

FFRPL Report to RPL Board – June 2022

FINANCIALS

We are on track to spend over \$750,000 on behalf of RPL and the library system this fiscal year. Highlights include:

- \$154,265 for additional book purchases from FFRPL grants to MCLS, Pioneer, and Nioga Library Systems

Specific to RPL:

- \$123,200 for support of the Safe to be Smart program
- \$92,500 to be paid out from our Annual Campaign for additional RPL materials and programs
- \$63,600 towards completion of the sculpture for the Rundel North Terrace
- \$65,450 to support a full-time Raising a Reader staff position
- \$39,145 for support of the Children's Center, including \$15,000 for the Talking Is Teaching program and \$11,680 for supplemental materials for the new Children's Secret Room
- \$40,000 in funding for the Business Insight Center
- \$35,000 in funding for the Digitization Program
- \$35,000 in funding to general Central operating support from the Library Bookstore
- \$15,000 in funding for Outreach Department Library Materials
- \$11,600 for computers and gaming equipment for the ImagineYou lab

ADVANCEMENT

The FFRPL Planning & Development Committee met on Monday, May 16 to determine priorities and develop 2022-2023 goals and strategies for increased net revenue.

Annual Campaign:

As of May 31, Annual Campaign year-to-date gift comparison shows the following:

- 2020-2021: \$266,022 from 2361 gifts
- 2021-2022: \$283,384 from 2204 donors

FFRPL has raised funds for and purchased almost \$12,000 of supplemental materials (educational toys, etc.) for the Children's Division's Secret Room.

On May 11, FFRPL sponsored a day of professional development and reflection for the MCLS Children's Services staff planned by MCLS Children's Services Consultant Tonia Burton.

FFRPL sent a reminder postcard in June to donors who we have not heard from in this fiscal year. Donna and Rebeca will call or visit donors who have previously given at higher levels.

Grants/Sponsorships:

Awards:

- Max & Marian Farash Foundation, \$16,000 grant received for support of Safe to be Smart.
- Joan & Harold Feinbloom Foundation, \$10,000 grant received for support of Safe to be Smart.
- Joseph Rippey Trust, \$35,000 grant received for support of Safe to be Smart FY21-22.
- Daisy Marquis Jones, \$22,000 grant received for support of Central Library's Business Insight Center FY21-22.
- Ames Amzalak Memorial Trust, \$2,000 grant received, and additional \$1,000 grant received from trustee Justin Vigdor's discretionary allocation, both for support of the Lincoln Branch supplemental furniture, fixtures, and equipment.
- Raymond P. Eckert Fund (Rochester Area Community Foundation), \$6,242 grant received for general support
- Maximus Foundation Board of Directors has selected Friends & Foundation of the Rochester Public Library as a recipient of a grant award in the amount of \$8,000. Unrestricted support FY21-22.
- Konar Foundation approved \$50,000 grant request submitted for support of Safe to be Smart for FY22-23.

Pending requests:

- Rochester Garden Club request pending for support of the named garden at the entrance to Central Library on South Avenue, a planter on the new Rundel Terrace, and plantings at the Phillis Wheatley, Winton, and Lyell branches.
- Dollar General, \$4,000 request pending for support of Festival to Go, part of the Rochester Children's Book Festival.

Major Gifts:

- Received a \$5,000 gift from the Anthony Mascioli Revocable Trust for the Shoulders to Stand on Endowed Fund.
- Received a \$2,500 gift for the Shoulders to Stand on Endowed Fund.
- Received a \$2,000 gift from the Federation of German American Societies for the Goethe statue project.
- Received an increased \$5,000 unrestricted gift during a donor visit.
- Received gift of 90 shares of Johnson & Johnson stock from Bob and Georgiana Becker for Local History.
- Received the third of six payments pledged for the Raising a Reader full-time position: \$37,183
- Received a \$20,000 unrestricted gift from a longtime donor. "The library gave its heart to me, now I give my heart of love to the library." The donor wishes to remain anonymous.
- Received \$5,000 from the India Heritage Museum, restricted to supplemental furniture, fixtures, and equipment for the Lincoln Branch renovation. This was given at an event on Wednesday, April 6 in Harold Hacker Hall, recognizing the successful collaboration of RPL, FFRPL, and the Indian community on the Punjab exhibit.

Donor Relations/Stewardship:

- Patty gave her “What’s New at the Library” presentation in person to residents of The Summit at Brighton on Wednesday, May 4 at 1pm.
- FFRPL arranged for a group of volunteers from First American Equipment Finance to spruce up the community garden at the Phillis Wheatley Community Library for their Impact Day on May 12. Wheatley staff will coordinate the day’s events, explain the impact of the library and the garden on the community, and invite the group to return later in the summer to see the garden in full bloom.

Planned Giving:

- The Evelyn Bailey Shoulders to Stand On Endowed Fund currently stands at \$42,365. Also received notice from a donor that FFRPL is the beneficiary of her IRA, with estimated value of \$35,000.

BOOKSALES: (ON-SITE AND ONLINE) AND VOLUNTEERS

Sustainable Shelves:

- We have **recycled 24,792 books** since July 2021; shipped 1,050 boxes; processed 19 lists for the Wheatley branch.
- \$4,380 of usable credit made available to the library since July 2021

Book Sales:

\$38,614 net internet sales from July 1 through May 31, 2022

\$3,910 net on-site book sales July 1 to May 31, (including \$1,692 from March dealer sale). We have another store front book sale scheduled for June 27 – July 1.

Sales Partner Contracts for Fiscal 2022-2023:

Sixteen currently active partners have been contacted to confirm/update the names and contact information of the signing officer and the person who is responsible for sending books for pricing. All sixteen partners who responded have been sent the new contract. Eleven partners have already signed up for fiscal 2022-2023.

Inactive partners have been offered the option of having their books returned or donating the books to FFRPL with the understanding that we will use the books in the best way possible to benefit RPL.

Community Outreach:

FFRPL donated 4 boxes of used books to The Children’s Home in Penfield on 6/7/22 to assist in establishing an in-home library.

DATABASE MANAGEMENT

Wrote procedure with the library’s Collection Manager for RPL and FFRPL: Donor-purchased items for the library.

Ran 9 specialized requested reports out of the database, to answer questions.

Extracted data for analysis by the mail house.

Researched 606 records of donors who have given over \$500 in total giving, archiving when determined to be deceased, or moved out of state with over 7 years since last gift and updating record if determined likely to give.

Created 40 records for new donor prospects.

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

*Reviewed/signed/submitted contracts for FFRPL/RPL participation in the 11th annual **Rochester Fringe Festival** September 2022. Began process of outlining information for our 'internal'/self-produced shows.*

Tuesday Topics continues to have impact: Jen Byrnes reported 2 new BIC clients as a result of the BIC presentation she gave for FFRPL's Winter 2021 Series. Talk by Christine Ridarsky and Antoine A. McDonald, "Preserving Rochester's Black History at Central Library of Rochester & Monroe County" for Tuesday Topics 2021 has had 558 views to date. Ibram X. Kendi's 2019 talk, "How to Be an Antiracist" has 398 views to date (the event was sponsored by RPL and FFRPL, included in subsequent *Tuesday Topics* schedules/marketing; and permission to post the video as part of the Library's/FFRPL's permanent anti-racist resources was initiated by FFRPL).

Several members of our team attended the **Anthony Mascioli Rainbow Dialogues Awards Ceremony** at the MAG (presented in partnership with the Out Alliance and Central Library's Local History/Genealogy Division).

Planned, promoted and presented the in-person **Sokol High School Literary Awards**. All 6 winning students attended, and all had friends/family members with them as well. They did an outstanding job reading excerpts from their work and everyone was pleased and proud to be a part of the program. Handled checks for Judges, students; engraved crystal plaques for students; engraved crystal bud vases for long-term committee members; promotion/registration of all attendees; wrote/designed/posted a comprehensive 24-page online booklet with all student entries and judges' commentary; online web pages with links to student's winning work. Wrote script for the program; organized all details with our emcee, judges, students/families, RPL tech. staff (Jeff Bostik agreed to film for us). Bought/arranged all food/drinks for reception table. Worked with Brockport to continue partnership and move winning entries 2015-2021 to new online platform, as well as post 2022 winning entries to the new digital repository. Since 2015, winning entries have been downloaded collectively more than 2,000 times, from at least 44 countries! Watch the Sokol video (posted to the Library's YouTube Channel) here.

Our Spring **Books Sandwiched In** reviews have been very popular, close to capacity (with limits for social distancing), and the reviewers have received good feedback from patrons. Our continually increased efforts of **connecting book themes and Library resources (particularly those supported by FFRPL)** have been received very favorably and our messaging has been met with appreciation by patrons.

BSI 3/29/22: *A Quantum Life: My Unlikely Journey From the Street to the Stars* (Reviewed by Dr. Casey Miller)

- 24 people attended (+ FFRPL staff and speaker)
- Good talk; good feedback from patrons.
- Reminded patrons that it was National Library Week.
- Told them about FFRPL's on-site AND online book sales that benefit the Library.
- Told them about the Airigami dragon installation in Harold Hacker Hall.

BSI 4/5/2022: *How the Word is Passed: A Reckoning with the History of Slavery Across America* (reviewed by Windsor Wade)

- 39 people attended (+ FFRPL staff and speaker)
- Good talk; excellent feedback from patrons.
- Let people know it was National Library Week.
- Sent people to the book sale (here and online).
- Sent people to the balloon dragon installation.
- Reminded people about FFRPL and RPL Black History and anti-racist resources -- including Dr. Kendi's talk (which FFRPL sponsored).
- We had also initiated the request for Dr. Kendi to allow us to post his talk on our web site/Library's site.
- Handed out flyers -- and announced -- Local History's upcoming program related to Black History.

BSI 4/12/2022: *A Wild Idea: How the Environmental Movement Tamed the Adirondacks* (reviewed by Douglas Jones).

- 31 people attended (+ FFRPL staff and speaker)
- Good talk; excellent feedback from patrons.
- Made announcement about Empire passes; distributed approx. 45 brochures (not one patron in the room knew about the passes and all were THRILLED to learn about them). Reminded folks that FFRPL purchased the passes for every MCLS library: Central, branches and towns.
- Let folks know about Union College's digital map collection as a resource for historical maps of the ADK (suggested by Brandon, who we credited).
- Displayed a poster of the ADK region, which Graphics produced for us and was helpful for the speaker.

BSI 4/19/2022: *Secret History of Home Economics: How Trailblazing Women Harnessed the Power of Home and Changed the Way We Live* (reviewed by Deborah Hughes).

- 35 people attended (+FFRPL staff and speaker)
- Hughes did an excellent job and patrons stopped to tell us how much they enjoyed the program.
- Announced the Brother Sewing Machines available for loan (and displayed on the stage) as well as Craft Kits (knitting one displayed on stage) and the VIP passes to the Susan B. Anthony Museum & House (good for 2 people on weekends and 4 on weekdays w/registration). Our reviewer, President/CEO of the Susan B. Anthony Museum & House was surprised and thrilled to learn about the sewing machines that are available.

BSI 4/26/2022: *Betrayal: The Final Act of the Trump Show* (reviewed by Sandy Shapiro).

- 55 people attended (plus FFRPL staff + speaker).

- Reminded patrons that Central Library, branches and town libraries often serve as voting sites. Referred them to Monroe County Polling site for information on upcoming elections and voting locations: monroecounty.gov/elections-sites
- Also announced that at <https://roccitylibrary.org/>, under the tab at the top that says “collections,” you can select “Federal Depository Library Program,” which is an extensive online resource of U.S. Government Resources, from the “Compilation of Presidential Documents,” released by the White House Press Secretary, to an Analysis and Interpretation of The Constitution of the United States of America, Census Data, and a current Occupational Outlook Handbook.
- Referenced the Library’s slogan, offering “More than you Think.”

BSI 5/3/22: *Putting It Together: How Stephen Sondheim and I Created ‘Sunday in the Park with George’* by James Lapine (reviewed by Mark Cuddy)

- We had 55 people registered (‘sold out’), but one group didn’t show up; approx. 40 people attended (plus FFRPL staff + speaker)
- Reminded patrons that the Arts & Literature Division offers **hundreds of framed and canvas prints that you can borrow with your Library card** (we displayed the framed version of Seurat’s painting which was the inspiration for the play and the book being discussed on an easel on the stage).
- Also told patrons “The Rochester Public Library also has a **few thousand musical scores available for loan** with your Library card. Central’s collection is the most extensive and includes the score for Sunday in the Park with George!” (Displayed copy of the score, borrowed from the Lit division).
- Referenced the Library’s slogan, “More than you Think.”

BSI 5/10/22: *Under A White Sky: The Nature of the Future* by Elizabeth Kolbert (reviewed by Jeff Wyatt, Prof. at UofR’s School of Medicine & Dentistry, Environmental Justice Advocate at Seneca Park Zoo, and veterinarian)

- Speaker gave an excellent talk and we received lots of positive feedback from patrons.
- We had 29 people attend (plus FFRPL staff + speaker)
- We invited patrons to visit the FFRPL Book Store
- We displayed specialized Science Kits from Central’s Science Division on the stage – a world globe Fuel-Cell Car and Experiment Kit ... Power House: Sustainable Living in the 21st Century, w/introduction to renewable energy sources ... and a large telescope. We reminded patrons that those and other items were available for loan with their library card.

Continued to be active on Central’s Program Team.

- Wrote first draft of RPL/FFRPL application to present a “Human Library” as part of Fringe this Sept. 2022. Working with the subcommittee on designing the program.
- Requested that National Library week added as an event ‘tag’ in LibCal
- Reminded Team members about the importance of publicity/promotion related to events.
- Participated in first round of discussions related to purchasing a national programming package for online events, including questions related to appropriate prioritization of funding, resources, staff time, marketing, and programming.

Continued to be active on Central’s Exhibits Team

- Helped provide initial publicity for the “Earth Rhythms & Precious Inhabitants” exhibit.
- Helped make final decisions on entries for *Art of the Book*
- Helped with response to artist whose work was lost at Central as part of *Art of The Book*.

Marketing/Publicity

- Created additional materials for the Evelyn Bailey 'Shoulders to Stand On' endowed fund.
- Continued to update all pages of the web site: content, graphics, announcements, home page prioritized messaging, all links, etc.
- Took "How to Run 1st Fundraising Campaign" webinar
- Met with a software/digital marketing Company to assess potential benefits of moving to their platform.

Helped promote Library programs/services through all platforms.

Continued to be active on Central's Marketing Team.

- Participated in discussions of RPL's Annual Report, 2023 calendars, future of the Team, etc.
- Provided input on web site updates.
- Helped cross promote National Library Week and the Airigami installation in Harold Hacker Hall.
- Helped plan and promote the India Heritage Museum wrap-up, check ceremony, photo op. Wednesday, April 6.
- Helped plan and promote the Secret Room 'sneak peek' Wednesday, April 6.

Constant Contact eblasts (approx. 3,900 subscribers)

Note: New system of re-sending to folks who don't open the initial eblast has resulted in consistently higher open rates overall.

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

March 10: *2022 Sokol winners announced! Tuesday Topics playlist; Register for Spring BSI reviews*
Open rate: 44%

March 17: *last call for Rainbow Dialogues; new ceramics exhibit opens; Spring BSI launches March 29 (in person!)*
Open rate: 43%

March 24: *Balloon Dragons, ceramic creatures, and our first Spring book review -- oh, my!*
Open rate: 44%

April 1: *Learn 'How the Word is Passed'; buy books to support RPL; & visit Airigami's large-scale balloon dragon for National Library Week!*
Open rate: 48%

April 6: *Library Giving Day! "The Library doesn't belong to us. It belongs to the community." -- Patricia Uttaro, RPL/MCLS Director*
Open rate: 43%

April 14: *Discover the history of Home Economics, savor Spring w/Empire passes to NYS Parks, & see what's in store for the Secret Room!*
Open rate: 43%

April 22: *BSI Reviews "Betrayal," Sokol student winners honored 4/28/22*
Open rate: 42%

April 28: *Don't miss Mark Cuddy (live!) at BSI; Enjoy new equipment for better virtual programs*
Open rate: 44%

May 5: *Don't miss our final BSI review for Spring; Sokol winners rock!; Arnett Branch's Bruce Tehan named an RRLC "all star"*
Open rate: 43%

Executive Director's additional notes/comments:

Thank you to the FFRPL Board of Directors for achieving goal of **100% participation** to the Annual Campaign!

Partnerships/collaborations in progress

- Rochester Children's Book Festival
- Festival to Go
- Teen Book Festival
- Deaf Republic Big Read

Harold Hacker Grants for the Advancement of Libraries

FFRPL provided funding of \$9,000 for the Harold Hacker Grants for the Advancement of Libraries. We appreciate RRLC's continued involvement. Together we convened judging for this year's awards. Borgus recruited 3 FFRPL Board Directors to round out the committee to now have 3 community members and 3 members from the FFRPL board. We received 11 entries totaling more than \$38,000. Four awardees were selected:

MCLS/RPL Extension/Outreach – Memory Care (\$3,088 awarded)

Develop a library of items targeted toward adults with cognitive decline and their care partners. The collection will include photo reminiscence cards; games and puzzles; fidget widgets and activity boards; simplified radios; and therapy dolls and pets designed to stimulate, enrich, and bring comfort to people living with Alzheimer's and related dementias (ARD). Items from the Memory Care Collection will be made available for loan to all Monroe County library card holders at no cost through the library's hold service. NOTE: In addition to providing the funding, FFRPL is procuring all of the items as a service to RPL/MCLS.

Monroe 1 BOCES – Media Literacy for DEI (\$3,612 awarded)

The Monroe 1 and 2 BOCES School Library Systems have recently teamed up to offer media literacy professional development to school librarians. Media literacy education teaches students to apply critical thinking to media messages. This skill set of interpreting the way media represents and portrays different facets of society, helps students understand different perspectives and become more empathetic and inclusive. There are currently not many resources for teaching media literacy to students at the primary grade levels. This grant will allow them to purchase a new book, *Media Literacy for Young Children* by Faith Rogow for all elementary librarians in the two regions. Professional development will be provided around the content through a book study, as well as a full-day professional development workshop with the author.

Pioneer Library System – Safe Zone Training (\$675 awarded)

The funding will support a two-part training with The Safe Zone Initiative for the staff at the 42 OWWL Libraries. The first session will focus on fostering LGBTQ+ inclusive libraries and will be a discussion led by the Safe Zone team sharing their personal coming out journeys and ways to create more welcome library spaces for LGBTQ+ patrons.

The second session will focus on allyship and dive more into the difference between biological sex, gender identity, and orientation. The two sessions will be offered in a hybrid model to ensure board access.

Wood Library – The Prism Project (\$1,625 awarded and asking for collaboration with Pioneer Library System to make the most of both awards)

Create inclusive LGBTQ+ programming through the remainder of 2022 for all ages. Each month look to have at least one LGBTQ+ program offered for a particular age group at the library for patrons within the Canandaigua City School District to make connections and forge new relationships with others. There will be moderators brought in to lead public 101 sessions, staff 101 session, and Safe Zone training (see above, award was reduced for allocation to Safe Zone training expecting collaboration with PLS). Also bringing in lecturers from Finger Lakes Community College that will partner with these events to help promote LGBTQ+ awareness for staff and community. Application also cited partnership and successful programming with FLX Pride, the Gay Straight Alliance at Canandaigua Academy, and Queer Lit Book Club for adults. (With award we are asking the Wood Library to model best practices and be a resource for their Pioneer Library System colleagues and others).