

2022

Annual Report



rockfish
valley



COMMUNITY CENTER

Where Community Happens!

Rockfish Valley Community Center

www.rockfishcc.org

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

2022 was a year in which we accomplished much at RVCC in terms of growing our membership rolls, expanding the number of our hosted events and increasing our income.

With an incredible amount of volunteer support, we pulled off the largest and most costly construction project in our history, namely relocating the skate park and constructing a brand new skate ramp. I personally want to thank S.L. Williamson Inc. for providing grading and asphalt paving at a reduced price, Building Goodness Foundation for project management and labor, our own Building & Grounds Committee for their encouragement and volunteer labor, our SK8 Committee for their leadership and labor and to the random folks who just showed up and pitched in. Individuals to be singled out include landscape architect Jessica Mauzy who contributed design and planning effort, Bobby Ragland and Dakota Marsh, who were there practically every weekend building and managing workers and finally Sara and Stu whose behind the scenes contributions made the entire project possible.

Other high points of the year included the Treasure Chest's continued success, thanks to Ricki and Kyndal and the opening of Rockfish Gallery & Gifts with much help from Elaine Larsson. Additional physical improvement projects such as expanding our solar rooftop panels and rehabbing our playground area are assured to be started in 2023 due to the fund raising activity and grant awards undergone in '22.

Finally I will repeat what I said last year: RVCC will continue to grow and prosper due to the extraordinary efforts of our staff, a committed board of directors, strong committees of volunteers and very generous members and donors. Due to term limits, this is my last year as board president. It has been a pleasure to serve and I plan to continue to contribute time and effort to our community center. Thank you for this opportunity.



Charlie Hickox
Board President
Rockfish Valley
Community Center,
Inc

Charlie Hickox

2022—Celebrating the Magic of Co-Creation

Led by our awesome members and volunteers, RVCC emerged from the Covid-19 morass more focused than ever on our mission of co-creating community here in the Rockfish.

A Few Highlights...

- The rebirth of the Rockfish River Gallery as “Rockfish Gallery & Gifts” under RVCC’s management, a labor of love for our local artists, art-loving volunteers and staff - and a perfect archetype of our long-standing “Co-Creation” approach to community-building;
- A heartwarming outpouring of support from our membership in completing our greatest Annual Fund and Membership campaign ever, swelling our ranks to over 800 members by year’s end, and raising record (and much-needed) unrestricted revenues to help offset shortfalls in fundraising and rental income;
- Another record-setting year for the Treasure Chest, led by manager Ricki Shepherd and assistant Kyndal Steele and their phenomenal team of volunteers;
- The return of an active, post-pandemic class schedule, with the yoga room filling back up, exercise classes in full swing and a host of new classes including dog training, dancing, cooking, star-gazing and more;
- A hearty “Welcome Aboard” to new tenants EzPz Kitchen and Patrick Farley, keeping our streak of 100% lease occupancy alive for the eighth straight year;
- Completion of RVCC’s amazing new skate park – the largest infrastructure improvement in our history, including a 9,000 square foot paved skate pad, new parking lot, brand-new three-section skate ramp & paved skate path – yet another shining example of our co-creation process, and thanks to our foundation partners, individual donors, and volunteer labor provided by our skaters, B&G committee and the awesome Building Goodness Foundation;
- The addition of Elaine Larsson to our team, bringing her business acumen to bear on the operation of the Gallery & Gift shop;
- Completion of fundraising for our very successful “Rock & Sol Revival” fundraising effort, which will place 66 more photovoltaic cells on our East roof and boost our energy production to almost 45% of our total consumption, saving money and further reducing our carbon footprint on the planet;
- The launch of our major fundraising effort for “Play it Up!” – our playground expansion and improvement project that will double the current playground footprint and add a new kids’ play area in the recently-completed skate park; and
- Thanks and welcome back to Mike Bailey and Michael Donegan, Board members returning for their second 3-year terms, and to Cheryl Klueh, returning to the Board after a hiatus of four years.



Programs and Fundraising

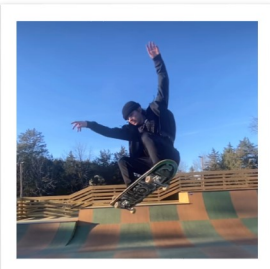
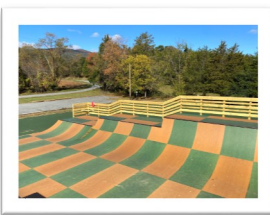
After a rough start to the decade, 2022 brought on RVCC’s version of the “roaring twenties,” with unprecedented accomplishments in fundraising, infrastructure improvements, and goals set for the coming years.

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. When items cannot be sold, most of what is culled from the inventory goes families in need, or to another organization that serves the low-income population of Nelson and elsewhere. 2022 continued the thrift store’s record-smashing trends in sales and donations.

SK8 Nelson



In 2009, Nelson County’s first and only skate park opened at RVCC. The SK8 Nelson skate park is unquestionably the most-utilized of all of our recreational facilities, frequented by folks of all ages: from kids just learning how to balance on a board to teens and adults perfecting their skills. The SK8 Nelson park quickly became so popular that it simply was not big enough to accommodate all those who wish to use it on a daily basis, or to add new features. In 2021, we launched the largest fundraising effort in RVCC history, with the goal of raising well over \$150,000 to relocate and expand the skate park. In 2022, thanks to the amazing donations from community foundations and local donors, and countless volunteer hours contributed by the skating community and the Building Goodness Foundation, we were able to complete the new 10,000sf skate park. The grand opening is scheduled for April 22, 2023, and the annual SK8 Nelson Festival will be held at the new park on July 22, 2023.

Play It Up!



2022 also marked the beginning of planning for a significant upgrade and expansion to our playground. Guided by input from community members, our playground planning committee, industry professionals and the design expertise of LPDA’s Jessica Mauzy, we are now ready to launch our “Play It Up!” fundraising campaign. By the end of 2023, we hope to have completed the construction of an expanded, more accessible play area based around the existing playground, and add a new play area next to the new skate park.



Programs & Fundraising — *continued*

Rockfish Gallery & Gifts



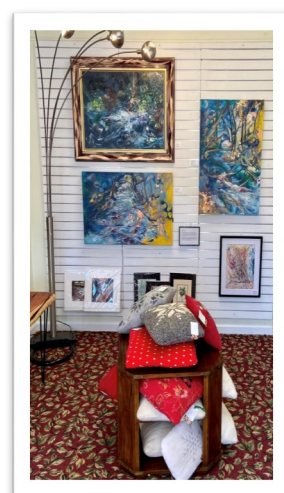
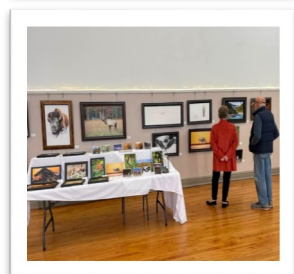
In 2014, Kathy Bonham opened the Rockfish River Gallery at RVCC in order to continue the 22-year legacy begun by the Valley Green Gallery in Nellysford. Under Kathy's stewardship, the gallery showcased and supported hundreds of Virginia-based artists. By the time Kathy retired in 2022, the gallery had become a crucial means of support for local artisans.

One of the pillars of RVCC's mission is to meet the cultural needs of our community, so we undertook saving the gallery from closing because of our fervent desire to support the terrific artists and artisans who show & sell their work here – and to further our core mission of meeting the cultural needs and desires of our membership and our larger community.

Adopting the newly-named Rockfish Gallery & Gifts as an arts program at RVCC quickly became one of the most challenging and rewarding projects we've ever undertaken.

A phenomenal team of volunteers, led by Elaine Larsson as our interim Gallery Manager, stepped up to the task and transformed the gallery into something truly magical. Under their guidance, the Gallery's first 8 months have produced levels of sales and artist engagement that far exceeded our initial expectations. Our goal in 2023 is to build on that momentum by seeking out additional sources of funding, and increasing community engagement through special exhibits and events throughout the year. Our hope is to eventually reach a point where the Gallery, like the Treasure Chest, can become self-sustaining.

Huge thanks—and our deepest gratitude—go out to Elaine Larsson, Linda Williams, Jean Shipman, Laurie Noto-Estep, Sharon Horton, Kat Cummings, Hazel Heeren, Mary Cunningham, Mae Stoll, and all the supporting volunteers and artists for their vision, passion, enthusiasm and countless hours of labor that make Rockfish Gallery & Gifts such a gorgeous and inspirational place here at RVCC.



Resources & Financial Management

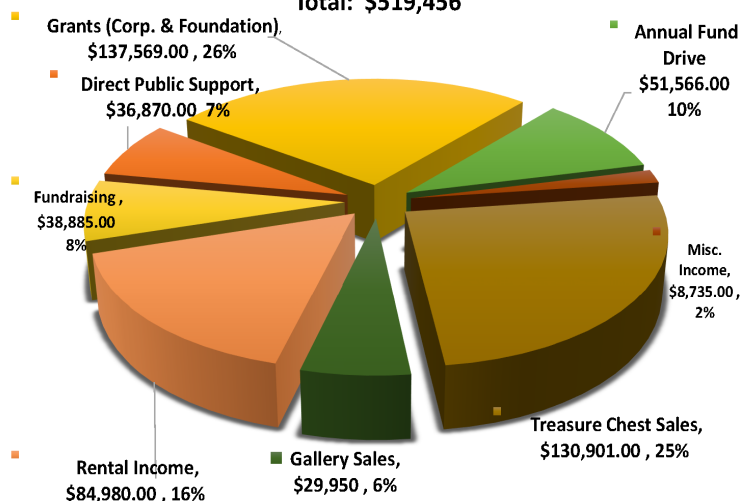
2022 Financial Highlights for RVCC, Inc.

Community Sources of Income for RVCC Operations	
Direct Public Support	\$36,870
Grants (Corp. & Foundation)	\$137,569
Annual Fund Drive	\$51,566
Misc. Revenue & Interest Income	\$8,735
Gallery Sales	\$29,950
Treasure Chest Sales	\$130,901
Rental Income	\$84,980
Fundraising	\$38,885
Total Income	\$519,456

Condensed Balance Sheet for RVCC, Inc.	
Assets	
Liquid	\$342,125
Fixed	\$496,795
Other Long Term Assets	\$49,028
Total Assets	\$887,948
Total Liabilities	
	\$18,224
Equity	
Legacy Fund	\$60,000
Temporary Restricted Net Assets	\$57,008
Unrestricted Funds	\$599,901
Net Income/Other Equity	\$152,815
Total Equity	\$869,724
Total Liabilities and Equity	\$887,948

2022 Revenue for RVCC, Inc

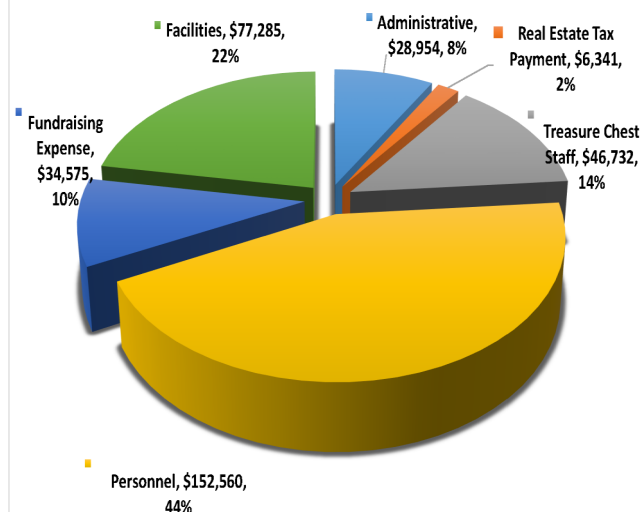
Total: \$519,456



2022 brought us unprecedented income from memberships, Treasure Chest sales, and fundraising efforts.

2022 Expenses for RVCC, Inc

Total: \$346,447



Due to careful management of our expenses, we have been able to create a Legacy Fund—for the first time in our history, we can start planning for the long-term well-being of our community center.

Huge Thanks to Cheryl Klueh for tackling the challenging job as RVCC's Treasurer this year!

Leadership

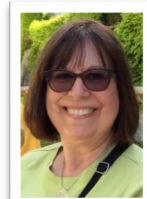
2022 Board of Directors



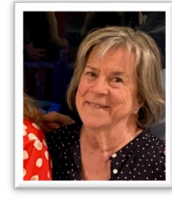
Charlie Hickox
President



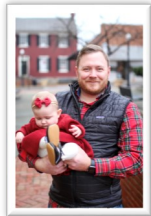
Bob Yoder
Vice President



Cheryl Klueh
Treasurer



Mary Cunningham
Secretary



Mike Bailey
Board Member



Arlo Bloom
Board Member



Michael Donegan
Board Member



Tom Harvey
Board Member



Tori Jenkins
Board Member



Rebecca L'Abbe
Board Member

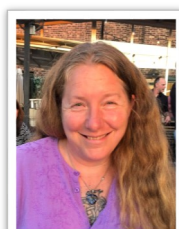


Glenn Picou
Board Member

Staff



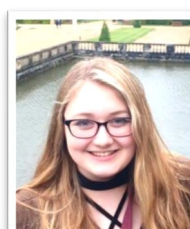
Stu Mills
Executive Director



Sara Taylor
Operations Manager



Ricki Shepherd
Treasure Chest Thrift
Store Manager



Kyndal Steele
Treasure Chest Thrift
Store Asst. Manager



Elaine Larsson
Gallery Manager

*2022 Groundskeeping Services provided by Creation Appreciation Landscaping
Security provided by Wayne Flood—Janitorial/Handy Services provided by Lonnie Woodson*

2022 Tenants



**Rockfish Artists
Collective**



Kathy Bonham
*Rockfish River
Gallery*



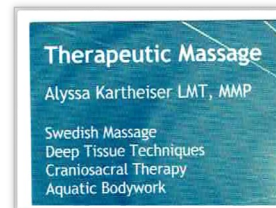
Susan Gorman
Derby Vixen



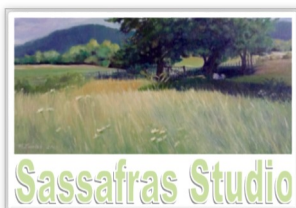
**Tammy Huffman &
Kathleen Young**
Full Circle Salon



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



Alyssa Kartheiser
Therapeutic Massage



Michele Reday Cook
Sassafras Studio



**The Ahmed
Family**
*Taj Mahal Kitchen &
Variety Distributors
LLC*



The Trager Family
Trager Brothers Coffee



David Lipscomb
Virginia Rock Shop

ATTICANA
Antique & Vintage Flags
Colin Winter



**The American Chestnut
Foundation—Virginia
Chapter**

Ongoing Class Instructors

Yoga: *Rebecca L'Abbe, Agnes Schrider, and Brian Webb.*

Tai Chi: *Lee Felton, Blue Ridge Tai Chi*

Fitness: *Linda Baker*

Dance: *Melinda Tremblay*

Dog Training: *Melissa Hays*

We Need Your Help!

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 setbacks that 2020-21 brought us, much less pull off such amazing accomplishments in 2022. This is why we work so hard to solicit donations, helping hands, and more—so we can continue to be here for our community when times hard, and continue to become a lasting, vibrant, and evolving expression of community for future generations.



Volunteer and Help Make a Difference

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

Fun Projects!

- ◆ **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!
- ◆ **Rockfish Gallery & Gifts:** For those interested in the arts, the Gallery provides wonderful opportunities to engage with other artists and help develop arts events, exhibits, and programming at RVCC.
- ◆ **Continuing Education:** Our community is hungry for the social and intellectual opportunities that educational programming provides. If you'd like to host a presentation or teach a class, get in touch with us!
- ◆ **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 2023 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!

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COMMUNITY CENTER
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The Rockfish Valley Community Center

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

Treasure Chest: 434-361-0103