FFRPL Report to RPL Board – April 2019

Good day. Just a brief update on the Friends & Foundation office since we last met.

**MONEY**

Our 2018-19 *Annual Campaign* Spring letter arrived in homes in early March, and since July 1st, gifts and appeal letters have raised about **$215,000.** We are looking to raise an additional $20,000 before June 30th to meet our goal. We will be focusing on legacy donors (10+ years of giving), who make up about one-third of our Annual Campaign gifts (to date, 629 in this FY). Before June 30, FFRPL will contact approximately 250 legacy donors from whom we have not heard yet this year.

In belated Capital Campaign news: *The Middle Ground* tween area on the 2nd floor now has a plaque recognizing the generous FC2C gift from RPL Board Secretary Sharon (and Ron) Salluzzo.

FFRPL raised **$8200** through our CrowdRise online campaign for the Rundel Terrace Revitalization, which ended April 12, and we are now eligible to be considered for one of several Gannett Foundation grants. Several donors gave checks to FFRPL because they did not want to give online, and we are still accepting checks towards our ultimate goal of $125,000 for the Rundel Terrace *Visitor Engagement Area & Outdoor Classroom.* In total, we have raised just over $48,000 to date – **if only** someone were to give me $2000 right now we would hit $50,000!

**PROGRAMS/MARKETING and EVENTS**

Editors’ Circle Brunch for $500+ donors was held on Wednesday, March 27 prior to the FFRPL-funded program by *Rochester Reads* author Omar El Akkad. 37 people attended the event, and several made donations after the event. The Director’s Circle Luncheon for $250+ donors will be held on Tuesday, June 4, with a presentation by Patty Uttaro, on a new collaboration with Nazareth College to gather information on why parents use – or do not use – the library with their children.

*Books Sandwiched In* has been going strong, drawing crowds in the mid-70’s (both average age and attendance).

Students from School of the Arts, Rush-Henrietta H.S., Pittsford Sutherland H.S., Penfield H.S., and Greece Odyssey Academy won this year’s annual *Sokol High School Literary Awards.* The Awards Ceremony will be held at 4pm on Thursday, May 2 in KGA, and you are all invited.

Later this year FFRPL and RPL will once again bring you the Central Library as a presenting venue for the Fringe Festival. We are offering use of the Kusler-Cox Auditorium for the first time, in addition to KGA, the Dorris Carlson Reading Garden, and the Rundel ‘glass cube’ Arts Room in Literature. About 100 performers have applied and a team is sorting those out. We plan to host external artists on weekdays (late afternoons) and have FFRPL/RPL-presented programs (*Spooky Stories in the Stacks* and *Rundel River to Roof Tours*) and some other fun Library things TBD on a special Saturday/Sunday At The Library weekend event. The goal is to continue showing the Library in new and different ways, connecting the community to this space, and bring in some money through ticket sales.