



Board of Directors Recruitment Resource Guide

Storefront for Community Design

Many Richmond residents do not have the opportunity to participate in city planning, nor understand the complex forces shaping the designs. **Storefront for Community Design is a non-profit design center in Richmond, Virginia, founded to bridge the gap and make design programs and resources accessible to all for the love of our city.** We aid community partners in ideas advancing areas of environmental and food justice, health and wellness, economic development, placemaking/placekeeping and design/planning tools to empower community organizing.

Mission

To inspire equitable community-driven design in the built environment through innovative programs and resources that engage the next generation of designers.

Vision

A Richmond intentionally shaped by community voice, equitable design, and collaborative partnerships.

Our Values

- **Design** - We believe design has the power to offer tangible solutions to community challenges.
- **Creativity** - We support the creation of spaces that cultivate innovation, collaboration, healing, and growth.
- **Inclusion** - We provide physical and social space for stakeholders to gather and engage in bold and difficult conversations.
- **Inspiration** - We honor the agency and voice of the stakeholders we serve and are committed to supporting community and youth-led initiatives.
- **Equity** - We embrace the opportunity to provide each community in our city the tools they need to thrive, regardless of race, ethnicity, or socio-economic status.

Storefront Programs

Storefront for Community Design inspires equitable community-driven design through innovative design education programs including **design workshops** and **low-cost design and planning assistance programs**.

CITY BUILDERS DESIGN WORKSHOP
DESIGN WORKSHOPS

We convene project-based learning opportunities that **focus on real world issues in the built environment** and encourage youth and young adults to **discover and design solutions that create effective change in their lives and communities**.

DESIGN SESSION
LOW-COST DESIGN AND PLANNING ASSISTANCE

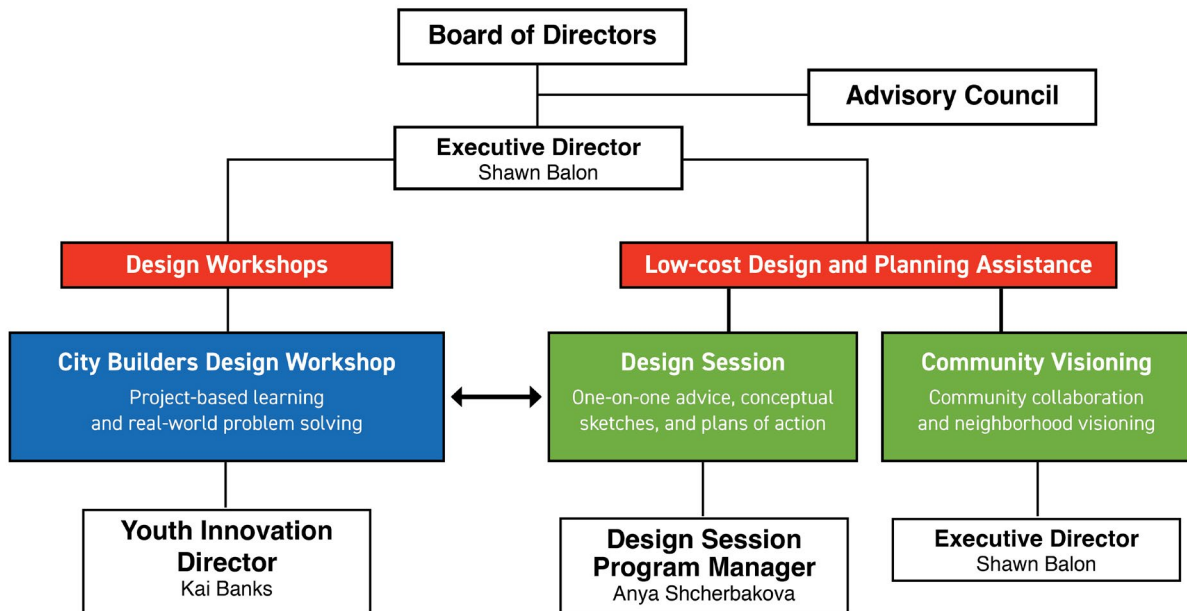
We provide community members design and planning assistance at an **intimate, approachable level** including **one-on-one advice, conceptual sketches, and plans of actions** from volunteer design and planning professionals.

COMMUNITY VISIONING
LOW-COST DESIGN AND PLANNING ASSISTANCE

We provide community-based design and planning assistance that **inspires community members to take action, leverage their creativity, and realize a shared vision** that **strengthens** our neighborhoods.

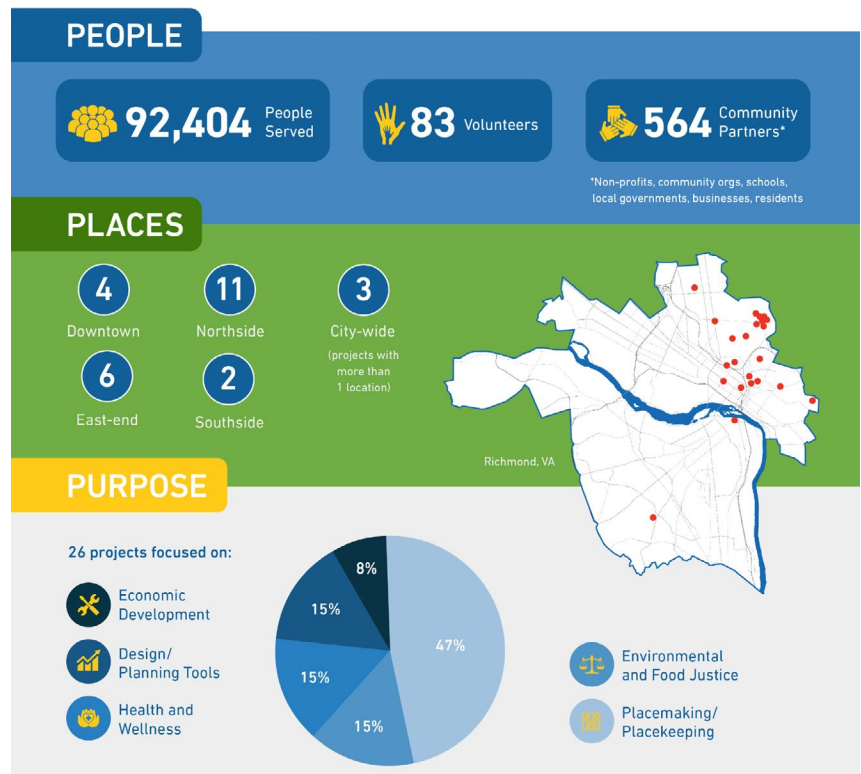
Organizational Chart

Storefront currently includes 12 Board of Directors, an Advisory Council, 3 full time staff members, and semester-based internship opportunities for high school and college students. A new three-year strategic plan (FY2023 - FY2025) envisions organizational and program growth in the coming years.



FY 2022 Program Impact

Since 2011, Storefront for Community Design has completed over 370 low-cost design and planning assistance projects and over 20 design workshop series/projects with an estimated value of donated services well over \$1,080,000.



Vision 2025: Strategic Plan

www.storefrontrichmond.org/vision-2025

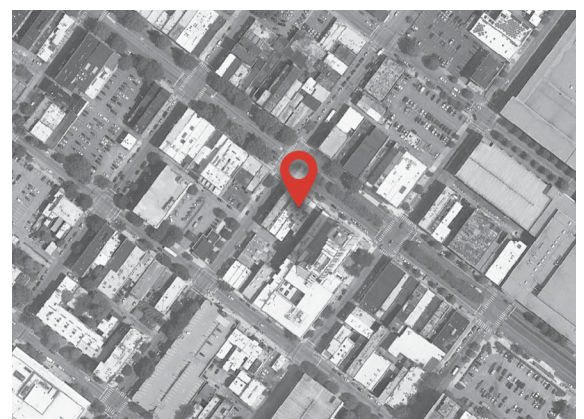
In 2022, Storefront for Community Design announced a bold, new vision and a three-year strategic plan. We will firmly focus on transforming our low-cost design and planning assistance programs and expanding our design education programs to inspire community-driven design in the built environment. To make this happen, we're organizing everything that we do around these three priorities:

1. Inspire Community Members through Enhanced Programming
2. Strengthen Storefront's Impact through Long-term Organizational Sustainability and Visibility
3. Deepen Relationships and Partnerships

Office Location

205 E Broad Street
Richmond, VA 23219

Our office is in Richmond's Arts District. We share space with the VCUarts mOb studio who hosts classes and workshops in the fall and spring semesters. The office provides a collaborative workspace for programming. The open studio is best suited for events such as workshops, meetings, and exhibits providing a collaborative environment for staff and community partners to develop new ideas and engage in bold and difficult conversations.



Board of Directors FAQ

Requirements for membership shall be as follows:

- Directors shall be at least eighteen years of age.
- Directors must be willing to accept responsibility for governance, including availability to participate actively in Board and committee activities; to provide input in areas of interest and expertise; to actively participate in fundraising and building relationships with donors; and to utilize experience in organizational and community activities.
- Directors shall hold office for a term of three years.
- Directors are expected to make a meaningful personal financial contribution annually.
- Directors are expected to participate in at least one committee.
- Nominees voted to the Board of Directors will begin their service at the start of the fiscal year (July 1).

Roles and Responsibilities

As a Board of Director, you will commit to becoming a:

- Ambassador
- Consultant
- Governor
- Sponsor
- Leader

Storefront for Community Design is currently in the stages of rebuilding and growth. As a Board of Director, you will be asked to prioritize governance and sponsorship/fundraising to help us achieve long-term organizational sustainability and visibility.

FY2023 Board of Directors

Executive Committee

Bernard Harkless, Chair
Allison Leighton, Vice Chair
Joy Whitehurst, Secretary
Jimmy Chou, Treasurer
Nick Cooper, Member-at-Large

Board of Directors

Jillian Bates, Virginia Housing
Jimmy Chou, SingleStone
Nick Cooper, Hanbury
Kristen Costello, Dewberry
Stephanie Golembeski, Froehling & Robertson
Bernard Harkless, Lynx Ventures, Inc.
Kristie Inge, Highwoods Properties
Allison Leighton, Quinn Evans
Lashawnda Singleton, Virginia Department of Corrections
Tyler Sylvestro, Marvel
Joy Whitehurst, River Fox Realty, LLC
Geoffrey Zindren, Alliance Group Ltd.

Board of Directors Meetings & Committees

The Board maintains an Executive Committee, a Finance & Audit Committee, a Development Committee, and a Marketing Committee. Committee meetings occur every other month when the Board of Directors meeting is not scheduled (up to six meetings per year).

Executive Committee

(Governance)

Committee members will:

- provide organizational direction for the full board and the Executive Director (ED)
- evaluate the ED's performance and report back to full board
- nominate and select board members to be voted on by full board
- advise the ED and execute the board's power between meetings
- emergency decision-making
- envision and offer training and professional development for executives

Development Committee

(Relationship Building, Fundraising, and Strategy)

Committee members will:

- help cultivate and support annual donors and assist in direct donor one-to-one meetings and asks
- collaborate with Marketing Committee to envision language for all campaigns and assist with creating thank you cards and planning campaigns
- envision and offer fundraising training opportunities for Board of Directors
- host a small event for donors (cocktail nights, garden parties, etc)
- develop and coordinate the Board of Directors Give & Gain campaign each year

Finance & Audit Committee

(Financial Oversight)

Committee members will:

- oversee & assist in financial oversight including annual operational budget and audit
- present financial updates to Board of Directors at bi-monthly meetings
- collaborate with staff and Development Committee to coordinate financial forecasts and diversification of funding annually
- assist in finding financial consultants as needed

Marketing Committee

(Public Relations, Marketing, and Organizational Growth)

Committee members will:

- assist with the development and coordination of Press Releases and other marketing items that may include videos and impact stories
- assist with the development of the annual report and marketing strategy
- collaborate with staff and Advisory Council on Golden Hammer Awards and Annual Spring Event marketing and communications
- assist in developing case studies to market and grow fee-for-service projects

Board Meeting Annual Calendar

See below for a typical meeting calendar for the Fiscal Year (July 1 to June 30).



Additional Resources

- Storefront website: <http://www.storefrontrichmond.org/>
- Storefront team, Board of Directors, and resources: <http://www.storefrontrichmond.org/people>
- Program overview and focus areas: <http://www.storefrontrichmond.org/programs>
- Design Workshops: City Builders Design: <https://www.storefrontrichmond.org/design-workshops>
- Low-cost Design and Planning: Design Session: <http://www.storefrontrichmond.org/design-session>
- Low-cost Design and Planning: Community Visioning: <http://www.storefrontrichmond.org/community-engagement>
- Storefront Impact: <http://www.storefrontrichmond.org/impact>
- Storefront Blog: <http://www.storefrontrichmond.org/blog>
- Vision 2025: 3-year Strategic Plan: <https://www.storefrontrichmond.org/vision-2025>

