

# Community Foundation Impact Report 2021

*Together we do more good*

No matter how you spin it, 2021 was a year of uncertainty, concern and sorrow for many. Words and phrases like isolation, social distancing, contact tracing, quarantine and panic shopping took new meaning. For many, it was the worst year of their lives. Yet, in the midst of turmoil, we saw the people engaging in service around us remain deeply caring and generous when it came to helping their neighbors. Our medical professionals and first responders never stopped working, despite personal risk of contracting the deadly virus. Daycare centers kept their doors open to the children of essential workers. Volunteers continued to assist the most vulnerable members of our community. Our schools distributed food for families with children. And our churches opened their doors to students who needed a place to study.

Indeed, many caring hands of the community helped us survive the pandemic. Our Community was generous with its support throughout the region. As early as March 2020, the Community Foundation was able to respond directly to the crisis by establishing the COVID19 Relief Fund for our area not-for-profits providing food, housing, utilities, daycare and other critical needs. The Community's response was extraordinary, with contributions to this fund exceeding \$165,000. Our localities supported us

by contributing over \$250,000 to our efforts from their CARES funding. Our COVID19 coalition task force and grants committee met regularly to review applications and award grants from the fund. We have continued to disperse COVID related funds well into 2021.

While few activities were normal in 2021, we attempted to maintain ongoing activities of the Foundation as best we could. The Foundation awarded over \$330,000 in annual grants to 78 area not-for-profits. We provided over \$25,000 in scholarships funds. Donors created five new funds, bringing our portfolio of funds to a total of 72. At the end of calendar year 2021, assets of the Foundation total \$7.6 million, a 27% increase over the previous fiscal year.

Looking ahead, the Foundation will continue to offer multiple opportunities to assist in effective charitable giving. We hope that you will review your gift planning for the coming year and consider the benefits of creating a fund with the Foundation. The Foundation exists to enrich the future of Rockbridge, Bath and Alleghany Counties. We are here to help you play a part so that you can make an impact now and in perpetuity.

## Celebrating 20 years

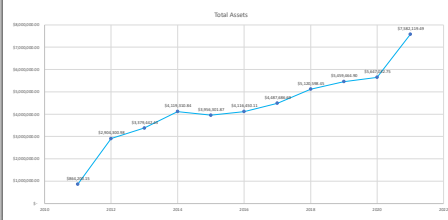


The Community Foundation is celebrating 20 years in 2021, which includes ten as an independent foundation (CFRBA). Established in 2001 as the Rockbridge Area Community Foundation, we later became the Community Foundation for Rockbridge, Bath and Alleghany in 2011. The support of many individuals, families, and businesses has had a tremendous impact on our growth.

After the Community Foundation became independent in December of 2011, we were able to make our first grants totaling \$32,000. After 10 years of community support and growth, we have been able to grant a cumulative \$2.5 million to nonprofit organizations, projects and programs across the Community Foundation's service area. In 2021, we will be awarding over \$300,000 in community grants and an additional \$30,000 in scholarships.

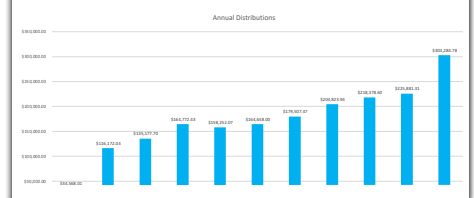
CFRBA has become a vibrant community foundation through the giving of those who establish funds for causes they support. Grants come from the more than 70 funds, primarily endowments, established by individuals, families, and businesses to support arts and culture, community betterment, education, health, and human services. This includes 36 Donor-Advised Funds, 2 Unrestricted Funds, 18 Agency Funds, 6 Designated Funds and 6 Scholarship Funds with assets which have grown to \$7.6 million dollars.

### Total Assets 2011-2021



### Distributions 2011-2021

(2020 Does not include COVID19/CARES Funding of \$ 408,661.02)



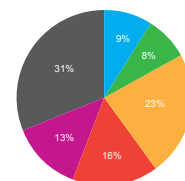
### Total Distributions (10 Years)

**\$ 2,540,093.14**



### Areas Served (2011-2021)

Basic Needs Cultural/Recreational Churches Educational Community Organizations Health



*"CFRBA has been with us from the inception of our organization in 2013. They provided initial funding and accepted donations on our behalf while we waited for our non-profit status. They have financially supported several of our free and family-friendly events and moved quickly and willingly to put criteria in place to distribute funds during the pandemic. We are so grateful to have the support of CFRBA and to have them be such an integral part of our community"*

*Rebecca Logan, Main Street Lexington*

# 20/20 Event

To Celebrate the 20th Anniversary we awarded twenty surprise grants of \$1000 each to 20 not for profit agencies over 20 days. The \$20,000 in grant awards was made possible by the Louis Blair Memorial Fund. Louis passed into his heavenly home in 2020 at the age of 81 and left behind an amazing legacy of accomplishments. His wife Suzanne, donated a portion of the memorial funds to the CFRBA 20 Grants/20 Days event at CFRBA.



Buddy Bryan, CFRBA Board Chairman awards one of the 20/20 grants to Judy Castele, Executive Director of Project Horizon.



Lori Turner with Jeri Schaff, Valley Program for Aging Services at Annual Grant Awards.

*“Receiving the surprise 20/20 grant from Community Foundation made my day much brighter! I greatly appreciated the flexibility to decide which program could use the extra support at that moment as well.”*  
Lindsey Perez, RARA Executive Director



Board Members Ben Worth and Tom Gosse with Elaine- Boys Home of Virginia at the Annual Grant Distribution



What happens when the Community Foundation for Rockbridge, Bath and Allegheny distributes over \$300,000 to seventy eight not-for-profit agencies? We take a picture of course!

*“What a nice surprise to have the Community Foundation show up at our front door with a \$1,000 gift! We are grateful for all you do to support our work at Project Horizon. Thank you!”*  
Judy Castelle, Project Horizon

*“We were thrilled to be included in the 20/20 celebration for the Community Foundation of Rockbridge, Bath and Allegheny. CFRBA has become an important player in Rockbridge and we were honored to be counted among the agencies receiving a special gift. Christmas Baskets has worked to assure every household in our community has a brighter holiday for the past 74 years, and is grateful for the support received which helps us continue to fulfill our mission”*  
Audrey Hawkins, Rockbridge Christmas Baskets

*“What a great way to celebrate the community and sustainability of the Foundation with the “20 Grants in 20 Days”, 20th Anniversary Celebration! Boxerwood Education Association is humbled to be one of the recipients. Thank You Louis Blair Family Fund and Thank You, CFRBA!”*  
Laurie McCrae, Boxerwood Education Association

*“The 20/20 gift from the Community Foundation was such a delightful surprise and greatly appreciated. Thank you for including us in your generosity!”*  
Michelle Watkins, Rockbridge Area Transportation System

*“I was thrilled to hear we would be receiving \$1,000 from the Community Foundation! But I believe my excitement paled in comparison to Lori Turner’s elation when she got to be the bearer of good tidings regarding the 20/20 grant awards. The ongoing support of CFRBA has been amazing.”*  
Lynne Johnson, Rockbridge Area Habitat for Humanity

# Walker Program

Seven local entrepreneurs were awarded a total of \$85,000 in small business grants from the Harry Lee & Eliza Walker Entrepreneurship Program through the Community Foundation. Each of the awardees completed an eight-week business skills training course, crafted a business plan, and submitted a funding request to the Walker Program board. The Walker Program is administered by a fifteen-member volunteer board with representatives from the small business community, civic and social organizations, educational institutions, and business training agencies. Since the launch of the program, fundraising efforts have attracted more than \$160,000 for the grant pool. More than 100 individuals have contributed to the fund, in addition to others who pitched in to communal offerings from church and civic organizations. The Walker Program board remains committed to the task of ensuring adequate funding for all entrepreneurs who complete the training and whose plans are judged viable, for as long as community support endures. Four of the businesses open in early 2021, while three more are planned in 2022.

Allyson DuVall received a grant to support her new salon, Inspired to Enhance Lexington, which opened at 9 S. Jefferson St. in the space occupied for several decades by Wendall Brown's barber shop. DuVall, an experienced beauty professional with a thriving salon in Salem, VA, is a native of Lexington with aspirations to open a cosmetology school in the area. She also owns and operates a beauty business consulting service. "I don't know how I'll ever find the words to express my gratitude, so instead I'll prove it by what I do, by reinvesting in the community of Lexington and its residents through mentorship, cosmetology education and entrepreneurship, business consulting, while enhancing the opportunities and confidence of its residents through healthy hair care and image enhancing," said DuVall.



Photographer Chandi Stewart formalized her passion for what she calls "emotional storytelling through photos" in her business, an endeavor that began when she started snapping pictures in the summer of 2019. She has photographed newlyweds, newborns, and new graduates, generally out of doors. With the Walker Program grant, she opened a storefront studio stocked with props and lighting that will allow her client and herself to be less weather-dependent. Chandi Stewart added, "My favorite part about being in the Walker Program was being challenged by professionals who not only gave good advice but were hands-on leaders in this program."



Leonard Stewart's Walker business grant will allowed him to purchase equipment and market his new mobile car detailing service, Valley Pro Clean. Stewart, who works as the Director of Safety and Environmental Health for Carilion Rockbridge Community Hospital, has been detailing cars from his home. With the mobile unit deployed, he provides on-the-spot services around the county. "The Walker Program has helped me walk through the proper steps of starting a business and the grant



will ensure that I am able to be well prepared for a sustainable future," said Leonard Stewart. "I look forward to the chance to help those who will come after me by helping them realize their dream of someday owning a successful business."



One entrepreneur who started from scratch is Justina Eason, owner of Tina's Balloon Emporium. Eason, is currently employed as the dispatcher at Rockbridge Area Transportation System, used her grant to launch her sideline business offering balloon bouquets, specialized stuffed balloons, and balloon installations for weddings, events and other parties. "The best part of the Walker Program has been meeting people who are willing to help you work through each step and who stay with you afterwards," Eason said, citing the ongoing practical support offered by graphic designers, lawyers, marketing professionals and others as she worked toward her launch.



Additionally there are three new start-up grants to aspiring entrepreneurs in our area. Micah Henderson, David Dunn, and Melissa Wooding. Micah Henderson's business, Seasons Tow & Go, will be an on-call vehicle towing service, working locally in Rockbridge and regionally along the I-81 corridor, where there is often a shortage of available tow trucks. David Dunn's Head to Toe Memorial Services will offer cleaning and maintenance of gravestones to individuals, families, or cemetery caretakers, along with the ability to reset stones that have settled or fallen. Melissa Wooding's Coffee Corner will be a retail expansion of her home-based baked goods business called Let Them Eat Cake. It will be located inside the headquarters of the Rockbridge Regional Library and will feature slices of cake, danishes, muffins or cupcakes, along with a selection of teas, coffee, cocoa and water.



*"Without the infrastructure and expertise of the Community Foundation, our volunteer group would not have achieved the early successes we've seen so far. As our fiscal agent, the CFRBA allows the Walker Program to be efficient, effective, and accountable to the many donors who are making the revival of Black-owned businesses in our community possible."*

*Stephanie Wilkinson- Walker Program Coordinator*

# Legacy Society established

So many of you have been incredible champions for our community, giving through the Community Foundation for Rockbridge, Bath and Alleghany for so many years!

We know that you care about our friends, neighbors, and hometown. We also know you have other priorities – and you should! After making sure you have plans to pass something on to your loved ones, we hope you will consider leaving something behind for the community as well. We are starting a Legacy Society to celebrate 20 years of service to the community and would love to add you to the list! If you would like to learn more about how to direct your future giving in partnership with us, we would love to talk with you. We work with estate planning attorneys, financial advisors, and accountants to assist them in facilitating your wishes. If you would rather talk to those trusted advisors first, and have them contact CFRBA, we can all work together to create your plan. Contact our Executive Director, Lori Turner, to learn more at [lori.turner@cfrba.org](mailto:lori.turner@cfrba.org) or by calling 540-463-0943.



# Community Foundation provides funding for Thanksgiving turkey giveaway



The Rockbridge Area Relief Association (RARA) teamed up again with the three public school systems and the Community Foundation to distribute turkeys throughout the county. RARA started the giveaway in 2020 based on the belief

that everyone deserves a great meal for Thanksgiving, especially in a difficult year. Knowing that many families still need some help this year, they decided to continue the tradition. The \$10,000 funding for the turkeys came from donor advised funds at CFRBA. . “The Community Foundation’s support for RARA’s giveaway allowed us to provide Thanksgiving turkeys and sides to over 600 families in the local schools. We believe it’s important to offer our neighbors more than just the basic necessities, and by teaming up with CFRBA, we can spread a little joy throughout this holiday season.” -Lindsey Perez, RARA Executive Director



*“Angels pop up when we really need them and you guys were one of ours this year.... Thank you so much for believing in us and helping to make our miracles happen.”*

*Carol Branscome, Hoofsbeats Therapeutic Riding Center*

*“Who doesn’t love surprises? And CFRBA knocked it out of the park for Hull’s at a crucial time in our capital campaign. Such a wonderfully unexpected gift - Hull’s Angels is profoundly grateful to Lori Turner, the CFRBA Board and all the donors that make it possible for local non-profits to keep on plugging. thank you Thank You THANK YOU!”*

*Lauren Summers, Hull’s Angels*



For additional information on the Community Foundation for Rockbridge, Bath and Alleghany please contact Lori Turner at:

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#### CFRBA Board

Buddy Bryan – Chair  
Barbara Luton – Vice Chair  
Thomas Gosse – Treasurer  
Carol Grigsby – Secretary  
Josh Elrod  
Steve Grist  
Christy Harris  
Elizabeth Knapp  
Greg Madsen  
Joanne Robblee  
Donnie Wheatley  
Ben Worth  
Lori Turner – Exec. Director

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Learn more about CFRBA by viewing our virtual annual reception using this code

# CFRBA Festival of Lights Christmas Tree



Stop by the Visitor’s Center at Friends of Natural Bridge State Park to check out the Community Foundation’s Festival of Lights Christmas tree. Place any non-perishable foods or new or gently used books and toys to be donated to the Glasgow Food Pantry and Feed the Need of Buena Vista underneath to give us a vote. The tree with the most donations placed underneath it by December 31st will be named the winner.

