

# FFRPL Report to MCLS & RPL Boards – January 2020

## MONEY

**Annual Campaign:** The second letter of the FY dropped in early December, and since July 2019 we have received more than 1100 Annual Campaign gifts totaling about \$153,000, and we are still entering gifts from end-of-year. Compared to December 2018 this is slightly fewer donations but higher average gift amounts.

Special Library tours and meetings with legacy donors remain popular: 15 people attended three donor tours in Nov-Dec 2019, with 12 more in January, building our audience for major/planned giving discussions. Board members are welcome to join upcoming dates: 10am Tuesdays 2/11 and 3/10 and 5pm Wednesday 3/18.

Recently, FFRPL accompanied Patty Uttaro to the Highlands of Pittsford and Valley Manor for an A-Z Library presentation and meet & greet with residents, several of whom are Library retirees and donors.

**Planned Giving:** FFRPL received a distribution from the estate of Nancy Curnutt for \$30,915. Nancy was a former social studies teacher and longtime donor who passed away January 1, 2018.

**Grant proposals pending:** Konar Foundation for *Safe to be Smart*; Joan & Harold Feinbloom Foundation for *Safe to be Smart*; proposal in process to the ESL Charitable Foundation for summer Literacy Aides in Central and city branches to replace lost RCSD funding. We recently learned the Community Foundation is not offering Invitational Grants this year while they restructure their giving priorities, which could be a \$30,000 gap for *Safe to be Smart*. Ned and Rebecca are maintaining contact with RACF while considering other funding options, one of which could be a special interest email appeal.

### Special Giving Opportunities:

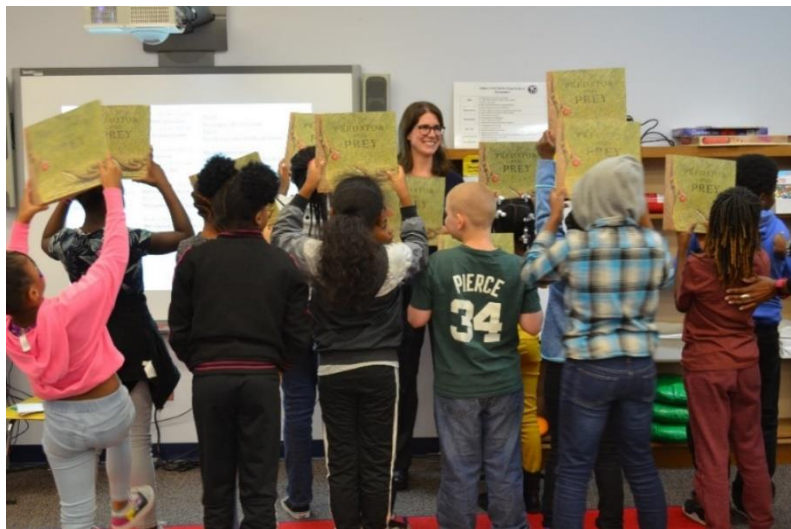
**Retirees' Challenge:** funds raised through this year's Annual Campaign Retirees' Challenge will support the *Harold Hacker Fund for the Advancement of Libraries*. So far, seven retirees have given \$785 toward the challenge, with \$380 more just given by five of the Genesee Storytellers in honor of Julie Cummins' birthday.

**ROC the Day 2019** raised over \$8000 in one day from challenge funds and gifts from 56 donors. That, plus generous one-time support from the Reynolds Library Board and the William & Sheila Konar Foundation, will fully fund the Washington DC trip for 24 students and their chaperones over spring break 2020.

The **Target Circle** campaign raised \$1,964 from **18,405 votes** – thank you to all who participated!

## PROGRAMS/MARKETING & EVENTS

For many years FFRPL has been fiscal agent for the annual **Rochester Children's Book Festival** held at MCC, and this past November was the 15th anniversary of their free *Festival To Go* program, which brings the Festival to K-6 students at select Rochester City Schools. In honor of that, FFRPL raised \$15,000 to help the *F2G* provide each student with a copy of an autographed, personalized book during class visits by the authors, with support from the FFRPL's Ruby M. Jefferson Memorial Book Fund, Library advocate Susan Brown and grants from the Konar Foundation and John F. Wegman Fund of the Community Foundation.



In December we created a popular series of **book-themed FB posts** of Christmas trees and Chanukkah menorahs (one each for 12 days of Christmas and 8 nights of Chanukkah) as well as a Kwanzaa post. We also continue running **e-blasts and screen scene ads with the Little Theatre**: tell us if you've seen them!

Our *Season's Readings* Book Sale ran December 5 - 14 and generated \$1010.

In December and January we sent eight **Constant Contact e-blasts** – including a special **holiday card** (below) with year-end summary report – to our Newsletter list (approx. 3,200 contacts) and special mailings such as Sokol (approx. 605 contacts) with a cumulative reach of 3,981 views; and created **84 FB posts** for with a total reach of **8,499**.



**Tuesday Topics 2020** launches **21 January (12:12-12:52pm) in KGA**. Topic: **Children's Literacy**, presented by Tonia Burton, MCLS Children's Services Consultant. *Tuesday Topics* is eight weeks of presentations given by local experts on current issues in science, the arts, the economy, health care and government, with this year's series highlight programs and services the Library provides to the community on these critical issues.

FFRPL is proud to support since its 2011 creation the annual ***Art of the Book*** exhibition of artist books and altered books. The **Opening Reception** was 4 December and the exhibit will be on view through 1 **February**.



Since 2016 FFRPL has supported young filmmakers and helped sponsor the **90-Second Newbery Awards**. The local screening is Saturday 1 February, 2-4pm, at the RMSC's Eisenhart Auditorium.

FFRPL is working with Central Library's **Local History & Genealogy Division** in support of the **3<sup>rd</sup> annual Anthony Mascioli Rainbow Dialogues**, coming 3 February 2020 (a partnership with the Out Alliance). The focus is 'Intersectionality in Social and Political Change: A Historical Perspective,' with keynote address by Stanley Byrd, Ed.D., Vice President for Diversity, Inclusion and Human Resources, Empire Justice Center.

**Special Central Library Project:** FFRPL commissioned a specially made artwork by **Airigami balloon artist Larry Moss** to be created during November's **Maker Faire Rochester** at the RRCC and then brought over to be displayed in the Bausch & Lomb building's lobby (where it is still). Our 11/25 FB post of the balloon sculpture reached 2,096 people.

Finally, we completed & posted our latest **Annual Report for FY2018-19**.

