

FFRPL Report to MCLS & RPL Boards – June 2020

ADVANCEMENT REPORT

FFRPL COVID-19 Support to RPL: Our #GivingTuesdayNow campaign ended on 26 May, with 75 donors (including the entire FFRPL Board) giving \$11,500 online. For dollars raised we placed in the Top 50 out of 2000+ charities, and we've qualified for matching funds, which should be announced this week. Additional gifts came outside of the online campaign, including a donor obtained through the Community Foundation. FFRPL will submit proposals to MVP and the United Way Community Crisis Fund for additional support to assist the Library with wifi hotspots and the Live Chat service on libraryweb.org.

For this FY ending 30 June, FFRPL is honoring all of our FY2019-20 commitments to RPL plus more, and for FY2020-21, RPL and FFRPL agree to jointly prioritize spending to retrofit facilities (RPL) and acquire materials (FFRPL & RPL) that will support the phased re-opening of Library services to the public.

Annual Campaign: As end-of-FY gifts and grants show, the community recognizes and supports the incredible work of the Library during these challenging times. This past month, FFRPL and RPL board members made teleparty calls to more than 120 longstanding donors from whom we have not heard this year; responses should get us just over our \$240,000 goal.

For the coming FY campaign, goals and strategies will be set this summer when we know more specifically what the 'phased re-opening of Library services' will look like and how we can best help.

FFRPL Special Project Support: FFRPL has agreed to match RPL's funding for Overdrive resources in a curated #BlackLivesMatter reading list. Almost all the ebooks and audio book titles currently have waiting lists, indicating high patron demand and need for additional support. FFRPL has already received an online gift towards this project with the note: "I greatly appreciate your attention to this collection and the education we all need and deserve."

Grant Proposals: Expecting an annual grant soon from the Max Adler Foundation for *Safe to be Smart*.

PROGRAMS / MARKETING REPORT

- Wrapped up online versions of Spring programs: final video postings for [Books Sandwiched In](#); mailed checks and awards to *Sokol High School Literary Contest* student winners and honoraria to judges. We decided that the Fall *BSI* will be 100 percent online and convened committee to begin discussion of potential title selections.
- Continued research related to re-imagining FFRPL-supported Library programs and services within the context of the COVID reality – including webinars on the Fringe Festival's 'Safely Planning for Reopening the Performing Arts' with Monroe Co. Health Commissioner Dr. Michael Mendoza, and 'Reopening the Performing Arts' from the Association of Performing Arts Professionals.
- Continued all marketing & publicity efforts across all platforms (website updates, e-blasts, Facebook posts), promoting Library services and highlighting curbside service and new online chat reference.
- Volunteered to serve on MCLS Associate Director Adam Traub's new team, charged with creating a list of resources our community can use to educate themselves about Black Lives Matter, racism, implicit bias, white fragility, and how these issues impact Rochester.