

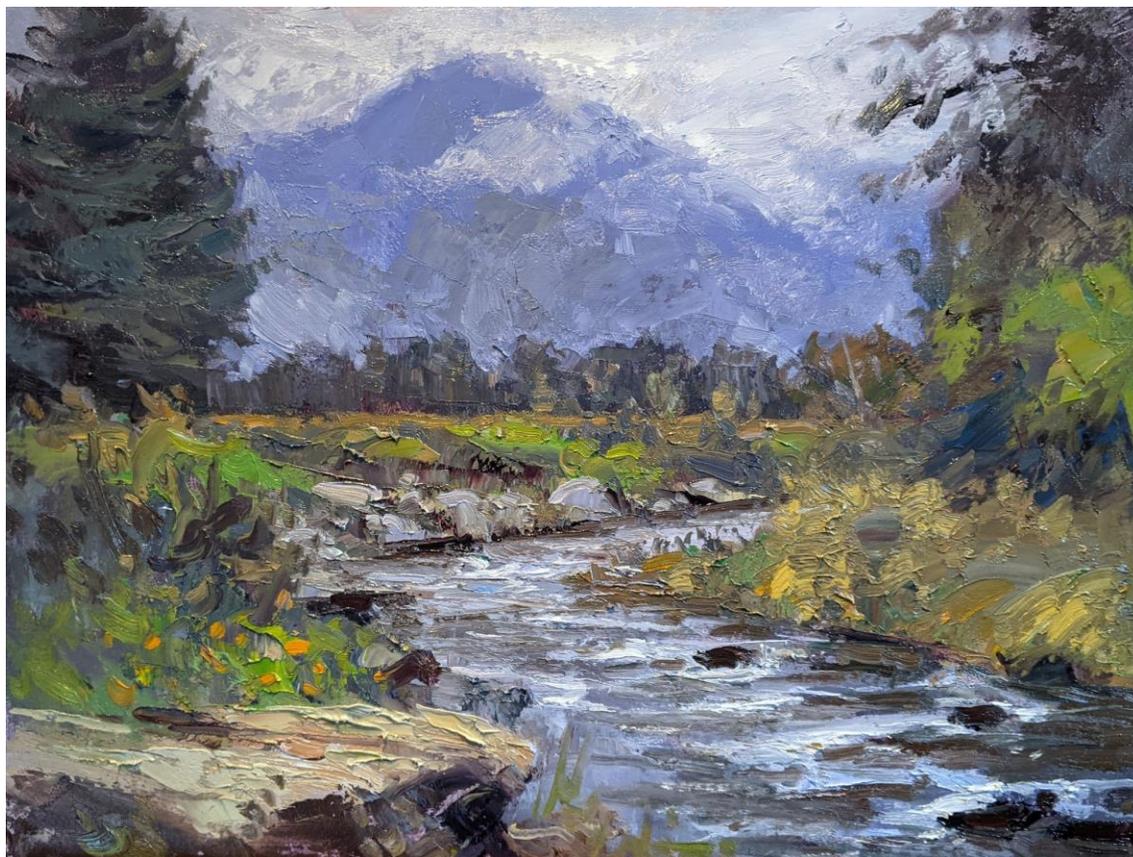


# Rockfish Valley Foundation

Enhancing the *Quality of Life* and Celebrating the *People, Land, and History* of the Rockfish Valley. [www.rockfishvalley.org](http://www.rockfishvalley.org) // [contact@rockfishvalley.org](mailto:contact@rockfishvalley.org)



## ROCKFISH VALLEY FOUNDATION DONOR APPEAL LETTER



*Rockfish River*, 18x24” oil on canvas by Andre Lucero. For Sale. [www.andrelucero.com](http://www.andrelucero.com)

Dear neighbors and members of the Nelson community,

RVF facilities were created for Nelson - RVF needs your help to do better. We are a non-profit foundation based in Nelson County, VA that works hard to preserve the natural, historical, ecological and agricultural resources of the Rockfish Valley. We accomplish this by enriching the lives of our community by presenting the Natural History Center, Rockfish Valley Loop Trail system, Spruce Creek Park (the only public park in Nelson), and the lands associated with them. All that we provide is free of charge and we receive zero government budget support - thus, we are dependent on the community. For more info on the Foundation’s successes in 2021, read below.

- RVF published quarterly newsletters and did our best to circulate them. The latest in part talks about the park and trails refresh work and improvements. It can be found at [rockfishvalley.org/blog/latest-newsletter](http://rockfishvalley.org/blog/latest-newsletter).
- RVF took steps toward having RVF facilities become popular outdoor classrooms. The *StoryWalk* environmental entertainment and education display boxes, in collaboration with Nelson Memorial Library, were installed at Spruce Creek Park. Soon another will be installed at the Rockfish Trails.



- RVF hired Paul Skalleberg as Manager for the EnLit project, which will include the installation of Near Field Communication (NFC) Tags, and Paul is getting the job done. We expect the environmental literacy WiFi trail content modules to be up and running by spring at both the park and trails. EnLit is the new way to learn!
- RVF just finished a fun new event for the community. It was called the RVF Plein Air Paint Out and was a great success! There were 24 artists, a number of related events, and a show and sale of the artwork on the trails. See links ([tinyurl.com/4ezn8vjx](https://tinyurl.com/4ezn8vjx) & [tinyurl.com/btj5248f](https://tinyurl.com/btj5248f)) to a story of the event in the Richmond Times Dispatch and a video undertaken by Alexandre di Montbel with photos by Bill Mauzy. Mark your calendar for November 7th to attend the grand finale with a program featuring artist/writer Steve Doherty. Many art works are now on display for sale in the museum. It is open when flags are flying, mainly Sat. and Sun. 12-4pm.
- RVF began its “high energy” Volunteer Effort to recruit, educate, retain and reward hosts for the Natural History Center and identify volunteers to do tasks to improve the three facilities. The challenge remains to grow staff and revenue. The link to the latest Volunteer Newsletter is here: [tinyurl.com/c98mbvxn](https://tinyurl.com/c98mbvxn).

We did well but we still face the typical challenges that affect growing nonprofits without government budget support or endowments. Our challenge remains growth of revenue and staff. Our new finance committee is making a difference. The capacity building project has started but more funding is needed. Trustee recruitment is supported by the successful refresh of RVF governance documents and the current process of taking our financial management to the next level. Our 990EZ IRS filings are all collected on the website and the goal is for each committee to know at all times where they stand on every budget allocation.

We encourage you to consider donating to the Rockfish Valley Foundation today to ensure we can continue to provide the invaluable resources that are the Natural History Center, Rockfish River Trails, and Spruce Creek Park for years to come. They are Nelson County assets.



RVF begins its 17th year with objectives to build capacity, refresh its Board of Trustees, add staff and become sustainable. It's goal is to increase donors from 300 to 500. There was a turnover of 1000 properties in the resort in the last 12 months and RVF must gain support of many new faces. Please introduce yourself and join our efforts to spread environmental literacy and continue a wonderful outdoor experience for all.

- **How to Donate:** Please visit [rockfishvalley.org/blog/donations](https://rockfishvalley.org/blog/donations) to learn how to donate to RVF and support the 2022 operations budget.
- **Schedule Monthly Paypal Donations:** Visit our website through the link above to join those who have scheduled monthly PayPal donations to RVF.
- **Facebook followers:** Help us grow our Facebook followers from 1512 to 1700 by visiting [facebook.com/RockfishValleyFoundation](https://facebook.com/RockfishValleyFoundation) and following along for more educational and fun content!