

FFRPL Report to MCLS & RPL Boards–August 2021

ADVANCEMENT REPORT

Annual Campaign: The FY2020-21 FFRPL Annual Campaign raised \$275,513, the most successful year for the direct mail program since 2016. The fall appeal letter for the FY2021-22 Annual Campaign will be in homes September 7, with special messages for longstanding donors, newly-acquired 2020-21 donors, and long-lapsed donors who returned in 2020-21. Please give generously when you receive your letter next month, and thank you!

FFRPL is assisting the Phillis Wheatley Community Library with an online fundraiser for its 50th anniversary celebration, and we are only halfway to goal. **It's not too late to give. The kickoff neighborhood celebration on Wednesday, August 25** is the start of events that they hope to continue throughout the year. The more we raise, the more we can do. Wheatley is vital to children, teens and adults in the Plymouth/Exchange and Corn Hill neighborhoods. [Please consider giving today toward our \\$3,000 goal.](#)

Grants/Sponsorships:

Awards: Women's Club of Pittsford - \$500 for children's literacy materials

Pending requests:

- Rochester Area Community Foundation for the Archive of Black History and Culture Community Advisory Board and a documentation planning survey (with the Local History & Genealogy Division)
- MVP for children's literacy materials (with the 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)

Major Gifts: FFRPL received \$50,000 from the Et Manu Et Cord Fund at RACF, managed by Todd Bates and Barbara Sedoric, in memory of their father, Bruce Bates. Bruce passed in May and was a generous philanthropist in the Rochester community and a longtime donor to FFRPL. While considering Major Gift initiatives, FFRPL is anticipating hosting a 20th anniversary celebration of *Safe to be Smart* and will be meeting with RPL staff to follow their priorities and messaging for the program's future.

Planned Giving:

- FFRPL received notice of a *fourth* planned gift from Marion Fulbright, an IRA through Fidelity Investments.
- FFRPL received the \$13,104 bequest from the estate of Nancy A. McLachlin, referenced in the June report.
- FFRPL received notice of a \$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.

Corporate: The Target Circle campaign raised \$1,751. Thank you to those who participated.

MARKETING/PROGRAMS

Fall *Books Sandwiched In* is scheduled to return to *in person* reviews in KGA, 12:12pm-12:52pm September 21 through November 9. [View the lineup of titles and reviewers](#)

The 10th *Art of the Book* exhibit is now on view in the Anthony Mascioli Gallery in Harold Hacker Hall through November 1, 2021.

FFRPL helped host the judges during their selection of winners; helped with installation of the show; and helped Graphics with the program book and supplemental materials. We also created/posted content for both the RPL and [FFRPL web sites](#) and social media.

FFRPL introduced the idea of “**10-minute tours**” for exhibits, beginning with AOTB. With approval from RPL personnel and the Security Supervisor, staff and security were invited to participate. FFRPL also created handouts for the Rundel security station next to the Gallery, so guards could better answer routine patron questions about the exhibit.

The AOTB reception is now scheduled for **Wednesday, September 29, 5:30pm-7pm** (*please note new date; moved to avoid the Jewish High Holiday of Yom Kippur*).

FFRPL continued to manage Central Library’s participation in the [2021 KeyBank Rochester International Fringe Festival](#). Due to continuing changes to COVID restrictions, FFRPL simplified programming, with the hope and intention of having more in person events for 2022.

We are helping Central Library’s Local History & Genealogy Division with Fringe paperwork as well as marketing of a free, on-demand playlist of ‘Spooky Stories in the (virtual) Stacks.’

In addition, on Saturday, September 18, we are presenting 2 live, free concerts for families with young children, featuring the BenAnna Band.

VOLUNTEERS

Our **Fall Volunteer Recognition luncheon** is being planned for **October 14th in KGA**.

We are not accepting new volunteers at this time.