MONEY

Annual Campaign: Since the first letter dropped seven weeks ago, we’ve had more than 360 gifts totaling app. $64,500, slightly ahead of this time last year. As in previous years, approximately one-third (37.7%) of the gifts are from Legacy donors, those who have given for at least ten years (and many for 20). All Legacy donors are sent with their Thank You letter an invitation for a Central Library tour, refreshment and conversation, which we will use to begin dialogue about planned giving for perpetual Library support. Tours are offered the second Tuesdays at 10am and third Wednesdays at 5pm through the end of the calendar year.

FFRPL Board members will be making thank you calls to donors in December – other Library board members are welcome to volunteer for this cheer-giving opportunity; just let Rebecca Fuss know if you are interested and she will give you a list to call at your convenience from the comfort of your home.

So far this fiscal year more than 30 donors have made gifts through our new online donation portal: https://ffrplapps.libraryweb.org/donate-now. Note: last month, NYS Attorney General Leticia James sued NYCharities, our former online portal, for failing to distribute $750,000 to more than 125 organizations, including us ($1,145, most of which has been re-given by those donors).

Grant proposals pending: $50,000 Spectrum Digital Education for a 12-bay Laptop Lending Kiosk for Central Library’s upcoming Technology Center, and $50,000 proposal to the Konar Foundation for Safe to be Smart.

Special Giving Opportunities:

Retirees’ Challenge: funds raised through this year’s Annual Campaign Retirees’ Challenge will support the Harold Hacker Fund for the Advancement of Libraries. So far, 3 retirees have given $250 toward the challenge. Thanks to Library staff, the day’s program was recorded, so 20 retirees who could not attend were invited to later watch the program, which we hope will lead to additional donations – video is here: https://youtu.be/znERSWY4Gfk

ROC the Day will be on Tuesday, December 3. Any donations to FFRPL this year will support a planned Safe to be Smart spring break trip for app. 20 youth to visit Washington DC. Estimated entire cost is ~$15,000. The Reynolds Library Board will be the main sponsor of next year’s trip but please note: anyone wishing to cover the cost of one student ‘scholarship’ for ~$750 can see Ned or Rebecca for additional information.

Target Circle: From now through January 5, FFRPL is part of Target’s loyalty program for giving back to the community: if you shop at Target in-store or online, with each purchase you earn one ‘vote’ that you can use to direct Target’s giving to benefit FFRPL. For full program details and restrictions visit https://circle.target.com.

PROGRAMS/MARKETING and EVENTS

• Central Library was once again a venue for the Rochester Fringe Festival and received overwhelmingly positive feedback from patrons. With the help of staff and Board volunteers, we ran Rundel River to Roof Tours and Spooky Stories in the Stacks; a unique Silent Reading Party (which resulted in ‘purist’ silent readers and the not-so-silent-social-readers who separated into a smaller group); welcomed approx. 80 people for a free Native American flute concert; and hosted three live bands in KGA. All told, we sold a total of 366 tickets (half of that just for River to Roof Tours), and after paying 20% Fringe fees and the three bands, we netted about $2600.

• The Fall Books Sandwiched In series began September 17th and is excellent and well-attended, with additional viewers watching the livestream on Facebook, and more watching our YouTube videos with closed captioning.

• In the last month FFRPL helped support and promote Central Library’s Crafting Democracy exhibit in Harold Hacker Hall, including programming such as the discussion ‘Art History and Activism’ by MAG Art Librarian Eboni Jones, and the recent addition of the Jewish Hearts for Pittsburgh (one year after the massacre at Pittsburgh’s Tree of Life Synagogue).

• FFRPL served once again as the fiscal agent for the Greater Rochester Teen Read and also helped support GRTR’s program and publicity efforts for YA author (Grand Theft Horse, Ghetto Cowboy) G. Neri’s October 7-11 visit to Central Library, Maplewood Community Library, Brighton Memorial Library and Hillside Children’s Center.

• Our Library Store ran a Fall online book sale (15% off all FFRPL inventory on AbeBooks.com) and sold a first edition/first printing of Milton Friedman’s seminal 1962 text Capitalism and Freedom – for $1000: capitalism at work!

• FFRPL is sharing costs with RPL to purchase several hundred simultaneous downloads of the e-book How to Be an Antiracist in anticipation of Dr. Ibram X. Kendi’s visit to Rochester Nov. 18, giving a lecture and panel discussion 7-9pm at Hochstein Performance Hall, and we are beginning publicity efforts in support of the event now as well.

• On September 18, FFRPL and the Staff Association held the Retirees’ Early Bird Dinner – 4-5:30pm in Kusler-Cox Auditorium, featuring remarks by Library Director Patty Uttaro well as other Library staff who highlighted the great work they have been able to do thanks to support from FFRPL’s Harold Hacker Fund for the Advancement of Libraries. As mentioned above, building up the Hacker Fund is this year’s Retirees’ Challenge and you can help!

• The entire FFRPL team is involved with preparations for Palaces for the People author/sociologist Eric Klinenberg’s visit to Central Library for our annual Publishers Circle Library Celebration Dinner on Wednesday, November 13.

• We have begun planning for Tuesday Topics this Winter, which will once again showcase Library services and resources, and we have also started planning for the Sokol High School Literary Awards this Spring.

• Finally, FFRPL supported the beautiful new interactive mural in the link hallway, coordinated by Safe to be Smart’s Derrick Coley and John Hylton, and created by artist Chloe Smith with help from several teens. (pictures follow)