

# 2023

## Annual Report



Ken Wyner Photography



# 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 Cheryl Klueh, President

I find it hard to believe that a year has passed since I became president of the RVCC Board. So many goals have been reached or exceeded and jobs accomplished in 2023. Our total membership is the largest ever! We have added new programs and classes, short-term rentals have rebounded from covid. It is all thanks to Stu Mills as Executive Director and Sara Taylor as Operational Manager who go above and beyond when need be. It is also because of our incredible volunteers on the Board, Building & Grounds, Treasure Chest, the Gallery, Recreation Committee, Landscaping Crew, Pancake Breakfast and any event that needs workers. You make RVCC the vibrant community center it is and we could not do it without you! I also want to acknowledge two board members, Glenn Piccou and Rebecca L'Abbe, who left the board at the end of 2023. They will be missed.



**Cheryl Klueh**  
Board President  
Rockfish Valley  
Community Center,  
Inc

With all that has been accomplished this past year and all that is in the works I look forward to 2024 with great anticipation and thank you all profusely for your support of RVCC.

A handwritten signature in cursive script that reads "Cheryl Klueh".

Cheryl Klueh  
Board President



## 2023—Making the Leap from Surviving to Thriving!

Following a resurgence of activity and growth in 2022, RVCC continued its march toward our goal of long-term sustainability and expanded its role as the center of our thriving community this year. Some highlights:

- ◆ An astounding outpouring of support from our membership in completing our greatest Annual Fund and Membership campaign ever, swelling our ranks to over 800 members and raising unrestricted revenues to help recoup shortfalls in fundraising and rental income during the pandemic;
- ◆ Another record-smashing year for the Treasure Chest thrift store, 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 and events, including the sponsorship of three new “Micro Books & Brews” events celebrating the work of local authors;
- ◆ A hearty “Welcome Aboard” to our new kitchen tenant “Coquito Kitchen”, keeping our streak of 100% lease occupancy alive for the ninth straight year;
- ◆ The inauguration of RVCC’s amazing new skate park – our largest infrastructure project to date – with a highly-successful “SK8 Nelson Festival” that raised enough funds to cover our ever-increasing insurance costs;
- ◆ The purchase of a new electronic sign for the front of the building, which will provide information to the public about our programs, events, tenants and facilities;
- ◆ Our first annual “Summer Sunset” party – a season-ending celebration of our devoted and irreplaceable volunteer corps with food, drink, entertainment and heartfelt thanks;
- ◆ A new “Rock Hall of Frames” in the West hallway, featuring repurposed window sashes from our “Windows ‘16” replacement project, and highlighting the many capital projects that have maintained and improved RVCC over the years;
- ◆ A busy and successful year for our Rockfish Gallery & Gifts store, which supports over 40 local artists by displaying and selling their beautiful and creative arts & crafts to our members and guests;
- ◆ Installation of 66 more photovoltaic panels on our East roof to complete our “Rock & Sol Revival” project, boosting our energy production to over 50% of our total consumption, helping to offset recent hikes in electricity prices, and further reducing our carbon footprint on the planet;
- ◆ The triumphant completion of our 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 in early 2024; and
- ◆ The formation of our new Recreation Committee, composed of both RVCC members and other community stakeholders, which is empowered to plan the evolution of our outdoor athletic and entertainment spaces and to guide their use.



# Programs and Fundraising

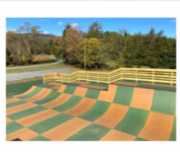
After a rough start to the decade, 2023 continued RVCC's streak of our "roaring twenties," with unprecedented accomplishments in fundraising, infrastructure improvements, and goals set for the coming years.

## The Treasure Chest Thrift Store



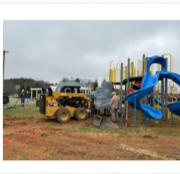
The Treasure Chest thrift store has been a source of financial support for RVCC since its opening in 2001. The store performs an essential service for the community: this is a place where people can recycle and find all types of gently used items. When items cannot be sold, most of what is culled from the inventory goes families in need, or to another organization that serves the low-income population of Nelson and elsewhere. 2023 continued the thrift store's record-smashing trends in sales and donations, thanks to the stellar efforts of the staff and volunteers. 2023 also marked the introduction of a monthly 50% Off Sale, held on the first Saturday of each month.

## SK8 Nelson



The official grand opening of our new 10,000sf skate park was held on April 23, 2023, and the annual SK8 Nelson Festival was held at the new park on July 22, 2023. Thanks to the phenomenal efforts of the SK8 Nelson Committee, RVCC raised enough funding to cover not only the 2023 insurance premium, but also a sizeable portion of the 2024 costs!

## Play It Up!



2023 also marked the completion of fundraising 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 launched our "Play It Up!" fundraising campaign early this year. By the spring of 2024, we will have completed the construction of an expanded, more accessible play area based around the existing playground, and will soon add a new play area next to the new skate park.

## Events, Parties, and Fun!



2023 brought a significant increase in the use of our facility for festivals, weddings, quinceaneras, baby and bridal showers, birthday parties, and more! We also saw an increase in the number of people using our recreational facilities: kids playing soccer, kickball and softball; families riding scooters or bikes, and skating along the new paved path; folks bringing their dogs out for playdates, and frequent pickleball players on the basketball court.



# Programs & Fundraising — *continued*

## Rockfish Gallery & Gifts

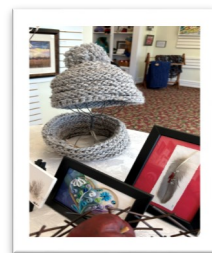


In 2014, Kathy Bonham opened the Rockfish River Gallery at RVCC in order to continue the 22-year legacy begun by the Valley Green Gallery in Nellysford. Under Kathy's stewardship, the gallery showcased and supported hundreds of Virginia-based artists. By the time Kathy retired in 2022, the gallery had 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 stepped up to the task and transformed the gallery into something truly magical. Under their guidance, the Gallery's first full year produced levels of sales and artist engagement that far exceeded our initial expectations. Our hope is to eventually reach a point where the Gallery, like the Treasure Chest, can become self-sustaining.

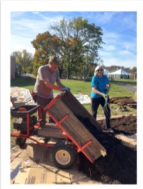
Huge thanks—and our deepest gratitude—go out to Linda Williams, Jean Shipman, Kat Cummings, Mae Stoll, Hazel Heeren, Virginia Dawnsir, Cynthia McGrath, Laurie Noto-Estep, Corinne McVeigh, Sharon Nugent, and all the supporting volunteers and artists for their vision, passion, enthusiasm and countless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



## Mallory Creek Wildflower Garden



In early 2023, the Master Gardeners of Nelson County broke ground on a smaller, more manageable version of the original Mallory Creek Wildflower Meadow. The big meadow was spectacular for the first couple of years, but quickly became too large a project for either the Master Gardener volunteers or RVCC's volunteers to maintain.



The new garden is located alongside the new paved walkway on our grounds, near the Nectarshare beehive. The garden will provide much-needed food for the bees, and will include a lovely selection of native plants and flowers.

The site preparation has been completed, and we look forward to planting in early 2024.

# Resources & Financial Management

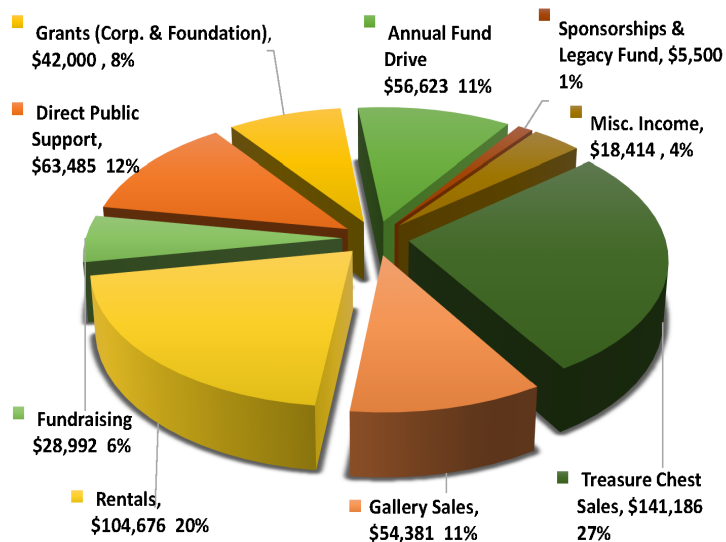
## 2023 Financial Highlights for RVCC, Inc.

Community Sources of Income for RVCC Operations	
Direct Public Support	\$63,485
Grants (Corp. & Foundation)	\$42,000
Annual Fund Drive	\$56,623
Sponsorships	\$550
Legacy Fund Contributions	\$5,000
Misc. Revenue & Interest Income	\$18,414
Gallery Sales	\$54,381
Treasure Chest Sales	\$141,186
Rental Income	\$104,676
Fundraising	\$28,992
<b>Total Income</b>	<b>\$515,307</b>

Condensed Balance Sheet for RVCC, Inc.	
<b>Assets</b>	
Liquid	\$333,653
Fixed	\$618,272
Other Long Term Assets	\$59,960
<b>Total Assets</b>	<b>\$1,011,885</b>
<b>Total Liabilities</b> \$12,711	
<b>Equity</b>	
Legacy Fund	\$59,960
Temporary Restricted Net Assets	\$68,085
Unrestricted Funds	\$748,409
Net Income/Other Equity	\$122,720
<b>Total Equity</b>	<b>\$999,174</b>
<b>Total Liabilities and Equity</b>	<b>\$1,011,885</b>

### 2023 Revenue for RVCC, Inc

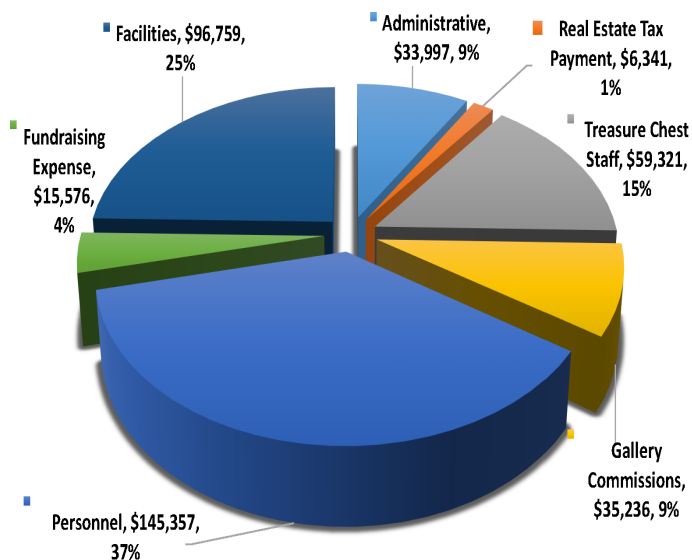
Total: \$515,307



*2023 brought us unprecedented income from memberships, Treasure Chest sales, and fundraising efforts.*

### 2023 Expenses for RVCC, Inc

Total: \$392,587

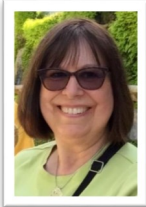


*Due to careful management of our expenses, we have been able to create a Legacy Fund—for the first time in our history, we can start planning for the long-term well-being of our*

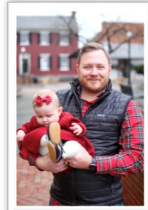
**Huge Thanks to Donna McCurdy for tackling the challenging job as RVCC's Treasurer this year!**

# Leadership

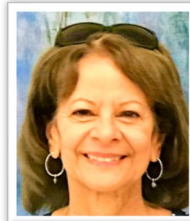
## 2023 Board of Directors



**Cheryl Klueh**  
President



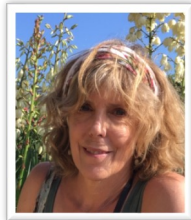
**Mike Bailey**  
Vice President



**Donna McCurdy**  
Treasurer



**Mary Cunningham**  
Secretary



**Rebecca L'Abbe**  
Director



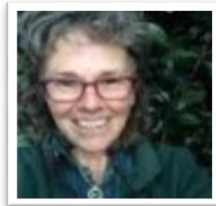
**Arlo Bloom**  
Director



**Charlie Hickox**  
Director



**Tom Harvey**  
Director



**Tori Jenkins**  
Director



**Don Bourret**  
Director

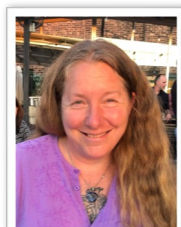


**Glenn Picou**  
Director

## Staff



**Stu Mills**  
Executive Director



**Sara Taylor**  
Operations Manager



**Ricki Shepherd**  
Treasure Chest Thrift  
Store Manager



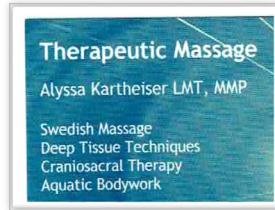
**Kyndal Steele**  
Treasure Chest Thrift  
Store Asst. Manager

***2023 Groundskeeping Services provided by Creation Appreciation Landscaping  
Security provided by Wayne Flood—Janitorial/Handy Services provided by Ashley Aldridge***

## 2023 Tenants



**Rockfish Artists  
Collective**



**Alyssa Kartheiser**  
*Therapeutic Massage*



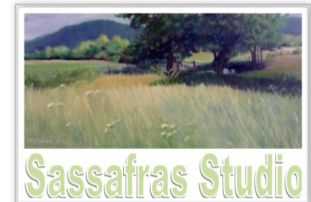
**Susan Gorman**  
*Rockfish Laser Arts*



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



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



**Michele Reday Cook**  
*Sassafras Studio*



**David Lipscomb**  
*Virginia Rock Shop*



**Anita Olinga &  
Amy Archie**  
*EzPz Handcrafted &  
Homemade*



**The Trager Family**  
*Trager Brothers Coffee*



**Antique & Vintage Flags**  
**Colin Winter**



**Patrick Farley**  
**Architect**



**Laurie Estep**  
Certified Reiki Practitioner  
919-413-8093  
Angel.mommie@hotmail.com

## 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, JoAnne Agnone*

**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 pulled off such amazing accomplishments in 2023. 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 are 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!

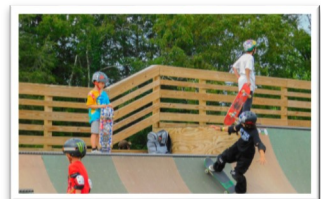
**Don't see a project that works for you? Bring us your ideas!  
You can make a huge difference without making a huge time investment!**

## Looking Forward

### Every Penny Matters

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](http://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](http://www.rockfishcc.org) | [rockfishcc@gmail.com](mailto:rockfishcc@gmail.com)**

**Treasure Chest: 434-361-0103**