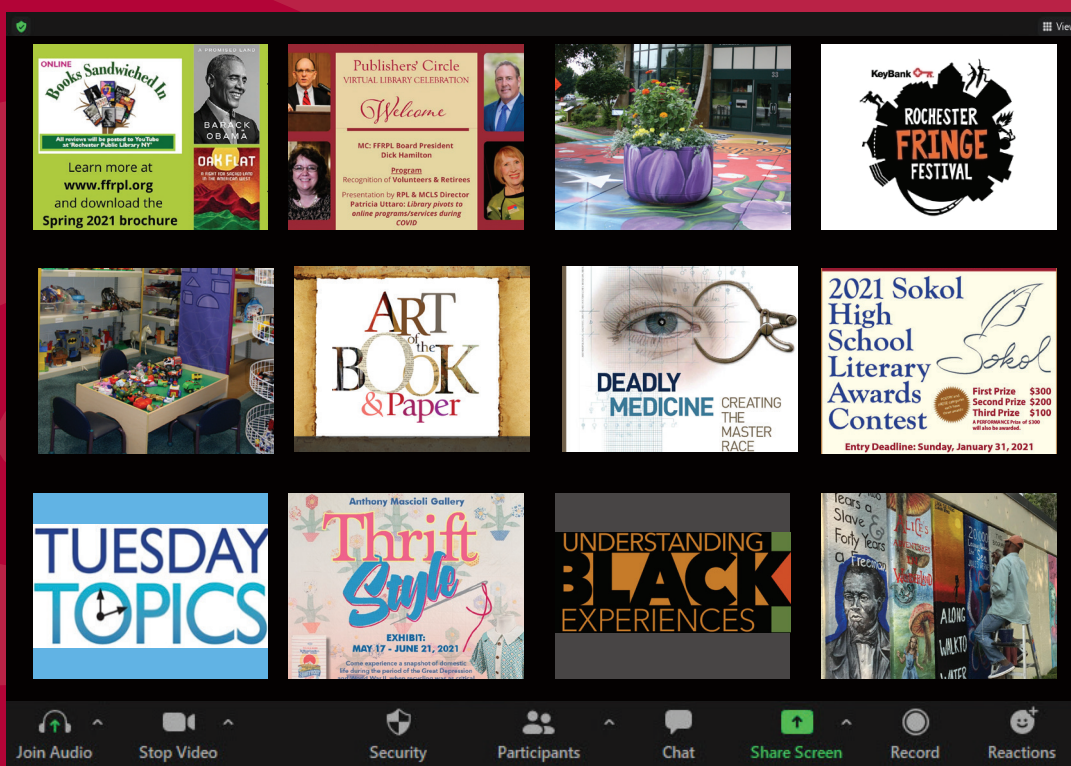




Friends & Foundation *of the*
Rochester Public Library

Annual Report

July 1, 2020 ~ June 30, 2021



A VIRTUAL YEAR

“When the [Covid] spread started, I wanted to help and I thought that I could sew face masks. Then I remembered that at the Rochester Public Library you can borrow a sewing machine. This is amazing. I asked my volunteer coordinator who helped me to borrow one of these, to help make it possible.”

– Mireia, FFRPL volunteer

“Last March, without being able to borrow a computer or a laptop from the Rochester Public Library I would not have been able to work at home. It literally saved my life. And saved my job.”

– Hope, RPL Patron



I began my tenure at FFRPL at the end of August 2021, and I am proud to be leading such a dedicated team. The FFRPL staff clearly prioritized uninterrupted support of the Rochester Public Library for FY2020-21, despite the pandemic, and throughout the transition of executive leadership.

It is a privilege to oversee an organization that has historically worked so tirelessly to help the Library provide our community with such a variety of resources. And I am excited to begin implementing new projects and programs for FY2021-22.

I look forward to meeting many of you in person in the months ahead; in the meantime, please feel free to introduce yourselves via phone or e-mail.

Donna Borgus, Executive Director, FFRPL

donna.borgus@libraryweb.org, 585-428-8321



I am proud to have worked with the FFRPL Board and staff in support of the Rochester Public Library this past FY, as the Library provided significant resources to the community as the months of COVID-related challenges continued, and appropriately prioritized equity and inclusion in all areas of service and programming.

As I began my tenure as Board President, FFRPL's endowment reached an all-time high of \$12.5-million; we have begun to reinstate "in person" options for our Legacy programs (while maintaining COVID safety precautions); and we are planning to help present and promote new events, projects, exhibits and initiatives.

Our new Executive Director is working with our staff to further the wonderful efforts of our beloved Library.

Donna P. Benjamin, FY2021-22 FFRPL Board President

Board of Directors FY2020-21

Richard Hamilton, President
Donna Benjamin, Vice President
David Hou, Treasurer
Dan Ross, Secretary

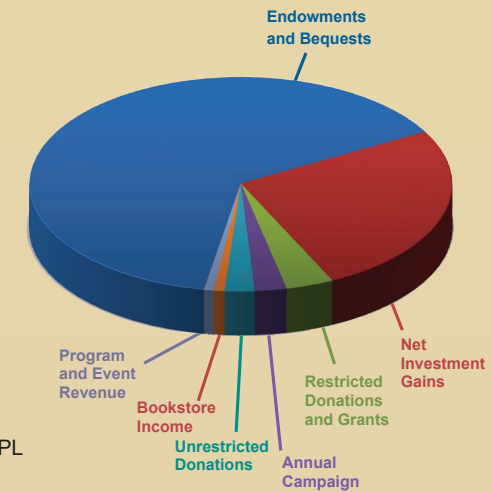
Diana Carter; Rosalind Clancy; Lois Giess; Donna Goldberg; Andrew Iserson;
John Lovenheim; Brian McLaughlin; Sally Millick; Kiah Nyame; Shiva Ramaswamy;
Justin Runke; Tiana Stephens; Justin Stevens; Sheila Strong; Patty Uttaro; Bill Yust

Staff FY2020-21

Ned Davis, Executive Director; Reuben Burch, Financial Manager; Rebecca Fuss, Director of Advancement; Holly Hammond, Database Administrator; Susan Chekow Lusignan, Director of Marketing & Program Development; Elisabeth Pereboom-Klumpenhouwer, Book Pricing and Sales Specialist; Christine Weidman, Volunteer and Book Sales Coordinator

FFRPL FY2020-21 REVENUE

Category	Amount Received	% of Total Income
Endowments and Bequests	\$7,269,617.75	64.16%
Net Investment Gains	\$2,942,671.40	25.97%
Restricted Donations and Grants	\$411,416.68	3.63%
Annual Campaign	\$275,513.70	2.43%
Unrestricted Donations	\$255,609.97	2.26%
Other Income	\$91,473.00	0.81%
Bookstore Income	\$80,535.56	0.71%
Program and Event Revenue	\$4,469.60	0.04%
Grand Total	\$11,331,307.66	100.00%



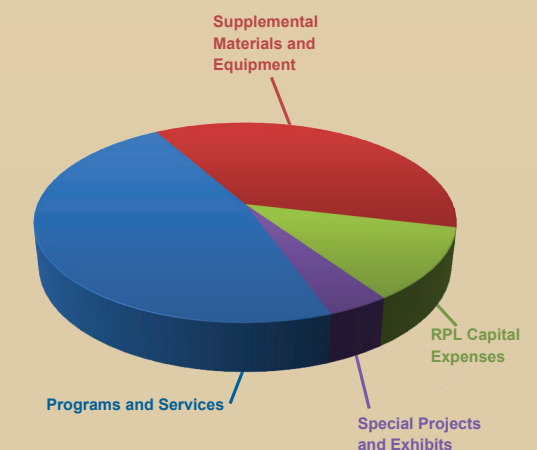
*The chart above outlines revenue for FY2020-21 but does not reflect total assets for the organization. FFRPL also stewards and builds an \$12.5-million endowment and investment account, which provides continuing support for the Library.

FFRPL FY2020-21 EXPENSES

Category	Amount Spent	% of Total Expenses
Support to Library**	\$605,761.52	45.89%
Management and General	\$573,364.15	43.44%
Fundraising Expenses	\$52,619.79	3.99%
Bookstore	\$44,720.23	3.39%
Investment Management Fees	\$43,558.86	3.30%
Grand Total	\$1,320,024.55	100.00%

**FFRPL FY2020-21 SUPPORT TO LIBRARY

Category	Amount Spent	% of Total
Programs and Services	\$286,363.15	47.27%
Supplemental Materials & Equipment	\$224,041.61	36.99%
RPL Capital Expenses	\$70,855.75	11.70%
Special Projects and Exhibits	\$24,501.01	4.04%
Grand Total	\$605,761.52	100.00%



HIGHLIGHTS

Programs & Services

Safe to be Smart Program	\$122,300.00
Support for Business Insight Center	\$40,000.00
Raising a Reader Program	\$39,297.64

RPL Capital Expenses

Sculpture Design for Rundel Library Terrace	\$31,800.00
Furniture and Equipment for Tech Center	\$30,905.75

Supplemental Materials & Equipment

Books, DVDs, Audiobooks, eBooks, etc.	\$160,927.21
Local History Digitized Material	\$35,000.00

Special Projects & Exhibits

Expansion of Arnett Library Mural	\$2,250.00
Rochester Black History Archive Project	\$2,242.50



Note: COVID forced the Library to close on March 13, 2020. Central Library (as well as Arnett, Lincoln, Maplewood and Winton) reopened on August 10 for limited service; Charlotte, Frederick Douglass, Lyell, Monroe, Phillis Wheatley and Sully branches offered curbside pickup.

FFRPL is the 501(c)(3) charity that raises funds, presents programs, supports special projects, helps create specialized spaces, and purchases supplemental materials & equipment for the Rochester Public Library.

FFRPL ... RAISES FUNDS

In addition to revenue from fundraising, grants, bookstore income, endowments and bequests, net investment gains, and program and event revenue, FFRPL stewards and builds a \$12.7-million endowment and investment account, which provides continuing support for the Library.

Here are highlights from specific fundraising campaigns for the current Fiscal Year.

Annual Campaign

The Annual Campaign focused on pandemic-related requests from the Library in combination with long-term sustainability measures, to help the Library continue its critical work in our community. In the past year, FFRPL has provided more than \$50,000 to the Library for unexpected pandemic-related expenses, such as increased digital resources and enhanced measures to ensure patron and Library staff safety. The Library's curbside assistance, online chat service, mobile internet units for loan and online programs made it possible for patrons to have these necessities – some called them 'lifesavers' – to keep their lives in balance.



ROC the Day

For ROC the Day December 1, 2020, FFRPL and RPL raised funds and worked

with community partners to begin the creation of an archive of Black history and culture as part of Central's new Preserving Rochester's Black History project. FFRPL

had our largest number of gifts and most money raised online – 78 gifts for ~\$6,800 (a 25% increase over the previous year), combined with a special \$500 bonus and \$3,000 challenge gift meant more than \$10,000 raised for the Preserving Rochester's Black History project at Central Library, which is being overseen by Library staff from Central's Local History & Genealogy Division, working with community partners.

FFRPL ... PRESENTS PROGRAMS

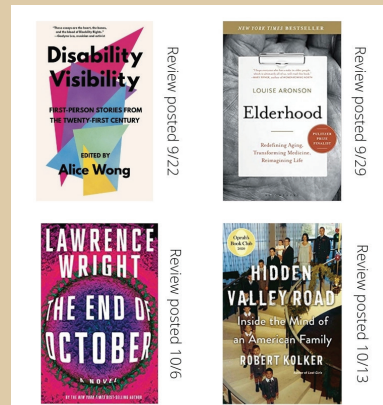
In partnership with RPL's Local History & Genealogy Division, FFRPL was proud to participate in the September 2020 (Virtual) KeyBank



Rochester Fringe Festival with free showings of *Spooky Stories in the (Virtual) Stacks*. To date, videos on the playlist were viewed more than 500 times!



FFRPL's legacy program, *Books Sandwiched In*, pivoted to an online format. The (virtual) Fall 2020 BSI series ran September through November 2020, and focused on diversity and inclusion.

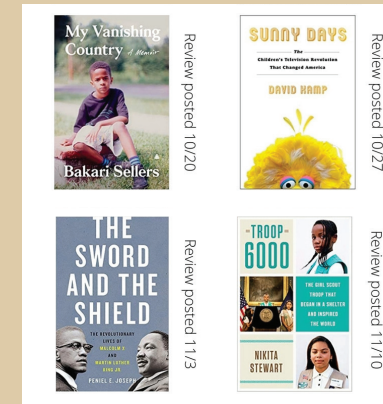


Disability Visibility: First-Person Stories from the 21st Century edited by Alice Wong was reviewed by Gregg Beratan, Director of Advocacy & Development for the Center for Disability Rights. [Watch the review here](#)

Elderhood: Redefining Aging, Transforming Medicine, Reimagining Life by Louise Aronson was reviewed by Dr. Steve Rich, Director of Geriatric Consultative Service at Rochester Regional Health and a managing member of QAAM Pharmaceuticals. [Watch the review here](#)

The End of October by Lawrence Wright was reviewed by Dr. Bill Valenti, co-founder, staff physician and Senior Vice President of Strategic Advancement at Trillium Health (formerly Community Health Network). [Watch the review here](#)

Hidden Valley Road: Inside the Mind of an American Family by Robert Kolker was reviewed by Dr. Telva E. Olivares, Professor of Clinical Psychiatry and Clinical Medicine, University of Rochester Medical Center. [Watch the review here](#)



My Vanishing Country: A Memoir by Bakari Sellers was reviewed by Dr. Keith B. Jenkins, Vice President & Associate Provost and Professor of Communication for the Division of Diversity & Inclusion at RIT. [Watch the review here](#)

Sunny Days: The Children's Television Revolution that Changed America by David Kamp was reviewed by Cara Rager, Manager of Educational Training and Family Engagement at WXXI, the region's public media station. [Watch the review here](#)

The Sword and the Shield: The Revolutionary Lives of Malcolm X and Martin Luther King Jr. by Peniel E. Joseph was reviewed by Reverend Dr. Angela D. Sims, the first female President of Colgate Rochester Crozer Divinity School and the first President to lead CRCDS at its new location on North Goodman Street. [Watch the review here](#)

Troop 6000: The Girl Scout Troop that Began in a Shelter and Inspired the World by Nikita Stewart was reviewed by Wendy Cobrda, Chief Marketing & Revenue Officer for the Girl Scouts of NYPENN Pathways. [Watch the review here](#)



Our November 19, 2020 Publishers' Circle Virtual Library Celebration included recognition of Volunteers & Retirees; a presentation by RPL & MCLS Director Patricia Uttaro "Library pivots to online programs/services during COVID," FFRPL & RPL Board President Donna Benjamin's presentation of the Harold Hacker Library Lifetime Achievement Award to NYS Senator Joseph E. Robach; a tribute to Eileen Riedman and Peg Glisson from former FFRPL Board member Sharon Salluzzo; a Patron gratitude video; and a presentation by FFRPL Executive Director Ned Davis, "FFRPL: A Decade of Growth 2010-2020."



An online version of FFRPL's legacy *Tuesday Topics* series that ran January 2021 – March 2021 highlighted these three talks on racial equity.

• **How to Be an Antiracist, Presenter: Dr. Ibram X. Kendi**, 2019 Guggenheim Fellow, National Book Award recipient and Founding Director of American

University's Antiracist Research & Policy Center. In November 2019 the local Frederick Douglass Family Initiatives welcomed Dr. Kendi to Rochester for a lecture at Hochstein Hall. FFRPL & RPL co-sponsored the event. *Thanks to Dr. Kendi for allowing us to make his talk available as part of the antiracist resources offered through the Library. Watch How to Be an Antiracist here*

• **Preserving Rochester's Black History at Central Library**
Presenters: Christine L. Ridarsky, City Historian & RPL Historical Services Consultant, and **Antoine Ajani McDonald**, Librarian, Local History & Genealogy Division, Central Library. Ridarsky and McDonald outlined their plans and process for the new community-based archival collection of Rochester's Black History & Culture. [Watch Preserving Rochester's Black History here](#)

• **Rochester's Black History Seen Through the Eyes of the Dinkle Family**
Presenters: Karen Dinkle Bunton and Jerry Bunton. Karen Dinkle Bunton is the great-great-granddaughter of John Dinkle, who established the family in Monroe County around 1875. Karen and Jerry were joined by Michelle Finn, Ph.D., Deputy City Historian and RPL Senior Historical Researcher and Emily Morry, Ph.D., an historian and freelance writer with RPL's Local History & Genealogy Division. [Watch Rochester's Black History Seen Through the Eyes of the Dinkle Family here](#)
[Learn more about Central Library's exhibit, Everyday People: The Dinkle Family and Rochester's African American Past here](#)

FFRPL ... PRESENTS PROGRAMS
continued

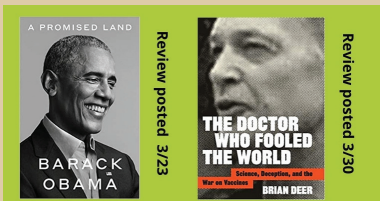


In February 2021, FFRPL helped support and promote the **Anthony Mascioli (virtual) Rainbow Dialogues**. The event addressed the double pandemic of COVID-19 and racism, with keynote speaker William A. Johnson, former Rochester Mayor.

The program was presented by the Central Library of Rochester & Monroe County and the Out Alliance and sponsored by FFRPL, with support from our Equality Fund for Humanity & Enlightenment.



Our all online **Spring 2021 Books Sandwiched In series** ran March through May 2021.



A Promised Land by Barack Obama was reviewed by Dr. Daniele Lyman-Torres, Commissioner of the Department of Recreation and Human Services for the City of Rochester. [Watch the review here](#)

The Doctor Who Fooled the World: Science, Deception and the War on Vaccines by Brian Deer was reviewed by Dr. Stephen Dewhurst, Vice Dean for Research at the UofR School of Medicine and Dentistry and Associate Vice President for Health Sciences Research. [Watch the review here](#)



No Time Like the Future: An Optimist Considers Mortality by Michael J. Fox was reviewed by Chuck Vandenberg, an English teacher at Fairport High School. [Watch the review here](#)

The Vanishing Half by Brit Bennett was reviewed by Melanie Lewis, RPL's newly appointed Deputy Director of Community Services (focused on the RPL Branches). [Watch the review here](#)

Oak Flat: A Fight for Sacred Land in the American West by Lauren Redniss was reviewed by Joel Helfrich, Ph.D., an Adjunct Professor of Anthropology, History, Political Science, and Sociology at Monroe Community College. [Watch the review here](#)

Caste: The Origins of our Discontents by Isabel Wilkerson was reviewed by Patricia Larke, Board Member at Rochester Area Interfaith Hospitality Network and Host Home Program Manager for The Center for Youth Services, Inc. [Watch the review here](#)

FFRPL hosted a **'virtual' Volunteer Appreciation Luncheon April 2021**. Due to COVID, we combined the 2020 Recognition Luncheon and the 2021 Volunteer Appreciation Week. We had excellent attendance and received many positive responses from participants.

In **May 2021** we (remotely) recognized **Monroe County High School students who won the 2021 Sokol High School Literary Awards**. This marked the 35th year of the

annual competition. We received a total of 45 entries: 24 poetry, 20 prose, and 1 performance piece. These entries represent some of the finest writing at 12 high schools from across Monroe County, including 1 homeschool



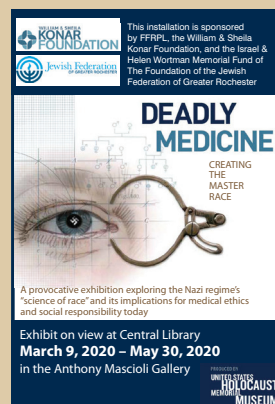
submission. (As anticipated, submissions were significantly reduced during this COVID/online cycle).

FFRPL was happy to help fund the following **cross-divisional programs for RPL**: Highland Park Fest Program (Sept. 2020); Knitting Circle Program (Dec. 2020); Bookbinding Program (Dec. 2020); Toy Library Training (Dec. 2020).

FFRPL ... HELPS PRESENT AND PROMOTE EXHIBITS

The United States Holocaust Memorial Museum's exhibit, *Deadly Medicine: Creating the Master Race* was on view at

Central Library from March 2020 through September 2020 (extended due to COVID-19). The exhibit was sponsored by Central Library, FFRPL, the William & Sheila Konar Foundation, and the Israel & Helen Wortman Memorial Fund of The Foundation of the Jewish Federation of Greater Rochester. FFRPL also worked with Central to offer two free online programs in conjunction with the *Deadly Medicine* exhibit: *Eugenics Under the Nazis* and *The Complicity of Physicians*.



With support from FFRPL, Central Library was proud to present an online version of the Smithsonian's exhibit *A Place for All People: Introducing the National Museum of African American History and Culture* in place of the traveling version originally scheduled for Black History Month (February 2021).

FFRPL helped support and promote the exhibit ***Thrift Style*** on view in the Anthony Mascioli Gallery in May and June 2021.



Thrift Style explored the reuse of feed sacks to make clothing and other household objects and illuminates how the "upcycling" of these bags mutually benefited twentieth-century consumers and businesses.

FFRPL ... SUPPORTS SPECIAL PROJECTS

Raising a Reader



This year FFRPL secured private funding of a three-year pilot project for a new **Raising a Reader Coordinator**, to

help provide needed consistency for building and sustaining relationships with sites and families after COVID.

Raising a Reader (RAR) is a data-driven, national family reading program which provides weekly bags of books to parents of children zero to five. The program at Central now serves 480 families. "The RAR model takes place in the community, not just the library," says Central Library's Children's Services Consultant Tonia Burton (who launched the RAR program at Central in Fall 2012).

Library staff members routinely go to preschools, home day cares, and elementary schools to rotate the reader bags, conduct a story time, offer parent engagement workshops, and more.

FFRPL is proud to report that MCLS and partners (Greater Rochester Summer Learning Association and ROC the Future) were chosen as a 2021 Bright Spot Community by the Campaign for Grade Level Reading for their work in early childhood learning over Summer 2020. CGLR recognized communities that responded to the pandemic with programs that were "especially effective, replication-worthy and/or deserving of being sustained during the post-COVID period."



Safe to be Smart founding director Derrick Coley.

Safe to be Smart

One of FFRPL's long-term special projects is the Library's flagship after school program ***Safe to be Smart***, housed at Central Library downtown and five City library branches. FFRPL is proud to be a founding sponsor, with Central Library and the City of Rochester, of *Safe to be Smart*; since 2001, we have given more than \$100,000 annually to the program. *Safe to be Smart* students receive mentoring, educational support and career exploration help, and are able to access Library resources including books and wi-fi. They also go on special field

trips throughout the year (although this year COVID prevented most StbS activities, staff continued to reachout to teens to provide general support, and help with remote learning when schools were closed or offering hybrid scheduling).



In July 2020, when challenging events gripped the nation and ushered in a new era of reckoning, a diverse team of librarians and staff collaborated to curate ***Understanding Black Experiences***, a collection of print and digital materials to serve as an educational resource for the community. FFRPL helped create and promote the online resource guide.

In February 2021, FFRPL initiated and created FFRPL/RPL **Celebrate Black History Month**,



an online resource promoting programs and services across divisions, including the *Tuesday Topics* lectures (page 5), Black History Lectures organized by Central Library's Arts & Literature Division: "Charles Ethan Porter: Artist and Community" and "Dox Thrash: From Tenant Farmer's Son to Artist at the Pennsylvania Federal Art Project;" the documentary "Black Men in White Coats;" (virtual) fourth annual Anthony Mascioli Rainbow Dialogues; the exhibit *Everyday People: the Dinkle Family and Rochester's African American Past*, curated by Central's Local History & Genealogy Division; the online Smithsonian Poster Exhibit *A Place for All People: Introducing the National Museum of African American History and Culture*; and Central Library's *Understanding Black Experiences* online resource.



FFRPL ... HELPS CREATE SPECIALIZED SPACES

FFRPL was proud to serve as a partner with Arnett Branch, to accept online gifts that helped cover the cost of the **mural project**, which enabled the **Arnett Branch to hire local artist Richmond Futch** to paint murals depicting the biographies of Harriet Tubman and Austin Steward, African and Seneca folk tales, a Motown music CD and the Jackie Robinson Story DVD, which were completed **Fall 2020**.



Progress continued on the **Rundel Terrace Revitalization Project**, which has been underway since the groundbreaking in March 2020, just before COVID closings. As one of the first sites developed for *ROC the Riverway*, the City and State committed \$7-M for repairs and maintenance underneath the terrace, and to commission a large scale site-specific public artwork for the corner of Broad Street and South Avenue. FFRPL raised \$125,000 from 80 donors and grants for a complementary art installation, 'The River Revealed,' with additional design and sculptural elements serving as an outdoor educational area directly connected to the Library's Local History website. Chevo Studios sent these pictures on their progress as of January 2021. Canal boat carving (left); canal boat carving end detail (center); limestone column texture (right). Installation of the artwork onsite was slated to begin late **summer 2021**.



FFRPL ... PURCHASES SUPPLEMENTAL MATERIALS & EQUIPMENT

FFRPL was happy to help fund the following **supplemental materials and equipment** for the Library in FY2020-21:

- 8mm Projector for Media Center (Sept. 2020)
- Chess Club Supplies (Dec. 2020)
- Yard Signs for Branches (Dec. 2020)
- Webcams for Wheatley (Dec. 2020)
- Canopy for Sully Events (Dec. 2020)
- imagineYou* Lab Audio Interface (Dec. 2020)
- Douglass Outdoor Event Items (April 2021)
- Children's Center Giveaways (April 2021)
- Branch Outreach Requests (April 2021)
- Wreaths for Monroe (April 2021)
- Charlotte Summer Reading Prizes (May 2021)
- Chess boards and toys for the Toy Library at Lincoln Branch (April and May 2021)

Gifts \$1,000+ for FY2020-21

Individuals

- Anonymous
- Marcia Bates
- Marguerite & Monty Bates
- George Bauer
- Katherine Baynes & Joshua Stubbe
- Robert & Georgianna Becker
- William Beenhouwer
- Karen Sue Brown
- Mary Allison Callaway
- Stephan & Mary Clarke
- Blair & Julie Cummins
- Angus Davis
- Ned Davis & Anne Kress
- Leslie DesMarteau
- Estate of Marion Fulbright
- M. Lois Gauch
- Lois & John Giess
- Shira Goldberg
- Suzanne Gouvernet
- John Greco

- Richard Hamilton & Katherine Schulze
- Estate of Paul Haney
- Kathleen & Andrew Holt
- Richard Irvin
- Ebets & Thomas Judson
- Karl Kabelac
- Dr. Daniel Karin
- Allen & Helen Kozinski
- Karen & Gerald Kral
- Lucinda Lamme
- Jane & John Littwitz
- John & Barbara Lovenheim
- Kalyani Madhu & Ashwani Chhibber
- H. Winn McCray
- Sally Millick
- Kathy & Ted Nixon
- Katharine S. Parsons
- Elizabeth & Larry Rice
- Thomas & Betty Richards
- Rosemary Roth
- John Rumsey

- Sharon & Ron Salluzzo
- Susan Salzman
- Mary Gayle Smith
- Donald Specht
- Justin & Bethany Stevens
- Dr. William Valenti & James Wolk
- David & Claudia Weber
- Catharine J. Wise
- George & Holly Wolf
- Dr. Ann G.T. Young
- Ichin Zinn

Foundations & Corporations

- Alesco Advisors
- Ames Amzalak Memorial Trust
- Anthony Mascioli Revocable Trust
- Canandaigua National Bank & Trust
- COMIDA
- Daisy Marquis Jones Foundation
- Et Manu Et Corde Fund
- Florence M. Muller Foundation

- Joan & Harold Feinbloom Supporting Foundation of the Rochester Area Community Foundation
- JPMorgan Chase Foundation
- JPMorgan Chase Foundation – Joseph Rippey Trust
- Karst & von Oiste LLP
- Max A. Adler Charitable Foundation
- Max & Marian Farash Charitable Foundation
- MAXIMUS Foundation
- Paul Miller Family Foundation
- Raymond Eckert Fund of the Rochester Area Community Foundation
- Reynolds Library Board
- Riedman Foundation
- United Way of Greater Rochester
- William & Sheila Konar Foundation

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

Programs & Services

- Chester F. Carlson Patent & Trademark Center Fund
- Friends of the Rochester Public Library Legacy Fund
- George R. Parsons Jr. Fund for Branch Libraries
- Suessa Forbes Fund for Local Writers
- Harold Hacker Fund for the Advancement of Libraries
- Irving L. Kessler, Esq. Fund in Memory of Rose & Max Kessler
- Sharon & Ron Salluzzo Fund for Librarians Serving Children & Teens
- Albert O. Fenyvessy Fund for Branch Libraries*
- Anthony Mascioli Revocable Trust*

Special Projects:

- Equality Fund for Humanity & Enlightenment
- Stephan & Mary Clarke Fund for Digitization & Preservation of Genealogical Recordss

*Note: Based on the donor's original interests, this fund may be used for the purposes described above but is not required to be a permanently endowed fund. In order to provide a continued benefit to the Library, FFRPL has invested this money but retains the option to change future expenditures based on changing Library needs.

Supplemental Materials & Equipment:

- Edna & Kenneth Kroll Fund for Library Audio-Visual Equipment
- Frances Weis Holtzman Fund for Literature & Poetry
- Kate Gleason History Fund
- Kusler-Cox Fund for Outreach
- Myles Yerden Fund for Outreach & Extension Services
- Robert & Georgianna Becker Fund for Local History in Memory of Walter F. Becker
- Ruby M. Jefferson Memorial Book Fund
- Sybil S. Craig Fund for International Relations
- Toy Resource Center – Toy Library Fund
- Vietnam Veterans of America Chapter 20 Fund For the Vietnam Learning Center at Central Library
- William Brewster Lee Fund for Humor In Our Lives
- William E. Beeney Fund for Children's Books & Programs