Friends & Foundation of the Rochester Public Library

Annual Report 2017 - 2018
Dear Friends,

The Rochester Public Library (RPL) provides both traditional and innovative programs, services and resources to all members of our community: from books and movies to community-based gathering places for teens; from financial planning expertise to assistance with job searches; from specialized genealogy and local history resources to early literacy programs; from patent and trademark information to unique items available for loan, such as musical instruments, sewing machines and toys.

The Library’s many dedicated, professional staff members make these programs and services available to the public year-round.

And behind the scenes, the Friends & Foundation of the Rochester Public Library (FFRPL) raises funds from individual donors, foundations and community partners to present programs, support special projects, help create specialized spaces, and purchase supplemental materials & equipment for RPL’s Central and Branch Libraries.

We are proud to play a role in helping make RPL ‘More Than You Think,’ and thank you in advance for your continued support.

Peg Glisson, President
Richard L. Hamilton, Vice President
Andrew Iserson, Treasurer
Dan Ross, Secretary

Peg Glisson, Board President
Friends & Foundation of the Rochester Public Library

Ned Davis, Executive Director
Friends & Foundation of the Rochester Public Library

The library is among the most critical forms of social infrastructure that we have.

—Palaces for the People: How Social Infrastructure Can Help Fight Inequality, Polarization, and the Decline of Civic Life by Eric Klinenberg

Board of Directors, 2017-2018

Peg Glisson, President
Richard L. Hamilton, Vice President
Andrew Iserson, Treasurer
Dan Ross, Secretary

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Lois Giess
June Glaser

Donna Goldberg
John Lovenheim
Henry McCartney
Brian McLaughlin
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Sharon Salluzzo
Gary Squires
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Ned Davis, Executive Director
Rebecca Fuss, Director of Advancement
Holly Hammond, Database Administrator

Susan Chekow Lusignan,
Director of Marketing & Program Development
Elisabeth Pereboom-Klumperhouver,
Book Pricing & Sales Specialist
Christine Weidman, Volunteer & Booksales Coordinator

And a special thanks to our many FFRPL volunteers, who contribute about 6,000 hours annually, the equivalent of three full-time staff.
PROGRAMS AND SERVICES

With FFRPL’s support, the Rochester Public Library now has more than 450 Raising A Reader families participating, at 13 sites, City-wide.

In Spring 2018, we sponsored and hosted the 32nd Annual Sokol High School Literary Awards, which recognizes the best poetry, prose and performance submissions from young writers across the county, judged by nationally-known authors. In 2018, we received 124 entries; 17 Monroe County schools were represented, and homeschoolers were encouraged to apply as well. Winners came from School of the Arts, Pittsford Sutherland HS, Rush-Henrietta HS, and Penfield HS.

Through a generous music lover’s gift, FFRPL sponsored the free June Jazz Combos, held in Central Library’s Dorris Carlson Reading Garden at Central Library Downtown.

Since 2001, FFRPL has provided critical funding through grants and donations for Safe to be Smart, the Library’s out-of-school-time program housed in six City library branches (including Central). For 2017-18, Safe to be Smart had a total of 54,263 recorded youth interactions. Youth received help with home-work, job applications, and career guidance, and accessed Library resources including books and wi-fi.

FFRPL celebrated 62 years of our legacy program Books Sandwiched In, and also maintained our Winter Tuesday Topics series, featuring expert speakers on current issues that were particularly critical in our community.

Through the Harold Hacker Fund for the Advancement of Libraries, FFRPL sponsored the May the 4th Be With You event (Spring 2018) at Central as part of RPL’s Libraries After Dark series of after-hours themed parties. Patrons solved the Star Wars challenges in our Escape Room; viewed rare cult-classic Star Wars themed films; enjoyed stellar tunes; and learned lightsaber skills at Jedi Combat Training.

FFRPL contributed to the 13th Annual Greater Rochester Teen Book Festival held at Nazareth College in May 2018, which was attended by 1,700 teens from grades 6-12. TBF 2018 featured more than 25 authors including New York Times and USA Today bestsellers, local teen authors, and an audiobook narrator.

FFRPL supported many Youth Programs this past fiscal year, such as the Rochester Children’s Book Festival at MCC (we manage their finances as an in-kind service); Family Arts Days at Sully and Wheatley branches, Summer Reading programs, and the Greater Rochester Teen Read.

FFRPL collaborated with the Monroe County Library System, Kodak Center and Barnes & Noble Pittsford on the SOLD OUT Rochester leg of the Rick Riordan Ship of the Dead Tour. More than 1,700 teens and their chaperones welcomed NYT bestselling author Rick Riordan to Rochester at the Kodak Center in October 2017. Free tickets were distributed throughout MCLS, and ‘sold out’ in less than 24 hours.

FFRPL hosted Pulitzer Prize-winning journalist Amy Goldstein in November 2017 for our annual Publishers’ Circle Library Celebration Dinner; novelist and memoirist Reyna Grande in partnership with Writers & Books as part of Rochester Reads in March 2018; and award-winning adventurer Jennifer Pharr Davis in April 2018.

In FY2017-18, FFRPL sponsored RCTV’s 7th annual 90-Second Newbery Film Festival. The program was originally started by James Kennedy, author of The Order of Odd-Fish, who challenged young filmmakers to select a Newbery-winning book and turn it into a 90-second video. In March 2018, James Kennedy helped host the screenings at the Dryden Theatre in the George Eastman Museum.
SPECIALIZED SPACES

In March 2018, renovations began on the former Rundel Auditorium, and when completed the space was renamed the Kusler-Cox Auditorium in recognition of Alan Kusler and William H. Cox, Jr., two librarians with distinguished careers at RPL who left the FFRPL its second-largest bequest in our organization’s history. The extensive work included a new ceiling, lighting, carpet and window shades; a new, single room partition; new AV systems for the main room and partitioned rooms; asbestos abatement and removal; HVAC upgrades; new tables & chairs; and repaired/refreshed wood finishes.

At the end of FY2017-18, FFRPL exceeded our $1.4-million fundraising goal for the Library’s From Collections To Community Capital Campaign, with additional funds from Library, City, County and NY State partners. The final phase of the project, slated for Winter 2020, will be a Technology Center, with meeting/conference areas and makerspaces for creation and collaboration.

This past fiscal year, FFRPL continued to help maintain and improve the Library’s specialized spaces, such as the Doris Carlson Reading Garden, imagineYOU Digital Media Learning Lab, and Teen Central. We also helped beautify branch spaces with special community projects, such as the murals we helped fund at the Arnett and Douglass branches.

SPECIAL PROJECTS & EXHIBITIONS

FFRPL funded a comprehensive study with the NYC-based Hester Street Collaborative for a needs and facilities assessment of RPL Branch Libraries. During the community engagement process, key library stakeholders identified optimal facility service models, including locations, sizes and types of potential future library facilities and outlets. The study was concluded in late 2018, and the implementation of many initial suggestions is already underway.

This past fiscal year, FFRPL helped fund a bus to Albany for the New York Library Association Advocacy Day 2018. Board members, staff and Friends representing libraries throughout Monroe County joined over 1,000 library advocates from all over the state to meet with elected representatives and demonstrate their support for libraries. They collectively held meetings with over 75% of the NYS Legislature, which resulted in the first increase in state library aid since 2016, and a remarkable $10M increase in public library construction funding.

FFRPL supported the 2017-18 Central Library exhibition Because of Women Like Her... Winning the Vote in New York State through grants, gifts and the Walter F. Becker Fund for Local History. More than 28,000 visitors to Central learned about the history of the women’s suffrage movement during the exhibition, and traveling versions have been seen by 200,000 more throughout Monroe County.

Gifts $1,000+ for 2017-18

Max A. Adler Charitable Foundation
Ames Amzalak Memorial Trust
Anonymous (4)
Stephen Barnes
Bruce & Marcia Bates
George & Mary Bauer
Katherine Baynes & Joshua Stubbe
Robert & Georgianna Becker
WilliamBeenhouwer
Linda Bretz
Susan Brown
Paul & Mary Callaway
Catherine Carlson ~ Chester & Dorris Carlson Charitable Trust
Steve Carper & Linda Saalman
Stephan & Mary Clarke
Blair & Julie Cummins
Mary Joyce & Franklin D’Aurizio
Ned Davis & Anne Kress
The Max & Marian Farash Charitable Foundation
Suressa and Richard Forbes
Friends of the New York State Library
Marion Fulbright
M. Lois Gauch
Lois & John Giess
June & Warren Glaser
Peg & Tom Glickson
Roslyn & John Goldman
Joan Hacker
Laurence Guttmacher & Therese Caffery
Richard Hamilton & Katherine Schulze
Kathleen & Andrew Holt
Cecelia Horwitz & Floyd Tucker
Humanities New York
Richard Irvin
Saleem Ismail
Ebets & Thomas Judson
Karl Kabelac
Rose-Marie Klipstein
Kate Kressmann-Kehoe & Michael Kehoe
Lucinda Lamme
John & Barbara Lovenheim
Kalyani Madhu & Ashwani Chhibber
Theresa & Don Mazzullo
Manning & Napier Foundation
MAXIMUS Foundation
H. Winn McCray
Paul Marc Ness & Pamela Miller Ness
Kathy & Ted Nixon
Margo & George Novak
Katharine Parsons
Popli Design Group
Thomas & Betty Richards
Eileen & John Riedman ~ The Riedman Foundation
Joseph Rippey Trust
Rochester Area Community Foundation ~Raymond Eckert Fund ~Stiles Family Fund
Rochester Pedal Tours
June Rogoff
Rosemary Roth
Sharon & Ron Salluzzo
Hal Schuler
Jon & Katherine Schumacher
Sanford & Miriam Shapiro
Mary Gayle Smith
Gary & Catherine Squires
Justin & Bethany Stevens
Miriam Thomas
Patty & Cosmo Uttaro
Scott VanDemark
Wegmans Food Markets, Inc.
David & Claudia Weber
Sidney & Linda Weinstein
Kitty Wise
George & Holly Wolf

SUPPLEMENTAL MATERIALS & EQUIPMENT

FFRPL funded the purchase of supplemental Library materials, including books, DVD’s, audiobooks and ebooks.

This past fiscal year, FFRPL helped fund the creation of themed Toy Library learning backpacks, two additional sewing machines for the Arts Division, and popular Empire Passes for free vehicle entry into NYS Parks – all available for loan.

Through the successful Retirees’ Challenge, FFRPL raised money to help fund online Overdrive eBook purchases for MCLS.

For the 2017 Fringe Festival, FFRPL presented River to Roof Tours and Spooky Stories in the Stacks, and helped support the Roc Bottom Slam Poets, a Murder Mystery, and a Digital Drawing demonstration at Central Library.

FFRPL helped support the first annual Anthony Mascioli Rainbow Dialogues (March 2018), a series of conversations that helped contextualize LGBTQ+ life in Rochester against the backdrop of local and national social justice issues.

Since 2011, FFRPL has sponsored Art of the Book, Central Library’s juried international art exhibition and competition. The 7th annual exhibition was on view November 1, 2017-January 8, 2018 in the Anthony Mascioli Gallery, and featured 62 entries from six countries.

FFRPL helped fund this year’s annual staff training for the Chester F. Carlson Patent & Trademark Resource Center.
**FFRPL FY2017-18 REVENUE**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount Received</th>
<th>% of Total Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Investment Income</td>
<td>$790,077.51</td>
<td>40.55%</td>
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<tr>
<td>Unrestricted Donations</td>
<td>$288,105.50</td>
<td>14.79%</td>
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<tr>
<td>Endowments and Bequests</td>
<td>$260,648.93</td>
<td>13.38%</td>
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<tr>
<td>Annual Campaign</td>
<td>$239,045.52</td>
<td>12.27%</td>
</tr>
<tr>
<td>Restricted Donations and Grants</td>
<td>$238,233.71</td>
<td>12.23%</td>
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<tr>
<td>Bookstore sales (on site and online)</td>
<td>$105,850.20</td>
<td>5.43%</td>
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<tr>
<td>Program and Event Revenue</td>
<td>$16,082.05</td>
<td>0.83%</td>
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<tr>
<td>Miscellaneous</td>
<td>$10,216.92</td>
<td>0.52%</td>
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<tr>
<td><strong>Grand Total</strong></td>
<td><strong>$1,948,260.34</strong></td>
<td><strong>100.00%</strong></td>
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*The chart above outlines revenue for FY2017-18 but does not reflect total assets for the organization. FFRPL also stewards and builds a $10.5-million endowment and investment account, which provides continuing support for the Library.*

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**Bequests and Endowment Funds Held for the Benefit of the Library**

**PROGRAMS & SERVICES**
- Albert O. Fenyvesy Fund for Branch Libraries (established 2008)
- Anthony Mascioli Revocable Trust (established 2015)
- Chester F. Carlson Patent & Trademark Center (established 2009)
- Friends of the Rochester Public Library Legacy Fund (established 2012)
- George R. Parsons Jr. Fund for Branch Libraries (established 1999)
- Harold Hacker Fund for the Advancement of Libraries (established 2006)
- Paul & Rose Ericson Friends of the New York State Library
- Joan Hacker
- James & Barbara Kolb

**SPECIAL PROJECTS**
- Irving L. Kessler, Esq. Fund In Memory Of Rose & Max Kessler (established 2011)
- Sharon & Ron Salluzzo Fund for Librarians Serving Children & Teens (established 2016)
- Anonymous (2)
- Saleem Ismail
- Rochester Public Library Historical Preservation Fund (established 2009)
- Stephan & Mary Clarke Fund for Digitization & Preservation of Genealogical Records (established 2016)

**SUPPLEMENTAL MATERIALS & EQUIPMENT**
- Edna & Kenneth Kroll Fund for Library Audio-Visual Equipment (established 2017)
- Suressa & Richard Forbes
- Frances Weis Holtzman Fund for Literature & Poetry (established 2004)
- Kate Gleason History Fund (established 1996)
- Kusler-Cox Fund for Outreach in support of library activities for the visually impaired (established 2015)
- Myles Yerden Fund for Outreach & Extension Services (established 2007)
- Robert & Georgianna Becker Fund for Local History In Memory Of Walter F. Becker (established 2015)
- Ruby M. Jefferson Memorial Book Fund (established 2011)
- Sybil S. Craig Fund for International Relations (established 2011)

**2017-18**
- Estate Gifts to the Mortimer F. Reynolds Planned Giving Society
  - Alan Kusler & William H. Cox, Jr.
  - Edna & Kenneth Kroll

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FFRPL FY2017-18 EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount Spent</th>
<th>% of Total Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support to Library</td>
<td>$648,559.98</td>
<td>47.65% (details below)</td>
</tr>
<tr>
<td>Management and General</td>
<td>$527,308.28</td>
<td>38.74%</td>
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<tr>
<td>Investment Management Fees</td>
<td>$68,111.13</td>
<td>5.00%</td>
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<td>Fundraising</td>
<td>$62,042.44</td>
<td>4.56%</td>
</tr>
<tr>
<td>Bookstore</td>
<td>$55,113.85</td>
<td>4.05%</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>$1,361,135.68</strong></td>
<td><strong>100.00%</strong></td>
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</tbody>
</table>

HIGHLIGHTS

**Supplemental Materials & Equipment**
- Books, DVDs, Audiobooks, ebooks, etc.: $143,000
- Local History Digitized Material: $44,000
- Emergency Replacement Public Computers: $27,000
- Toys for Toy Library: $6,000

**Programs & Services**
- **Safe to be Smart** Afterschool Program: $123,000
- Summer Reading Program Support: $6,000
- Business and Science Databases: $4,600
- Art Division Concerts and Craft Programs: $3,300

**RPL Capital Expenses**
- Branch Improvement Study: $49,000
- RPL Capital Campaign: $26,000
- Landscaping and Furniture for Douglass and Wheatley Branch Libraries: $19,500

**Special Projects & Exhibits**
- New RPL Website Design: $21,000
- Rochester Voices Website Redesign: $9,000
- Arnett and Douglass Branch Library Murals: $7,600
- Libraries After Dark Programs: $6,800
- Rick Riordan Author Event: $2,400

FFRPL’s sole purpose is to support the Rochester Public Library. Our primary expense is the money we allocate to the Library in support of programs, special projects, specialized spaces, and supplemental materials & equipment.

For FY2017-18 we allocated $648,560 to RPL.
From Collections To Community Capital Campaign
All gifts from January 2014 - December 2018

Anonymous (1)
Jacob & Heather Adams
Linda Adams
Ames Amzalak Memorial Trust
Mehdi & Laural Araghi
Nancy Aumann
Stephen Barnes
Bruce & Marcia Bates
George & Mary Bauer
Katherine Baynes & Joshua Stubbe
Gerhard & Betty Becker
Robert & Georgianna Becker
William Beenhouwer
Donna Benjamin
Barbara Billingsley
Marcia & Eric Birken
Shirley Bliss
Sue & Jim Bovay
C. Pauline Breit
Linda Bretz
Joseph & Nancy Briggs
Joan Brown
Susan Brown
Wilma Brucker
Nancy Brush & John Parker
John Bundschuh
Reuben Burch
Paul & Mary Callaway
Catherine Carlson ~ Chester & Dorris Carlson Charitable Trust
Dianna Carter
Miglena & George Charpied
Roz & Mike Clancy
Anne Cline
John & Marie Collins
James & Martha Coyne
David Creek & Ruth Cowing
Linda Crowner
Ned Davis & Anne Kress
Brian DiNitto
Steven Doane & Rosemary Elliott
Edward Doherty & Patrice Mitchell
Jessie Drew-Cates & Billy Cates
Charles & Marcia Fallon
The Max & Marian Farash Charitable Foundation
James & Joan Farr
Joseph & Arlene Fede
Thomas & Janet Fink
James & Sheila Fitz Morris
Gail Franke
Marion Fulbright
Donald & Marilyn Furey
Rebecca & Timothy Fuss
Glenn Gardner ~ Alagard Consulting
Carolyne Griswold Garman & Fred Porter
Lois & John Giess
June & Warren Glaser
Peg & Tom Glisson
Donna & Michael Goldberg
Laurence Guttmacher & Therese Caflery
Joan Hacker
Judith Hall
Linda Halliburton & Michael Raha
Richard Hamilton & Katherine Schulze
Tom Hampson
Paul Haney
Kenneth & Judith Harbison
Trish Harren
Brie & David Harrison
Don & Patricia Herminghouse
Susan Tower Hollis
David & Wendy Hou
Richard Irvin
Andrew & Amy Iserson
Saleem Ismail
Ebets & Tom Judson
Brian & Kyle Justice
Daniel Karin
Benjamin & Kyra Keller
Rose-Marie K lipstein
Peter & Leslie Knapp
Kate Kressmann-Kehoe & Michael Kehoe
Jim Kuhn
Stephen & Isadora Kunitz
Alan Kusier & William H. Cox, Jr.
Kristine Lamendola
Sam & Lisa LaTrovato
Deb & Gary Leary
Anthony & Norma Leone
Chelsea Lingrel
John & Barbara Lovenheim
Wendy Low & Todd Smith
Kalyani Madhu & Ashwani Chhibber
Dorothy Marchand
Anthony Mascioli Revocable Trust
Theresa & Don Mazzullo
Henry McCartney
Brian McLaughlin
Paul Miller Family Foundation
Mary Miskell & Terrance Clar
Barbara Moore ~ Net Results LLC
Allison Mosley
Dee Mosteller & Henry Simon
Donald & Marilyn Muench
Rebecca Myers & Margaret Tuchrello
Robert Nenno
Ron & Laura Norris
Sharon Orienter
Reynolds Library Board
Eileen & John Riedman ~ The Riedman Foundation
June Rogoff
Dan & Jay Ross
Justin & Kelly Runke
Sharon & Ron Salluzzo
James Nelson Scott
Sanford & Miriam Shapiro
Tom & Michele Shone
Donna Silverman
Donald Specht
Tam Spitzer
Anne Sprout & James Joss
Gary & Catherine Squires
Frederick & Mabel Stehler
Justin & Bethany Stevens
Elizabeth Stewart
Suzanne Stockman
Kristen & Jeff Storey
Miriam Thomas
Martina Thompson
Patty & Cosmo Ututto
Ted & Bonnie Vaccarella
Roger Wahl & Joan Becker-Wahl
Brian Weaver
Elizabeth & Pierce Webb
Randi Webb
Maureen Whalen
Kitty Wise
George & Holly Wolf

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