

## **FFRPL Report to Board of Directors – December 2021**

### **FFRPL ADVANCEMENT REPORT**

**Annual Campaign:** FFRPL is tracking end-of-year giving and will follow up with donors who have not responded to the holiday Annual Campaign letter. Board members are calling new 2021-22 donors with a simple message of thanks and an invitation to learn more about FFRPL. A special Constant Contact reminded donors of tax advantages and many ways to give, and a new form on the FFRPL website simplifies making a charitable distribution from an IRA.

As of November 30, 2021, year-to-date gift comparison shows the following:

- **2021-22:** \$94,465 from 852 gifts
- **2020-21:** \$95,392 from 899 gifts

Thanks to those who contributed to the ROC the Day challenge! FFRPL had its most successful ROC the Day ever, raising approximately \$13,500 for supplemental furniture, fixtures and equipment for the Lincoln Branch reconfiguration. We received 63 online gifts on November 30, and an additional gift is coming by mail. Some of the online donors remembered the (former) Lincoln Branch from their childhoods and commented that they were happy the library is there to serve today's patrons.

#### **Grants/Sponsorships:**

Awards:

- Kilian J. & Caroline F. Schmitt Foundation granted \$7,000 for the Goethe Monument project.
- Notice of a \$5,000 grant award from Rochester's Child in honor of Tonia Burton receiving the 2021 Roc the Future Jacque Cady Annual Advocacy for Children Award. Tonia selected FFRPL to receive the grant for the Early Literacy Initiatives in the City of Rochester relating to Raising A Reader.
- Notice of a \$7,500 grant from MVP for children's literacy materials.

Pending requests:

- Florence M. Muller Foundation grant request submitted for Talk Read Sing Narrative (with Children's Services Division)
- National Endowment for the Humanities Digital Advancement for components of the Archive of Black History and Culture (with the Local History & Genealogy Division)

Proposals:

- FFRPL will send proposals to the Feinbloom, Farash, Daisy Marquis Jones, Maximus Foundation and Rippey Trust in the next two to three months. We are working with the foundations to ensure smooth transitions of documents and communication. An additional grant project request will be sent to the Rochester Garden Club.

#### **Major Gifts:**

- FFRPL and the Local History & Genealogy Division has created the Shoulders to Stand On

Endowed Fund, established by Evelyn Bailey, that will provide financial support to document, archive, preserve, and share the inclusive history of the Rochester LGBTQ+ community and its impact on New York State's and the nation's social reform and liberation movements. It will allow RPL to hire a LGBTQ+ Community Outreach Archivist. Evelyn is beginning to solicit major donors in partnership with FFRPL.

- Received notice of a \$3,000 gift for Local History & Genealogy Division.
- FFRPL secured a \$11,000 gift for Safe to be Smart.
- FFRPL secured a \$1,000 gift for the Lincoln Branch, which will be sent by mail. It is included in the \$13,500 ROC the Day total mentioned above.

#### **Donor Relations/Stewardship:**

- Donna and Rebecca will meet with some special donors in December. FFRPL is also mailing cards and RPL calendars to our major donors as a holiday gift.
- Approximately 25 people attended Patty's presentation at Brickstone. Brighton Library will follow up with small group sessions for those who requested assistance in accessing e books and other online resources.

#### **Planned Giving:**

- Received stock IRA gift of \$13,241, a *fourth* planned gift from Marion Fulbright.
- Received the \$13,104 bequest from the estate of Nancy A. McLachlin.
- Received \$10,000 gift from the estate of Edward Paul Rosenberg for branch materials and equipment. Mr. Rosenberg worked at the Winton Branch for many years.
- Received \$1,000 bequest from the estate of Virginia Trout. Mrs. Trout passed in May at age 101, had a long career at Eastman Kodak, and was an avid reader and FFRPL supporter.
- Met with trustee of Anthony Mascioli Trust to receive gift of \$59,916.
- Received \$4,000 distribution from the Jeanne C. Lareau Supplemental Needs Trust. The trust was created by Catherine Carlson.
- Updated planned giving brochures and introduced a new IRA transfer form.
- FFRPL followed up to schedule a visit and branch library tour with a donor who checked the planned giving box on her Annual Campaign slip. There is value to stressing planned giving everywhere we can.

## FFRPL PROGRAMMING & MARKETING / VOLUNTEER & BOOKSALES REPORT

**Overview:** maintained programs and projects; continued Marketing/Publicity efforts across all platforms, promoting FFRPL & RPL programs, services, and online resources.

### Programming: Events, Exhibits

Planned, promoted and presented the Library's participation in the [Rochester Fringe Festival](#). Hosted 2 free, live, family performances Sat. 9/18 in the garden [with the BenAnna Band](#). Worked with Local History & Genealogy Division on free, on-demand videos for "Spooky Stories in the (virtual) Stacks." [View the complete, combined 2021 and 2020 playlist here](#)



The Fall **Books Sandwiched In** series of 7 live reviews was well-attended with an average of 50 people in KGA with additional viewers watching the livestream on Facebook and our YouTube videos. New EventBrite advance registrations allowed for social distancing and capture of attendee contact info. [View the playlist here](#)

In partnership with Writers & Books, we hosted a sold-out (free) **Rochester Reads event Wednesday, October 20 at 12pm in KGA with approx. 54 people in attendance and an additional 200+ people participating online** via Livestream. FFRPL sponsored Robin Wall Kimmerer's visit to Central Library. [Watch Kimmerer's presentation here](#)



We planned (virtual) [Tuesday Topics](#) for this Winter, which will once again showcase Library services/resources. The Series was promoted through the holiday mailing, as part of Winter 2022 offerings. [Learn more and view/download the Winter 2022 flyer here](#)

Began promotion and acceptance of submissions for the [Sokol High School Literary Awards](#) Spring 2022.

Began initial promotion of the 5<sup>th</sup> Annual Anthony Mascioli Rainbow Dialogues, being held March 19, 2022 at the Memorial Art Gallery. [Learn more here](#)

Continued to be active on **Central's Program Team**.

Continued to be active on **Central's Exhibits Team**

- Continued to help develop roster of exhibits being planned through 2023.
- Helped organize, install and promote the India Heritage Museum exhibit, *Punjab: Land of 5 Rivers*, on view now through March 5, 2022. [Learn more here](#)
- Helped plan the [Art of the Book](#) Awards Ceremony/Reception on Sept. 29. Created, offered 10-minute Tours for Central Staff, Administration and Security.

### Marketing/Publicity

Helped promote Library programs/services through all platforms.

Finalized and posted FFRPL's FY2020-21 Annual Report. [Read/download the report here](#)

Continued to be active on **Central's Marketing Team**.

- Helped edit RPL's new 2022 calendars.

Helped support **ROC the Day – and Lincoln Branch Reconfiguration Project** – with eblasts, tailored graphics/messaging, FB postings, web presence.

Helped support rejuvenation of front B&L Garden Project: took pictures; helped oversee volunteers from the Rochester Garden Club; posted thank you to FB

Worked with FFRPL staff and City Historian/RPL's Historical Services Consultant Christine Ridarsky to support the launch of the new Evelyn Bailey *Shoulders to Stand On* Endowed Fund. [View/download the brochure here.](#)

### **Constant Contact eblasts (approx. 3,800 subscribers)**

- October 14: *Register for Oct. 19 BSI; last call for (virtual) Rochester Reads event; Terrace update* -- 36% open rate; 3% click rate
- October 21: *Register for Oct. 26 BSI; all RPL locations closed Friday; shop our online book sales!* -- 30% open rate; 5% click rate
- October 27: *Register for Nov. 2 BSI; watch archived reviews; see 'Braiding Sweetgrass' author ...* -- 29% open rate; 2% click rate
- November 3: *Register for Nov. 9 BSI review of 'Code Breaker'; take a virtual tour of Lincoln Branch's planned renovation!* -- 26% open rate; 2% click rate
- November 12: *Season's Readings Book Sale; Mark your calendars for ROC the Day; Coming soon - Punjab: Land of 5 Rivers exhibit;* 31% open rate; 1% click rate
- November 17: *Sokol call for Entries! Sokol H.S. Literary contest (\$1,500 in cash prizes); find 'like new' holiday gifts @ the Season's Readings Book Sale* 27% open rate; 1% click rate
- November 17: *Sokol call for Entries! (sent to Sokol list only);* 15% open rate; 2% click rate
- November 23: *This Thanksgiving, we are thankful for YOU!*; 34% open rate; 2% click rate
- November 29: *We need your support tomorrow, Tues. 11/30/21! Please help us ROC the Day for the Lincoln Branch reconfiguration project;* 28% open rate; 1% click rate
- November 30: *ROC the Day today! Please support the Lincoln Branch reconfiguration project;* 26% open rate; 2% click rate
- December 2: *Thank you, thank you! FFRPL donors ROC'd it!;* 28% open rate; 1% click rate

### **Book Sales: (ON SITE AND ONLINE) AND VOLUNTEERS**

- Our annual "Seasons Reading Sale" was held November 15<sup>th</sup> through the 23<sup>rd</sup>. Total sales for this event were \$981.00.
- To date Sustainable Shelves has brought approx. \$3,351 in credit to the library. We have submitted 96 lists since July 1.
- The net internet sales from July 1 through November 30 were \$18,209
- We continue to accept book donation drop offs on Mondays only.
- Our volunteer count remains strong at 29. Recruited a new volunteer to cover the Rundel Library Building's third-floor desk to answer a need from RPL.
- The 2022 Book Sales Dates are:
  - January 31 – February 4
  - March 28 – April 1
  - June 27- July 1
  - Sept. 26- Sept 30
  - Nov. 28 -Dec 6 – Seasons Readings Sale