

# FFRPL Report to MCLS & RPL Boards – June 2021

## ADVANCEMENT REPORT

**Annual Campaign:** Donors are responding to the postcard reminding them to consider making a gift before June 30. We will begin the 2021-22 fiscal year with our special strategies for our current highest donors, lapsed highest donors, newly-acquired donors, and long-lapsed donors who returned in 2020-21. The community has been very generous throughout the pandemic, and we are grateful to everyone who gave a gift – including you!

The Phillis Wheatley Community Library will be 50 this summer! Wheatley is vital to children, teens and adults in the Plymouth/Exchange and Corn Hill neighborhoods. Will you please consider giving toward our \$3,000 goal? Here is the link to the online fundraising campaign for a special celebration in August, as well as events throughout the anniversary year. > <https://ffrplapps.libraryweb.org/open-fundraisers?PFR=550> <

### Grants/Sponsorships:

Awards: Joseph Rippey Trust (\$32,000) for *Safe to be Smart*; Max Adler Foundation (\$3,000) for general support; Raymond Eckert Fund (\$6,045) for general support.

Pending requests: Women's Club of Pittsford for children's literacy materials; Rochester Area Community Foundation for Central's *Archive of Black History & 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).

Grants in progress: National Endowment for the Humanities Digital Advancement for components of Central Library's *Archive of Black History & Culture*, part of our continuing work with the Local History & Genealogy Division to determine additional sources of funds for the *Archive*, both grants and individuals.

**Major Gifts:** FFRPL recently received a \$40,000 gift from a very generous donor to support programs/projects for children, teens and outreach services, as well as general support.

Ned and Derrick Coley have recorded the first video segment for the 20<sup>th</sup> anniversary celebration of *Safe to be Smart* and its major gift campaign to individuals and foundations. The goal is to add more than \$1-million to the FFRPL endowment, to generate about half of our annual commitment to RPL for the program. Please see Rebecca Fuss to be part of this special campaign.

### Planned Giving:

- In addition to notice of a \$200,000 bequest from the estate of Marion J. Fulbright to Rundel Library Foundation, FFRPL received an additional \$12,700 from Mrs. Fulbright's Nationwide annuity and \$19,000 from her Pooled Life Income Fund through the Rochester Area Community Foundation. Marion and her husband Harry enriched the lives of children, teens and adults in our community through more than 20 years of giving to the Library for general support, capital improvements and the *Safe to be Smart* afterschool program, and in recognition of that we are designating part of her bequest to help support our *Safe to be Smart @ 20* campaign.
- FFRPL also received notice of a \$13,000 bequest from the estate of Nancy A. McLachlin. Ms. McLachlin had a business career at Ilex Optical, Bausch & Lomb and Hardwood House, and mentored many young people in her life.
- Also, we expect shortly to receive a significant first partial payment to establish the confidential FFRPL *Tummonds Fund* (estimated total = \$16,000,000), to provide annual supplemental materials purchases for the MCLS, Pioneer and Nioga library systems for many years to come.

**Corporate Relations:** There are still a few days to participate in the Target Circle Community Giving campaign. Before June 30, please go to [target.com/circle](https://target.com/circle) to set up an account or get the app, then use your 'vote' earned by every Target purchase to support FFRPL and the Library.

**Donor Relations and Stewardship:** Donors are coming back to Central Library and are delighted to see the fruits of FFRPL's support of the [Tech Center](#) (now offering in-person classes again!), developments on the [Rundel Terrace](#) and the new [Thrift Style](#) exhibit. It is wonderful to see our donors so pleased with Library spaces and services, including the newly-opened Foodlink Community Café.

## FFRPL PROGRAMMING & MARKETING / VOLUNTEER & BOOKSALES REPORT June 2021

Just committed for Central to serve as a venue for 2021 *Rochester Fringe Festival* 14-25 Sept.; began accepting artist applications from the community, with Central's Program Team serving as an ad hoc committee to discuss/assess options for Fringe Festival. FFRPL will continue to manage FFRPL's/RPL's participation in the Fringe Festival (hybrid for 2021).

Completed our all online **Spring 2021 *Books Sandwiched In*** series which ran **March - May 2021 and focused on diversity and inclusion**. Promoted the series through e-blasts, Facebook, website, Library calendars. Scheduled a committee meeting to plan **Fall 2021** (which we anticipate offering in person).



In **May 2021** we (remotely) recognized **Monroe County High School students who won the 2021 Sokol High School Literary Awards**. This marked the 35th year of the annual competition. We received a total of 45 entries: 24 poetry, 20 prose, and 1 performance piece – representing 12 high schools (and one homeschool) from across Monroe County. (As anticipated, submissions were significantly reduced during this COVID/online cycle). [Winning entries were published online via our partner The College at Brockport's site.](#)

Continued to be active on **Central's Exhibits Team**:

- FFRPL helped plan, support and promote the exhibit *Thrift Style*, on view in the Anthony Mascioli Gallery in **May and June 2021**. *Thrift Style* explores the 'upcycling'/reuse of feed sacks to make clothing and other household objects during the Depression and WWII.
- Helped plan for Central's annual *Art of the Book* exhibit: judges visit, reception.
- Helped community partners tour the Gallery space for new exhibit from India Community Center for December 2021 – February 2022.
- Continued to work on roster of exhibits planned through 2023.



Continued to be active on **Central's Program Team**: helped Library with ideas for programs and promotion of events.

Continued to be active on **Central's Marketing Team**: FFRPL helped with the funding and planning of signage for Central and Branches re-opening; helped create/edit and mail RPL's Annual Report; FFRPL continues to partner with the Team in support of approved initiatives from Causewave's work for RPL Marketing.

**Safe to be Smart** – Continued planning for year-long celebration of the 20<sup>th</sup> Anniversary of *Safe to be Smart* in Fall 2021.

**Book Sales:** We continue to build up the *Sustainable Shelves* Program to manage donations – processing, pricing and sending books to Baker & Taylor for credit towards Library book orders. To date we have submitted 33 lists and received \$2,236 in Library credit for RPL; internet sales March - May were \$14,644 and more than \$67,000 for the FY; we reopened book donations to Monday drop-offs-by-appointment-only and donations have been steady.

**The Library Store:** The Store is expanding our hours to accommodate the Library's new reopening schedule. We hope to begin monthly store-front book sales at the end of July.

### Harold Hacker Fund for the Advancement of Libraries

After a 2020 hiatus, grants from the Harold Hacker Fund returned in May 2021. In addition to the perpetual Hacker Grant pillars of supporting library staff education / professional development and furthering innovative library projects & programs within the RRLC service area, FFRPL requested something new: *over the next three years, additional consideration will given to proposals addressing inclusion, diversity, equity and action (IDEA) within those funding areas*. Most of the submitted proposals gave thoughtful consideration to IDEA, and four winners were selected by the judges: Genesee Valley BOCES Erie Canal Historical Perspectives Video Series; Rochester Public Library (Central Library Cannabis Industry Meet-Up and Maplewood Branch Adult Literacy Summer Classes); and Webster Public Library Antiracism in Webster Schools. FFRPL provided \$12,700 for Hacker Grants this year.