

FFRPL Report to MCLS & RPL Boards – November 2022

MCLS Board meeting – November 21, 2022; RPL Board meeting – November 30, 2022

Advancement:

The Annual Campaign has generated \$78,263 as of October 31.

The next campaign letter will arrive in homes around November 17, with a follow up letter December 16.

ROC the Day is on Tuesday, November 29 and our project is supplemental support for new furniture (chairs) for Kate Gleason Auditorium in the Bausch & Lomb Library Building. The goal is \$26,000. The campaign for the matching challenge grant from the 4 Boards (FFRPL, RPL, MCLS, Reynolds) yielded \$5,500. Thank you for your generous and thoughtful support!

Several FFRPL board members made thank you calls to previously lapsed donors who have returned with a gift within the past fiscal year. They made the calls during the week of November 7 – 11, before donors receive the next letter. Additional board volunteers will make thank you calls in late December or early January for gifts received this fiscal year. Please let us know if you would also like to participate.

Grants:

Awards:

- Konar Foundation, \$50,000 grant received for support of Safe to be Smart for FY22-23.
- Kilian and Caroline Schmitt Foundation \$1,930 grant received for Goethe Monument. This is their second gift to the project.
- Farash Foundation, OST – Afterschool Recovery and Stabilization Grants, \$50,000 received for support of Safe to be Smart.
- John F. Wegman Fund of RACF, \$3,000 request approved for support of the Extension/Outreach Department.

Pending requests:

- Joan and Harold Feinbloom Foundation, \$15,000 Letter of Intent submitted for support of Safe to be Smart.
- Daisy Marquis Jones Foundation, \$22,000 grant proposal will be submitted by December 1 for support of Business Insight Center.

Planned Giving

- The Evelyn Bailey Shoulders to Stand On Endowed Fund currently stands at \$82,886. Borgus worked with the executor and financial advisor of Evelyn's estate to secure the transfer of the beneficiary gift from Evelyn's IRA of \$33,125. Also worked with new planned giving donor to name FFRPL (STSO Fund) as a beneficiary of their life insurance policy, with an estimated current value of \$180,000. Working on another bequest of \$75,000 - \$100,000.
- FFRPL received \$5,000 unrestricted and \$2,000 restricted to RPL purchase of subscription to Buffalo News from the estate of James R. Boehler. FFRPL also accepted a materials bequest from the estate of James R. Boehler which included 436 VHS/DVDs and approximately 500 CDs.
- FFRPL received a \$35,000 bequest from the estate of George Hoffman, who passed away in January 2022. His annual giving was \$20 for several years.
- Received Notice of Probate for bequest from estate of Thomas Wheeler.

BOOKSALES: (ON-SITE AND ONLINE) AND VOLUNTEERS

Sustainable Shelves:

- We have **recycled 3,566** since July 2022; shipped **268** boxes; processed 19 for the Wheatley branch and 15 lists for Central.
- **\$733** of usable credit made available to the library since July 2022

Book Sales:

Bookstore sales since July 1 are \$3,716. This figure includes sales in front of store and in-store. Internet net book sales since July 1 are \$13,741.

Our annual Seasons Readings book sale is planned for November 28th through December 6th.

We will have many "like new" DVD's and CD's, as well as games and puzzles.

We will also be offering a collection of pop-up books in the store at various price points.

PROGRAMMING & MARKETING

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

Programming: Events, Exhibits

In partnership with Writers & Books, FFRPL hosted **Rochester Reads author Jason Mott (*Hell of a Book*)** for a talk and Q+A on Wednesday, November 2, 12pm in KGA. FFRPL sponsored the event and covered the cost to have Mott come to Central Library. We had a full house ('sold out' with approx. 75 people in the room). Mott gave an excellent presentation, and we received rave reviews from patrons/staff. In addition to the folks in the room, 214 people have watched

the Livestreamed event (in real time as well as the archived version of the video). Our FB posts reached 174 people w/23 engagements (event follow-up Nov. 4) ... and 45 people with 1 engagement (Oct. 24 post). We also promoted the event on our web site and via our Constant Contact eblasts. We also negotiated 4 tickets to the **W&B keynote address and reception with Mott** at Strong Museum. Donna was able to use those tickets to bring 3 donors to the invitation-only event. We will also be including Mott's video on the RPL Black History Month pages of resources.

As part of Fringe Festival, FFRPL and RPL partnered to host 'Living Books ROC!' at Central Library and virtually on September 17, 2022. Attendance was low, but those who participated were pleased and good individual impact.

Fall Books Sandwiched In

We launched the Fall series on 9/27 and have had an average of 50 people in the room for each review, in addition to those who have watched the LiveStream. We promoted the Series through our FB, web site, e-newsletters. We also mailed 14,000 brochures to homes. It was also the first time we used the new equipment that FFRPL had purchased for KGA: excellent audio/visual. [Download the Fall brochure here.](#)

Calendar of BSI events: (Archived and accessible online)

- **Sept. 27** -- *Violence Project: How to Stop a Mass Shooting Epidemic* by Jillian Peterson and James Densley // Reviewer: John M. Klofas, professor of criminal justice at RIT. [Watch the archived video here.](#)

***NO* BSI Oct. 4 (Yom Kippur)**

- **Oct. 11** -- *Left on Tenth: A Second Chance at Life* by Delia Ephron//Reviewer: Dr. Pradyumna Phatak, Division Chief, Hematology/Medical Oncology; Medical Director, Lipson Cancer Institute; and Chair of Medicine at Rochester General Hospital. [Watch the archived video here](#)

- **Oct. 18** -- *What the Ermine Saw: The Extraordinary Journey of Leonardo Da Vinci's Most Mysterious Portrait* by Eden Collinworth//Reviewer: Nancy Norwood, Curator at the Memorial Art Gallery. [Watch the archived video here](#)

***NO* BSI Oct. 25 or BSI Nov. 1**

- **Nov. 8** -- *Undelivered: The Never-Hard Speeches that Would Have Rewritten History* by Jeff Nussbaum//Reviewer: Curt Smith, Senior Lecturer in English at UofR. [Watch the archived video here](#)

- **Nov. 15** -- *Under the Skin: The Hidden Toll of Racism on American Lives and on the Health of our Nation* by Linda Villarosa//Reviewer: Dr. Linda Clark, Medical Officer for Jordan Health. [Watch the archived video here](#)

[View/download Dr. Clark's PowerPoint presentation here](#)

- **Nov. 22** -- *The Most Fun Thing: Dispatches from a Skateboard Life* by Kyle Beachy//Reviewer: Jim Maddison, Founder and President of the Board/Friends of Roc City Skatepark, Inc. for 13 years.

Tuesday Topics:

Created the miniseries to highlight divisions at Central Library to design a series for February 2023 that leverage RPL's tagline: "More Than You Think." Promoted it through our web site, FB, Constant Contact eblasts.

We began promoting the **Sokol H.S. Literary Awards**, and we look forward to reading this year's submissions.

Helped promote Library programs/services through all platforms. Note: our FB post for the unveiling of the Harriet Tubman statue in Washington Park on Sept. 2 went viral, **surpassing 6,000 views** as of mid-Sept, with approx. 800 engagements. We included info. on related Library events (discussed during Program Team), especially relevant due to our ongoing support of the Black History Archive Project and other DEI initiatives.

Met with Amy Discenza from Outreach to help her prepare for her NYLA Friends of Libraries Section online event, "FLS Connections" with examples of how FFRPL leverages all our work with internal, hybrid and external partnerships to support and promote the many initiatives of the Library.

Constant Contact eblasts (approx. 3,900 subscribers)

Archived 2022 e-newsletters are posted here on FFRPL's web site.

Open rates consistently in the 40-50% range

FFRPL information and event registration can be easily accessed at **FFRPL.org**