

FFRPL Report to RPL Board – March 2022

FINANCIALS

Reviewing M&T for best rates and fees. Creating a summary to assess other banking options.

- Received a 90-day higher interest rate savings account short-term.

Updated Paychex account with an alternate contact for payroll reporting (cross-trained).

We have reached out to the NYS Attorney General's office to try to get an update on the case against NYcharities, our previous online donation processor. NYcharities abruptly stopped operating in 2019 and failed to remit the donations they had collected on behalf of several nonprofit organizations, including \$1,145 that is still owed to FFRPL. The AG filed suit against NYcharities in October 2019, but we have not heard any updates on the case since then.

ADVANCEMENT

Annual Campaign: Responses to the spring Annual Campaign letter have begun to come in. The letter stresses the impact that Central's Technology Center (that was supported in part by FFRPL) has had on people's lives. We strive for 100% board participation to our Annual Campaign and thank you for your support.

As of February 28, year-to-date gift comparison shows the following:

- 2021-22: \$215,507 from 1705 donors
- 2020-21: \$201,104 from 1776 donors

'Dollars up, donors down' is a national trend that non-profits are seeing now.

Created pilot online personal fundraiser capability and had a very successful launch. Thank you to Patty Uttaro for working with FFRPL to create her birthday fundraiser to support the Harold Hacker Fund for the Advancement of Libraries. The fundraiser well exceeded the goal of \$500 with individual support and a special grant (see below) raising \$12,681 in total. FFRPL now has the expertise to assist others with creating personal peer-to-peer fundraisers through email and social media, which has the potential to bring in new donors.

Grants/Sponsorships:

Awards:

- Rochester Area Community Foundation: \$10,000 special grant awarded for the Harold Hacker Fund in honor of Patty Uttaro's birthday fundraiser. This came from the Catherine Carlson fund held by RACF. Catherine was a friend of Harold Hacker and a devoted supporter of the library.
- Florence M. Muller Foundation: \$16,000 grant received for Talk Read Sing Narrative (with Children's Services Division)

- The proposal to National Endowment for the Humanities Digital Advancement for components of the Archive of Black History and Culture (with the Local History & Genealogy Division) was denied.

Pending requests:

- Joan & Harold Feinbloom Foundation, \$15,000 proposal submitted for support of Safe to be Smart.
- Maximus Foundation, request pending for unrestricted support.
- Max & Marian Farash Foundation, \$20,000 proposal submitted for support of Safe to be Smart.
- Joseph Rippey Trust, \$44,021 proposal submitted for support of Safe to be Smart.
- Daisy Marquis Jones, \$22,000 proposal submitted for support of Central Library's Business Insight Center.
- Ames Amzalak Memorial Trust, \$15,000 proposal submitted for support of the Lincoln Branch supplemental furniture, fixtures, and equipment.
- Rochester Garden Club proposal submitted 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.

Upcoming proposals:

- FFRPL will send a Letter of Intent to the Konar Foundation for support of Safe to be Smart. If accepted, FFRPL will send a full proposal for FY22-23.

Major Gifts:

- FFRPL is researching individuals in our database who hold Donor Advised Funds, which indicate an interest in charitable giving beyond annual support. We will be asking board members to assist with identifying and connecting us to potential major donors on this list.
- Donna met with an individual donor to receive a \$20,000 gift, one-half unrestricted and one-half to be divided equally for children's and teen services.
- FFRPL 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. FFRPL is working with the Local History & Genealogy Division and City of Rochester attorney to assist Evelyn in confirming with the Out Alliance her exclusive rights to the Shoulders To Stand On name, logo, and all the content under its auspices.
- Donna and Rebecca met with a donor who would like to give a gift in memory of her mentor and African American RPL Librarian Catherine Claytor Smith. We are researching possibilities that would meet her desire and benefit her location of choice (Winton Branch).
- Donna is coordinating a gift from Indian Heritage Museum for Lincoln Branch renovations, and presentation of the check at Lincoln on Wednesday, April 6, 2022 at 3:30 p.m. Please join us!

Donor Relations/Stewardship:

- Approximately 20 people attended Patty's presentation at Valley Manor on February 1. FFRPL has several donors who are residents of Valley Manor. Since the presentation, Valley Manor held a 'watch party' for residents to view the February 22 Tuesday Topics program.
- The Summit has also requested Patty's presentation for their residents, and we are working with them to schedule a date in April or May.
- FFRPL is offering donors and children's supporters a special preview of the newly renovated Secret Room in Central Library's Children's Center on Wednesday, April 6 at 10am. The event will include a presentation of how the space will be used for children's literacy with programs, technology, toys and games. We will also offer opportunities for further giving. FFRPL board members are invited to attend. Please RSVP to Rebecca.Fuss@libraryweb.org.

Planned Giving:

- Received \$20,000 bequest from the estate of Robert W. Van Niel, who passed away in December 2020. Mr. Van Niel had served on the Reynolds Board.
- Received \$3,001 distribution from the 401k of Richard Clauss. Mr. Clauss drove the same school bus route for 20 years and enjoyed researching history. He gave \$15 - \$20 annually to FFRPL.
- Received notice that FFRPL is the beneficiary of a gift from the estate of Dolores Stevens. She was 92 years old and a delight to chat with over the years.
- Received notice of a bequest from the estate of George W. Hoffman. Mr. Hoffman gave four \$25 gifts to FFRPL in his lifetime.
- Received notice that RPL is the beneficiary of property and sums of money from the estate of James Bohler.
- Donor, Maureen Baran, notified FFRPL that we are a beneficiary of her IRA. She would like her eventual gift to be used for Local History and Genealogy. We met to hear her wishes for her gift; consulted with the division; arranged and documented everything.

BOOKSALES: (ON-SITE AND ONLINE) AND VOLUNTEERS

Sustainable Shelves has repaired all the IT issues and we are up to date with processing.

- We have **recycled 18,745 books** since July 2021; shipped 783 boxes; processed 17 lists for the Wheatley branch.
- **\$2,442 of usable credit** made available since July 2021
- \$ 5,372 of total credit earned for the library since we began recording, May 2021

\$29,205 net internet sales from July 1 through February 28

- To increase stewardship and repeat business, we have added a special bolded thank you to our packing slip for online book purchases.

\$3,292 net on-site book sales July 1 to March 15 (including \$1,692 from March dealer sale).

- In support of National Library Week (April 3-9), we are extending our on-site Booksale from March 28 to April 8. We are planning to try a "buy a bag, get one free" sale during the final few days. In addition, we are offering a 10% discount online sale on Biblio April 3-9. Biblio will

list our sale on their website. Designing an overall compelling integrated marketing and communications plan.

24 boxes of books ready for recycling were donated to Geva from FFRPI for props. The books will be used in their upcoming presentation of How to Catch Creation.

Monday book donations are still working for our patrons and staff.

DATABASE MANAGEMENT

Prepared web page design and templates (donor gift acknowledgement/administrator notices) through Arreva for individual fundraisers (i.e., birthday).

Began comprehensive process of updating codes and archiving records to improve efficiency, report accuracy, and reduce mailing expenses.

Updated records with all NCOA and deceased information received from mail house (and shared with RPL for patron records). Also updated government official information post-election.

Improved and provided reports to support advancement for future fundraising strategies.

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

Worked with the volunteer committee on the Spring 2022 ***Books Sandwiched In*** series of reviews, which will run March 29 through May 10. We are planning to be in person again for the full Series. Approx. 9,000 Spring brochures were mailed with the Spring annual appeal letters, and that mailing is now in patrons' homes. We are taking advance registrations (through EventBrite) via our web site to limit capacity in KGA. In addition to the mailing, *BSI* is being promoted through our web site, LibCal, the Library's printed calendars, FB, and e-blasts.

We held live/online Zoom presentations of **Tuesday Topics** last month, which once again were curated to showcase current Library services/resources. The Series was promoted through Library calendars, the holiday mailing, as part of Winter 2022 offerings, as well as via eblast, web site, and FB. Learn more at: ffrpl.libraryweb.org/programs/tuesday-topics. The playlist of all three talks is posted there as well.

Oversaw and promoted the **Sokol High School Literary Awards** for Spring 2022. Collected all poetry/prose submissions; created a private, non-indexed web page for the committee to access student work. Held the committee meeting early February. Secured a new prose judge: Kristen Gentry from SUNY Geneseo. The committee selected finalists for Poetry and Prose, and we forwarded those submissions to the judges for their selection of winners (there were no Performance submissions this year). The winners were selected; all students have been notified, along with their parents/guardians. We posted the winners to FB; posted all info. – including hotlinks to each entry submitted – to our web site, and e-blasted approx. 4,000 subscribers to our e-newsletter. We have reserved KGA for the Awards Ceremony on Thursday, April 28, 4pm-5:30pm; the plan is to hold the

Ceremony in person, with advance registration required. Two fun facts: Joyce Shi, our 1st place poetry winner was also *last year's* 1st place poetry winner! And School of the Arts took home 3 of the 6 awards this year.

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.
- Continued to promote the India Heritage Museum exhibit and related programs, *Punjab: Land of 5 Rivers*, that was on view through March 5, 2022 via the web site, FB, eblasts.
- Helped promote 'call for entries' for Central's 2022 Art of the Book

Marketing/Publicity

Helped promote Library programs/services through all platforms.

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

Created a **special Black History Month landing page**, "FFRPL and the Rochester Public Library celebrate Black History Month, February 2022." View the content at: ffrpl.libraryweb.org/ffrpl-and-rpl-celebrate-black-history-month-2022. RPL used it to access/hotlink for main Library site. Solicited content from across all divisions; edited copy and images; organized and promoted the page on the home page 'banner' as well as through eblasts and FB. Requested that the label for "Black History Month" was created by LAS for LibCal, for improved Patron searches.

Continued to promote the new Evelyn Bailey *Shoulders to Stand On* Endowed Fund. View/download the brochure at: ffrpl.libraryweb.org/wp-content/uploads/sites/7/2021/12/Endowment_Brochure_03_FINAL3_Compresed-1.pdf

Constant Contact eblasts (approx. 3,900 subscribers)

December 9: *Year-end Gifts to FFRPL Could Reduce Your Taxes!*; 31% open rate

December 10: *THANK YOU for contributing to ROC the Day!* (sent to ROC the Day list); 60% open rate

December 16: *Legacy of Pride! Books to de-stress and re-charge; watch Ballets or listen to classical music and Jazz concerts for free!*; 33% open rate

December 21: *Reminder: it is Sokol time! And we hope you appreciate these online and onsite Library resources*; 39% open rate

December 21: *REMINDER: Entries due Mon. Jan. 31, 2022 for Sokol H.S. Literary contest (\$1,500 in cash prizes)* (sent to Sokol list only); 17% open rate

December 28: *We'll help you 'travel' to India, keep your New Year's resolutions, and get 2022 off to the best possible start!*; 34% open rate

December 30: *reminder: year-end gifts to FFRPL help support the Library; help YOU with tax benefits* – 35% open rate

January 6: *a New Year means new RPL calendars; a Winter book sale; and Tuesday Topics 2022!*; 36% open rate

January 13: *58 years have passed; 'the DREAM' has yet to be realized*: 36% open rate

January 27: *Tuesday Topics; Black History Month programs/resources; 'Art Of The Book' Call for Entries*; 36% open rate

February 2: *Celebrate RPL/MCLS Library Director Patty Uttaro's birthday with a special gift; Tuesday*

Topics; Black History Month programs/resources; 26% open rate

February 10: *Library Love Stories* ❤️! 'Tuesday Topics' focuses on Business; Register for 'Rainbow Dialogues' @ MAG; 36% open rate

February 17: 'Tuesday Topics' focuses on Equity/Inclusion; do YOU know why the caged bird sings?: 37% open rate

February 24: *Spring campaign spotlights Tech Center stories; final week to see "Punjab" exhibit; register for Rainbow Dialogues @ MAG; 36% open rate*

March 3: *What do Dr. Casey Miller, Windsor L. Wade, Douglas Jones, Deborah Hughes, Sandy Shapiro, Mark Cuddy and Jeff Wyatt have in common? 37% open rate*

March 10: *2022 Sokol winners announced! Tuesday Topics playlist; Register for Spring BSI reviews; 27% open rate (first day of eblast figure only)*

Of note:

Rebecca Fuss has completed her service on the NYLA Governance Task Force. The amended bylaws were sent to NYLA Council.

A few highlights of Executive Director meetings/activities:

Attended World AIDS Day event with Evelyn Bailey, received many introductions

Jennifer Leonard, President & CEO of Rochester Area Community Foundation, as well as Christina Dandino, Director of GRASSA.

New trustee of Daisy Marquis Jones Foundation

New board president of Greater Rochester Teen Book Festival

Monthly RPL and MCLS Board meetings, as well as MCLS Directors' Council meeting

Monthly meetings with Patty Uttaro, Director RPL and MCLS

Brie Harrison, RPL Finance Director and Patty Uttaro: RPL Budget FY23 and FY22 MOU update

Welcome to Jennifer Smathers, new MCLS Associate Director

Melanie Lewis, Deputy Director of Community Libraries, Branch Administration

COAE program with Mayor Malik Evans

Rainbow Dialogues

FFRPL grants to 62 libraries