



The Colonial Beach Community Foundation 2019 Annual Report

NEW DIRECTIONS

The *Colonial Beach Foundation* was created 14 years ago by the Colonial Beach Chamber of Commerce. At the time, the Chamber was looking to get involved in areas that were outside its charter as a nonprofit (501c6) and more in line with a charitable organization (501c3). To accomplish that, the Chamber established the Colonial Beach Foundation. The Foundation has grown considerably over the years and recently went through a reorganization to enhance its relevance in the community. As a result, it changed its name to The Colonial Beach Community Foundation and declared its mission to “improve the quality of life in and around Colonial Beach.” The change in name was to emphasize the increased focus on community support. The Foundation also intends to become more inclusive and to establish 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 “...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 has been enhanced as part of the reorganization to increase its reach in the community. This will facilitate the ability to raise more funds to give back to the community. The membership aspect of the Foundation was also enhanced so there is a more direct and regular communications to the members. This supports the sense of community that the Foundation is fostering.

An important milestone for the Foundation is that there was a change in leadership at the end of 2019. Dr. Peter Fahrney who has been the president of the Foundation for 12 years stepped down at the end of 2019 and Eric Nelson was elected to replace him as president. This change is in step with the enhanced efforts of the Foundation.

Another new direction for the Foundation is the way that the organization is working with allied organizations. The Foundation is partnering with organizations like Beach Arts and Music Mentoring (BAMM) whereby the Foundation supports the work of BAMM in areas where the Foundation has traditionally done the work directly. For example, BAMM provides educational scholarships. Traditionally, the Foundation has done that as well. The Foundation is looking to stop providing scholarships directly and to support BAMM’s scholarship efforts.

Another organization that the Foundation has become affiliated with is CB Kids. This organization raises funds to provide backpacks and school supplies to children unable to afford them. CB Kids also collects donations for toys at Christmas time for the same type of families in financial difficulties. The donations are processed through the Foundation so that the donations can be tax deductible.



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In another area related to the preservation and enhancement of green space throughout the town, the Foundation supports the efforts of a new organization in town called CB Greenspace whose mission is related to green space development and preservation.

These changes reflect an increased effort to streamline the work of the Foundation to put increased emphasis on raising funds and dispersing funds in areas that align with the Foundations core principles. The Foundation will continue to engage directly in activities where there is not another organization already focused in those areas.

COMMUNITY SUPPORT

There is incredible support by the community in terms of the amount and value of volunteer hours that are donated. An effort is underway to quantify that information. Initial estimates indicate that in 2019, the Foundation was supported by 6,900 volunteer hours. According to IndependentSector.org, the value per hour of that time is \$27.50. This means that a total value of the volunteer effort in support of the work of the Foundation amounted to nearly \$190,000.

MEMBER ENGAGEMENT AND COMMUNICATIONS

- Membership Recruitment and Maintenance—Membership promotion, tracking, renewals and updating were moved from a manual system to an automated system using the JoinIt platform in conjunction with Constant Contact (another platform that facilitates online communications). This has facilitated an increase in membership to 81 at the end of 2019 and \$4,700 in membership dues.
- Newsletter—In 2019, the monthly newsletter became a significant new priority and a regular email communication to members and others as a way of promoting Foundation activities and getting financial and volunteer support. By year's end we had 480 subscribers to the newsletter and had an open rate of 45% which is well above the industry average.
- Press Coverage—As part of the Foundation's efforts to become better known in the community, it has stepped up its media outreach. In 2019, the Foundation received media coverage in the Fredericksburg Freelance-Star, Rappahannock Record, Westmoreland News and Northern Neck News. Stories about the Foundation included those about the Beach Music Festival, 4H campers, scholarship winners, WWER, Board reorganization, Earth Day, Cinema on the Green and the Chocolate and Wine fundraiser.



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FUNDRAISING

- General Fundraising—The Foundation conducted a number of general fundraising activities including:
 - Valentine’s Day ‘For the Love of Wine and Chocolate’. This third annual activity has become a popular Colonial Beach event and had some 45 people in attendance.
 - 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 is now being repeated as an annual event.
- Fundraising tied to specific programs—The Foundation was engaged in several fundraising efforts that were tied to specific programs/organizations.
 - Beach Arts & Music Mentoring (BAMM). While BAMM does have its own board of directors, it is allied with the Foundation and coordinates its work with the Foundation. In 2019, BAMM conducted its third annual fundraising festival in May and was successful in raising thousands of dollars to support their efforts with students and the school system.
 - Scholarship funding. In 2019 the Foundation continued its tradition of raising funds for student scholarships directly, but anticipates that starting in 2020, the Foundation will support the scholarship efforts of BAMM.
 - Torrey Smith recreational facility. The Foundation has been acting as a fund manager for charitable contributions donated for the Torrey Smith recreation park for the past few years. This 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 opened in 2019. Fundraising continues for some outstanding infrastructure needs as well as maintenance and supplies.
 - Messy Mondays. This is a project supported by the Foundation that was developed by several local residents to provide fun activities for local children on select Mondays throughout the year. Funding was conducted to create the programming.



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COMMUNITY PROGRAMS

The Foundation has been continuing and enhancing its efforts to support the community through grants and other ways.

- A major initiative for the Foundation in 2019 was the launch of a new radio station in town—WVER 88.1. This opportunity was brought to the Foundation by a local part-time resident who became aware of the availability of the license for the station. The opportunity was only open to charitable 501(c)3 organizations. The Foundation stepped in to launch the station with the understanding that at some point the radio station would become its own charitable organization and would be spun off from the Foundation. The Foundation has supported the effort financially in its initial few months of operations but the station appears to be approaching self-sustainment.
- As it has done in prior years, the Foundation coordinated donations to send local children to 4H camp. In 2019, the Foundation was able to send 13 kids and 2 counselors.
- 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 which has been showing movies on the grounds of the Community Center for 3 years. Starting in 2020, Cinema on the Green will be shown on Town Hill.
- Colonial Beach Humane Society—The Foundation has been working to support the CB Humane Society. It funded a grant request by the Humane Society to help the Humane Society in its efforts to manage the feral cat situation in Colonial Beach.

THE COMMUNITY CENTER

Four 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 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 Community Center has become home for the Livingstone Church and the Colonial Beach Performing Arts Association, now in its second year of performances. The Community Center is also available to other nonprofits to rent at a nominal charge for meetings or other activities and may be rented by individuals and/or for-profit groups as a venue for parties, fundraisers, etc.



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GRANTS AWARDED DURING 2019 (including from BMM) TOTALED ALMOST \$28,000 to:

1. Torrey Smith recreation park
2. Scholarships
3. Kids to Camp
4. Westmoreland Sheriff's office
5. CB Kids
6. Colonial Beach PTA
7. Colonial Beach High School
8. Colonial Beach Elementary School
9. Downtown Colonial Beach Osprey Festival
10. Community Garden
11. Downtown Colonial Beach Banner Project
12. WWER 88.1 Radio Station
13. Handicap Beach Mats
14. Christmas Decoration
15. Save the Bay

FINANCIAL SUMMARY

Beginning Balance 1/1/2018 \$189,205

Ending Balance 12/31/2018 \$130,754

MOVING FORWARD

The Colonial Beach Community Foundation strives to take a pivotal role in enhancing the quality of life in and around Colonial Beach. The Board of Directors is stellar and gives the Foundation a sound basis for accomplishing its goals and objectives. The past several years has led the Foundation to where it is at the beginning of 2020—a strong, resourceful organization with a bold set of plans to move into the future. The Foundation will be diversifying its funding sources to be able to achieve an increasingly stronger budgetary position and ability to support more of the work needed in and around Colonial Beach. In this way, the Foundation can partner with the town, as it did with the Torrey Smith recreation park, and with other nonprofit organizations to bring more services that make life in Colonial Beach the best that it can be.



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Officers at Year's End 2019

President Peter M. Fahrney, M.D.
Vice President, Administration Merrie Cosby
Vice President, Member Engagement Eric Nelson
Vice President, Organizational Impact Cathy Bokman
Secretary Michele Inderrieden
Treasurer Thomas Savage, Esq.

Directors serving during 2019

Cathy Bokman
Diane Burton
Cathy Cabrey
Merrie Cosby
Marcia Feldman
Peter Fahrney
Karen Grisevich
Joyce Gunderson
Kristine Guido
John Heath
Michele Inderrieden
Sher Lee
Eric Nelson
Joyce Reid
Thom Savage
Mitzi Saffos
Ann Swope
Andrew Walker

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