



enrichmond
foundation

2019 Annual Report

*A year of activating people and places to create a more
healthy, connected, and equitable community.*



The Enrichmond Foundation's mission is to nurture placemaking by empowering the people, parks, and public spaces of Richmond. It enacts its mission by serving as a support organization for volunteer groups, managing placemaking projects, as well as by creating greener, healthier, and more activated public spaces.

New sponsors shout out!



Added four new employees!

Molly Brind'Amour

Partnership VISTA

Kelly Pratt

Family Services
Coordinator

Genifer Ross

Volunteer Manager

Jim Shadoian

Cemeteries Operations
Manager

Volunteers with Enrichmond

2,849

Total number of
volunteers that served
with Enrichmond
(all program areas)

8,332

Total number
of volunteer
hours served



\$222,881.00

Estimated **total monetary value** of
volunteer service

17

Total number of **public speaking engagements**



Amount of public land protected in perpetuity

by Enrichmond, and
its co-holders, under
conservation easement

356

acres



21% of which is protected in communities in need

APPROXIMATELY

646

acres

Amount of public land supported through volunteerism
by Enrichmond and
its Partners

Partners

Enrichmond's Partners are the backbone of its operations. Citizen-led groups in public spaces utilize Enrichmond as a financial manager and administrative support system—or "fiscal agent." Under Enrichmond's fiscal agency, Partners can accept donations and access administrative assistance, allowing them to focus on directly improving communities while remaining sustainable.



MILESTONE: The First Annual Partner Gathering in November launched new and expanded Partner services, as well the first Stakeholders Council.

58 ↑

Grant opportunities shared with Partners

71

Enrichmond Partners served



Percent of Partners serving communities in need: 52%

14

New Partners onboarded in 2019

41%

of total finances that Enrichmond stewards for Partners



\$479,259.00

Total amount raised by Partners in 2019

Volunteers with Partners

915

Total number of **volunteers that served** with Partners

17,778

Total number of volunteer **hours served** with Partners



\$488,895.00

Total **value of volunteerism** with Partners





The Next Chapter for 17th Street Market

The 17th Street Market is a historic public meeting place, with over 200 years of serving as a center for commerce and community in Richmond. Throughout Enrichmond's nearly **24 years of involvement** at the 17th Street Market, it invested **over \$800,000 into public engagement**, producing **35 large festivals** like the Richmond Bacon Festival, and bringing **over 200,000 attendees to Shockoe Bottom**. Enrichmond organized dozens of weekly community-oriented events and educational opportunities, and restarted the historic weekly farmers market with a focus on growers.

In summer 2019, Enrichmond handed over programming to the City of Richmond. The Enrichmond team is grateful for the short time spent in a space with hundreds of years of history and looks forward to its next chapter.

To contact the 17th Street Market, call (804) 646-1084 or (804) 646-0761.

Events

Enrichmond's events and programs, including the popular volunteer-led Earth Day of Service, enact its mission by building common experiences around public spaces.



6

Number of districts activated with volunteer service on Earth Day

202

Volunteer attendance during Earth Day of Service

Programs
in 2019

46
programs

1,309
attendees

Programs like farmer's markets, yoga classes, music nights, community yard sales and capoeira classes were popular in 2019.



Festivals



2,000

Attendees at the **Richmond Dog Festival** benefitting Friends of Chimborazo Park.

New location:
Chimborazo Park

1,000

Attendees at the **Harvest Stew & Stout** benefitting Friends of Meadow Park

New location:
Dorey Park

Cider Celebration:
Handed off to VA Cider Association

Historic East End & Evergreen Cemeteries

East End & Evergreen Cemeteries are historic African-American cemeteries in Richmond's East End. Enrichmond is the owner and steward of the two properties, working with partners and volunteers to restore the grounds and honor the residents after many years of neglect.



MILESTONES:

- East End Cemetery purchased and placed under conservation easement
- Awarded \$75,000 National Trust for Historic Preservation grant through the African American Cultural Heritage Fund.
- Evergreen Cemetery received an official UNESCO designation as a site of memory associated with the Slave Route Project.
- Master Plan for Evergreen Cemetery's restoration delivered.



44 Saturdays spent volunteering

84% of all weekends



By the Numbers

55 → **Public engagements**
(includes class visits, talks, tours of Evergreen, and invited presentations)

26 → **ExPRT Team members**

521 → **Gravesites recorded**

28% → **Percent of the cemetery accessible**

18% increase from 2019

2,388 → **Volunteers at Evergreen**

24% increase from 2019

2,122 → **Burial records added to database**

100% increase from 2019



TreeLab

The **TreeLab** program grows native trees and plants to green and beautify Richmond. Plants create healthier places to live and are often missing in the places that need them most. TreeLab strives to help Richmond become a greener, healthier city for all.



MILESTONE: TreeLab expanded its growing operations to the Amelia Street School in the Randolph neighborhood.

Planting Project Highlights



ProtoPath from the Science Museum to Scott's Addition

Beautified a new pedestrian/bike path with native trees to improve green infrastructure in a heat island. Shrubs and perennials to be added in 2020.

Number of trees: **48** | Number of volunteers: **40**



Pine Camp Cultural Arts Center

Multiple planting projects at Pine Camp to reforest portions of the property, change the landscape to mostly native plants, and create more outdoor classroom spaces for children who attend the center.

Number of trees: **195** | Number of shrubs: **20**
Number of perennials: **950** | Number of volunteers: **150**



Moore Street Playground

Partnered with Dominion Energy to beautify a pocket park/playground by adding trees for shade, shrubs, and perennials for flowers.

Number of trees: **2** | Number of shrubs: **7**
Number of perennials: **30** | Number of volunteers: **15**

1,700

Total plants planted

Number of trees planted: **260**

Number of other plants (shrubs, perennials): **~1,440**

1,650

Total plants grown

8

Total planting projects



Projects that served communities in need: **6 (75%)**

215

Total volunteers with TreeLab

2019 Enrichmond Board Members

PRESIDENT

Lesa Williams

Dr. Patricia Brown

Lu Gay Lanier

Marion Cake

John Mitchell

VICE-PRESIDENT

David Young

Tee Clarkson

Michael Wallace

TREASURER

Vicky Steinruck

David Kearney

Beth Weisbrod

Joel Koci



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