modeled after a new facility in Newport News; the facility is anticipated to cost \$5.4 million, to be built with public and private funds.

Carillon Fund

The Carillon Civic Assoc. helps the City maintain the Carillon. Approximately \$ 300 was raised during FY 2002.

Central Virginia Soccer Association

The Central Virginia Soccer Association (CVSA) operates, with the City, a 6-field soccer complex in Bryan Park. VCU teams, City youth soccer leagues, the Richmond Kickers and the CVSA utilize these fields, in rotation. Several tournaments were held in the park, and work continues on improving operating and maintenance issues and expenses.

Davis-Robinson Median Tree Planting Project

Sponsored by the Museum District Civic Association, this project is to plant trees on the median between South Davis and South Robinson, and along three blocks of the east side of Fountain Lake

EDI Community Gardening Project

This program, started by a \$10,000 grant from the Jeffers Memorial Foundation Fund, was intended to foster community gardening projects in the City's East End Development Initiative target area. An additional \$500 was contributed by Wal-Mart in 2002.

I Support Dogwood Dell

The fund-raising initiative begun in 1998, called "I Support Dogwood Dell", continued in 2001. More than \$8,000 was raised in 2001. This partner raised approximately \$ 6,870 during FY 2002.

Falls of the James Scenic River Advisory Board

This advisory group, appointed by the Governor, serves under the Commonwealth of Virginia's Scenic Rivers Act, to provide assistance and advice to the City of Richmond on the appropriate uses of the James River.

Friends of Bryan Park

Friends of Bryan Park continued its renovation of Bryan Park's azalea gardens, trails, and ponds. Friends of Bryan Park placed Bryan Park on the National Register of Historic Places and the Virginia Landmarks Register, and began work on publishing an Illustrated History book. This partner raised approximately \$ 13,945 during FY 2002.

Friends of Forest Hill Park

Friends of Forest Hill Park continue to work with the city and neighborhood groups on the park pond's siltation problems, Reedy Creek watershed management issues, and Crooked Branch watershed protection strategies. Forest Hill Park was also placed on the Virginia and National Registers of Historic Landmarks. This Friends group is also working with the Old Stone House Association to partner on operation and maintenance of the 1843 residence in the park. This partner raised approximately \$ 8,149 during FY 2002.

Friends of Grace Park

A Friends group landscaping and planting trees in the wide median on Allen Street, between Broad and Monument, in the Fan. This partner raised approximately \$ 1,068 during FY 2002.

Friends of James River Park System

Friends of James River Park System continue to renovate the 17-mile long park. Work also focused on rehabilitating the City's historic Pump House, just west of the Nickel Bridge, and passing maintenance and fundraising to Historic Richmond Foundation. A new Board of Directors promises to re-energize the group and make significant contributions to the City's most valuable natural resource. The Pump House project has been passed to the Historic Richmond Foundation.

Friends of Paradise Park

Paradise Park is a fan 'pocket park' bounded by Allen Avenue, Floyd Avenue, Vine and Grove Avenue. Its members plan to raise funds to develop a master plan to modernize the park, improve safety and security, discourage bad uses and attract new users, plan for new playground equipment, and improve maintenance.

Meadow Park /Fan Woman's Club

Meadow Park is located between the 1800 blocks of Park and Stuart Avenues. On Behalf of the Fan Woman's Club, the Friends group will raise funds to install an irrigation system, brick sidewalks, benches, and do regular cleanups and maintenance. They had already raised \$18,000, and contribute \$1,000 a year to help with the Park's maintenance. This partner raised approximately \$ 2,011 during FY 2002.

Friends of Scuffletown Park:

This Friends group continued to renovate a small neighborhood park in the Fan, bounded by Stuart and Park, Strawberry and Stafford. They have established a small neighborhood garden here. This partner raised approximately \$ 3,600 during FY 2002.

Hook A Kid on Golf

This program is designed to encourage participation in golf among inner city youth. During the summer, 150 children per week, for six weeks, attended the Hook-a-kid on Golf's Introduction to Golf sessions. The team participated in the "Traditions of Golf Challenge" Tournament and sent students to the first First-Tee Training Academy at Kansas State University. Thirty City and Chesterfield County children attended the Tiger Woods Golf clinic in Norfolk, VA in September, and Donald Coleman, program Director, continues to win awards. This partner raised approximately \$ 300 during FY 2002.

James River Outdoor Coalition

JROC was formed in 1998 to help protect the James River, related activities, and support the James River Park System. JROC participated in several work projects and fundraising activities for the James River Park System and JROC. This partner raised approximately \$ 4,570 during FY 2002. JROC has acquired its own non-profit status and will be leaving the 'umbrella' of the Foundation soon.

Landmark Theater

This fund is dedicated to continue the restoration of the City of Richmond's Landmark Theater and maximize use of the facility. It is home to both the "Broadway under the Stars" theater series and the Richmond Forum, a politics and current events lecture series. Currently, fundraising efforts for a movable dance platform/stage are underway. The Landmark Theater also provides office space for the Foundation, and a meeting room for its monthly Board meetings. This partner raised approximately \$ 1,210 during FY 2002.

Friends of Sydney Park

This partner continues to revitalize Sydney Park, a small, triangular City park bounded by Floyd, Morris, and Brunswick, near VCU. Sydney Park's renovation has stimulated positive economic development in its vicinity and is a model for other Fan groups getting involved in revitalizing their parks.

Seventeenth Street Farmers Market

17th St. Farmers Market was organized in 1999 with support from the Richmond Industrial Development Authority and the City Council, to improve and better manage the historic Farmers Market at 17th and East Main, in Shockoe Bottom. It has been a good catalyst for urban revitalization in that area. Its chief areas of activity including spaces for Farmers - vendors, expanding its commercial uses (Heirloom Markets on the weekends) and a staging area for community and cultural arts events. It has become a small business incubator, and has also helped integrate Shockoe Bottom into the City's growing Canal Walk/Riverfront development.

17th St. Farmers Market developed several major public events during 2002; the summer's Shockoe Tomato Festival, a River Rocks music series, and the Third Annual International Brunswick Stew Festival. Additional activities included a Friends of the Market fund-raising program, a campaign to enlist major corporate donors, and successful tie-ins to various Holiday campaign events. This partner raised approximately \$ 137,600 during FY 2002.

Summer Camp'n'Kids:

A Parks and Recreation Department Summer program for City and non-City children attend a variety of sports, arts, indoor and outdoor programs. Ninety city children attended the 2002 program. The Foundation offered \$7,000 in scholarships and \$5,950 was used.

Tree Richmond:

A partner finding grants for planting trees Downtown and in Richmond neighborhoods. Tree Richmond has planted approx. 1,800 trees since its inception.

Virginia Power Trees Replacement Fund:

A program designed to replace trees under power lines with lower-growing, more appropriate plantings. Dominion Power contributed \$1,000 for 2002.

Foundation Business Summary

- RR&PF Strategic Planning Retreat, Jan 2002. Available at Foundation Office
- RR& PF Brochure Revision New Copy, photos, Available at Foundation Office
- Foundation works with Department on MOA for operation of the Ropes Course on Belle Isle.
- Foundation continues work on Friends of City Parks proposal
- Foundation Board Membership Notebook compiled by Department Liaison Barbara Brock
- Foundation launches Foundation Presence on World Wide Web: www.rrpfound.org
- Foundation generates over 200 Donor Thank-you letters for 2002 contributions
- Foundation continues work on Gift Catalog with P & R Dept. & Citizens Advisory Board
- Foundation assists with securing funding for sending James River Park Naturalist Ralph White to Richmond-on-the -Thames, Richmond's Sister City, for cultural and conservation informational exchange.
- Foundation Consultants Complete Full Audit of Organization
- Walter Rock and Associates, PC complete third comprehensive audit of Foundation and partners. Audit found no discrepancies in the Foundation's fiduciary functions and bookkeeping. Copies available for inspection at the Foundation's office.

