



# The Colonial Beach Community Foundation, 2018 Annual Report

## Reorganization

Incorporated in 2004, the *Colonial Beach Foundation* has completed the first half of its 14th year by initiating a reorganization to become a more substantial organization able to provide more support for more groups and individuals to “improve the quality of life in and around Colonial Beach.” Part of this reorganization was to modify the name to Colonial Beach *Community* Foundation to emphasize the increased emphasis on community support. The Foundation also intends to become more inclusive and to focus on programs and activities throughout the Colonial Beach area, not just within the town boundaries. That change is reflected in the Foundation’s new tag line by referring to “...in and around Colonial Beach.”

The logo was also changed to give a stronger sense of connection to the physical characteristics of Colonial Beach, i.e., the sun, birds and river in the logo. Marketing and communications will be enhanced as part of the reorganization so that more people will know more about what the Foundation is doing. This will facilitate the ability to raise more funds to give back to the community. The membership aspect of the Foundation will also be enhanced so there is a more direct and regular communications to the members. This will enhance the sense of community that the Foundation is fostering.

## Fundraising

While this reorganization has been underway, the Foundation has been busy in a number of different areas supporting the community. Overall, the Foundation raised \$197,424 during 2018. These funds were related to both general efforts fundraising as well as to fundraising tied to specific programs.

- General Fundraising—The Foundation conducted a number of general fundraising activities including:

- **Valentine’s Day For The Love Of Chocolate.** This second annual activity has become a popular Colonial Beach event and had some 40 people in attendance. The Foundation raised a total of \$395 from this activity.
  - **Two Wine and Design events.** These two popular wine and paint parties were done in cooperation with Wine & Design of Fredericksburg. Together, they raised \$536.
  - **The Northern Neck Beach Music Festival.** This very successful event was organized in cooperation with the Chamber of Commerce and had hundreds of participants. It will be repeated as an annual event. This festival raised a total of \$14,538.
- Fundraising tied to specific programs—The Foundation hosted several fundraising activities that were tied to specific programs/organizations.
    - **Beach Arts & Music Mentoring (BAMM)** is an organization launched several years ago to provide a vehicle to support the arts and music for Colonial Beach students. The Foundation collaborates with BAMM in the production of an annual fundraising festival and acts as a fund manager. The 2018 festival was the second annual event. Total funding related to BAMM amounted to \$9,468.
    - **Scholarship funding.** The Foundation assumed the responsibilities of the Colonial Beach Education Foundation which disbanded in 2017. To follow up on the work of the CB Education Foundation and to expand its own scholarship activities, the Foundation has been developing specific fundraising efforts to provide scholarships to graduating high school seniors and follow on scholarships to students already in higher education. The Foundation raised a total of \$5,325 for this effort.
    - **Torrey Smith recreational facility.** The Foundation is acting as a fund manager for charitable contributions donated for the Torrey Smith recreation park. This significant fundraising is part of an overall effort to raise over \$300,000 for the construction of a recreational facility substantially supported by NFL player and Colonial Beach high school alum, Torrey Smith. This facility is due to open in 2019. As of December 31, the Foundation had accumulated \$141,626 for this effort.
    - **Banners on Colonial Avenue.** The Foundation has been developing a fundraising program to assist Downtown Colonial Beach, the local affiliate of the national Main Street program, to beautify Colonial Avenue starting with welcoming banners. Other efforts may follow.
- Community Programs—The Foundation has been continuing and enhancing its efforts to support the community through grants and other ways.
    - **Kids to Camp**--As it has done in prior years, the Foundation coordinated donations to be able to send local children to 4H camp. In 2018, the Foundation was able to send 15 kids.
    - **Save the Bay Day**--The Foundation worked with others in the community on Save the Bay Day. This annual project is a town cleanup project aimed at reducing the trash that otherwise could end up in the Chesapeake Bay.

- **Cinema on the Green**--The Foundation supported Cinema on the Green, now in its third year of showing popular films on the Community Center grounds on warm summer evenings.
  - **Sunday Funday**—The Foundation has supported a series of fun mini festivals throughout the summer on Town Hill. These were efforts to raise the awareness of various organizations in town and also provide a fun activity for residents.
  - **High School programs**—The Foundation has launched an initiative to support the Colonial Beach High School in a variety of ways, including promoting home football games, supporting the High School homecoming, working with the High School art program, and more.
  - **Colonial Beach Humane Society**—The Foundation assisted the CB Humane Society in a successful fundraising event, the Purrfect Party. The funds will be used to help the Humane Society in its efforts to manage the feral cat situation in Colonial Beach.
  - **Garden Club**—The Foundation has been working with the Garden Club to host the state-wide Garden Club of Virginia in May 2019 for its Historic Garden Week.
- The Community Center—Three years ago the Foundation assumed the lease for a Town owned building on Marshall Avenue, previously used as The Lions Club, and has converted it into the Colonial Beach’s first Community Center. The Foundation rents the facility from the town for a nominal annual fee and provides it as a resource for community and private activities. The Foundation provides the facility as a home for the newly-formed Colonial Beach Performing Arts Association, now in its second series of performances. The Community Center is also available to other nonprofits to use at a nominal charge for meetings or other activities. The Community Center may also be utilized by individuals and/or for-profit groups as a venue for parties, fundraisers, etc.

## **Grants Awarded**

Grants awarded during 2018 total approximately \$22,000 to:

1. CB Chorale
2. CB Humane Society
3. Chamber of Commerce
4. Kids to Camp
5. Downtown Colonial Beach for Welcome Banners on Colonial Avenue
6. Torrey Smith Park
7. High School
8. Elementary School

## **Financial Summary**

Beginning Balance 1/1/2018	\$ 25,356.23
Ending Balance 2/31/2018	\$181,355.08

## **Moving Forward**

The Colonial Beach Community Foundation is determined to increase its role in enhancing the lives of people living in and around Colonial Beach. It is using its place in the community and its nonprofit status to increase its financial capabilities so that it can make funds available to organizations and individuals developing worthwhile programs benefitting the community. The Foundation will also continue to play a central role in creating and supporting events that are focused on making life in and around Colonial Beach more pleasurable and rewarding. Furthermore, the Foundation intends to act as a source of funding for certain activities and programs that supplement services that the Town is not able to provide. Overall, the Foundation is poised to take a more visible and central role in making sure that life in and around Colonial Beach is as enjoyable and fulfilling as it can be.

## **Officers at Year's End 2018**

### **President**

Peter M. Fahrney, M.D.

### **Vice President, Administration**

Merrie Crosby

### **Vice President, Member Engagement**

Eric Nelson

### **Vice President, Organizational Impact**

Cathy Bokman

### **Secretary**

Michele Inderrieden

### **Treasurer**

Thomas Savage, Esq.

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## **Directors serving during 2018**

Karen Ahearn	Colonial Beach, VA
Cathy Bokman	Estero, FL
Diane Burton	Colonial Beach, VA
Merrie Cosby	Colonial Beach, VA
Karen Grisevich	Colonial Beach, VA
Joyce Gunderson	Colonial Beach, VA
Kristine Guido	Colonial Beach, VA
Michele Inderrieden	Colonial Beach, VA
Sher Lee	Colonial Beach, VA
Terry Miller	Washington, DC
Joyce Reid	Colonial Beach, VA
Mitzi Saffos	Colonial Beach, VA
Richard Sharpe	Colonial Beach, VA
Caryn Self-Sullivan, PhD	Colonial Beach, VA

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