

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 three new employees!

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| Alan Delbridge Volunteer Coordinator | Maurice Jackson Farmers Market Manager | Allyson McCune Events and Programming Coordinator |
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Events & Programming

Enrichmond's events and programs, including its popular local festivals, enact Enrichmond's mission by building common experiences around public spaces. Enrichmond primarily activates the 17th Street Market with events and programs meant to celebrate community and provide services, such as healthy food access.

General Info

ONE 275 year old market re-opened
Ice skating rink (RVA on Ice) installed



New Programs in 2018: **16** programs, **1,030** attendees

Programs like yoga, music nights, and outdoor movies activated 3 public spaces in Richmond: Kanawha Plaza, Chimborazo Park and 17th Street Market

Festivals at 17th Street Market

SPECIAL EVENTS



17th STREET FARMERS MARKET **21K** ATTENDEES

Farmers Market - Revived in 2018

11 Total farmers markets and CSAs
7 Total farmers selling at the markets
1,400 Average total attendance

75 Farmers, artisans, and vendors excited to join the farmers market in spring 2019

Partners + Volunteers

Enrichmond's Partners are the backbone of its operations. Volunteer 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.

Partners

89 Enrichmond Partners served
122% Increase in donations to Partners from last year
5 New Partners onboarded in 2018
58% of total finances that Enrichmond stewards for Partners
\$558,953.45 Total amount raised by Partners in 2018

Volunteers

1,922 Total number of volunteers that served with Enrichmond
5,766 Total number of hours served
\$154,240 Estimated total monetary value of volunteer service



1,250 Earth Day of Service - volunteer attendance
5 Number of districts activated with volunteer service on Earth Day

Historic Evergreen Cemetery

Historic Evergreen Cemetery is an African-American cemetery in Richmond's East End. It was largely neglected for many years, but Enrichmond is now its owner and steward. Enrichmond is working to restore Evergreen's grounds and honor its residents and their families.

31 Public engagements (includes class visits, talks, tours of Evergreen, and invited presentations)
25 ExPRT Team members (new this year)
6 Archeological Team members (new this year)
10% Percent of the cemetery now accessible
2K Approximate number of gravesites uncovered
60 Number of donated dumpsters of organic material removed
8 Number of donated dumpsters of trash removed
30 TONS Amount of millings poured to resurface roads

Number of Saturday Volunteer Days at Evergreen
36 (67% of all weekends)

42 Total number of volunteer clean up days at Evergreen



Total number of volunteers at Evergreen: **1,700**

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.

1,750 Approximate total plants put into pots (350 locally sourced via cutting or seed)
200 Total plants put into the ground (largest planting project: 100 trees)



5 Public engagements
2 Horticultural interns