

FRIENDS OF

HOLLYWOOD CEMETERY

2024 Annual Report



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 2025



Dear Friends,

Because of your generosity, Friends of Hollywood Cemetery was able to continue to fund ongoing capital restoration projects throughout the Cemetery. Since 2008, you have helped us raise more than \$6.4 million which has contributed to an array of improvements in every corner 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 and others who come from across the globe to see this special place.

Thanks to you, we recently completed the restoration of Long Bottom, the 4.5-acre expanse near the entrance of Hollywood. Always a popular destination, Long Bottom now has new stairs with railings and parking spaces, making this spot accessible to all who wish to come and enjoy this urban asset. Long Bottom offers yet another powerful connection between people and nature. I hope you will come and visit so that you can see how your investment here benefits all who spend time at the Cemetery.

Thus, Hollywood Cemetery continues to be a destination, with record breaking numbers of visitors seeking nature, solace, and improved mental health. Daily, we see walkers, runners, artists, those on Segways, new parents pushing strollers and pet-owners taking their dogs to enjoy some fresh air. And, of course, the Cemetery offers many people a solemn place to grieve lost friends and family.

Because of your continued support, we are maintaining our momentum in 2025. We will continue our ongoing restoration and preservation of this magnificent space, with projects that include planting new trees to maintain the beautiful urban canopy that we have cultivated for so long, repairing stained glass windows that remain a compelling attraction, and restoring iron fences, the captivating artform that consistently links periods of time and reflects how iron fences were designed, constructed, and used in our community.

None of these accomplishments would be attainable without you, and I am ever grateful for your interest in one of Richmond's natural and historic treasures.

Sincerely,

J. Mason New
Chairman, Board of Directors

2024 Highlights & Accomplishments



Over \$6.44
Million

was raised from
Individuals,
Foundations,
Corporations, and
Organizations from
2008-2024

71.4% of individual donors
have given for 5+ years

This year we...

- Restored 500 linear square feet of iron fence work
- Digitized the lost Confederate soldiers' ledgers
- Restored 3 stained glass windows
- Received 647 gifts from individuals – 53 were first time gifts
- Planted 22 new trees

Visitors

96,140 vehicles
visited Hollywood Cemetery.

That equals about 240,350
visitors by car alone.



In 2024, there were

102,727

visits to Hollywood
Cemetery's website.

70% were mobile visitors



13,927
FOLLOWERS



5,418
FOLLOWERS



589
FOLLOWERS

Top 5 Visits by State

- 1 Virginia 42%
- 2 Florida 8%
- 3 New York 6%
- 4 Georgia 5%
- 5 California 4%

Top 5 Pages Viewed

- 1 Home Page
- 2 Things To See
- 3 Burial Records
- 4 Plan Your Visit
- 5 Tour Options

Hollywood Tree Facts



163,737.9

POUNDS OF CARBON

are **EMITTED** by the cars that enter
Hollywood Cemetery annually.

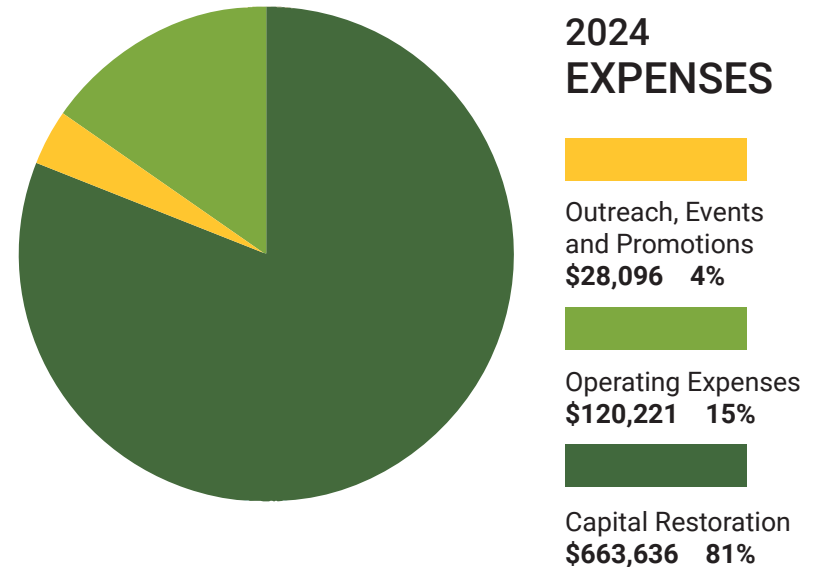
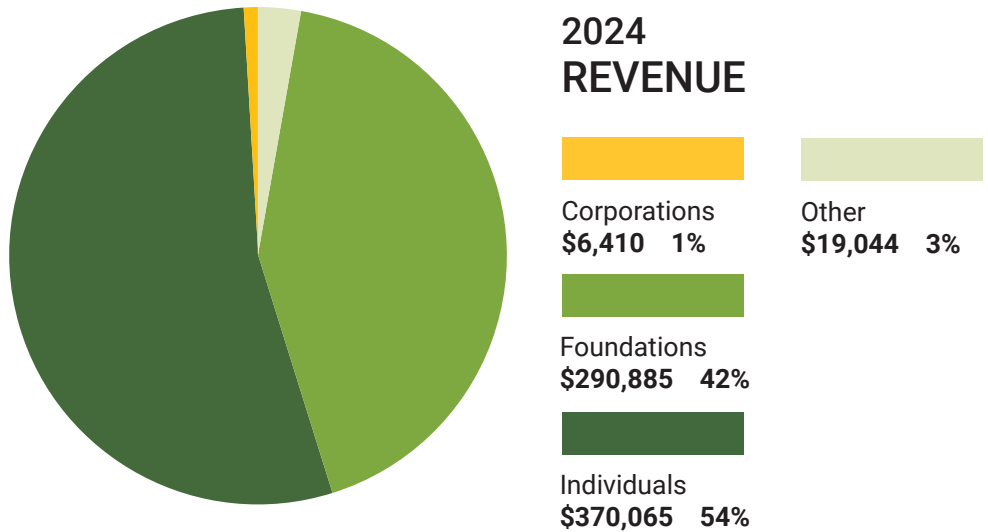
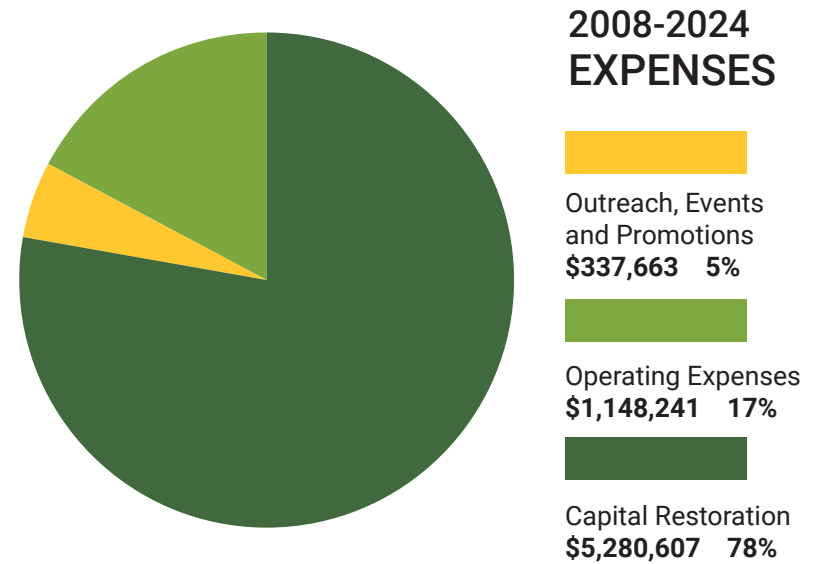
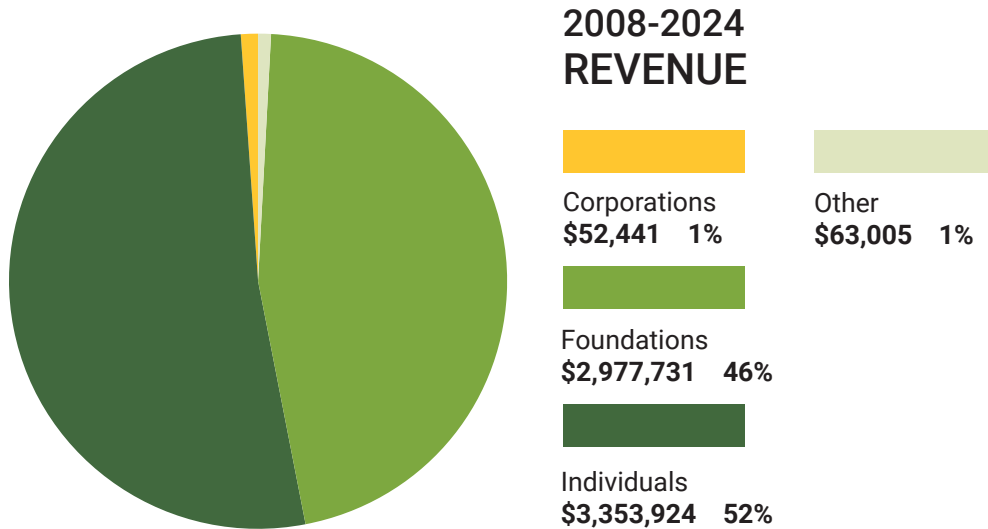
243,767.83

POUNDS OF CARBON

are **ABSORBED** by the trees at
Hollywood Cemetery annually.



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.*

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The Mary Louise Chrisman Family Trust
Hollywood Cemetery Company ♦
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2025 Tree Tours

Spring Tour

Wednesday, April 9th at 11 AM

Fall Tour

Wednesday, November 5th at 11 AM



FRIENDS OF
HOLLYWOOD
CEMETERY

2025 Highlights of Hollywood Cemetery Tour

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 6th at 10:30 AM

Thursday, May 8th at 10:30 AM

Saturday, May 10th at 1:00 PM

Sunday, May 11th at 2:00 PM
(Bus Tour)

Tuesday, May 13th 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
Katherine Bobbitt
Nancy Brogden Booker •
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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 foreseen 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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