



Rockfish Valley Foundation

Enhancing the Quality of Life and Celebrating the People, Land, and History of the Rockfish Valley. www.rockfishvalley.org // contact@rockfishvalley.org



Feb. 2022, Rockfish Valley, Nelson County

Greetings **Friends of RVF from Peter Agelasto, chairman emeritus**

RVF FUND DRIVE PROGRESS REPORT: RVF FUNDING relies on the community- no government support; no endowment. THANK YOU for your important past support. **RVF is behind in total donors compared to last year. Please continue your support of RVF in this fund drive which ends August 31.** Thanks to you, in three years we have doubled revenue and RVF's goal of sustainability is not impossible. If you are one of the approximate 22,000 visitors to RVF's facilities in 2021 please consider lending a hand. We plan to work hard to meet the goal of 500 gifts up from about 300 last year and do the work we have planned in our budget. We are 1/2 way there in the number of gifts. The goal is to exceed 2021 revenue which was the best ever; however our 2022 Budget is still in deficit. RVF's mission is to promote environmental literacy and celebrate the history and culture of our place. RVF has done that by creating three community facilities and seeks to support and promote a healthy outdoors lifestyle - **let the kids eat more dirt**, as we say. Our trails date back to 2005, the Natural History Center to 2012 and Spruce Creek Park to 2017. RVF envisions a time when all appreciate our environment and its natural resources and understand how their actions impact clean air and water. We are the Nature Guys and we remain AS BIG AS ALL OUTDOORS. This year Nelson County will update its Comprehensive Plan; RVF will underscore the importance of our natural resources and elements such as conservation, preservation and outdoor recreation.

RVF Capacity Building Progress: Capacity has been a top priority ever since before Covid. In the 2021 budget, we provided funds to build the RVF team. Our HR committee reviewed applications, resumes and held meetings. On Feb 1, 2022 we started onboarding three part time staff. Thanks to the committee headed by Monica Lawfield with Michael Lachance, Peter Agelasto III, Leslie Wood and Peter Agelasto IV. Below is the photo taken at the onboarding conference held Feb. 1st for the start of the Future of RVF.



Freedom Duff – Operations Manager and Outreach Coordinator

Peter Agelasto IV - Trustee and President

Melissa Luce – In-house Bookkeeper

Eric Caldwell –Capacity Builder, Strategist and RVF Team Developer

Paul Skalleberg – EnLit Project Manager

NOT PICTURED: Jack Dichiara - ground maintenance, social media and communications support

NOT PICTURED: Trustees - including 5 to be recruited and added in next few months

NOT PICTURED: Volunteers - for NHC opening during week and weekend; Volunteers for park and trails

RVF 2021 GOALS AND ACCOMPLISHMENTS:

- **RVF Capacity Builder and Strategist:** HIRED
- **RVF Operations Manager:** HIRED
- **RVF Administrative Assistant:** TO BE HIRED BY SUMMER
- **RVF In-House Bookkeeper:** HIRED
- **RVF Volunteer needs:** REFRESH of VOLUNTEER COMMITTEE, chaired by Freedom, BEGUN
- **RVF Contact Record Management System (CRM):** PROCESS TO FIND BEGUN by Freedom, Jack, Eric, and Peter III
- **RVF Environmental Literacy (ENLIT) Project Manager:** HIRED AND PROCESS WELL UNDERWAY with Paul Skalleberg
- **RVF Grant Writing Support:** STILL NEEDED
- **RVF Marketing Plan:** PROCESS BEGUN by Eric, Freedom, Jack, and Peter III
- **RVF Facility Refresh and repair on Trails and Park:** \$8000 grant spent in 2021. 2022 will seek funding to do the same again.
- **RVF SURPRISE:** *StoryWalk* introduced, installed and operating at Spruce Creek Park and Rockfish Valley Trails OTHER: Jamestown native plant shed beds prepared and planted; kiosk iris beds prepared and planted.

RVF 2022 GOALS:

- Complete EnLit
- Complete Capacity Building Project
- Hire Administrative Assistant
- Hold Spring Grand Opening
- Hold Old Wintergreen Day #4
- Hold Plein Air Paint Out #2
- Continue Improvements of trails, parking, gardens, and playground equipment
- Build education committee and develop plan, capacity, and collaborations
- Celebrate 10 years of the Natural History Center Museum,
- Make significant progress to transition the founders from leadership, responsibility, and tasks.



*The Rockfish Valley Foundation is a 501(c)3 non-profit organization.
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