

31, July 2009
RICHMOND RECREATION AND PARKS FOUNDATION



2008 ANNUAL REPORT

Background

The Richmond Recreation and Parks 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 Richmond residents to assist the City (primarily the Recreation and Parks Department) with fundraising, education, and citizen involvement. The Foundation is a non-profit, non-stock Virginia corporation. The IRS has designated the Foundation a 501(c)3 tax-exempt charity. Contributions to the Foundation, its partners and programs are tax-deductible.

From its inception, the Foundation has helped raise funds for City parks and recreation projects; hosted symposia to raise staff and citizen awareness of changing parks, recreation, urban forest and James River issues, and partnered with dozens of public and private groups to encourage and facilitate their involvement and contributions to the City. The Foundation provides funds to the City's Summer Camp-N-Kids program and the James River Park System. The Foundation also helps with fundraising and grant applications, and is the fiduciary agent for all partners and projects. The Foundation's Officers and Board of Directors are all volunteers; no Foundation funds support its personnel.

The Foundation's office, telephone, and some support services are donated by the City's Department of Parks, Recreation and Community Facilities (the Department). It is located in the Richmond Landmark Theater building and maintains a website at www.rpfoundation.org.

Year 2008 Financial Summary

At the end of 2007 the Foundation and its partners' accounts had a balance of \$395,985. During 2008 the Foundation and its partners received \$250,269 in contributions, revenue, and interest.

The Foundation distributed \$244,925 to specific partners' projects and Foundation expenses in 2008. At the end of 2008 the Foundation and partner balance was \$425,614.

**NOTE: These figures based on Foundation's accounting service, Bookkeeping Solutions, Inc. An Independent Audit is performed annually by Gary R Hall, CPA, PLC. This 2008 Annual Report may be amended by his report, or as needed. All records are on file at the Foundation's Office in the Landmark Theater.*

Summary of Foundation Accomplishments 2008

- Gave \$10,000 to Summer Youth Programs (Camp-N- Kids)
- Gave \$5,000 to Friends of James River Park for park improvements and special projects, including JRPS Ty-Vek map reprint.
- Established James River Park Endowment Fund
- Organized & directed Earth Day/Fish Festival in Old Manchester
- Primary involvement with JRPS Conservation Easement Task Force and
- Headed development of CE Base Line Document (comprehensive inventory)
- Helped organize Richmond Region Greenway Task Force
- Hired VCU Planning Intern, Kathy Wright, who performed special projects:
- Provided \$17,000 +- to Cultural Arts Division for 2008 Holiday production of Amal & Night Visitors at Landmark Theater.

Foundation Assistance to City and Department

- Partnered with city on Radio Fundraising Promotion Campaign called "Send A Kid To Camp" - raised almost \$38,000.
- Provided additional support to City's Summer Camp-n-Kids Program, including 8 scholarships to Passages Outdoor Camp.
- Worked with CarMax on second year funding (\$60,000) for City Summer Basketball Program at Pine Camp
- Assisted Recreation division with two NFL grants (\$5,000 and \$4,000) to support City Football Programs.
- Supported several Cultural Arts Division grants and ongoing programs.
- Assisted Philip Morris Employee Community Fund and PMUSA with \$12,000 Work Project in Joseph Bryan Park, brought in 120 volunteers for 3 days, constructed bridge, several picnic table, rehabilitated stone Camp House.
- Assisted City with \$40,000 DCR Belle Isle Trail Grant
- Worked with Councilman Doug Connor (9th District) and City staff to organize Richmond Region Greenway Task Force, with focus on Cannon Run project and SoSide Rails to Trails project.
- Worked with J Fulmer Bright Foundation to spend-down remaining \$400,000 in J Fulmer Bright Fund, in four East End Parks. Planning and implementation by Kathy Wright (Intern)
- Finalized and signed Practices and Procedures Document for standardizing PRCF/RRPF reporting and accounting practices
- Assisted with \$7,500 Go Girl Go grant from Women's Sports Foundation
- Assisted with Bryan Park Soccer Complex Operating Committee; obtained \$20,000 from City; \$10,000 from VCU; \$8,000 from CVSA
- Assisted Department with It Starts in Parks Month & Celebration in Byrd Park
- Assisted 17th Street Farmers Market with \$7,500 Philip Morris grant
- Assisted Urban Forestry and City Adopt-a tree program with several grants; worked with Friends of Urban Forestry.

New Foundation Partnerships & Projects

Friends of City Dance: To assist award-winning City Dance program at Pine Camp, directed by Annette Holt. Created nice web-site, will assist with fundraising and travel for troupe and dancers.

Friends of Dogwood Dell : To fundraise, create special events, build volunteer group, and more.

Richmond Mural Arts Program: To promote more public art, engage artists and students, and paint murals on the sides of public buildings (enriches communities too)

Reedy Creek Coalition: To advocate for better watershed management above Forest Hill Park, through streamside restoration, clean-ups and tours, and stormwater audits for homeowners in watershed.

Friends of Battery Park: This partner is leading the revitalization of battery Park, devastated by Tropical Storm Gaston in 2005.

Friends of Chimborazo Park: To clean-up and reclaim the extensive lower portions of this huge East End park, and advocate for park and recreation enhancements (see next group).

Church Hill Dog Park: To work with the City and FoChimbo Pk to build a dog park in the lower portion of Chimborazo Park.

Friends of Chimborazo Park Playground: To work with City police and other Departments to reclaim and restore parts of this park, clean-up and clear trash, graffiti and vegetation, and hold an annual "Chimborazo Kids Day" fundraiser at the park which offers games and activities for children and their families.

Foundation Elects Officers:

The Foundation's Officers and Board of Directors are all volunteers; no Foundation funds support its personnel. As required by the by-laws, the Foundation elects officers at the end of each year. The 2008 Foundation Officers were:

President, Joyce Stargardt
Vice President, William Conkle
Treasurer, Carl Otto
Second Treasurer, Polly Jefferson
Secretary, Karen Townsend

John J Zeugner, AICP continued to volunteer as the Foundation's Executive Director, at no charge to the Foundation.

Foundation Board Membership, 2008

The by-laws of the Foundation limit the Board of Directors limits membership at twenty-one members, who must live in the City. The 2008 Board membership included:

- Sgt Carol Adams, RPD
- Dr. Pat Brown

- Dawn Cherry
- Casey Cockerham
- Bill Conkle
- Pat Daniels
- Diane Dunaway
- Sara Englehardt
- Diane Hayes
- Polly Jefferson
- John Johnson
- Kerry Keenan
- Carl Otto
- Leighton Powell
- Joyce Stargardt
- Karen Townsend
- Molly Dellinger-Wray

Foundation Annual Financial Statements

Richmond Recreation and Parks Foundation annual financial statements are on record at the The Foundation's office in Room 307. Its address of Record is
Richmond's Landmark Theatre,
6 North Laurel Street, Richmond, VA 23220
Voice: 804-646-0954 Fax: 804-646-0955

Karen Townsend the Foundation Treasurer, Sara Englehardt is the Foundation's Registered Agent.

Foundation Web site www.rrpfoundation.org

For additional information, please contact:

Noel McKenzie, Executive Director, at 804-405-3366

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