

ACKNOWLEDGMENTS

The family of Richard Alvin Holder extends our heartfelt thanks for the many expressions of love, prayers, and support during this time. Your kindness has been a source of comfort and strength, reminding us that we are not alone.

We are grateful for each of you who have helped us honor Richard's life and legacy. May God continue to bless and keep you.

With gratitude,
The Holder Family

MAUSOLEUM ENTOMBMENT

Immediately following the service

Camp Memorial Cemetery
1095 Highway 54 East
Fayetteville, GA 30214

REPAST

Following the entombment, all are welcome

Shiloh Baptist Church
262 Macon St.
McDonough, GA 30253

PALLBEARERS

Samuel L Holder Jr.
George Jones III
Marty Holder Jr.
Keishaun Watts
"SJ" Sadegh. B
NaJuan Davis

HONORARY

Samuel Lyon
Samuel Holder III
Adrian Vinson
Sterling Jones
Tyree Stephens
Mico Lynon

INTRUSTED TO THE CARE

Anthony L. Watkins Funeral Home
163 North Avenue
Jonesboro, GA 30236

IN LOVING MEMORY OF

Richard Alvin Holder

MAY 17, 1984 - APRIL 26, 2026

Friday, May 8, 2026 | 12:00 PM
Shiloh Baptist Church
262 Macon St.
McDonough, GA 30253



ORDER OF SERVICE

Processional
Ministers and Family

Officiant
Missionary Evelyn Jones

Scripture Readings
Old & New Testament
Elder Anthony Flournoy

Prayer of Comfort
Evangelist Maggie Johnson

Musical Selection
Minister Greg Kirkland, Sr.

Acknowledgements & Condolences
Carletha vinson

Obituary
Carletha Vinson

Reflections of Love
Kevin Holder
BJ Orr
LaQuinte` Brinson

Musical Selection
Alesha Brinson

Eulogy
Asst. Pastor Elder Willie Aycok
OLM Church of God Holiness in Christ

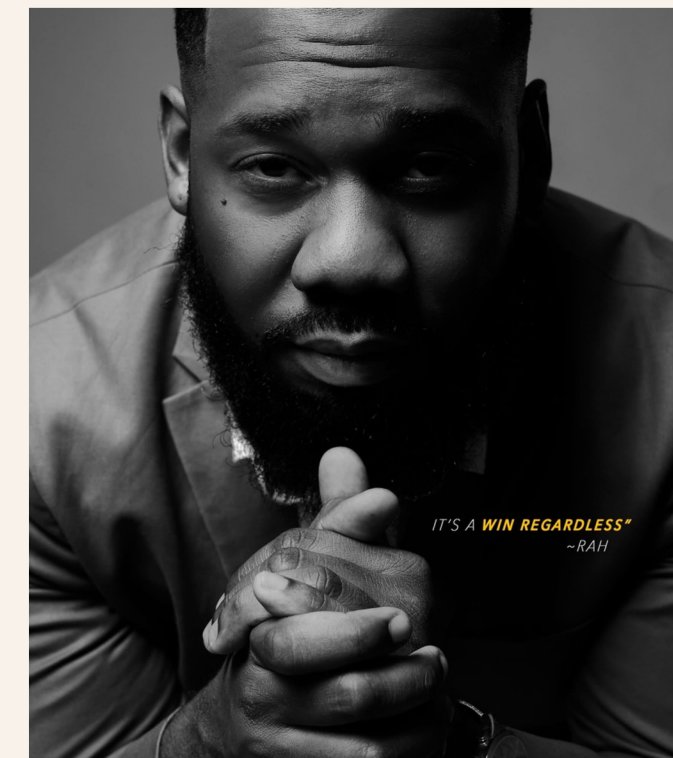
Video Presentation

Recessional
Ministers and Family



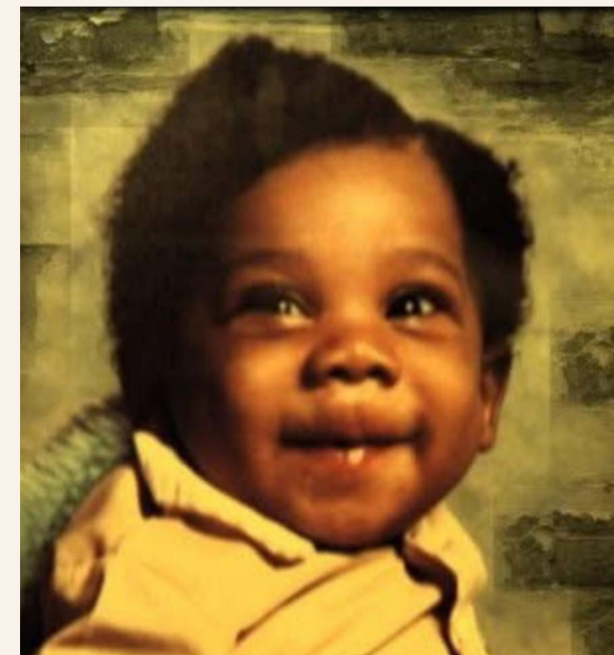
"He who is seated on the throne said, 'I am making all things new.'"

Revelation 21:5





Richard Alvin Holder was born on May 17, 1984, in Gary, Indiana, and raised in Riverdale, Georgia. He was the son of the late Samuel Louis Holder Sr. and Frankie Mae Holder, and the beloved baby brother of Samuel Louis Holder Jr. and Tammy Ann Holder.



To his family, he was known as Richie. To his friends, colleagues, and the many lives he touched through his work, he was known as Rah.

Richard was a man of presence. The kind you felt without him having to say much.

Grounded, genuine, and consistent in who he was, no matter the room, no matter the role.



His life was shaped by faith, family, and a deep connection to creativity. He attended Riverdale Elementary, Riverdale Middle, and Riverdale High School, where he formed many of the friendships he would carry with him and value throughout his life. As a child, he would film broadcasts for his father's ministry at Old Landmark Church of God Holiness in Christ, giving him an early glimpse into the passion and purpose that would later define his work. He continued his education at Atlanta Technical College, where he studied Graphic Design. It was there that his creative path began to take form, eventually expanding into photography and videography. Through his exemplary work, he not only built a career, but a legacy.



Through RAH Visual Group (RVG), he created space for people to be seen, ideas to be birthed, and success to be attained. For nearly two decades, he helped individuals, brands, and organizations bring their vision to life through visual storytelling. He had a gift for capturing moments in a way that made them last.

His work extended across major productions and organizations, including BET's Sunday Best, ESPN, Netflix productions, Zeus Network, and collaborations with Delta Airlines, Morehouse School of Medicine, Grady Hospital, Georgia Aquarium, UFC, MMA, and many others throughout Atlanta and beyond. Whether the platform was large or small, Richard executed with the same focus, precision, and commitment for every client. His dedication to his craft earned him recognition, including the Fan Choice Award for Best Videographer of the Year in 2015 and 2016, Media Person of the Year in 2017, and MMA Promoter of the Year in 2019. But if you knew Richard, you knew it was never about the awards. It was about the people. It was about creating something that mattered.

Outside of his work, Richard lived life in a way that made people feel good to be around him. He loved to laugh. He loved to joke. He loved being silly and bringing joy into the room. He enjoyed spending quality time with Michelle and Zoey, linking up with his brother Sam, and making new memories with his family and friends. He was a laid-back, simple guy who was a big wrestling fan and enjoyed going to the gun range, playing around with the latest technology, watching basketball, rooting for the Cowboys, baking oversized batches of chocolate chip cookies, and taking random trips to his favorite stores, Academy and Kroger. He would occasionally unwind with gaming, but more than anything, he loved perfecting his craft and capturing special moments.

Richard believed in staying focused on what truly mattered. He would often say, "Make the main thing the main thing." And he lived that out in how he loved, how he worked, and how he was present for the people closest to him. He carried an outlook on life that never wavered, grounded in the belief that no matter what came his way, he would keep moving forward.

"WIN REGARDLESS" was more than a phrase, it was a mentality Rah lived by. He was positive, consistently, even when life did not make it easy. No matter the circumstance, he found a way to keep going, to keep believing, and to stay the course.

He also had a way of thinking deeply about everything, always coming up with a theory and always trying to understand the "why." Those closest to him know exactly what that means and can probably smile thinking about it now. But more than anything, Richard valued people. He believed in giving credit where it was due, making people feel comfortable, and treating others with respect every time.





In 2025, Richard made a decision that changed the trajectory of his life. He rededicated his life to Christ. It was intentional. It was personal. He wanted to get things right with God so he could lead his family the right way. He trusted God deeply and stood firm in his faith, declaring, "All Things Are New." From that moment forward, he moved with clarity.

On February 14, 2026, in their home and with their daughter by their side, Richard asked Michelle Renee Ross to marry him. It was a moment that reflected the man he had become and the life he was building with intention. His love for Michelle was genuine and steadfast. He pursued her, built with her, and stood beside her as they raised their beautiful daughter.



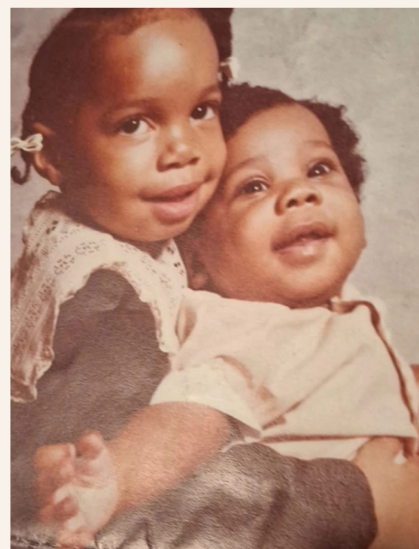
Richard was a devoted father to his daughter, Zoey Renee Holder. He loved her deeply and took pride in being her protector, her guide, and her example. He understood his role as a father and often talked about how impactful his father was to him. He would often share how his father would remind him, *"Take care of your mother, take care of one another, look out for each other, and love one another."* He carried these responsibilities with honor and purpose. Richard was proud to be a Holder. He loved and honored his mom and dad and would often speak proudly of the Holder Trio, "Sammy, Tammy, and Richie," sharing how well his parents raised the three of them. He had his siblings' back and knew they had his.

WIN+REGARDLESS

Richard also loved his extended family. He often shared childhood memories of time spent with his cousins, the good laughs, and unforgettable moments that strengthened the bonds they shared. He loved and cared deeply for his three nephews and niece, fully embracing and cherishing his role as the "cool uncle."

As a friend, Richard was solid, loyal, and present, the kind of person you could count on without question. He was supportive, honest, and motivating, always challenging his friends to push to the next level and never settle for mediocrity.

Richard's presence brought calmness to any room. His outlook brought hope, and his faith in Jesus provides assurance that we will see him again one day.



Richard transitioned into eternal glory on Sunday, April 26, 2026, surrounded by the love of his mother Frankie, his fiancé Michelle, his brother Sam, his sister Tammy, and his best friend, LaQuinte` (Tizzle).

He is preceded in death by his father, Samuel Louis Holder Sr.; his grandparents, Nathan Alvin Holder Jr., Martha Lowery Jones, Blanche Kirk McQuay, and RJ McQuay Sr.; and his uncles, Kenneth Holder, Marty Holder, and Richard Holder, whom he was named after.

He leaves to cherish his memory his loving fiancé, Michelle Ross; his daughter, Zoey Holder; his mother, Frankie Holder; his siblings, Samuel Holder Jr. (Akiyah Holder) and Tammy Holder (Eric Stephens); his nieces and nephews, Kentrell Jeremiah Holder, Samuel Louis Holder III, Tyree Amare Stephens, and Alivia Gabrielle Holder; along with a host of aunts, uncles, cousins, extended family, and close friends.

He leaves behind laughter we can still hear in our hearts, moments we will never forget, and a presence that does not fade simply because he is no longer here.

Richard is now healed and reunited with his father. Job well done.

“He who is seated on the throne said, ‘I am making all things new.’”
Revelation 21:5

