

# FFRPL Report to MCLS & RPL Boards – February 2020

## MONEY

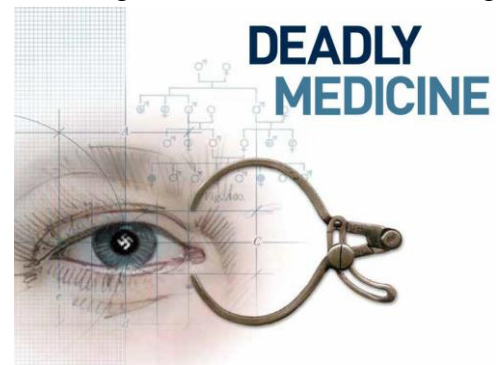
**Annual Campaign:** The third Annual Campaign letter will be in homes March 4 and highlights the Gallup poll on library usage <https://news.gallup.com/poll/284009/library-visits-outpaced-trips-movies-2019.aspx> and the positive impact of library technology on patrons' lives. Since July 2019 we have received more than 1280 AnnCamp gifts totaling \$174,000 – slightly fewer donations than last year but with higher average gift amounts.

Upcoming Library tours and meetings with legacy donors will be Tuesdays 3/10 and 4/14 at 10am, and Wednesdays 3/18 and 4/22 at 5pm. Tours have revealed planned giving/major gifts prospects, on which Rebecca is following up, and Board members are welcome to join tours.

**Planned Giving/Major Gifts:** In order to build sustainable, perpetual funding to support the Library, growing the FFRPL endowment is a priority for 2020. The best strategy for this is planned gifts and major gifts, so more time is being spent researching likely prospects from legacy donor tours.

**Grant proposals pending:** For *Safe to be Smart* (FFRPL's single largest recurring expense, at ~\$130,000/yr): Konar Foundation, Joan & Harold Feinbloom Foundation, Farash Foundation, MAXIMUS Foundation, and a proposal in process to the Chase Rippey Trust for South Wedge branch outreach (including *Safe to be Smart*).

In support of Central Library's upcoming *Deadly Medicine: Creating the Master Race* exhibition, FFRPL secured funding from the William & Sheila Konar Foundation and the Israel & Helen Wortman Fund of The Foundation of the Jewish Federation of Greater Rochester. This exhibition runs March 9 through May 30 in Harold Hacker Hall, and comes from the US Holocaust Memorial Museum. <https://www.ushmm.org/information/exhibitions/traveling-exhibitions/deadly-medicine>



**Donor Relations:** FFRPL brought four donors as our guests to the 90-Second Newbery Film Festival recently (more info below) – we were excited to share with library supporters our commitment to children's creativity and interest in literature.

**Advocacy:** FFRPL is co-sponsoring and will be participating in the Central Library Orientation and Tour for Monroe County legislators and administration on Wednesday 18 March.

## PROGRAMS/MARKETING & EVENTS

### TUESDAY TOPICS

12:12-12:52

Kate Gleason  
Auditorium, Central Library

Download the brochure @ [ffrpl.org](http://ffrpl.org)

Enjoy a 15 min. Library tour after each talk, for areas highlighted during each program.



Jan. 21  
Topic: Children's Literacy  
Presenter: Tonia Burton (left), Children's Services Consultant, Monroe County Library System; 'Raising A Reader' Program Initiator, Central Library



Jan. 28  
Topic: Cultural Arts in Rochester  
Presenter: Carol Moldt (left), Librarian, Central Library's Arts & Literature Division, and Program Coordinator for Central Library



Feb. 4  
Topic: Health Care in America  
Presenter: Dr. Theresa Green (left), Assistant Prof. of Public Health Sciences; Director of Community Health Policy & Education, URM's Center for Community Health



Feb. 11  
Topic: Then and Now: Suffrage 2020/19th Century Women's Rights Leaders  
Presenter: Suzanne Schnittman, PhD, (right), historian and author of the upcoming *Provocative Mothers*



Feb. 18  
Topic: Technology in 2020  
Presenter: Brian DiNitto (right), Librarian and Computer Instructor at Central Library



Feb. 25  
Topic: Environment in 2020  
Presenter: Shalini Beath (right), Energy and Sustainability Analyst for the City of Rochester



*Tuesday Topics 2020* launched 21 January in KGA. The eight-week series features presentations given by local experts on current issues in science, the arts, the economy, health care and government, with this year's series highlighting programs and services the Library provides to the community on these critical issues. We also added post-lecture tours to each of the programs to best leverage the programs for maximum results.

- 26 people attended/177 viewed *Children's Literacy*, presented by Tonia Burton, MCLS Children's Services Consultant, with four people touring the Children's Division afterwards.
- 37 people attended/148 viewed *Cultural Arts in Rochester*, presented by Carol Moldt, Librarian in the Arts & Literature Division and Program Coordinator for Central Library of Rochester & Monroe County. Then 15 people went on the Arts & Literature Division tour.
- 41 people attended/80 viewed *Health Care in America*, presented by Dr. Theresa Green, Assistant Prof. of Public Health Sciences and the Director of Community Health Policy and Education at URMC's Center for Community Health. Then 15 people toured the LROC/Health Sciences area.
- 80 people attended/74 viewed *Then and Now: Suffrage 2020 ~ Nineteenth Century Women's Rights Leaders*, presented by Suzanne Schnittman, PhD, historian and author of the upcoming *Provocative Mothers and their Precocious Daughters: 19<sup>th</sup> Century Women's Rights Leaders*. Then 12 people toured the Local History & Genealogy Division

The ***Books Sandwiched In*** committee has set the roster for the new series, which launches March 17 and will run through May 5 with eight reviews scheduled, including one special event being presented in partnership with the Local History & Genealogy Division: the last review of the season – *The Color of Law* – will be immediately followed by a tour of Local History's exhibit, *Everyday People: the Dinkle Family and Rochester's African American Past*.

Since 2016 FFRPL has supported young filmmakers and helped sponsor the **90-Second Newbery Awards** in Rochester. The local screening was held Saturday 1 February at the RMSC's Eisenhart Auditorium. Ned, Rebecca and Susan were joined by FFRPL Vice President Donna Benjamin, and FFRPL/RPL donors/patrons Claudia and David Weber and Vivian Pallodoro. It was a wonderful afternoon, and we all enjoyed the front-row seats for the packed event!



The **Sokol High School Literary Awards committee** met 11 February, and reviewed the **94 submissions** for 2020 (a 20% increase over last year). The ceremony will be in KGA at 4pm on Thursday 7 May.

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 29 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.

Susan has just been asked to join the new **RPL Marketing Committee** and is looking forward to working with that new group.

Social Media updates: In January we sent five Constant Contact **electronic newsletters** to our 3,500 subscribers, promoting the Target Circle fundraiser then reporting the results (\$1964 from 18,405 votes), *Tuesday Topics* series, Sokol H.S. Literary Awards Contest, 90-sec Newbery Film Festival, *Art of the Book* exhibit, Rainbow Dialogues and Rochester Inventors Group meeting. We created **58 Facebook posts** for a total reach of **7,469** and ran e-blasts through the **Little Theatre's electronic newsletter** for *Art of the Book* (nine weeks) and have run/scheduled six weeks for *Tuesday Topics* – tell us if you've seen them!