

2025

Annual Report



Photo by Ken Wyner Photography



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

As President I look back with pride at a very successful 25th year at RVCC. I'd like to highlight a few of our major accomplishments over the past twelve months.

Our Annual Fund and Membership campaign increased us to over 900 members. We completed our Path to Pickleball project with new courts for both pickleball and basketball and finished our paved pathway. We launched our RVCC Gateway Scholarship Program and thanks to generous donors were able to offer two \$5000 scholarships to local high school students. We saw the Treasure Chest thrift store break records, led by Ricki Shepherd with her fantastic staff and volunteers.

Our all-volunteer Gallery also had a great sales year. An unexpected grant allowed us to upgrade the gravel parking lot and add a split rail fence around our fields. Petra Monaco became our Community Outreach and Event Coordinator and is making an impact through social media with event and program rentals. We further reduced our carbon footprint by increasing our solar array and adding a soon-to-be-operational electric vehicle charging station. All this we owe to our incredible members, donors, volunteers and staff.

I also feel a touch of sadness knowing these next months will be the last time our dynamic duo of Executive Director Stu Mills and Operations Manager Sara Taylor will be working together. As Stu heads to a well-deserved retirement, he leaves as his legacy a community center with the infrastructure and the financial security to carry us into the future.

Thank you all profusely for your support of RVCC.

Cheryl Klueh
Board President



Cheryl Klueh
Board President
Rockfish Valley
Community Center,
Inc

2025 – Celebrating 25 Years and Welcoming a New Generation!

On the heels of a terrific 2024, our members and volunteers took a pause to celebrate our first quarter-century, and then got to work launching our second - with some eye-popping programs and projects! Some highlights:

- The inauguration of RVCC's new pickleball courts, along with the long-awaited completion of the 1/3-mile paved walking path around the perimeter of our grounds and a multi-function trailside exercise station, all accomplished with the help of our wonderful foundation partners, a robust targeted fundraising campaign, and a first-ever contribution from Nelson County;
- The launch of the RVCC Gateway Scholarship Program, which through the generosity of our members was able to generate the funds needed to offer two \$5000 scholarships to local high school seniors who showed their commitment to our community by designing impressive community-improvement projects;
- A huge and totally unexpected gift from the King family, enabling us to upgrade our gravel parking lot and install a beautiful split-rail fence around the outer perimeter of our fields;
- A remarkable outpouring of support from our membership in completing one of the best Annual Fund and Membership campaigns ever, keeping our ranks at almost 900 members;
- The debut of "Rising Curtain Community Theater", bringing live kids' stage productions back to RVCC thanks to NCHS senior (and RVCC scholarship winner) Jasper Cober-Lake;
- A hearty welcome to Petra Monaco, our new Community Outreach and Event Coordinator, who is already making an impact by generating memorable and consistent social media campaigns and greatly expanding event and program rentals;
- The installation of 30 additional solar panels to our array, further decreasing our carbon footprint and greatly reducing our electric bills;
- Yet another record-smashing sales year for the Treasure Chest thrift store, led by manager Ricki Shepherd and her staff & volunteers, plus a successful year for our Rockfish Gallery & Gifts store, led by an all-volunteer Steering Committee and operated entirely by volunteer staff;
- Robust growth in class and practice schedules, including yoga and T'ai Chi, exercise, dance, songwriting, kids' programming, stone-carving, meditation classes and so much more;
- Successful fundraising for the installation of two new EV charging stations, to debut in 2026; and
- The beginning of a succession planning process that will undertake a thorough review of our structure, systems and processes to inform the selection of a new Chief Executive Officer upon Stu Mills' retirement in August 2026.

2025 Fundraising Projects



In October 2025, we completed our last large-scale outdoor recreation project. After more than two years of planning and collecting input from the community, we installed two dedicated pickleball courts on our grounds. We also completed the 1/3 mile paved path encircling our grounds, and bordered it all with a lovely split rail fence along the south and west of our recreation fields.

The transformation has been wonderful, and it's been so rewarding to see so many people using the path to walk, run, skate, learn to ride bikes or scooters, and so much more.

The pickleball community at RVCC has been growing fast over the past few years, and the addition of the new courts allows pickleballers to play seven days a week, while leaving the basketball court free for shooting hoops! Huge thanks go out to the Perry Foundation, the Community Foundation of the Central Blue Ridge, the BamaWorks Fund, the Nelson County Community Fund, the Francis Martin Lindsay Fund, the King Family, the Childs Family, the Dunlop Family, and the Nelson County Board of Supervisors for supporting this project!



2025 also brought us an unexpected improvement to our gravel parking lot. What began as a simple plan to regrade the gravel lot quickly changed course when the contractors discovered that there simply wasn't enough salvageable material to use. Creation Appreciation Landscaping stepped up and helped us pull off the fastest emergency fundraiser in RVCC history.

In less than 24 hours, we managed to raise over \$5,000 to cover the unexpected cost of building a whole new parking lot, complete with pothole-resistant gravel and new parking bumpers. The new lot has allowed us to welcome more visitors to our playground and to our First Saturday pancake breakfasts, markets, and Treasure Chest sales.



Coming soon: Electric Vehicle Charging!

Thanks to an invitation to partner with Virginia Clean Cities' "Rural Reimagined" program, we applied for and received a ChargePoint CT4021 dual pedestal 60 amp charging station! We were lucky to get one of the last of these units available after the funding freeze for environmental programs took effect. With the help of the Schaeneman Foundation and the Community Foundation of the Central Blue Ridge, we look forward to installing the station in the RVCC parking lot this spring!

Coming In 2026

Our 2026 fundraising project is called "Topping It Off"—we'll be raising money to level and re-seed our soccer field, and to convert the old batting cage to a roofed picnic shelter for folks to use while at the skate park, walking trail, or soccer practice. You might even see a few picnic grills at the new shelter!

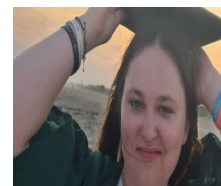
RVCC Programs

RVCC's Gateway Scholarship Fund

Rockfish Valley Community Center launched our Gateway Scholarship Fund in the spring of 2025. This fund offers Nelson County High School students the opportunity to earn significant scholarship support to help finance advanced education or career training, specifically for individuals who have put their commitment to our community into practice.

The Gateway Scholarship is unlike any other educational grant available to NCHS students. To qualify for this \$5,000 award, our scholars had to design, implement and successfully complete a project that serves a significant community need, advised and assisted by our Scholarship Committee. Our winners received a \$250 cash award, a development grant of up to \$1,000 to complete the project, and a \$5,000 scholarship paid directly to their college/vocational institution upon completion.

The first two scholarships were awarded to Jasper Cober-Lake for his creation of the Rising Curtain Community Theater, and to Emily Rebert for her creation of a meditation garden for first responders at the Rockfish Valley Fire Department.



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. 2025 continued the Thrift Store's record-smashing trends in sales and donations, thanks to the stellar efforts of the staff and volunteers.



Rockfish Gallery & Gifts

The Gallery has been a cultural program of RVCC since 2022, and continues to be a crucial means of support for local artisans. The management, curation, displays, and artist coordination are handled entirely by a phenomenal team of volunteers.



Huge thanks—and our deepest gratitude—go out to Linda Williams, Jean Shipman, Kat Cummings, Jill Hennelly, Mae Stoll, Hazel Heeren, Virginia Dawnswir, Darci Oberly, Cynthia McGrath, Laurie Estep, Jenny Upton, 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.

Resources & Financial Management

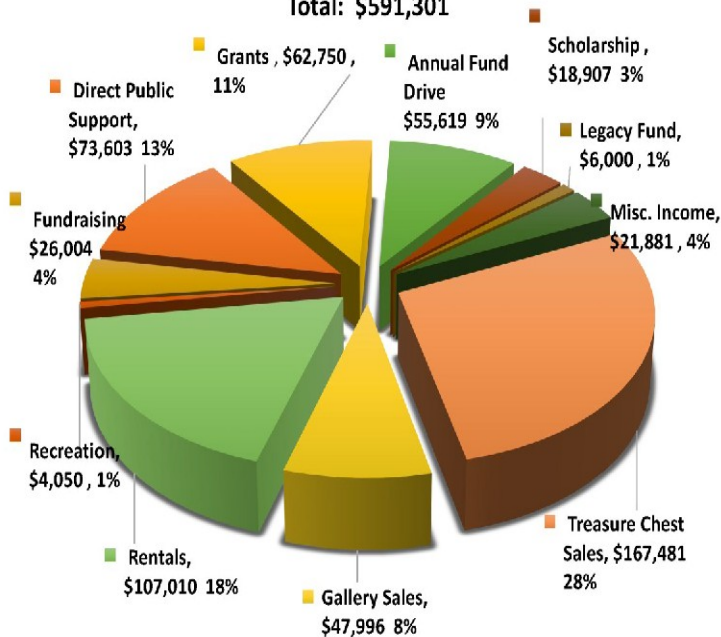
2025 Financial Highlights for RVCC, Inc.

Community Sources of Income for RVCC Operations	
Direct Public Support	\$73,603
Grants (Corp. & Foundation)	\$62,750
Annual Fund Drive	\$55,619
Scholarship Fund	\$18,907
Legacy Fund Contributions	\$6,000
Misc. Revenue & Interest Income	\$21,881
Gallery Sales	\$47,996
Treasure Chest Sales	\$167,481
Rental Income	\$107,010
Recreation Revenue	\$4,050
Fundraising	\$26,004
Total Income	\$591,301

Condensed Balance Sheet for RVCC, Inc.	
Assets	
Liquid	\$445,010
Fixed	\$721,173
Legacy Fund	\$84,276
Total Assets	\$1,250,459
Total Liabilities & Equity	
Total Liabilities	\$19,333
Legacy Fund	\$84,276
Temporary Restricted Net Assets	\$50,825
Transfer from Unrestricted Fund	\$94,193
Unrestricted Funds	\$883,132
Net Income/Other Equity	\$118,700
Total Equity	\$1,231,126
Total Liabilities and Equity	\$1,250,459

2025 Revenue for RVCC, Inc

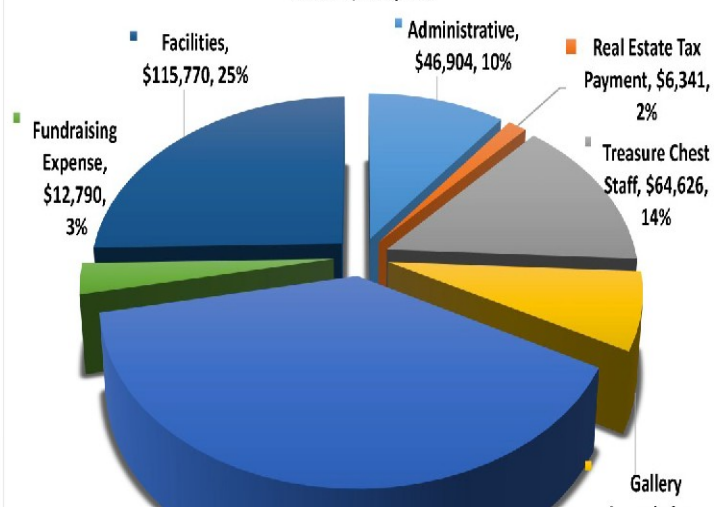
Total: \$591,301



2025 brought us unprecedented income from memberships, Treasure Chest sales, and fundraising efforts.

2025 Expenses for RVCC, Inc

Total: \$456,158



Due to careful management of our expenses,

Leadership

2025 Board of Directors



Cheryl Klueh
President



Bob Yoder
Vice President



Mark Shipman
Treasurer



Jean Shipman
Secretary



Ken Shultz
Director



Arlo Bloom
Director



Coburn Bergum
Director



Tom Harvey
Director



Candy Dowell
Director



Linda Williams
Director



Don Bourret
Director



Charlie Hickox
Director

Staff



Stu Mills
Executive
Director



Sara Taylor
Operations
Manager



Petra Monaco
Community Outreach
& Events Coordinator



Ricki Shepherd
Treasure Chest
Thrift Store
Manager



Jessii Goines
Treasure Chest
Thrift Store Asst.
Manager

***2025 Groundskeeping Services provided by Creation Appreciation Landscaping
Security provided by Wayne Flood—Janitorial/Handy Services provided by Demetrius Vaughan***

2025 Tenants



Rockfish Artists Community



Alyssa Kartheiser
Rockfish Massage Therapy



Susan Gorman
Rockfish Laser Arts

Full Circle Salon

Kathleen Young & Tammy Huffman
Full Circle Salon



Sassafras Studio

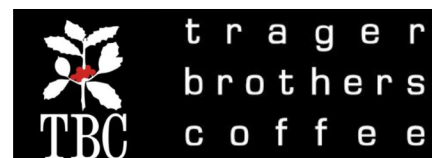
Michele Reday Cook
Sassafras Studio



James & Courtney Humphreys
Coquito Kitchen



VaRockShop.com
David Lipscomb
Virginia Rock Shop



The Trager Family
Trager Brothers Coffee

ATTICANA

Antique & Vintage Flags
Colin Winter



Patrick Farley
Architect



Rockfish Reiki
Laurie Estep

Ongoing Class Instructors

Yoga: *Rebecca L'Abbe, Scotti Harwood, & Brian Webb*

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

Fitness: *Linda Baker*

Dance: *Melinda Tremblay, JoAnne Agnone*

Sound Bath Meditation: *Greg Burns*
—*MettaVibrations*

Children's Classes: *Max & Victoria McLenahan*

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 2025. 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 87-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!



Photo by Ken Wyner Photography

The Rockfish Valley Community Center

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Treasure Chest: 434-361-0103