Storefront works at the scale of human relationships, forming friendships and facilitating partnerships across disciplinary, physical, and socioeconomic boundaries. We place a high priority on the expertise of people who know the intimate details, nuances, and needs of their communities. Many Richmond neighborhoods still endure the effects of inequitable planning practices: residents are two and three generations entrenched in new living patterns. As Richmond rebrands itself RVA, it becomes an innovation hub of the South, and we at Storefront find ourselves at the center of planning and design culture, working towards equitable practices.

In 2011, Storefront began its work in Richmond’s East End. We continue to work heavily with clients in the 7th Council District, while also expanding our reach to all nine council districts. Through low-cost design assistance and engagement, we link design practitioners to design need. We have 126 design professionals who volunteer their expertise, and neighborhood and corporate volunteers who help execute projects. Since starting, we’ve completed over 150 design sessions, 11 community engagement processes, and 7 design education series.

While our clients are Richmonders, we are part of a larger national movement of designing with as opposed to for communities. In June 2015 we hosted the Association for Community Design’s national conference, drawing attendees from 18 major cities. We’re always talking with our national neighbors as well as our next door neighbors in the heart of the Arts & Cultural District. Our doors are open to anyone in the city.
STOREFRONT CONNECTS PEOPLE WITH DESIGN.

STAFF
Ryan Rinn, Executive Director
Tyler King, Program Director
Manon Loustaunau (Summer 2015)

INTERNS
Mary Swanson
Andrew Talbot

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Keith Sheehan
Jo White
De’Nisha J. Wilson
Through a growing network of 120 volunteers, Storefront connects people to design. Anyone may apply for design assistance; the Design Session program provides guidance on community-initiated projects ranging from stabilizing a derelict structure to redesigning a park entrance. On pay-what-you-can terms, applicants may have their session with a professional designer or a group of VCUarts students from mOb studio. During the session, the client and designer work together to devise a strategy to bring projects to a point of initiation.
In FY2015, Storefront’s Design Session program took on 18 community projects, engaging 21 session designers and over 75 hours of service. See projects on the map at: storefront.cartodb.com.

To volunteer as a session designer, or to request assistance on a project, contact Storefront’s Program Director Tyler King at tyler@storefrontrichmond.org.
After five years of facilitating conversations about neighborhood change, Storefront finds itself thinking beyond the community workshop, while embracing our original call to neighborhood advocacy. We keep in touch with our national neighbors just as much as our next door neighbors, and recognize a need to convene meaningfully by facilitating community-driven action.
EAST END LISTENING (FALL/WINTER 2014)
Lemonade stands became information hubs for residents of Richmond’s Creighton Court, a public housing community slated for redevelopment in 2016.

SIX POINTS BLOCK BLITZ (SPRING 2015)
Storefront forged a relationship with a corner store owner in the Highland Park neighborhood, and coordinated volunteers and community members to make improvements to his façade.

POP-UP RVA (SUMMER/FALL 2015)
Storefront piloted a pop-up retail effort in the heart of the Arts & Cultural District by working with HandsOn Greater Richmond, Douglas Development, the City of Richmond, and local merchant associations.

BYRD PARK ENGAGEMENT (FALL 2015)
The Friends of William Byrd Park and the City of Richmond engaged Storefront to develop a survey and engagement process that highlighted the current use and aspirations for park improvements. More than 1000 people participated in the process.

SIX POINTS INNOVATION CENTER (FALL 2016)
As a runner-up in the Robins Foundation Community Innovation Grant, Storefront received funding to open the Six Points Innovation Center (6PIC) in Highland Park in partnership with four nonprofits. This will serve as a resource and engagement outlet for the neighborhood’s high school youth. It will also provide space for the full-time presence of Storefront as we continue to work towards a better quality of life for the residents of Richmond.
The three tracks of the Design Education program include partnerships, advocacy, and practice. Through partnerships, Storefront works with nonprofits to expose design thinking to clients of the Richmond Behavioral Health Authority, Groundwork RVA, and mOb studio. Advocacy efforts aim to educate the public about the outcomes of Design Session and Community Engagement programs. Storefront also partners with leading voices across the nation to host public lectures, panels, and national conferences. We invite the community to use Storefront’s space in the Arts & Cultural District as a venue for educational events.
ACD RVA 20 15: NEIGHBORS (SUMMER 2015)
In July 2015, Storefront engaged its national neighbors at the Association for Community Design conference. Throughout Richmond’s Arts & Cultural District, 150 participants explored the theme of “Neighbors” as the most basic unit of community. Attendees also experienced Richmond neighborhoods through a series of walking and biking tours.

RICHMOND AS A WORK OF ART (FALL 2015)
Storefront coordinated access to three empty space along East Broad Street to host Richmond as a Work of Art, curated by architects and educators Emma Fuller and Michael Overby. This exhibit and panel discussion examined the founding conditions of the city while projecting a future civic vision.

RVA CARDS AGAINST URBANITY (WINTER 2015)
What started as people complaining about their jobs over rooftop drinks became a spin-off of the popular card game, Cards Against Humanity. Cards Against Urbanity aimed to rearrange frustration through humor, and often, accidental education. After several packed-house game nights with creator Lisa Nisenson, Storefront was inspired to create an expansion pack for RVA.

RECOVERY BY DESIGN (ONGOING)
With support from the National Endowment for the Arts and Cultureworks, Recovery by Design brings clients from the Richmond Behavioral Health Authority to participate in eight courses led by Storefront volunteers. These sessions explore design as a tool for recovery from and communication about mental and developmental issues.
Storefront believes that access to affordable planning and design resources creates a more equitable Richmond. Your support provides a space for our volunteers to conceptualize design projects imagined by your very own neighbors. To help Storefront continue connecting people to planning and design, visit storefrontrichmond.org/donate.

ROBINS FOUNDATION
CITY OF RICHMOND
LOCAL INITIATIVES SUPPORT CORPORATION
NATIONAL ENDOWMENT FOR THE ARTS
ENTERPRISE COMMUNITY PARTNERS
SADLER & WHITEHEAD ARCHITECTS
COMMUNITY FOUNDATION
BASKERVILL
GLAVE & HOLMES ARCHITECTURE
BCWH
AIA VIRGINIA

ANDREA ALMOND
ASHA BANDAL
KELLY BATTERSON
PAUL BLACKER
DOUG BOYLE
MARK BRALEY
CHRIS BRANHAM
KRISTIN CASKEY
CAROLYN CLAY
VANESSA DIAMOND
STEVE DREW
GARY DUKE
JOANZ DZENIS
CATHERINE EASTLING
ASHLEY FLINTOFF
SHARON FULLER
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SANDRA GRIFFITH
HUNTER HACKETT
DYLAN HALPERN
GILES HARNISBERGER
MAX HEPP-BUCHANAN
MARTIN HEWETT
JULES IRVIN-ROONEY
DAVID JONES
LOUIS JONES
BILL & LIBBY KING
AUDREY KRAMER
ANDREA LEVINE
LAUREN LICKLIDER
DOUG LOCKE
WILLIAM MARTIN
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MAURA MEINHARDT
LAURA MINNICK
ANDREW MOORE

LESLEIS MOORE
DR. CYNTHIA I. NEWBILLE
MARY NEWMAN
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EDWARD ORLOWSKI
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ALEX PETRONE
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DENNY RUDZINSKI
EM RUF
MARY SADLER
DANIA SCHMIDT
KEITH SHEEHAN
ED SLIPEK
DAN STACKHOUSE
VICKY STEINRUCK
MARY-HELEN SULLIVAN
ELAINE SUMMERFIELD
MARY W THOMPSON
JAMES WHEELER
CAMDEN WHITEHEAD
JASON WHITT
KATIE WILBUR
COLLEEN WILLIFORD
JENNIFER WIMMER
JAMES UKROP
**SUPPORT**

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**NET ASSETS**

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**VALUE OF DONATED SERVICES**

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*To calculate the value of donated design services to Storefront projects by volunteers, we take the average hourly rate established by each design industry represented in our volunteer base.*