



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

March 2024

Dear Friends,



Because of your generous support, Friends of Hollywood Cemetery was able to continue its ongoing capital restoration projects throughout the Cemetery. Since 2008, you have helped us raise more than \$5.7 million which has gone to an array of projects in many areas of the Cemetery. Many of these projects have been featured in our quarterly newsletter and in previous annual reports, along with stunning photography from local photographers.

This year, we were especially grateful to be the unexpected beneficiaries of two remarkable planned gifts that are simply transformational to our work here. The first gift was from the Havens Foundation which has deep roots in this community. Mr. Havens was an inventor of various electrical products, including the Philco Socket Power Unit, an AC-charged battery unit that powered the original crystal radio sets. He owned and operated several radio stations in Richmond and then built what would become the first television station in the south, WTVR, now Channel 6. His daughter established the Havens Foundation to benefit residents in the Richmond Community.

Friends of Hollywood was also the recipient of a second planned gift from the Thomas Fisher Endowed Fund of the Philadelphia Foundation. This generous gift came from a high school history teacher who taught for 35 years in the suburbs of Philadelphia. His curiosity and his travels brought him to Richmond on several occasions where he discovered Hollywood Cemetery. He became a member of Friends and faithfully read each newsletter, regularly sending us comments about the articles and letting us know of his interest in the historical component of our work. Mr. Fisher passed away in 2023 and Friends received the first annual contribution from his estate. These annual contributions will continue to honor his interest in history and our projects that encourage people to think of the political, social, economic and cultural impact of those buried here.

These two investments, combined with your support, are instrumental in facilitating our work. We are so grateful for your ongoing engagement here. Thank you!

Hollywood Cemetery continues to be a destination, with record-breaking numbers of people visiting this place seeking nature, solace, and improved mental health, as well as a popular destination for walkers, runners, artists, those on Segways, pushing strollers, or walking dogs.

Thanks to you, we are maintaining our momentum in 2024! We will continue our ongoing restoration of this magnificent space, with the current restoration of Long Bottom, and maintaining the restoration of fences, the artform that consistently links periods of time and reflects how fences were designed and constructed in our community.

I welcome our new Chair, Mason New, and look forward to following the positive momentum that you have made possible. None of these accomplishments would be attainable without your support.

Sincerely,

Edward M. Farley, IV Chairman, Board of Directors

2023 Highlights & Accomplishments



Over \$5.76 Million

was raised from Individuals, Foundations, **Corporations &** Organizations from 2008-2023

of individual donors have given for at least 5 consecutive years

This year we...

- · Completed the Natural Treasures Guide on our website
- Restored 400 linear square feet of iron fence work
- Replaced the Dobson Street chain link fence with repurposed iron fence, saving \$60,000 for our donors
- · Continue to make Long Bottom (4.5 acres of greenspace) more accessible
- Received 631 gifts from individuals 55 were first time gifts
- Planted 100 new trees

Visitors

91,920 vehicles

visited Hollywood Cemetery.

That equals about 229,800 visitors by car alone.









In 2023, there were

107,926

visits to Hollywood Cemetery's website.

70% were mobile visitors 37% were from Virginia



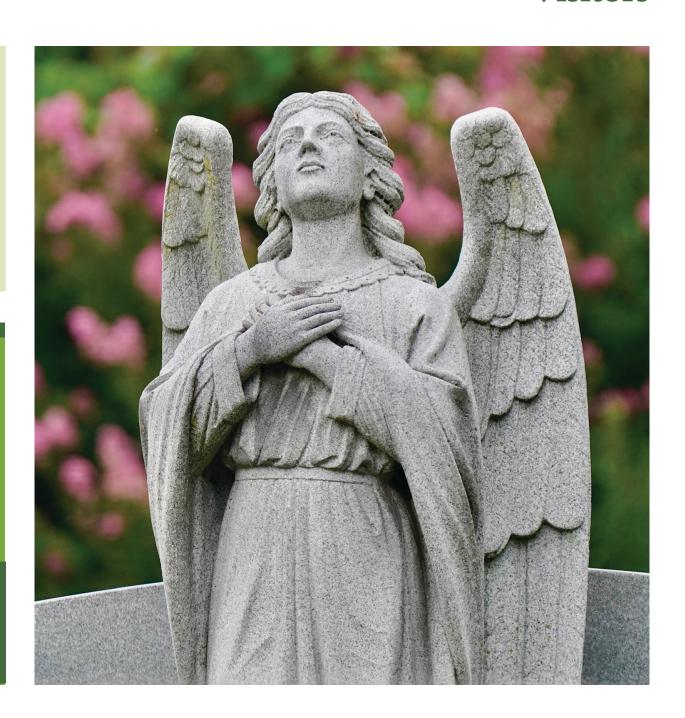




12,754 FOLLOWERS

4,742 FOLLOWERS

586 FOLLOWERS



Hollywood Tree Facts



Hollywood Cemetery is

1 of 11

Level 1 Accredited Arboretums in Virginia

There are **35 total** Accredited Arboretums in the state.

Hollywood Cemetery has

3x more

mature trees than the industry goal for urban trees

The **older/more mature a tree is**, the **more important** it is for the environment. Unlike humans, the **older** a tree gets, the **stronger** it is. The average Christmas tree has **25,000 insects and microorganisms** in it. Can you imagine how many species live in a 100 ft tall oak tree?

FRIENDS OF

HOLLYWOOD

Challenge Grant

Friends of Hollywood Cemetery received its fourth one-to-one \$150,000 Challenge Grant from *The Mary Morton Parsons Foundation* in November 2023!

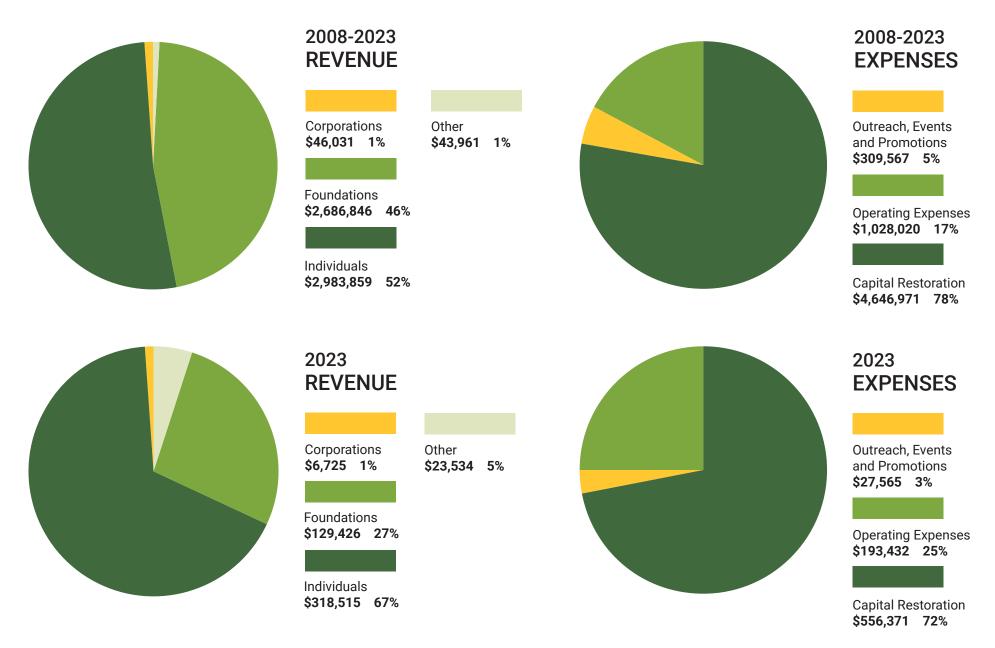
Friends must raise

\$150,000

in order to receive \$150,000 within a 12-month period.

Please help us meet this goal!

Financials



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.

The 1847 Society Leaders for preservation of Hollywood Cemetery

We invite you to join The 1847 Society and continue the ongoing restoration and preservation of Hollywood Cemetery.

Presidents Circle \$25,000+
The Mary Louise Chrisman Family Trust
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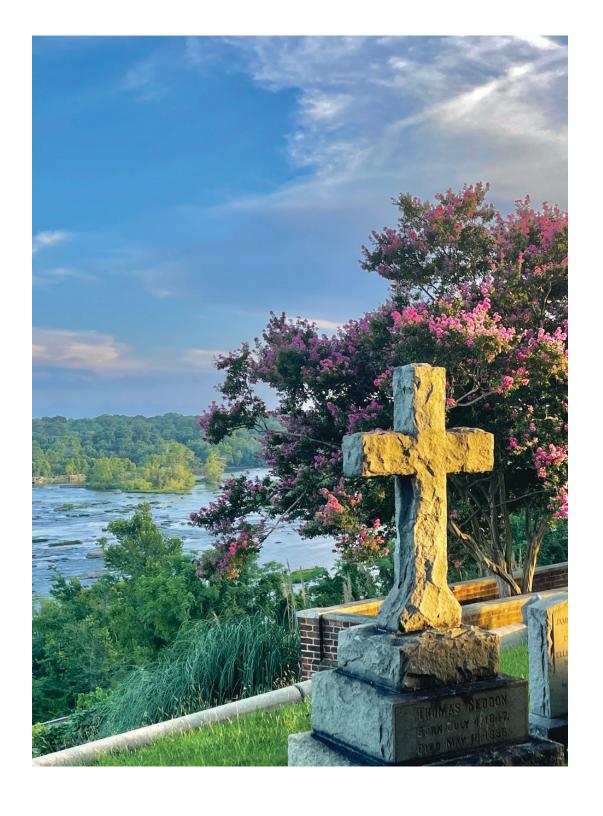
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Spring Walking Tours

Scheduled For Our Donors

Hear from knowledgeable tour guides not only about the history of the Cemetery, but also landscape design, architecture, symbols and the notables buried at Hollywood!

Tuesday, May 7th at 10:30 AM

Thursday, May 9th at 10:30 AM

Saturday, May 11th at 1:00 PM

Sunday, May 12th at 2:00 PM (Bus Tour)

Tuesday, May 21st at 11:30 AM (Rain Date)

Please email Kelly Wilbanks at kwilbanks@hollywoodcemetery.org
or call the Cemetery office at (804)648-8501 to reserve a place.

The Legacy Society

Legacy Society Members

Jane H. and William J. . Armfield IV

Sharon Arnold

Nancy Brogden Booker •

Ann Lee Saunders Brown •

Robert P. Buford •

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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 and 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, a 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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