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!

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<thead>
<tr>
<th>Molly Brind’Amour</th>
<th>Kelly Pratt</th>
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<tr>
<td>Partnership VISTA</td>
<td>Family Services Coordinator</td>
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<tr>
<th>Genifer Ross</th>
<th>Jim Shadoian</th>
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<td>Volunteer Manager</td>
<td>Cemeteries Operations Manager</td>
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Volunteers with Enrichmond

- Total number of volunteers that served with Enrichmond (all program areas): 2,849
- Total number of volunteer hours served: 8,332
- Estimated total monetary value of volunteer service: $222,881.00
- Total number of public speaking engagements: 17
- 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
- Amount of public land supported through volunteerism by Enrichmond and its Partners: 646 acres

Approximately 356 acres
Approximately 646 acres
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.

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<th>58</th>
<th>71</th>
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<td>Grant opportunities shared with Partners</td>
<td>Enrichmond Partners served</td>
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<th>14</th>
<th>41%</th>
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<td>New Partners onboarded in 2019</td>
<td>of total finances that Enrichmond stewards for Partners</td>
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**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

**$479,259.00** Total amount raised by Partners in 2019
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.

**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 benefiting Friends of Chimborazo Park.
- **1,000** Attendees at the Harvest Stew & Stout benefiting Friends of Meadow Park

- **Cider Celebration:**
  - Handed over to VA Cider Association

- **New location:**
  - Chimborazo Park
  - Dorey Park
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.

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

VICE-PRESIDENT
David Young

TREASURER
Vicky Steinruck

Dr. Patricia Brown
Marion Cake
Tee Clarkson
David Kearney
Joel Koci

Lu Gay Lanier
John Mitchell
Michael Wallace
Beth Weisbrod