

2020

Annual Report



Mission

The mission of the Center is to provide, on a non-profit basis, a venue for cultural, recreational, social and educational activities for the residents of the Rockfish Valley, the citizens of Nelson County, Virginia and the surrounding area. The Center will encourage activities promoting and providing opportunities for these residents of all ages to experience physical, social, intellectual and cultural growth and development. To that end, a broad spectrum of activities shall be available, responsive to demand evidenced through member and other resident requests and evidenced by support through participation and volunteer commitment.

Message from Charlie Hickox, President

While 2020 started out on a high with the joyous celebration of our 20th anniversary and the ceremonial burning of the mortgage, the dark clouds of the pandemic soon appeared on the horizon. During March and April RVCC effectively shut down as classes, meetings and get-togethers were cancelled, the Treasure Chest and Taj Mahal shuttered and we worried about paying wages, bills and keeping the lights on.

Gradually over the late spring and summer RVCC recovered, thanks in part to efforts of our membership, governmental loans and generous donors' financial support. The Treasure Chest re-opened safely, the auditorium became a location for food deliveries, meetings continued via Zoom, Trager Brothers kept selling coffee and our annual membership drive exceeded expectations. Work building the outdoor stage continued while planning and grant solicitation continued on relocating and expanding the skate park.

Once again I look forward to the upcoming year with hope and enthusiasm. I'm ever grateful for the advice and support from the staff, other board directors and the membership. All I ask is for everyone to carry on with wearing masks, maintain physical distancing and get the vaccine when it becomes available.

Thank you.

Charlie Hickox



Charlie Hickox
Board President

Rockfish Valley
Community Center, Inc



2020—The Year in Review

A Few Highlights...

- ◆ A terrific 20th Anniversary Party on “leap night,” celebrating the dawn of our third decade and our outright ownership of 190 Rockfish School Lane with the burning of the mortgage;
- ◆ Receipt of two “challenge grants” from the High Point Fund, to provide initial funding of the replacement/relocation of the SK8 ramp and the expansion of our solar power generation capacity;
- ◆ Receipt of a very generous outright grant from the Sahm Family Foundation for the SK8 project, providing more than enough funding to match the High Point Fund challenge grant and moving the project to the top of the list for completion in 2021;
- ◆ Welcoming Lisa Davis, our new part-time Community Engagement and Event Coordinator in the Fall, helping us to manage fundraising events and rentals, and to reach out to untapped sources of membership and facility usage;
- ◆ Receipt of a repayable grant through the EIDL program of the Small Business Administration in April, to help fund operations during the pandemic, and the subsequent forgiveness of the repayment requirement in December;
- ◆ A herculean effort by Treasure Chest staff and volunteers to re-tool procedures and protocols to get re-opened safely at the beginning of summer, and to post some of the best revenue numbers in our history;
- ◆ Receipt of a SBA Paycheck Protection Program loan through UVA Community Credit Union to cover payroll expenses in the early months of the pandemic, and the expected forgiveness of the loan this year, prior to its maturity;
- ◆ Permission from the Community Foundation/Central Blue Ridge and the Schaeleman Foundation for the conversion of restricted funds approved for our Men’s Room and Studio Upgrades project to unrestricted use during the pandemic;
- ◆ An outstanding fundraising effort by our SK8 Nelson Committee, raising more than \$5,000 in donations and merchandise sales to offset our liability insurance premium, despite having to cancel the SK8 Nelson Festival during the summer;
- ◆ An unprecedented outpouring of support from our membership to launch the “Recovery 2021” Annual Fund and Membership Campaign, lifting lagging 2020 revenues enough during November and December to break even in an otherwise dismal year; but most importantly
- ◆ Our survival of one of the most challenging years in our lifetimes, keeping our doors open and continuing to be the place “where community happens” for you and your neighbors in Nelson County!



Programs and Fundraising

While not quite the year of celebration we had hoped for, 2020 has led us to find new ways to connect with our neighbors, and a new understanding of what community truly means.

20th Anniversary Party



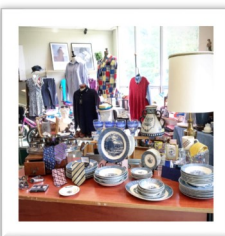
On February 29, 2020, we celebrated RVCC's 20th Anniversary in true community center style: with a community potluck, great music, excellent libations, and of course we had to set something on fire! We had not only made it to the 20-year mark, but we had also just paid off our mortgage, so we cheered our survival and our freedom with an old-fashioned mortgage-burning as well. Our first party of the year turned out to be our last party of the year, as the pandemic drove everyone to stay home and stay safe.

Fresh Food Weekly Pickup



In late March, RVCC launched a "fresh local food" program as a way to address two pandemic-created problems in our community: the high risk of public areas, and the absence of market opportunities for our local farmers at a crucial time in their production schedule. Our weekly food pickup allows our community to order meat, vegetables, fruit, dairy, baked goods and more from our local farmers, and pick up their orders in a safe environment each week. Over the course of the past year the program has included River Oak Farm, Double H Farm, Hindes Harmony Farm, Old Orchard Farm, Little Hat Creek Farm, Caromont Farm, Goodwin Creek Bakery, Gathered Threads, Verdant Acres, Virginia Vinegar Works, and 4P Foods.

The Treasure Chest Thrift Store



The Treasure Chest thrift store has been a source of financial support for RVCC since its opening in 2001. The store performs an essential service for the community: this is a place where people can recycle and find all types of gently used items. In addition to serving shoppers, store staff and volunteers often serve a more quiet service. On a daily basis, people's needs are met whether or not they are able to pay. When items cannot be sold, most of what is culled from the inventory goes to another organization that serves the low-income population of Nelson and elsewhere. The Treasure Chest had to close down for a few months in 2020, but is now back to full operations.

SK8 Nelson



In 2009, Nelson County's first and only skate park opened at RVCC. The SK8 Nelson skate park has always been free and open to the public, but it costs RVCC upwards of \$4000/year in liability insurance premiums and maintenance expenses. In the absence of the annual SK8 Nelson Fundraising Festival in 2020, the SK8 Nelson Committee accomplished what initially seemed like an impossible task: they met and exceeded that fundraising goal through merch sales and individual donations!



RVCC Gains Two New Team Members

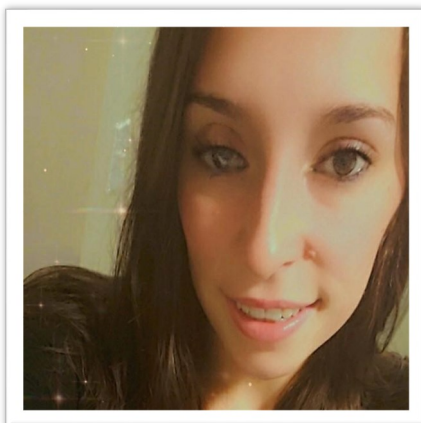
Lisa Davis

Lisa moved to Nelson County in 2008 to be on the opening team at Devils Backbone Brewing Company. She filled roles in the brewery's restaurant, brand marketing team, sales team, and managed merchandise programs. In 2014 she changed employment to a locally owned custom apparel company—High Peak Sportswear. She now works with small businesses to design custom clothing, signage, and merchandise programs. Lisa is currently a special events and catering team member at Blue Mountain Brewery. She also manages monthly distribution for Blue Ridge Life Magazine. In 2015 Lisa and other community volunteers founded a highway cleanup group called Friends of 151 under the VDOT Adopt-A-Highway program. She joined Sara & Stu in the fall of 2020 as the Community Engagement & Event Coordinator at the Center.



Lisa Davis
**Community Engagement &
Event Coordinator**

On Life at RVCC: "The Center has been a resource to me from the beginning of my move to Nelson County. It has been wonderful to learn of all the efforts and responsibilities of the RVCC board, RVCC staff, volunteers, tenants, and members. I am honored to work beside Stu and Sara to provide the best possible community experiences for our members and the public."



Amanda Torres
Treasure Chest Manager

Amanda Torres

As the newly hired Manager I would like to introduce myself. My name is Amanda Torres and I currently reside in Waynesboro, VA with my four children. I was born in Upstate New York and moved to the area just about two years ago now. I am so excited to join the team at the Treasure Chest—coming from a small town, Community means everything to me. So far I have enjoyed getting to know some of our regular customers as well as all of the volunteers. I don't think that I have ever met a more dedicated group anywhere. I have learned in my short time that the volunteers are the backbone to the operation and we would be lost without them.

We are currently working on getting back to pre-covid operations as much as possible. We are back to accepting donations Tues-Sat and beginning April 6th we will go back to regular hours. The store is looking great with some new shelving units in place. We are always running weekly sales and making sure to post as many items as possible onto Facebook!

Working at the Treasure Chest and with the RVCC team has been a wonderful experience. I can't wait to see how we continue to grow. It has been a pleasure to get to know all the staff, volunteers and the customers. We hope that you will come in and see us soon.

Resources & Financial Management

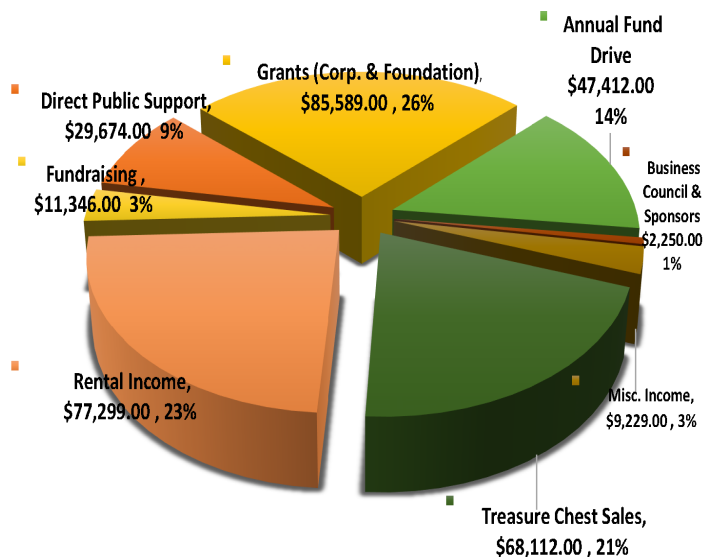
2020 Financial Highlights for RVCC, Inc.

Community Sources of Income for RVCC Operations	
Direct Public Support	\$29,674
Grants (Corp. & Foundation)	\$85,589
Annual Fund Drive	\$47,412
Business Council & Sponsorships	\$2,250
Misc. Revenue & Interest Income	\$9,229
Treasure Chest Sales	\$68,112
Rental Income	\$77,299
Fundraising	\$11,346
Total Income	\$330,911

Condensed Balance Sheet for RVCC, Inc.	
Assets	
Liquid	\$238,867
Fixed	\$337,096
Total Assets	\$575,963
Total Liabilities	
	\$42,714
Equity	
Temporary Restricted Net Assets	\$112,346
Transfer from Unrestricted Fund	(\$65,157)
Unrestricted Funds	\$428,428
Net Income	\$57,632
Total Equity	\$533,249
Total Liabilities and Equity	\$575,963

2020 Revenue for RVCC, Inc

Total: \$330,911



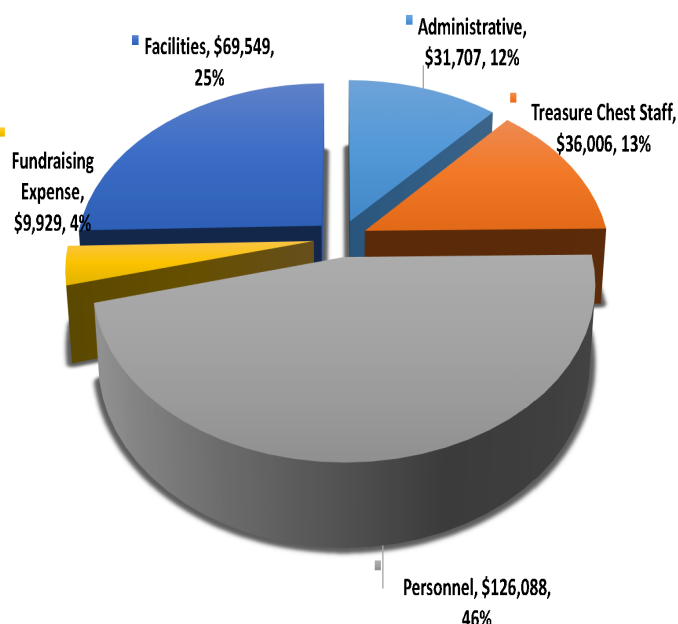
Due to careful management of our expenses, we have more than tripled our end-of-year cash balance (our "rainy day fund") since 2017.

Huge Thanks to Glenn Picou for taking on the challenging job as RVCC's Treasurer this year!

2020 brought us unprecedented support in the form of PPP funding, EIDL funding, and generous gifts from our members, all of which made it possible for RVCC to keep its doors open throughout the pandemic.

2020 Expenses for RVCC, Inc

Total: \$273,279



Leadership

2020 Board of Directors



Charlie Hickox
President



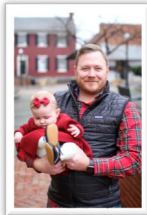
Joe Centofante
Vice President



Glenn Picou
Treasurer



Casey Stillman
Secretary



Mike Bailey
Board Member



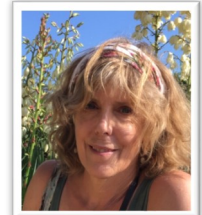
Scott Duncan
Board Member



Mary Cunningham
Board Member



Michael Donegan
Board Member

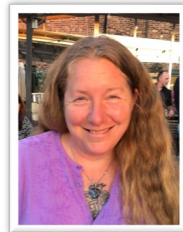


Rebecca L'Abbe
Board Member

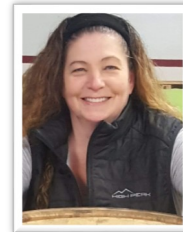
Staff



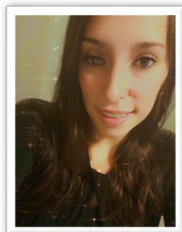
Stu Mills
Executive Director



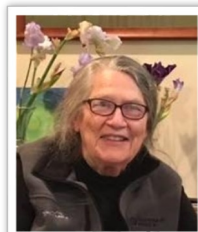
Sara Taylor
Operations Manager



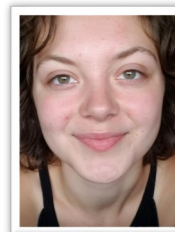
Lisa Davis
Community Engagement &
Event Coordinator



Amanda Torres
Treasure Chest Thrift
Store Manager



Eleanor Massie
Treasure Chest Thrift
Asst. Manager



Hannah Johnson
Treasure Chest Thrift Store
Retail Associate

*2020 Groundskeeping Services provided by Creation Appreciation Landscaping
Security provided by Wayne Flood—Janitorial/Handy Services provided by Lonnie Woodson*

2020 Tenants



**Rockfish Artists
Collective**



Kelly Whalen
Core Fitness Synergy



Susan Gorman
Derby Vixen



Tammy Huffman
Full Circle Salon



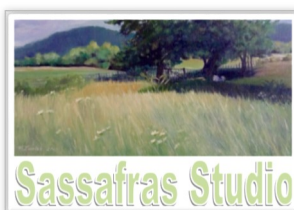
**Dr. Chris
Lowthert, D.C.**
Lowthert Chiropractic



Kathlyn Logan
*Odeene LLC
Artisan Soaps*



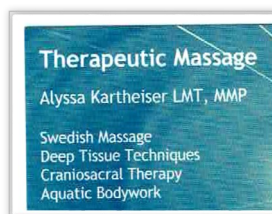
Kathy Bonham
*Rockfish River
Gallery*



Michele Reday Cook
SassafRAS Studio



Malik Ahmed
Taj Mahal Kitchen



Alyssa Kartheiser
Therapeutic Massage



The Trager Family
Trager Brothers Coffee



David Lipscomb
Virginia Rock Shop



**Colin Winter &
LeAnn Buntrock**
WWNFF



Elizabeth Martin
Zero Balancing

Ongoing Instructors

Yoga: Sara Agelasto, Martina Compton, Rebecca L'Abbe, Sandra Pleasants, Agnes Schrider, and Brian Webb.

A Walk Through Western Civilization: Dr. Jeff Mitchiner

Tai Chi: Lee Felton, Blue Ridge Tai Chi

We Need Your Help!

2020 was an unusual year across the board, but for every challenge we faced, an unexpected blessing followed close behind. From new volunteer energy, to unexpected foundation funding, to heart-swelling support from our community, we have seen our faith in our community renewed and rewarded with each new day. Without all of this, we could not have survived the massive setbacks that 2020 brought us. This is why we work so hard to solicit donations, helping hands, and more—so we can continue to be here for our community even when times are hard.

Volunteer and Help Make a Difference

Nearly every aspect of our Community Center requires volunteer help to survive and thrive. Choose your own adventure!

For Whenever We Can All Gather Again...

- ◆ **Pancake Breakfasts** are the most popular social event of the month. Come help us cook or clean up, and get to know your neighbors over an all-you-can-eat breakfast!
- ◆ **Fundraising Events** are a fun, short-term way to help out. We always need bartenders, ticket-takers, and general help with running events.

For Whenever It Works For YOU...

Committees and the RVCC **Board of Directors** offer great ways to help make RVCC into a community center that works *for you*, and forge long-term connections with your community.

- ◆ **Help out at the Treasure Chest Thrift Store** and get a 25% discount on any purchase!
- ◆ **Building & Grounds:** From small repairs to landscaping to large improvement projects, the B&G Committee literally keeps our 80-year-old building up and running!
- ◆ **Development:** From program development to strategic planning, DevComm keeps our organization vibrant & growing.
- ◆ **Music:** The Music Committee plans and runs our House Concert series, and develops music programming at RVCC.
- ◆ **Art:** The Art Committee works with local artists to schedule quarterly art exhibits and artist receptions in the Auditorium.
- ◆ **Public Relations:** The PR Committee helps us promote events, programs, and fundraising activities to increase awareness of our organization and its mission.

Don't see a project that works for you? Bring us your ideas!

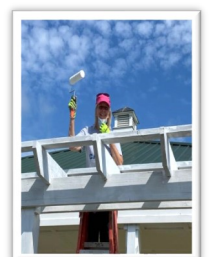
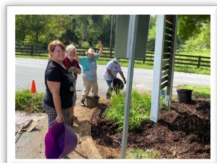
You can make a huge difference without making a huge time investment!

Looking Forward

Every Penny Matters

Here's hoping 2021 brings us all a return to our normal activities—but even in the best of times, we depend on membership dues to keep the grass mowed, the lights on, the bathrooms stocked and cleaned, and more. One of the best ways you can help is by joining, renewing, or upgrading your RVCC membership!

Visit www.rockfishcc.org to join or make a donation!



rockfish
valley
COMMUNITY CENTER
Where Community Happens!



The Rockfish Valley Community Center

190 Rockfish School Ln, Afton 22920

434-361-0100 | www.rockfishcc.org | rockfishcc@gmail.com

Treasure Chest: 434-361-0103