



enrichmond annualreport2011

from the executive director

In May of 2011 I started my journey with the Enrichmond Foundation during the Send-A-Kid-To-Camp telethon. It was overwhelming to be 'welcomed' to the first day on the job by the Mayor, two ex-Governors, a US Senator, and several local and state officials. That event was a great introduction to what being apart of the Enrichmond family and mission is all about:

Supporting fellow citizen's in their efforts to champion some our City's greatest assets – our people, parks, and open spaces.

It has been an exciting first year with the Enrichmond Foundation. I consider myself lucky to have an extremely supportive board in moving our mission forward. In addition, I have the privilege to work alongside sixty of the most talented and dedicated volunteer citizen-based friends groups in the City- our Partners. It is their work that improves our City one volunteer and one act of kindness at a time.

I'd like to close by sharing a recent conversation with my three (3) year old son about where I go every day. I described my job as follows; "Your Dad gets to help people do some of the most fun things you can imagine. I help people dance, play in the woods, plant pretty flowers and trees, and have real nice parties at the Market."

I'm very lucky, don't you think?

All the best!

John Sydnor

John Sydnor
Executive Director, The Enrichmond Foundation

The Enrichmond Foundation turned twenty in 2011. That signifies a major milestone for the Foundation, our founders, all of our past and present board members, staff, partners, and thousands of volunteers. During this time, it has been the Foundation's honor to serve as the main umbrella non-profit organization for over sixty volunteer groups, civic organizations, and special initiatives in the City of Richmond. The guiding selection criteria for each of the partnerships and projects under the Enrichmond umbrella is the alignment of our shared missions:

MISSION: To support and enhance Richmond parks, recreation, and cultural arts through citizen involvement, fundraising and education.

VISION: To enhance the quality of life in Richmond with extraordinary and abundant parks, public spaces, recreation opportunities, and cultural programming. Our steadfast commitment to this vision and to our partners will position us as a highly respected and visible resource for the City of Richmond and its people.

We look forward to the next twenty years being just as successful for our partnerships and projects through the delivery of more improved and enhanced services and support.

Here a few highlights from our efforts in 2011:

Earth Day

2011 was Enrichmond's eighteenth (18th) Earth Day celebration. This year's event was a great step forward for us. We had over 7,000 attendees and almost one hundred (100) vendors. This has been one of most recognizable events produced by the Foundation and it's growth and popularity over the last eighteen (18) years is a fantastic venue to promote our efforts, the work of our partners, and the DPRCF.

"This event has grown over the years because it allows individuals and organizations to come together and celebrate our natural resources," says Noel McKenzie Johnson, event co-chair and Executive Director of Enrichmond. "Choosing eco-friendly methods of living and working has become important for our society and people are embracing a holistic philosophy."



2011 continued Enrichmond's commitment to the Earth Day celebration and our efforts to increase awareness to the needs of our environment.

Send A Kid To Camp (SAKTC)

Our partnership with City of Richmond Department of Parks, Recreation, and Community Facilities (DPRCF), and Radio One Network provided \$17,644 in the support of over one hundred summer programs and services provided by DPRCF. These programs offer children between the ages of six-years-old and 12-years-old a fun and enriching summer experience for nine weeks that stimulate their curiosity, develop their talents and encourage their personal growth. In addition to supervised activities and field trips, the camps also include a free breakfast and lunch for each child each day.



Partner Updates

Enrichmond is proud to support over sixty (60) citizen based, all-volunteer projects and partnerships throughout the City of Richmond. Without their hard work and dedication, our greatest assets would be suffering. In addition, it should never be underestimated how important our relationship is with the Department of Parks, Recreation, and Community Facilities (DPRCF) and the City of Richmond. Without their support, our efforts would be much more difficult, costly, and prohibitive. Thank you DPRCF!

Here are a few updates from our Friends in the City;

Friends of Chimborazo Park

The Friends of Chimborazo Park expanded and improved 'Free Movie Nights' in the park! Thanks to a successful fund raising campaign, they now own all of the PA and Video equipment needed for this event. (for a small donation, they can make this equipment available to other Enrichmond partners and non profit groups). Chimborazo also welcomed its first cycle-cross event to the park. This is the fastest growing cycle sport in the world and a thrilling addition to the community.



Friends of Jefferson Park

in partnership with the Department of Parks, Recreation, and Community Facilities, the Friends of Jefferson Park unveiled the beautiful stairs along the south-west corner of the park. This re-opens an increasingly important link between Union Hill Community, Jefferson Park, and the ever growing community in Shockoe Valley.

Friends of the Gabriel Posser Freedom Park

The Friends of the Gabriel Posser Freedom Park established several new improvements at the park and memorial grounds. To those who may not know, Gabriel Posser was a literate enslaved blacksmith who planned a large slave rebellion in the Richmond area in the summer of 1800. Information regarding the revolt was leaked prior to its execution, and he and twenty-five followers were taken captive and hanged in punishment. In 2002 the City of Richmond passed a resolution in honor of Gabriel on the 202nd anniversary of the rebellion. In 2007 Governor Tim Kaine gave Gabriel and his followers an informal pardon.



Friends of Northside Dog Park



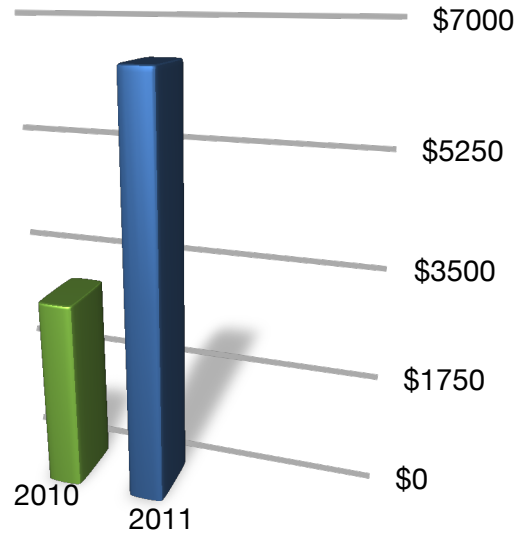
The Friends of Northside Dog Park officially opened in October of 2011. The third dog park supported by the Foundation, Northside Dog Park is quickly becoming one of the most popular dog parks in the City. They have several expansion plans already under way with a growing list of supporters and members.

The Numbers

Grant Income

2011 was a year of growth for the Foundation. The board and staff began implementing a strategy of growth and expanded services.

● 2010	\$3,000
● 2011	\$6,450



Revenue

	2010	2011
● Unrestricted	\$25,761	\$41,055
● Temporarily Restricted	\$328,658	\$464,246
● Fees for Services	\$9,812	\$24,205

