



Friends & Foundation *of the*
Rochester Public Library

Annual Report

July 1, 2019 ~ June 30, 2020

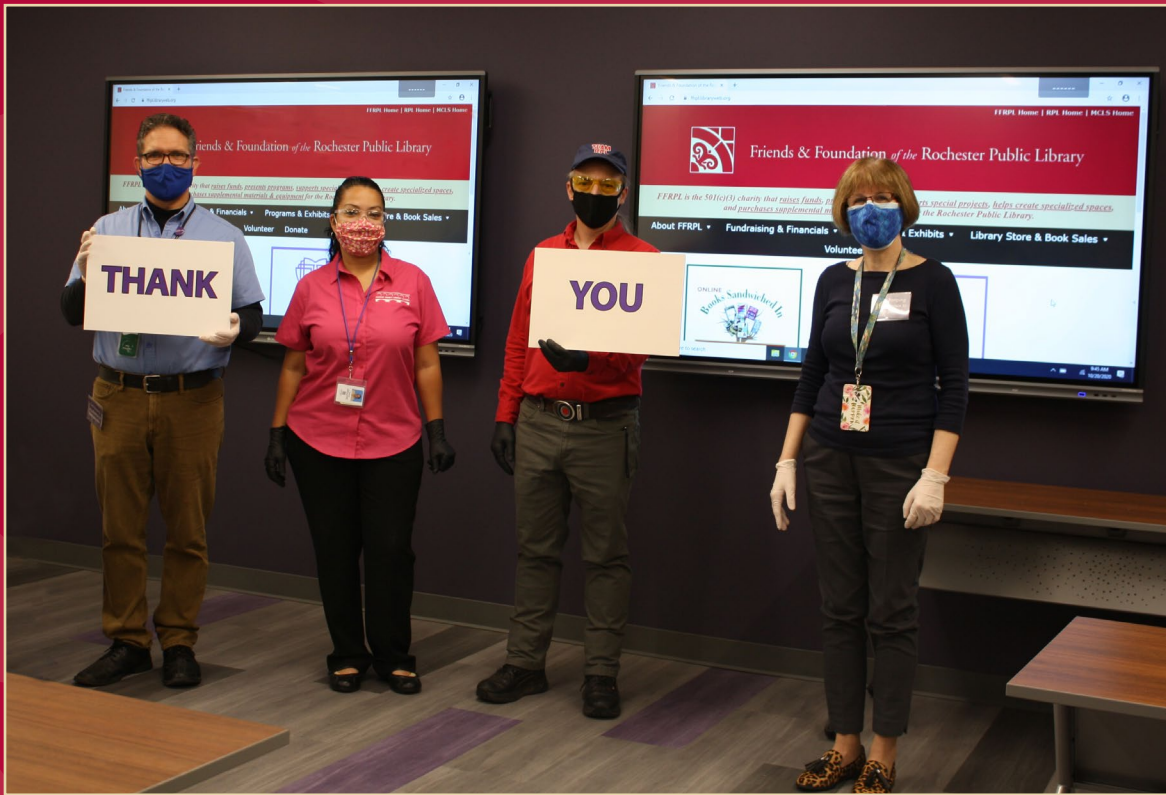




photo by Arnold Chekow

Dear Friends,

I'm sure you'll agree this past year has been deeply challenging and pretty unbelievable, but with your support the Library perseveres: thank you! And here's something else I find difficult to believe: this Fall closes my 10th year as Executive Director for the Friends & Foundation of the Rochester Public Library.

I still feel now as I did back in October 2010, when I helped merge the Friends of RPL (founded 1953) and the Rundel Library Foundation (founded 1988) – that it is an honor to be a part of such a vital organization, knowing that we are having an ongoing impact on our beloved Library, and the community at large. And it is a privilege to work with our loyal donors who helped FFRPL meet all of our commitments to the Library this past fiscal year, recognizing and supporting the [critical services our Library delivers](#) with equity and resilience, even in the midst of a pandemic.

Every year, we have expanded the depth and breadth of our support for the Library: raising funds, presenting programs, supporting special projects, helping to create specialized spaces, and purchasing supplemental materials & equipment for the Rochester Public Library.

At the 10-year mark, I can confidently say that it has been a decade of growth for FFRPL, and I am pleased to have this opportunity to share some of the highlights from the beginning, as well as a closer look at the FY we just closed.

Ned Davis, Executive Director, FFRPL



As FFRPL Board President, I am proud to share this Annual Report with you, showing the many ways your generosity helped FFRPL support the Rochester Public Library in a year unlike any other. And I'm delighted to have this opportunity to look back and showcase the impressive growth of our charity over the last ten years. With support from donors like you, FFRPL has given more than \$6.3-million to the Rochester Public Library from FY2010-11 through FY2019-20.

Our endowment/investment fund has grown from \$3.6 million FY2010-11 to \$11.3 million in FY2019-20.

Over that time, our staff has grown from two full-time/two part-time (3 FTE total) in FY2010-11 to five full-time/two part-time (6 FTE total) in FY2019-20.

Our volunteer core has consistently and significantly grown in the last few years: for this past fiscal year 70 people provided approximately 7,000 volunteer hours (and that number is considerably lower than originally anticipated, since we had to close the Library for several months during COVID).

Thank you for all you do to support our work for the Library.

Richard Hamilton, FFRPL Board President

Board of Directors, FY2019-20

Richard Hamilton, President; Donna Benjamin, Vice President; David Hou, Treasurer; Dan Ross, Secretary; Peg Glisson, Past President; Diana Carter, Rosalind Clancy, Dan Cordova, Lois Giess, Donna Goldberg, Andrew Iserson, John Lovenheim, Brian McLaughlin, Sally Millick, Justin Runke, Tiana Stephens, Justin Stevens, Patty Uttaro, Bill Yust

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 and Sales Specialist; Christine Weidman, Volunteer and Book Sales Coordinator

FFRPL FY2019-20 REVENUE

Category	Amount Received	% of Total Income
Unrestricted Donations	\$279,435.76	30.41%
Annual Campaign	\$249,690.35	27.17%
Restricted Donations and Grants	\$137,003.62	14.91%
Bookstore Income	\$100,515.68	10.94%
Endowments and Bequests	\$95,013.13	10.34%
Net Investment Gains	\$43,947.43	4.78%
Program and Event Revenue	\$13,274.09	1.44%
Grand Total	\$918,880.06	100.00%

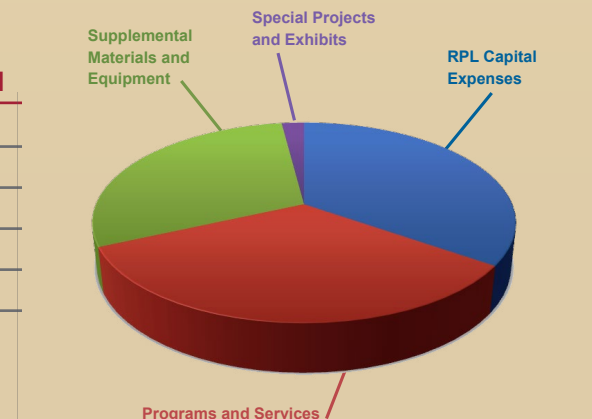
*The chart above outlines revenue for FY2019-20 but does not reflect total assets for the organization. FFRPL also stewards and builds an \$11.3-million endowment and investment account, which provides continuing support for the Library.

FFRPL FY2019-20 EXPENSES

Category	Amount Spent	% of Total Expenses
Support to Library**	\$725,736.26	50.59%
Management and General	\$582,763.51	40.62%
Fundraising Expenses	\$63,278.42	4.41%
Bookstore	\$45,901.62	3.20%
Investment Management Fees	\$16,852.05	1.17%
Grand Total	\$1,434,531.86	100.00%

**FFRPL FY2019-20 SUPPORT TO LIBRARY

Category	Amount Spent	% of Total
RPL Capital Expenses	\$ 251,636.19	34.67%
Programs and Services	\$ 243,936.74	33.61%
Supplemental Materials & Equipment	\$ 215,372.34	29.68%
Special Projects and Exhibits	\$ 14,790.99	2.04%
Grand Total	\$ 725,736.26	100.00%



HIGHLIGHTS

RPL Capital Expenses

Furniture and Equipment for Tech Center	\$184,558.81
New Furniture for Branch Libraries	\$51,053.58

Supplemental Materials & Equipment

Books, DVDs, Audiobooks, eBooks, etc.	\$169,511.45
Local History Digitized Material	\$35,000.00

Programs & Services

Safe to be Smart Program	\$126,507.36
Raising a Reader Program	\$38,000.00
Support for Business Innovation Center	\$22,224.39

Special Projects & Exhibits

Deadly Medicine Holocaust Exhibit	\$2,500.00
Stonewall: 50 Years Out Exhibit	\$2,248.00

FFRPL HIGHLIGHTS: July 1, 2019–June 30, 2020



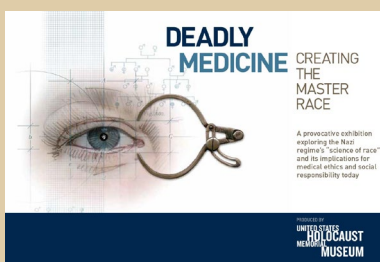
Covid-masked staff from the new Technology Center proudly display a banner in the computer classroom.

FY2019-20

The final phase of FFRPL's five-year *From Collections to Community* capital campaign ended with the creation of the **Library Technology Center** in a renovated space in the Central Library link. Thanks to donor support, FFRPL contributed more than \$184,000 towards this phase.



In November 2019, The Frederick Douglass Family Initiatives (housed at Central) welcomed Guggenheim Fellow, National Book Award recipient and Founding Director of American University's Antiracist Research & Policy Center **Dr. Ibram X. Kendi** for a *How To Be An Antiracist* lecture at Hochstein Hall. FFRPL & RPL co-sponsored the event, and purchased 700+ simultaneous e-book downloads of *How To Be An Antiracist* in support of the program.



FFRPL funded the acquisition of The US Holocaust Memorial Museum's exhibit *Deadly Medicine: Creating the Master Race*, which was on view at Central Library beginning in March. After the Library was forced to close a few weeks later due to COVID-19, FFRPL and Library staff worked with the Museum to offer related online programs. The local installation 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.

The groundbreaking for the [Rundel Terrace Revitalization Project](#) (supported in part by donors and FFRPL) was held in March 2020 with Mayor Lovely A. Warren, Library, state and community partners participating.



"The Rundel Library North Terrace is an important cornerstone of the ROC the Riverway Initiative, which is fulfilling the community-building and job-creating potential of the river that runs through the heart of our city," Mayor Warren said. "It will be an exciting addition to the Rundel Memorial Building."



FFRPL raised \$125,000 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, scheduled for completion in Fall 2021.



FFRPL helped provide **online services, programs and resources** throughout the COVID-19 pandemic and [helped the Library respond to patrons' urgent needs](#) for online access when the buildings were closed.



FFRPL maintained our legacy programs by offering pre-recorded book reviews for **Books Sandwiched In** (which were viewed hundreds of times in the Spring) and remotely honoring recipients of the long-running **Sokol High School Literary Awards**.



When the Library was forced to close in mid-March, FFRPL immediately pledged more than **\$30,000 for emergency Library needs** to continue providing information and access to the public in wildly uncertain times. We raised **\$13,571** from more than **80 donors** during our #GivingTuesdayNow campaign to help fund **mobile wifi hotspot units which were circulated nearly 700 times in Monroe County** during the Library's shutdown. FFRPL also fully funded the pilot year of Central's new online **Librarian Live Chat Reference service**, providing real-time information to patrons, and once the Library reopened to staff in July we restored **online book sales to raise revenue supporting the Library**.



Amidst national protests against racially-based police brutality, FFRPL provided funding for Black Lives Matter and antiracism online resources, and helped create and promote the Library's [online antiracist resource guide *Understanding Black Experiences*](#). And we initiated the conversation with Dr. Ibram X. Kendi which allowed FFRPL and the Library to [post the recording of his *How to Be an Antiracist* talk in Rochester](#).



In Memoriam

In June 2020 our local Library community lost two lifelong advocates and supporters: Margaret 'Peg' Glisson (left), former children's librarian and past FFRPL Board President; and Eileen K. Riedman, a visionary across the Monroe County Library System for 40 years.

FFRPL HIGHLIGHTS: A Decade of Growth

FY2010-11

In October 2010, the Rundel Library Foundation hired **Ned Davis** as Executive Director, and immediately commenced discussions on **merging the Friends of Rochester Public Library (founded 1953) and the Rundel Library Foundation (founded 1988)** to better support the Rochester Public Library with increased fundraising and expanded programming.



Joan and Harold Hacker

That year the Foundation paid out its first grants from the **Harold Hacker Fund for the Advancement**

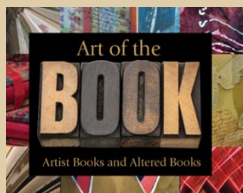
of Libraries, supporting innovative projects/programs and professional development/education for librarians within the Rochester Regional Library Council's service areas. FFRPL manages and grows this fund, and with the RRLC continues to award grants annually.

FY2011-12

FFRPL added online fundraising to our tools to support the Library, as part of the inaugural group of local



charities to join the United Way's **Roc the Day** campaign, and fielding a team for the Eastman House's **PhotoFinish 5K** walk/run.



FFRPL supported Central Library's inaugural **Art of the**

Book exhibit, held in honor of RPL's 100th anniversary. We have continued our support every year since, as **Art of the Book** has grown into an international exhibition and competition.

FY2012-13



After a two-year process, the **NYS Attorney General finally approved the official merger**

of the Friends of Rochester Public Library and the Rundel Library Foundation to **form the Friends & Foundation of the Rochester Public Library**.

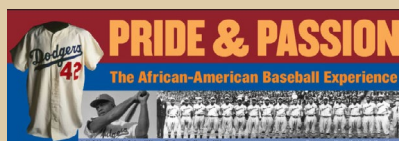
We initiated **Conversations on Race**, facilitated discussions held 2012-18 throughout the Monroe County Library System, as well as on college campuses and in faith-based communities. We helped organize 86 *Conversations on Race* serving more than 1,600 participants.



FFRPL has supported the **Raising a Reader** program at Central since 2012, when the Library joined this national family reading program.

The program provides weekly bags of books in multiple languages (at Central and offsite) to parents of children 0-5 and teaches them ways to read with their children.

FFRPL burnished its history of supporting innovative exhibits



at Central Library by sponsoring **Pride and Passion: the African-American Baseball Experience** exhibit, which traced how segregation in baseball reflected society and how baseball served as a catalyst for change throughout America, from 1860 to the present.

FY2013-14

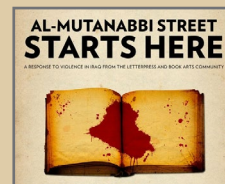
FFRPL hosted **Pulitzer Prize-finalist author**

Eowyn Ivey, which began our annual collaboration with **Writers & Books** to bring **Rochester Reads** authors to Central Library.



FFRPL sponsored **Al-Mutanabbi Street Starts Here**,

an international exhibit organized by letterpress and book artists, in response to a car bombing in Iraq that targeted Al-Mutanabbi Street, which had served as a booksellers' market for hundreds of years. **Central counted more than 20,000 visitors to the exhibition during its run.**



FFRPL HIGHLIGHTS: A Decade of Growth

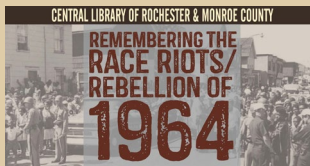
■ FY2014-15

FFRPL helped patrons gain special behind-the-scenes appreciation



of the beautiful Rundel Memorial Building with *River to Roof* tours, and told tales of local paranormal activity with *Spooky Stories in the Stacks*.

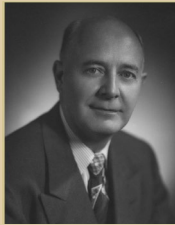
With RPL's Local History & Genealogy Division, we created an exhibit and program series on the **Rochester race riots & rebellion of July 1964**,



examining race and community relations in the City and including screenings of the documentary *July '64*.

■ FY2015-16

FFRPL launched the public phase of *From Collections to Community*, a \$3.4-million capital campaign to renovate and revitalize Central into a Library for the 21st century. The year before, Phase 1 culminated in the creation of the \$400,000 Reynolds Media Center in the B&L Library Building.



With a generous donation from Robert & Georgianna Becker to FFRPL, Central Library's Local

History & Genealogy Division created the **Walter F. Becker Digital History Center** in memory of Robert's father, where families can research, create and collaborate on historical projects.

■ FY2016-17

FFRPL hosted a **Diamond Jubilee Celebration for Books Sandwiched In**, marking 60 years of our legacy book review series, which has been running continuously since 1956.



REVIEWS VIA TV—Two closed circuit television sets bring "Books Sandwiched In" book review to big crowd in hallway of Rochester Library auditorium.

We welcomed 40 **BSI** alumni reviewers for the celebration.

Phases 2 and 3 of our capital campaign were completed with the



renovation of the Arts Division (including the new

Anthony Mascioli Gallery) and an entire floor dedicated to **Youth: Teen Central** (with the *imagineYOU* digital media lab), the **B Hive** and the **Middle Ground**.



With FFRPL's support, Central Library became an **official**

venue for the 2016 *Rochester International Fringe Festival*, presenting *Spooky Stories in the Stacks* and *Rundel River to Roof Tours*. We have participated every year since.

FFRPL HIGHLIGHTS: A Decade of Growth



■ FY2017-18

FFRPL was organizing sponsor, working with the **Monroe County Library System, Kodak Center and Barnes & Noble Pittsford**, to bring award-winning YA novelist **Rick Riordan's Ship of the Dead Tour** to Rochester, attended by 1,700 teens, their chaperones... and this dinosaur from Henrietta Public Library.

We exceeded our \$1.4-million fundraising goal within the Library's \$3.4-million **From Collections to Community Capital Campaign**, renovating and revitalizing the two Central Library buildings downtown, with additional completion funds from Library, City, County and NY State partners.



FFRPL worked with multiple community partners and sponsored Central Library's exhibit **Because of Women Like Her ... Winning the Vote in New York State**, which celebrated the state's 100th anniversary of women's suffrage in 2017.

In partnership with the Out Alliance and Central Library's Local History & Genealogy Division, we helped present the first annual **Anthony Mascioli Rainbow Dialogues**, a series of community building conversations contextualizing LGBTQ life in Rochester against the backdrop of local and national social justice issues.



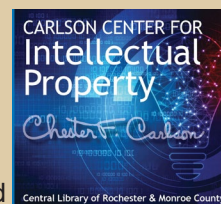
■ FY2018-19

FFRPL Executive Director Ned Davis received the **New York Library Association's Intellectual Freedom Award**, in recognition of FFRPL's decades-long history of offering scintillating, provocative, diverse and socially relevant programs and services for our beloved Library.

FFRPL sponsored MCLS's **Libraries After Dark** series of themed after-hours social events: **Game of Thrones** at Henrietta Public Library, **Carnival** at Central Library, and **Monster's Ball** at Gates Public Library.

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

Central Library's Carlson Center celebrated its 20th Anniversary as a Patent & Trademark Resource Center of the US Patent & Trademark Office, and was renamed **The Carlson Center for Intellectual Property**. FFRPL is proud to be a Founding Sponsor of the Carlson Center.



We co-sponsored the exhibit **Stonewall: 50 Years Out**, organized by Central Library's Local History & Genealogy Division.



FFRPL began planning and fundraising for Central Library's **Rundel Terrace Revitalization Project**, which broke ground in March 2020.

Thanks to donors like you, in the last ten years FFRPL has transferred more than \$6.3-million in Library support: raising funds, presenting programs, supporting special projects, helping to create specialized spaces, and purchasing supplemental materials & equipment for the Rochester Public Library. **And we have tripled our endowment/investment fund from \$3.6M to ~ \$11.3M. Thank you!**





Friends & Foundation *of the* Rochester Public Library

Gifts \$1,000+ for FY2019-20

Alesco Advisors
Allan C. Anderson
Ames Amzalak Memorial Trust
Anthony Mascioli Revocable Trust
Bruce & Marcia Bates
George & Mary Bauer
Katherine Baynes & Joshua Stubbe
Robert & Georgianna Becker
William Beenhouwer
Karen Sue Brown
Mary Allison Callaway
Canandaigua National Bank & Trust
Stephan & Mary Clarke
Blair & Julie Cummins
Jerry Curnutt
JPMorgan Chase Foundation
JPMorgan Chase Foundation -
Joseph Rippey Trust
Angus Davis
Ned Davis & Anne Kress
Leslie DesMarteau
Joan Feinbloom & Michaelanne Guido
Richard Forbes
Foundation of the Jewish Federation
of Greater Rochester

Gannett Foundation
M. Lois Gauch
John & Lois Giess
Warren & June Glaser
John Greco
Richard Hamilton & Katherine Schulze
Andrew & Kathleen Holt
Richard Irvin
William & Sheila Konar Foundation
Joan & Harold Feinbloom
Supporting Foundation of the
Rochester Area Community Foundation
JoAnn Deblinger
Thomas & Ebets Judson
Daniel Karin
Barbara Kennedy
Gerald & Karen Kral
Lucinda Lamme
Jane Littwitz
John Littwitz
John E. & Barbara P. Lovenheim
Manning Squires Hennig Company
Marion & Harry Fulbright Fund
Max & Marian Farash
Charitable Foundation

H. Winn McCray
Kalyani Madhu & Ashwani Chhibber
Marion Munzer
Paul Marc Ness & Pamela Miller Ness
Kathy & Ted Nixon
George & Margo A. Novak
Katharine S. Parsons
Raymond Eckert Fund of the
Rochester Area Community Foundation
Reynolds Library Board
Thomas & Betty Richards
Riedman Foundation
Rosemary Roth
Ron & Sharon Salluzzo
Susan Salzman
Harold Schuler
Donald Specht
Gary & Catherine Squires
Sally States
Steve General Contractor, Inc.
Target Circle
Miriam I. Thomas
Patty & Cosmo Uttaro
David & Claudia Weber
George & Holly Wolf

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

PROGRAMS & SERVICES

Sharon & Ron Salluzzo Fund for Librarians Serving Children & Teens

Established 2016

For continuing education for MCLS librarians providing Youth Services to children and teens

Anthony Mascioli Revocable Trust

Established 2015

For Library arts and cultural programs, with a focus on LGBTQ issues

Suressa Forbes Fund for Local Writers

Established 2019

To support programs of the Rochester Public Library for the benefit of local writers

These are just a few of the funds supporting the Library. [For a full list of FFRPL Funds](#), or to contribute to any of these projects, please see ffrpl.org.

SPECIAL PROJECTS

Equality Fund for Humanity and Enlightenment

Established 2017

For library resources, programs and materials, in pursuit of a world free of discrimination, to promote education and equality of opportunity for LGBTQIA+ people

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

Established 2016

For the digitization and preservation of research materials in the Central Library's Local History & Genealogy Division

SUPPLEMENTAL MATERIALS & EQUIPMENT

Edna & Kenneth Kroll Fund for Library Audio-Visual Equipment

Established 2017

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

Kusler-Cox Fund for Outreach

Established 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 2015

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