



## Friends & Foundation *of the* Rochester Public Library

115 South Avenue - Rochester, NY 14604 - 585.428.8325 - ffrpl.org

December 2021

Season's Greetings!

In this time of generosity, we wish you happy and healthy holidays and **thank you for your past support of the Friends & Foundation of the Rochester Public Library (FFRPL).**

As informed citizens, you know that there is plenty on all of our minds as we look ahead to a new year. Local and global concerns can become very overwhelming. The good news is that with your help, the Rochester Public Library and FFRPL are working together as leaders and community partners in finding solutions for our most pressing concerns, such as:

- **Children's Literacy** – The Rochester Public Library is doing its part to prepare children for kindergarten with the data-driven *Raising a Reader* family literacy program. The Library is also educating partnering organizations on the *Talking is Teaching* initiative to help parents prepare their children for success in school and beyond. Thanks to support from generous donors like you, children in both programs receive supplemental books and materials that foster learning by making reading playful and fun.
- **Equity and Justice** – The Library actively seeks to remedy injustices in our society with diverse cultural community representation in programs and services. Thanks to support from FFRPL donors, Central Library's Local History & Genealogy Division is moving forward in its advisory board selection process of people of color for the *Archive of Black History and Culture*. FFRPL support of city library branches helps provide patrons with additional technology and online services and safe places for children and youth.

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- **Jobs and the Economy** – Central Library’s Business Insight Center (BIC) is producing results for entrepreneurs and businesses, providing free market research and intellectual property information via databases and resources that would otherwise be prohibitively expensive. BIC served three businesses that became winners in the 2021 Luminate New York optics, photonics, and imaging accelerator competition, bringing technology jobs and thousands of dollars of startup award money to the Rochester area. And Central Library’s Technology Center continues to assist patrons with online job searches and applications. FFRPL donor gifts have supported business and technology capital and equipment needs over the years, creating the environment for people to find employment and entrepreneurs to realize their dreams.

Learn more about the Library’s leadership and FFRPL’s role by attending our **virtual Tuesday Topics** programs as outlined on the enclosed flyer.

It takes all of us – donors, patrons, volunteers, and staff – working together as equal partners to create a peaceful and just community. **Your gift to the FFRPL 2021-2022 Annual Campaign will strengthen the Rochester Public Library with programs, special spaces, and supplemental materials and equipment not covered by the municipal budget**, so that it can respond to these and other issues as a community leader with innovation and stability.

As always, **we thank you very much for your ongoing generosity** and wish you a season filled with good news as we begin a new year!

Sincerely,

Donna P. Benjamin

Board President, Friends & Foundation of the Rochester Public Library

P.S. You may be eligible for **tax advantages** if you donate **before December 31**. Please consult your financial advisor and **give generously to the FFRPL 2021-2022 Annual Campaign today!**