Friends of Hollywood Cemetery, a 501(c)3 organization, was founded in 2007 to provide for the restoration and conservation of monuments, sculptures and ironwork within the cemetery.

Annual Report Photography by Bill Draper
February 2021

Dear Friends,

When 2020 opened, very few people outside the medical field anticipated the world wide pandemic which would bring unparalleled challenges for everyone across the globe. Here at Friends of Hollywood our attention was focused on raising the funds to meet the $150,000 challenge grant from The Cabell Foundation which would help us complete two projects we had been working on for several years. Then in what seemed the blink of an eye, COVID-19 swept in and with it quarantines, social distancing, and lockdowns, anxiety and stress in proportions unheard of for generations.

Remarkably, thanks to the long time generosity of loyal donors to Friends like you and the conservation and restoration projects your gifts made possible, Hollywood was able to take on a new role. It became a daily destination for thousands of local visitors. After passing through our gates they immersed themselves in a beautiful, and peaceful outdoor space which helped them boost their physical and mental health. Their visits continue even now.

Your generosity also made it possible for Friends to meet the challenge offered by The Cabell Foundation and complete the third and final James River Overlook. It joins the two other overlooks in offering some of the best views of the James River as it winds through downtown Richmond. Meeting the challenge also made it possible for us to complete The Glade, the scattering garden with memorial walls which greets visitors as they drive along the roadway leading from our gates. A stunning fountain, benches for sitting and reflecting, a birdbath, landscaping (including trees), and cobble stone aprons connect The Glade to adjacent sections of the Cemetery.

We are grateful to The Cabell Foundation and to all of you who helped us succeed in meeting this challenge. Thank you!

We are so pleased to acknowledge your gifts to our newly established Legacy Society, a planned giving endowment fund which will guarantee preservation of Hollywood’s beautiful grounds in the future when lots and niches are no longer available. Learn more about this opportunity in the article in this annual report.

Thanks to you, we are maintaining our momentum in 2021! We will continue our ongoing restoration of this magnificent space, with projects that will improve the entrance to the Harvie Family plot, the oldest part of Hollywood purchased by the founders; complete the Tiffany stained glass window restoration; make plans for The Lawn area near the overlook; and continue restoring fences which provide a history of fence design and construction over almost two hundred years.

Thank you for your support. We cannot do our work without you. Please come and visit soon and see all that you have made possible here.

Sincerely,

Edward M. Farley, IV
Chairman, Board of Directors
2020 Highlights & Accomplishments

Over $4.4 Million was raised from Individuals, Foundations, Corporations & Organizations from 2008-2020

Met $150,000 2:1 challenge grant from The Cabell Foundation to complete the third James River Overlook and restore The Glade. You helped us raise $300,000 to secure the $150,000 grant!

This year we also...

- Funded and planted over 60 new trees
- Restored the second of three Tiffany windows in the Ginter Mausoleum
- Completed a successful rose work day before the pandemic thanks to Connie Hilker and all the volunteers who participated.

Hollywood kept its gates open to the public during the COVID-19 pandemic. Thousands of visitors enjoyed the fresh air and nature during an unsettling time.

All public and private tours with The Valentine Museum were canceled.

There were 73,714 visits to Hollywood Cemetery's website. 57,825 were new visitors and 64.32% were mobile views.

11,278 Pages Liked
2,846 Followers
533 Followers
The third James River Overlook was completed thanks to the generous gift from The Cabell Foundation.
Annual revenue figures may include capital commitments pledged over several years. However, those commitments are recognized in their entirety the year in which they are made. Annual expenses, on the other hand, are generally incurred when cash is available. Accordingly, annual revenues may or may not exceed annual expenses in any given year.
We invite you to join The 1847 Society and continue the ongoing restoration and preservation of Hollywood Cemetery.

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We have made every effort to create an accurate list of our supporters. Should there be an error please let us know.
The Glade, Hollywood's first scattering garden completed thanks to your generous gifts to match The Cabell Foundation challenge grant.
Your gift will ensure the future of Hollywood Cemetery for generations to come.

In 1847, Hollywood Cemetery began as a working cemetery on the edge of a growing and prosperous city, envisioned as a place of burial amidst natural beauty and historical remembrance.

Today, Hollywood is still a working cemetery yet is the center of Richmond's riverfront greenspace.

In the future, Hollywood will have the obligations of a cemetery, but not the resources to meet them. It must be able to maintain its unique monuments and contours, while meeting outdoor civic needs in ways yet to be known, but perhaps forseen by its founders.

We offer you the opportunity to join The Legacy Society of Friends of Hollywood Cemetery, 501 c(3) organization that secures funds for The Hollywood Cemetery Company's use perpetuating Hollywood's unique contributions to Richmond, Virginia, and to the United States.

Your estate gift to Friends of Hollywood will be set aside by Hollywood Cemetery Company (a non-profit cemetery company) in its endowment for the days when Hollywood is no longer a working cemetery, but still frequently visited by descendants, tourists, historians, and the local community.

With your help, we can ensure that the beauty and history of Hollywood Cemetery will remain for generations to come.

Thank you for taking the time to think about Hollywood's place in your estate plans. If you have already made provisions and you wish to be included in The Legacy Society, please let us know.

For more information about planned giving, please contact Kelly Jones Wilbanks, Executive Director of Friends of Hollywood Cemetery at Kwilbanks@hollywoodcemetery.org, call our office at (804)648-8501, or visit our website at www.hollywoodcemetery.org

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