

2024

Annual Report



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.

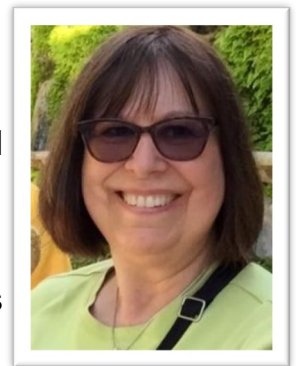
Message from Cheryl Klueh, President

Amazingly, another year has passed since I became president of the RVCC Board. This year we celebrate 25 years of building community with our many accomplishments listed in the “2024 Year in Review.” I am excited to point out the “RVCC Gateway Scholarship” which was established by the Board in 2024 for education beyond high school. We will grant our first \$5000 scholarship this spring.

We owe everything to our great staff, donors and volunteers. Many thanks to Stu Mills as Executive Director and Sara Taylor as Operational Manager. They are amazing. Thanks to our donors who continue to give so generously to projects and to keeping the lights on now and into the future! The Legacy Fund is growing and insures RVCC’s continued success. I must also thank our incredible volunteers on the Board of Directors, at the Treasure Chest, the Rockfish Gallery, Building & Grounds and Recreation committees, SK8 Nelson, the Pancake Breakfast, and any event that needs workers. RVCC works as such a vibrant community center because of you!

With all that has been accomplished this past year, and all that is in the works, I look forward this year to both celebrating the past and anticipating the next 25 years.

Thank you all profusely for your support of RVCC.



Cheryl Klueh
Board President
Rockfish Valley
Community Center,
Inc

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

Cheryl Klueh
Board President



2024 – Proving that Community is Worth the Effort!

Following up on a terrific 2023, our members and volunteers once again renewed their commitments to the Rock with outpourings of time and treasure, allowing us to cement our place at the center of our community. Some highlights:

- The inauguration of RVCC’s amazing new James M. Cowley Community Playground, one of our largest infrastructure projects to date. Thanks to generous donations from foundations, individuals and local businesses, and momentous gifts of professional and volunteer labor, the Rock is hearing the praise of a whole new generation of young parents and enjoying the laughter of their kids;
- An astounding outpouring of support from our membership in completing our greatest Annual Fund and Membership campaign ever, swelling our ranks to almost 900 members and raising unrestricted revenues to help offset spiraling operating costs and diminished rental income;
- A hearty welcome to Lyla Marnet, our new Community Outreach and Event Director, who made a measurable impact by generating and coordinating both internal and outside events;
- Another record-smashing sales year for the Treasure Chest thrift store, led by manager Ricki Shepherd and her staff & volunteers;
- The expansion of an active class and practice schedule, with growth in yoga and T’ai Chi, exercise, dance, song-writing and meditation classes, plus chess playing, music, soccer, and pickleball practice in full swing;
- A “full house” of business tenants, stretching our streak to 10 straight years, and with no turnover in occupancy for the first time in recent memory;
- The debut of a new electronic sign for the front of the building, which now greets the public and informs them about our programs, events, tenants and facilities;
- A busy and successful year for our Rockfish Gallery & Gifts store, led by an all-volunteer Steering Committee and operated entirely by volunteer staff, supporting over 40 local artists by displaying and selling their beautiful and creative arts & crafts, and breathing new life into our cultural mission for our members and guests;
- Receipt of a rebate of 30% of our Rock & Sol Revival solar investment from 2023, through the federal Inflation Reduction Act, enabling us to gear up for another solar array expansion in 2025 that will bring our electrical generation to nearly 60% of our total consumption; and
- The launch of our fundraising campaign for our “Path to Pickleball” project, which will put the finishing touch on our multi-year recreation expansion effort by completing the 1/3-mile paved walking circuit around our recreational fields, introducing a new exercise station and providing two new dedicated pickleball courts for public to use free of charge.



Programs and Fundraising

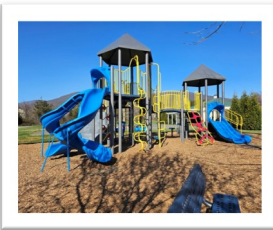
2024 continued RVCC's streak of our "roaring twenties," with unprecedented accomplishments in fundraising, infrastructure improvements, and goals set for the coming years.

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 to families in need, or to another organization that serves the low-income population of Nelson and elsewhere. 2024 continued the thrift store's record-smashing trends in sales and donations, thanks to the stellar efforts of the staff and volunteers. The store's monthly 50% Off Sale, held on the first Saturday of each month, regularly sees folks lined up waiting for the store to open, and has done wonders to help the Treasure Chest manage inventory and increase sales.

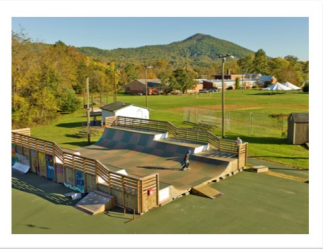
The James M. Cowley Community Playground



In April of 2024, we completed the installation of the new James M. Cowley Community Playground. Thanks to the efforts of Candy Baker Dowell leading the playground committee through the design and fundraising process, the playground became a reality faster than we ever could have imagined! Huge thanks go out to Tectonics Builders, Creation Appreciation Landscaping, and the countless volunteers who helped with the installation and mulch-spreading.

The new playground was made possible thanks to generous donations from the Sahm Family foundation, the Perry foundation, the Schaeneman foundation, the Dunlop family, the BamaWorks fund of the Dave Matthews Band, the Nelson County Community Fund, the Community Foundation of the Central Blue Ridge, and donations of over \$35,000 from our local community!

SK8 Nelson



Thanks to the phenomenal efforts of the SK8 Nelson Committee, RVCC continues to successfully support Nelson's only skate park. Our annual fundraising festival brings in the funds needed to cover the park's insurance, and members of the community regularly teach skateboarding lessons at the park. The SK8 Nelson committee also recently secured the donation of a new quarter-pipe valued at \$1800!



Programs & Fundraising — *continued*

Rockfish Gallery & Gifts

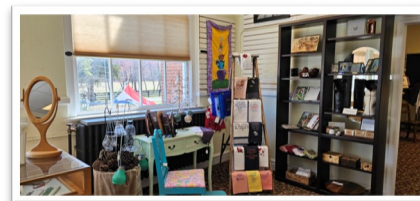
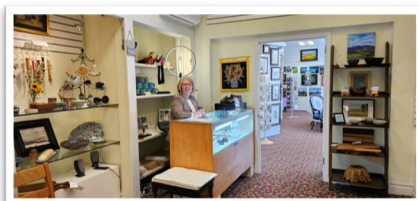


One of the pillars of RVCC's mission is to meet the cultural needs of our community. When the original owner retired in 2022, RVCC adopted the gallery to support the terrific artists and artisans who show & sell their work here – and to further our core mission of meeting the cultural needs and desires of our membership and our larger community. The gallery continues to be a crucial means of support for local artisans.

Under the guidance of a phenomenal team of volunteers, the Gallery's sales and artist engagement have 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 Dawnswir, Darci Oberly, Cynthia McGrath, Laurie No-to-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.

If you would like to join the Gallery's team of volunteers, please let us know!



Mallory Creek Wildflower Garden

In 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 Nectar-share beehive. The garden will provide much-needed food for the bees, and will include a lovely selection of native plants and flowers.

In 2024, the project was completed, and we eagerly await the first blooms of 2025!



Resources & Financial Management

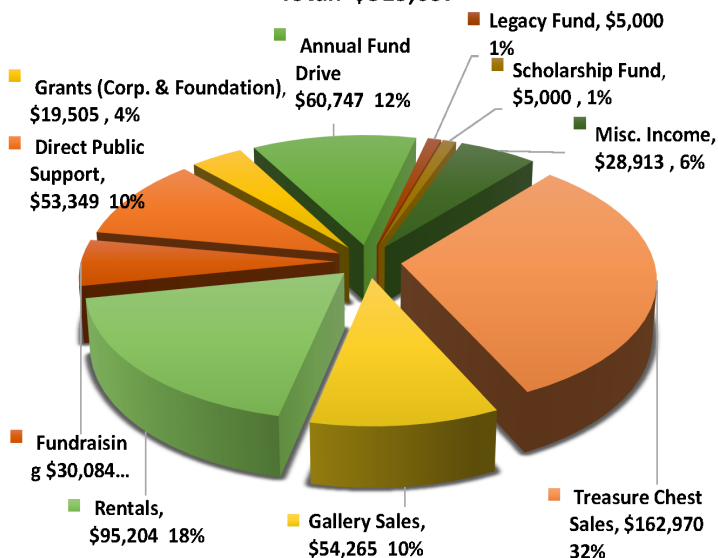
2024 Financial Highlights for RVCC, Inc.

Community Sources of Income for RVCC Operations	
Direct Public Support	\$53,349
Grants (Corp. & Foundation)	\$19,505
Annual Fund Drive	\$60,747
Scholarship Fund	\$5,000
Legacy Fund Contributions	\$5,000
Misc. Revenue & Interest Income	\$28,913
Gallery Sales	\$54,265
Treasure Chest Sales	\$162,970
Rental Income	\$95,204
Fundraising	\$30,084
Total Income	\$515,037

Condensed Balance Sheet for RVCC, Inc.	
Assets	
Liquid	\$440,595
Fixed	\$606,672
Legacy Fund	\$69,600
Total Assets	\$1,116,867
Total Liabilities & Equity	
Total Liabilities	\$18,222
Legacy Fund	\$69,600
Temporary Restricted Net Assets	\$88,339
Unrestricted Funds	\$846,310
Net Income/Other Equity	\$94,396
Total Equity	\$1,098,645
Total Liabilities and Equity	\$1,116,867

2024 Revenue for RVCC, Inc

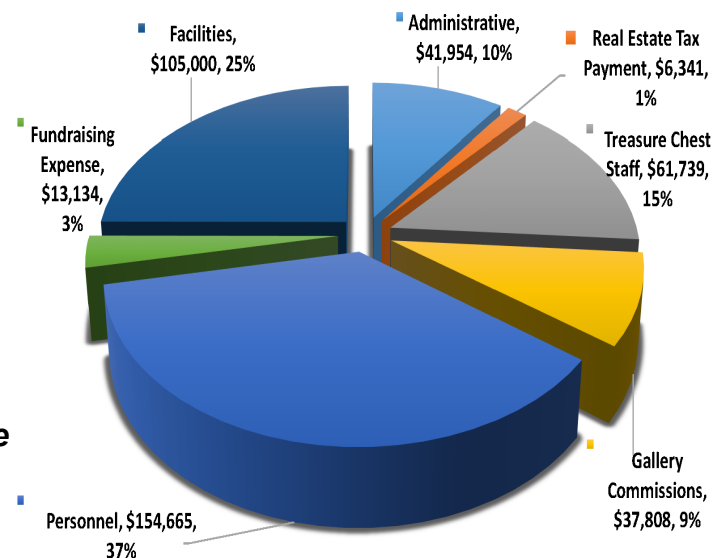
Total: \$515,037



2024 brought us unprecedented income from memberships, Treasure Chest sales, and fundraising efforts.

2024 Expenses for RVCC, Inc

Total: \$420,641

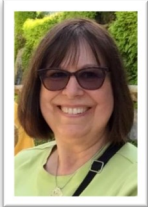


Due to careful management of our expenses, we have been able to create a Legacy Fund so we can plan for the long-term well-being of our community center.

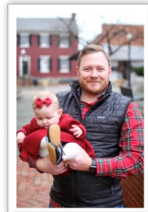
Huge Thanks to Donna McCurdy for tackling the challenging job as RVCC's Treasurer this year!

Leadership

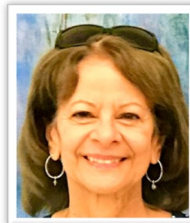
2024 Board of Directors



Cheryl Klueh
President



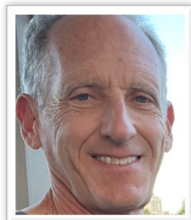
Mike Bailey
Vice President



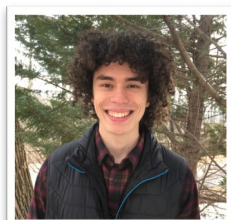
Donna McCurdy
Treasurer



Jean Shipman
Secretary



Ken Shultz
Director



Arlo Bloom
Director



Coburn Bergum
Director



Tom Harvey
Director



Whitney Raymo
Director



Don Bourret
Director

Staff



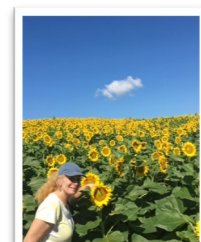
Stu Mills
Executive Director



Sara Taylor
Operations Manager



Ricki Shepherd
Treasure Chest Thrift
Store Manager



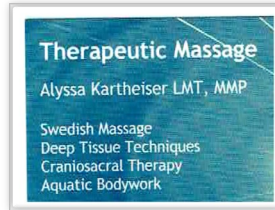
Christine Lechner
Treasure Chest Thrift
Store Asst. Manager

***2024 Groundskeeping Services provided by Creation Appreciation Landscaping
Security provided by Wayne Flood—Janitorial/Handy Services provided by Ashley Aldridge***

2024 Tenants



**Rockfish Artists
Community**



Alyssa Kartheiser
Therapeutic Massage



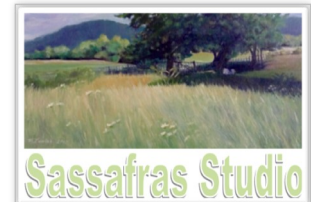
Susan Gorman
Rockfish Laser Arts



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



**James & Courtney
Humphreys**
Coquito Kitchen



Michele Reday Cook
Sassafras Studio



David Lipscomb
Virginia Rock Shop



The Trager Family
Trager Brothers Coffee

ATTICANA

Antique & Vintage Flags
Colin Winter



Patrick Farley
Architect



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, Steven Babusko*

Sound Bath Meditation:
Greg Burns—MettaVibrations

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 2024. This is why we work so hard to solicit donations, helping hands, and more—so we can continue to be here for our community through all seasons, 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 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