enrichmond
foundation

2020 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.

Many thanks to our partners!

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<th>City of Richmond</th>
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<td>Department of Parks and Recreation and Community Facilities</td>
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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:** Enrichmond was awarded the Lehman Award for Park Foundation Excellence in Volunteer Engagement-Friends Groups by the National Association of Park Foundations (NAPF). This noteworthy award honors Enrichmond’s focus and dedication to volunteerism and community engagement on the national level.

**Service By the Numbers**

- **Onsite volunteers served**: 1,878
- **Remote volunteers served**: 795
- **Total hours dedicated to Enrichmond Projects**: 5,634 total hours
- **Total hours dedicated to Enrichmond Projects**: 1,840 total hours
- **Total volunteers served with the Enrichmond Foundation**: 2,673
- **Total hours served between onsite and remote projects**: 7,474 total hours
- **Enrichmond Partners served**: 81
- **New Partners onboarded in 2020**: 10
- **Grant opportunities shared with Partners**: 65
- **Percentage of total finances that Enrichmond stewards for Partners**: 76%

**Total value of combined service in 2020**

$212,710.00

*Numbers impacted by the effects of the COVID-19 pandemic during 2020*
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.

Martin Luther King Jr. Day
The Martin Luther King Jr. Holiday is an official day of service and celebrates the civil right leader’s life and legacy. Over 500 participants came out to join Enrichmond at East End and Evergreen Cemeteries to volunteer during this national day of service.

Flag and Holder Placement
In 2020, the Enrichmond Foundation held two Veteran Day events with 132 volunteers. Among our attendees were Tuckahoe Sports Inc., Richmond Chapter of Jack and Jill of America Inc., VCU School of Social Work students, St. James Episcopal Church, JROTC, and Mechanicsville Christian Center.

AmeriCorps Service
AmeriCorps NCCC-Traditional Corps team River 1 served with the Enrichmond Foundation in Richmond, Virginia in 2020 during their second round of service. The focus area was Environmental Conservation & Stewardship, their service was performed at Evergreen & East End Cemeteries. The team served 1,423 hours of service that is worth $40,498.58 in volunteer time in Virginia.

Earth Day of Service
We celebrated our Earth Day of Service this year with a virtual event. Thank you to the Virginia Outdoors Fund, Capital Regional Land Conservancy, and City Forest Credits for their participation and support.

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.

As TreeLab moves into 2021 and beyond it will be working toward leading more community greening projects with native plants grown at its own nurseries located within the city. This, alongside fostering and growing partnerships, points toward TreeLab expanding its outreach throughout the community.

MILESTONES:
- In partnership with the James River Association, TreeLab grew, provided, and assisted in planting 60 trees at 6 different schools throughout the city. TreeLab also assisted in plantings at Pine Camp to help beautify the entrance and restore habitat for native wildlife.

Carbon Credits
Carbon credits are permits or certificates equal to at least one tonne of carbon dioxide, representing amounts of carbon sequestered by preserved or planted tree canopy. Powered by accreditation from City Forest Credits, the Evergreen and East End Preservation Projects honors these historic burial grounds’ cultural significance while providing carbon credits for climate action and environmental justice.

MILESTONE:
- This site’s benefits represent a total savings of $42,218 per year and $1,688,735 over 40 years.

https://www.cityforestcredits.org/carbon-credits/carbon-registry/richmond-forest-carbon-offsets/
By the Numbers

- 33% → Percent of Evergreen Cemetery that is now accessible
- 70% → Percent of East End Cemetery that is now accessible
- 3,002 → Total number of gravesites uncovered at Evergreen and East End Cemeteries to date
- 32 → Genealogies completed
- 257 → Total number of digital records added to burial tools

These tools are available to descendants and the public.

Historic Evergreen Master Plan

The Historic Evergreen Cemetery, established in 1891, is the final resting place of thousands of distinguished African Americans whose stories are the cornerstones in the City of Richmond, the Commonwealth of Virginia, and America. Maggie L. Walker, Rev. J. Andrew Bowler, John Mitchell, Jr., and Dr. Sarah Garland Boyd Jones are just some of the extraordinary individuals laid to eternal rest in these sacred grounds.

In 2017, following the acquisition of Historic Evergreen Cemetery, the Enrichmond Foundation held a public workshop led by Stantec in conjunction with the Center for Urban and Regional Analysis (CURA-Virginia Commonwealth University). Enrichmond then created the Executive Planning and Review Team (ExPRT), a group of descendant family members and engaged stakeholders who wish to see Historic Evergreen Cemetery preserved. In early 2019, Enrichmond hired Pond, a multi-disciplinary consulting firm, to develop the master plan led by and collaboratively with the ExPRTs.

With the ExPRT’s and the community’s collective wishes, six priorities emerged, creating the guiding principles for the master plan:

RESTORE: Restore + Protect Gravesites / Cultural Resources

CELEBRATE: Celebrate + Honor African American Legacy of Richmond

SUSTAINABILITY: Protect + Enhance Natural Features for Long-Term Sustainability

REVERENCE: Maintain Sacred Reverence of Historic Evergreen Cemetery

COMMUNITY: Community Stewardship (Connection, Visitor Experience, Education)

CRITICAL: Life Safety Stabilization

The Enrichmond Foundation is honored to serve as stewards of the Historic Evergreen Cemetery and appreciate the leadership of the ExPRTs and the community in developing this plan.
2020 Enrichmond Board Members

**PRESIDENT**
David Young

**VICE-PRESIDENT**
Michael Wallace

**TREASURER**
Vicky Steinruck

Dr. Patricia Brown
Marion Cake
Tee Clarkson
David Kearney
Keith Henderson
Lu Gay Lanier
John Mitchell
Lesa Williams

We prioritize investing in Black-owned and women-owned businesses to help carry out our mission. We’d like to thank the following businesses for their partnership.