



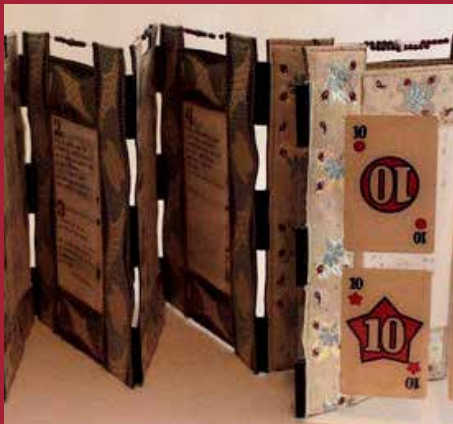
Friends & Foundation *of the* Rochester Public Library

## ANNUAL REPORT FY2018 ~ 19

FFRPL RAISES FUNDS, PRESENTS PROGRAMS, SUPPORTS



SPECIAL PROJECTS, HELPS TO CREATE SPECIALIZED SPACES,



AND PURCHASES SUPPLEMENTAL MATERIALS & EQUIPMENT



FOR THE ROCHESTER PUBLIC LIBRARY

Dear Friends,

**This past fiscal year, FFRPL's Executive Director Ned Davis was awarded the 2018 *Intellectual Freedom Award of the New York Library Association.***

That recognition remains at the heart of everything that FFRPL does year-round in support of the Rochester Public Library.

“Ned Davis acts as a facilitator by clearing obstacles and finding resources that allow diverse stories to be told and voices to be heard,” says Patricia Uttaro, Director of the Rochester Public Library & Monroe County Library System. “Under Ned’s direction, the Friends & Foundation of RPL has pursued an aggressive agenda of bringing current, often controversial subjects to the Library in the form of book reviews, lectures, discussions, collections, conferences and exhibits. He has assembled teams of community members who, through their personal connections, bring in experts on topics including the digital divide, race, gender, gun control, hydro fracking and immigration. Ned is not afraid to tackle cutting edge topics, often before they become ‘issues’ ...”

I wholeheartedly agree. I have worked with Ned for nearly eight years as a Friends & Foundation Trustee and am heartened by his enthusiastic support and rolled-up sleeves approach to ensuring the Rochester Public Library allows residents the ability to read, seek information, and speak freely about everything.



Peg Glisson  
FFRPL Board President July 2017-June 2019

It was an incredible honor to receive NYLA's Intellectual Freedom Award in November 2018, which I gratefully accepted on behalf of the Friends & Foundation of the Rochester Public Library. It is a privilege to lead this organization, and it is fitting that FFRPL was recognized for its decades-long history of offering a diverse array of socially relevant programs and services to this magnificent Library and for this community.

Everyone at FFRPL was proud that our role in enhancing Library programs and services was noted on a national level. Along with our financial support, our contributions to Intellectual Freedom help make the Rochester Public Library ‘More Than You Think.’



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

*photo by Arnold Chekow*

## Board of Directors, 2018-2019

<b>Peg Glisson, President</b>	<b>Dan Ross, Secretary</b>	<b>Donna Benjamin</b>	<b>Donna Goldberg</b>	<b>Sharon Salluzzo</b>
<b>Richard L. Hamilton, Vice President</b>	<b>David Hou, Past President</b>	<b>Diana Carter</b>	<b>John Lovenheim</b>	<b>Gary Squires</b>
<b>Andrew Iserson, Treasurer</b>	<b>Patty Uttaro, Director, Rochester Public Library &amp; Monroe County Library System</b>	<b>Rosalind Clancy</b>	<b>Henry McCartney</b>	<b>Justin Stevens</b>
		<b>Lois Giess</b>	<b>Brian McLaughlin</b>	<b>Patty Uttaro</b>
		<b>June Glaser</b>	<b>Justin Runke</b>	<b>George Wolf</b>

## Staff

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

In addition to our volunteer board members who provide strategic planning, specific professional expertise and financial oversight, we rely on volunteers for pricing books, staffing the store, receiving and sorting donations, helping with special sales, gardening, curating and presenting select programs, helping to mount exhibits ... and many special assignments.

More than half of FFRPL's total work time comes from its 50+ volunteers. This past fiscal year FFRPL utilized more than 7000 community volunteer hours – an increase of about 1000 hours over the previous FY. This represents the equivalent of 3.5 additional f/t staff members, which is critical to our small organization of 5 f/t and 2 p/t staff members. **Thank you, volunteers!**

## FFRPL FY2018-19 REVENUE

Category	Amount Received	% of Total Income
Net Investment Gains	\$659,553.57	39.35%
Unrestricted Donations	\$297,302.82	17.74%
Annual Campaign	\$242,593.72	14.47%
Restricted Donations and Grants	\$206,688.51	12.33%
Endowments and Bequests	\$115,851.87	6.91%
Bookstore Income	\$101,014.74	6.03%
Program and Event Revenue	\$29,328.26	1.75%
Miscellaneous	\$23,825.17	1.42%
<b>Grand Total</b>	<b>\$1,676,158.66</b>	<b>100.00%</b>

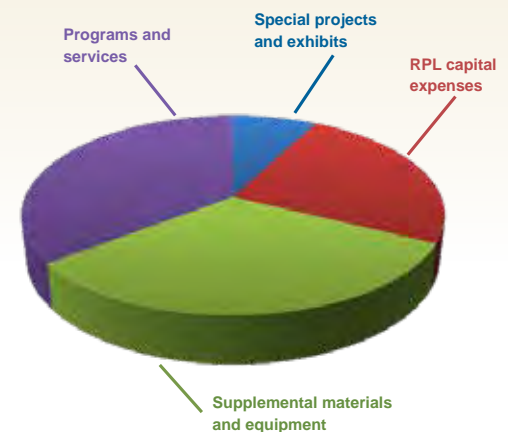
\*The chart above outlines revenue for FY2018-19 but does not reflect total assets for the organization. FFRPL also stewards and builds a \$10.5-million endowment and investment account, which provides continuing support for the Library.

## FFRPL FY2018-19 EXPENSES

Category	Amount Spent	% of Total Expenses
Library Support**	\$726,785.20	48.45%
Management & General	\$578,714.50	38.58%
Investment Management Fees	\$85,127.21	5.67%
Fundraising	\$56,270.73	3.75%
Bookstore	\$53,208.40	3.55%
<b>Grand Total</b>	<b>\$1,500,106.04</b>	<b>100.00%</b>

## \*\*FFRPL FY2018-19 SUPPORT TO LIBRARY

Category	Amount Spent	% of Total
<b>Supplemental Materials &amp; Equipment</b>	\$ 258,007.88	35.50%
<b>Programs &amp; Services</b>	\$ 233,659.31	32.15%
<b>RPL Capital Expenses</b>	\$ 179,415.18	24.69%
<b>Special Projects &amp; Exhibits</b>	\$ 55,702.83	7.66%
<b>Grand Total</b>	<b>\$ 726,785.20</b>	<b>100.00%</b>



## HIGHLIGHTS

### Supplemental Materials & Equipment

Books, DVDs, Audiobooks, eBooks, etc.	\$156,829.58
Local History Digitized Material	\$39,400.00
Equipment for <i>imagineYOU</i> Digital Learning Lab	\$11,481.43
Toys for Lincoln Branch's Toy Library	\$2,680.21

### Programs & Services

<i>Safe to be Smart</i> Program	\$127,981.46
<i>Raising a Reader</i> Program	\$42,701.78
Children's Book Festival	\$5,600.00
Art Division Concerts and Craft Programs	\$3,632.48
Support for <i>Carlson Center for Intellectual Property</i>	\$3,357.10

### RPL Capital Expenses

Kusler-Cox Auditorium Upgrades	\$95,546.66
Branch Improvement Study	\$59,927.52

### Special Projects & Exhibits

<i>Stonewall: 50 Years Out</i> Exhibit	\$21,501.84
Sully Storywalk Project	\$14,751.72
Fringe Festival Programs	\$2,567.12

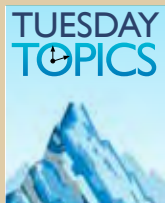




## PROGRAMS AND SERVICES

### Legacy Programs

One of FFRPL's most popular flagship programs, **Books Sandwiched In**, has been running continuously since 1956. In FY 2018-19 we marked 63 years of BSI, with excellent book reviews provided by knowledgeable community members, and increased attendance both onsite and online through live streaming.



FFRPL's Winter series **Tuesday Topics** consists of presentations given by experts on current issues in science, the arts, the economy, health care

and government. In Winter 2019 we used the *Tuesday Topics* series as a platform to examine and promote the many ways in which our Library provides services, programs, gathering spaces, and access to information related to current topics.



In 1958, the Friends of the Rochester Public Library (predecessor to FFRPL) began a creative writing contest for high school students in grades 9 – 12, and since 1985 it continues with support from the Community Foundation. In Spring 2019, we hosted the 33rd Annual **Sokol High School Literary Awards**, with 81 entries submitted from 10 area schools and 3 home schools.



This FY marked the end of our longstanding **Conversations on Race** program which ran from 2012 to 2018. *Conversations on Race* were free, facilitated small-group conversations—about race, awareness of racial identity, segregation, racial privilege and the connection of race to poverty—that were offered by FFRPL along with community partners, and held primarily at libraries throughout the Monroe County Library System. FFRPL helped organize and promote 86 *Conversations on Race* throughout the program's run, serving more than 1600 participants. Innovative at the time of its inception, the program provided a much needed forum for our area, and served as the inspiration for other regional organizations to begin offering similar programs of their own.

### Recurring Special Events

Through a generous music lover's gift, FFRPL sponsors the **June Jazz Combos** and **The Jazz Starts Here** at Central Library Downtown every Summer around the Rochester JazzFest. The concerts are free and open to the public and held in the Dorris Carlson Reading Garden.

For our annual **Publishers' Circle Library Celebration Dinner**, FFRPL hosted Pulitzer Prize-winning investigative reporter and best-selling author David Cay Johnston in November 2018.

### One-time Special Events

In 2018 the Monroe County Library System presented a special **Libraries After Dark** series of themed after-hours social events, sponsored by FFRPL through the *Harold Hacker Fund for the Advancement of Libraries*. Additional *Libraries After Dark* events in FY2018-19 included the Henrietta Public Library's *Game of Thrones* event in August, Central Library's *Carnival* as part of Fringe Festival in September (see below) and Gates Public Library's *Monster's Ball* in October.



FFRPL was proud to help sponsor the **Rochester Maker Faire**, a venue for 'makers' of all disciplines — engineers, artists, scientists and crafters — to showcase their hobbies, experiments and projects at a family-friendly event at the Riverside Convention Center which featured 150+ makers and drew 5000 people. FFRPL also funded the creation of a special, large-scale book-themed balloon sculpture which internationally-known makers **Airigami** assembled at the Faire and then subsequently hung in Central Library's lobby.



Sully StoryWalk at the Ryan R-Center



## Community Partnerships

FFRPL is proud to help RPL maintain a vibrant presence in the **KeyBank Rochester International Fringe Festival**. Central Library has been a presenting venue for several years, and showcased a full schedule of events — with FFRPL's support — for the Fall 2018 Festival. Our cornerstone event was the **Libraries After Dark Carnival**, featuring large-scale games, avant-garde movies, cash bar, items from our Glowforge Pro 3d printer, hula hooping and juggling workshops, an airbrush tattoo station, and a vintage Library Photo booth. We ran two sessions

of our signature *Spooky Stories in the Stacks* and hosted performances by music/dance ensemble Echoes Of Africa, comedy with Good Joke/Bad Joke Bingo; presented *Something's Afoot: A Literary Mystery at Central*; and had the Storychick Rochester Storybooth onsite.



FFRPL has also served as the longstanding fiscal agent for the **Rochester Children's Book Festival** which takes place every November at Monroe Community College. RCBF's free **Festival To Go** program brings the Festival to K-6 students at select Rochester City Schools each year who might not otherwise have access.

FFRPL is proud to partner with Rochester's nonprofit literary center Writers & Books each year to bring their **Rochester Reads** author to Central Library for a free reading and talk. In March 2019

we hosted an event with award-winning journalist **Omar El Akkad**, author of the critically acclaimed debut novel *American War* (and we covered the cost of his visit through the successful Retirees' Fundraising Challenge).

FFRPL has also served as the longstanding fiscal agent for the **Greater Rochester Teen Read** and we helped sponsor their 2018 programs. GRTR encourages everyone in the community to read the same Young Adult book. Many copies of featured and backlist books by each visiting author are available at libraries across Monroe County. For 2018 YA author **Laurie Halse Anderson** (*Speak* and *The Seeds of America Trilogy: Chains, Forge and Ashes*) made stops at the Fairport Public Library, Irondequoit Public Library and Central Library.

The **Anthony Mascioli Rainbow Dialogues** were designed as a series of community-building conversations that reference and contextualize LGBTQ+ life in Rochester against the backdrop of local and national social justice issues. Central Library's Local History & Genealogy Division, FFRPL and the Out Alliance presented the 2nd annual Rainbow Dialogues in March 2019 as part of a year-long community-wide commemoration of the 50th anniversary of the 1969 NYC Stonewall Inn uprising that launched the modern gay liberation movement. The keynote for 2019 was **Bek Orr**, Associate Professor of Women and Gender Studies at the State University of New York, College at Brockport.

## Specialized Spaces

FFRPL helps organize and fund **murals** at Central and throughout the branch Libraries on an ongoing basis. In 2019, FFRPL helped fund and manage the creation of the **StoryWalk @ Beechwood at the Thomas P. Ryan R-Center** and **Sully Branch Library** (with support from the Greater Rochester Health Foundation). In 2018, FFRPL helped fund and manage the creation of the murals at the **Frederick Douglass Community Library** (with support from the Chase Joseph Rippey Trust).



FFRPL continued our longstanding support of Central Library's **Carlson Center**, as it celebrated its 20th Anniversary in May 2019 as a Patent & Trademark Resource Center of the US Patent & Trademark Office. The keynote address was given by Susan Tull, a Finnegan Law partner and expert on IP legal issues. The Center honors Chester F. Carlson, patent attorney and inventor of xerography, and is now named the **Carlson Center for Intellectual Property**.





Rundel Terrace Revitalization Project renderings

In FY 2018-19 fundraising and planning continued for the Downtown Central Library's **Rundel Terrace Revitalization Project**. Construction is slated to begin in Spring 2020, with art installations to be completed Spring 2021. The Project will transform a long-closed area into a new park-like public riverfront terrace, designed with spaces, pathways and seating for engagement, education and reflection. As one of the first sites developed for *ROC the Riverway*, the city and state have committed nearly \$7-million for repairs and maintenance underneath the terrace, plus a large scale site-specific public artwork for the corner of Broad Street and South Avenue. FFRPL raised \$125,000 for a complementary art installation, 'The River Revealed,' with additional design and sculptural elements serving as an outdoor educational area. Your donations helped us raise \$8200 through our online fundraising campaign, which was matched with a \$4000 grant from USA Today Network's *A Community Thrives* initiative.

Safe to be Smart event at Arnett



## Special Projects

One of FFRPL's long-term special projects is the Library's flagship afterschool 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 an average of \$100,000 annually to the program. For FY 2018-19, *Safe to be Smart* had more than 55,000 recorded interactions with youth: students received mentoring, educational support and career exploration help, and were able to access Library resources including books and wi-fi. In addition to everyday activities, each *StbS* site had special activities/field trips throughout the year. Here are a few highlights from FY 2018-19.

- **Wheatley branch of StbS** took a trip to Seabreeze, went to the movies to see *Avengers: Endgame*, visited the Lilac Festival, went to SkyZone, attended a performance of *Hip Hop Nutcracker*, and visited the Memorial Art Gallery.
- **Lincoln branch of StbS** offered fencing instruction, attended a performance of *Hip Hop Nutcracker*, held Black History Trivia night, visited SkyZone, and celebrated National Poetry month.
- **Sully branch of StbS** held a '100 Facts about MLK, Jr.' event, had a percussion practice, and offered a DMV Study session.
- **Maplewood branch of StbS** used Nintendo LABO kits to build model fishing poles, a house, piano and motorcycle; held a

viewing of the *Hidden Figures* movie, and took a field trip to VeRacity VRcade.

- **Arnett branch of StbS** took a field trip to A Gamer's Nostalgia downtown, offered special classes with ROC Fencing, held a sySTEMic science session and a cooking demonstration, attended 'A Call to Women of Color' event at Trillium Health, enjoyed Nintendo Switch programs, attended a performance of *Hip Hop Nutcracker*, viewed *College Road Trip* and *The Hate U Give*, and created African American 'People of Interest' fact sheets for a scavenger hunt.
- **Central's StbS** program held a Link Art Project planning session with local artist Chloe Smith (for a Link mural which was completed October 2019), had ping pong and gaming tournaments, marked graduation celebrations for 60+ *StbS* teens from Central, offered chess instruction, and hosted a Thanksgiving dinner feast.



Frederick Douglass Community Library

## STONEWALL 50 YEARS OUT



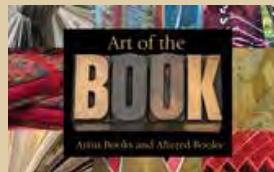
FFRPL also supports the **Raising a Reader** program at Central Library. RPL has been a *Raising a Reader* affiliate since Fall 2012 under the guidance of MCLS Children's Services Consultant Tonia Burton. *Raising a Reader* strives to instill a love of reading in children and involve families directly in literacy activities. The program trains parents in how to develop the habit of sharing books with their children. High quality books are rotated into the home on a weekly basis for families to practice regular book sharing and 'book cuddling'. For FY 2018-19, Central Library had 480 *Raising a Reader* families participating in the program.



Tonia Burton

## Exhibitions

In 2019, FFRPL presented Central Library's exhibition **Stonewall: 50 Years Out**, commemorating the anniversary of the uprising that sparked the modern gay liberation movement, and exploring the history of Rochester's LGBTQ+ communities. The exhibit was organized by the Local History & Genealogy Division, led by Division Head and City Historian Christine Ridarsky, and guided by community partners representing the diversity of the local LGBTQ+ community. The exhibition was co-sponsored by Trillium Health (Dr. William Valenti & James Wolk) and FFRPL's Anthony Mascioli Fund and the Equality Fund for Humanity & Enlightenment.



FFRPL has supported Central Library's **Art of the Book** project since its start in 2011, commemorating the Rochester Public Library's 100th anniversary. Since then, the exhibit has grown to include entries from all over the world. The exhibit is on view each year in the Anthony Mascioli Gallery of the Rundel Memorial Library Building. For the show that ran November 2018 – January 2019, there were 63 entries from five countries.

## Supplemental Materials & Equipment

FFRPL helps fund the purchase of supplemental Library materials, including books, DVD's, audio-books and ebooks, toys for Lincoln branch's Toy Library, ukuleles ... and so much more!

For the 2018-19 fiscal year, FFRPL purchased popular **Empire Passes** (providing free vehicle entry into NYS Parks) – one for each MCLS Library and multiple passes for Central and Branches. We also purchased materials to create additional sets of **themed Toy Library learning backpacks**, as well as **software, studio monitors, microphones** and a **Virtual Reality music game** for Teen Central's *imagineYOU* Digital Media Lab. We bought additional **sewing machines** for the Arts Division, a **Roland 88 note Digital Piano with stand, pedal board and bench** for the Kusler-Cox Auditorium, **TVs** for the Lincoln Branch Library, a **3D printer** for the Sully Branch Library, an **8mm video tape player** for the Reynolds Media Center and **two bikes (with helmets and locks)** given as prizes for Phillis Wheatley Branch's Summer Reading Program. FFRPL also helped fill requests for high demand **Overdrive content** by purchasing **additional downloads of e-books** as well as a subscription to **Reader's Digest Large Print Edition** for the Outreach & Extension Division.





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

### Gifts \$1,000+ for 2018-19

Ames Amzalak Memorial Trust  
Anthony Mascioli Revocable Trust  
Bruce & Marcia Bates  
George & Mary Bauer  
Katherine Baynes & Joshua Stubbe  
Robert & Georgianna Becker  
William Beenhouwer  
Best Buy Foundation  
Gail Bosso  
Linda Bretz  
Karen Sue Brown  
Mary Allison Callaway  
Steve Carper & Linda Saalman  
Chester & Dorris Carlson Charitable Trust  
Stephan & Mary Clarke  
Corn Hill Neighbors Association, Inc.  
Blair & Julie Cummins  
Mary Joyce & Frank D'Aurizio  
Ned Davis & Anne Kress  
Leslie DesMarteau  
Richard Forbes  
Friends of Fairport Public Library  
Timothy & Rebecca Fuss  
M. Lois Gauch  
Lois & John Giess  
Richard & Rita Gollin

Greater Rochester Health Foundation  
Laurence Guttmacher & Therese Caffery  
Richard Hamilton & Katherine Schulze  
Kathleen & Andrew Holt  
Christopher Husson & Ruth Unzicker  
Joan & Harold Feinbloom  
Supporting Foundation  
JPMorgan Chase Foundation ~  
Joseph Rippey Trust  
Elisabeth & Thomas Judson  
Karen & Gerald Kral  
Lucinda Lamme  
Gertrude Leon  
Lift Bridge Books  
John Lovenheim & Barbara Lovenheim  
Kalyani Madhu & Ashwani Chhibber  
Manning & Napier Foundation, Inc.  
Marion & Harry Fulbright Fund  
Max A. Adler Charitable Foundation, Inc.  
The Max & Marian Farash  
Charitable Foundation  
MAXIMUS Foundation  
Paul Marc Ness & Pamela Miller Ness  
Margo & George Novak  
Vivian Pallodoro  
Xiaorong Parks

Katharine Parsons  
Paul Miller Family Foundation  
Popli Design Group  
Raymond Eckert Fund  
Riedman Foundation  
Rochester Area Community Foundation  
Rochester Regional Library Council  
Rosemary Roth  
John Rumsey  
Sharon & Ron Salluzzo  
Harold Schuler  
Vicki & Stephen Schultz  
Donald Specht  
Burton Spiller  
Sally States  
Miriam Thomas  
Trillium Health  
Patricia & Cosmo Uttaro  
William Valenti & James Wolk  
David & Claudia Weber  
Wegmans Food Markets, Inc.  
Sidney & Linda Weinstein  
Kitty Wise  
George & Holly Wolf

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

### PROGRAMS & SERVICES

#### **Sharon & Ron Salluzzo Fund for Librarians Serving Children & Teens**

Established October 2016

For continuing education for Monroe County Library System librarians providing Youth Services to children and teens

#### **Anthony Mascioli Revocable Trust**

Established April 2015

Established by a bequest from Anthony Mascioli. Its current purpose is to provide a series of arts and cultural programs, with a focus on LGBTQ+ issues

### SPECIAL PROJECTS

#### **Equality Fund for Humanity and Enlightenment**

Established November 2017

The income from the fund will be used for library resources, programs and materials, in pursuit of a world free of discrimination, to promote education and equality of opportunity for lesbian, gay, bisexual, transsexual, queer, intersex, asexual (LGBTQIA) people.

#### **Stephan & Mary Clarke Fund for Digitization & Preservation of Genealogical Records**

Established November 2016

For the digitization and preservation of genealogical research materials

### SUPPLEMENTAL MATERIALS & EQUIPMENT

#### **Edna & Kenneth Kroll Fund for Library Audio-Visual Equipment**

Established August 2017

For audio visual equipment for the Reynolds Media Center and related departments

#### **Kusler-Cox Fund for Outreach**

Established May 2015

For library activities for the visually impaired, in part through the work of the Outreach & Extension Division of Central Library

#### **Robert & Georgianna Becker Fund for Local History in Memory of Walter F. Becker**

Established December 2015

For upkeep and enhancement of equipment in the Walter F. Becker Center of Central Library's Local History & Genealogy Division

For a full list of FFRPL Funds, see [ffrpl.org](http://ffrpl.org).