



Friends & Foundation *of the*
Rochester Public Library



*“By the grace of God I walked
through the doors of the Library.
Now I’m seeing light. Now I’m
seeing a whole different picture.”*

Willie Campbell

ANNUAL REPORT

JULY 1, 2023 ~ JUNE 30, 2024



When you read Willie Campbell's inspiring story (on the facing page), you get a sense of the transformational impact that the Library has on patrons year-round.

FFRPL plays a pivotal role in expanding the Library's resources for patrons like Willie.

We are able to provide significant supplemental funding to area libraries due to the generosity of our community contributors; the commitment of our corporate and governmental partners; the patronage of our retail customers; the growth of our investments; the foresight of Planned Giving donors, and the year-round diligence and dedication of our staff, board of directors, and volunteers.

Thank you for helping us make sure that the Library has the greatest possible impact on our community.

Donna Borgus, Executive Director, FFRPL
donna.borgus@libraryweb.org, 585-428-8321



Serving on the Board of Trustees for FFRPL is a privilege, primarily because I can see how my time and experience directly benefit the community.

This past year, every time the Library identified a community need that wasn't being covered by municipal funds, FFRPL helped close the "gap."

In addition to providing funding, programming, and marketing support for the Rochester Public Library and other libraries in Monroe County, we manage restricted funds that provide significant supplemental materials support to 62 eligible libraries in Monroe, Ontario, Wayne, Livingston, Orleans and Genesee counties.

You help make our support possible — thank you!

Justin Stevens, FY2023-24 FFRPL Board President

Board of Directors FY2023-24 (July 1, 2023 – June 30, 2024)

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Willie Campbell's story serves as a representative example of how access to the Library's technology, computer instruction, resources, services, and physical spaces benefit patrons year-round, often in transformational ways.

FFRPL's support helps expand the Library's impact.

"By the grace of God I walked through the doors of the Library. Now I'm seeing light. Now I'm seeing a whole different picture." –Willie Campbell

When you meet Willie Campbell, you understand why the Library is such an important community resource.

Willie is a single dad with disabilities. He was struggling to support himself and his three children, and he knew that something needed to change.



In 2022, when Willie came to the library, it was the first time he had used a computer.

Now Willie is the proud owner of Cleaning Enterprises, Inc., which serves commercial businesses. He has been able to pay himself as well as 2-3 people part-time. He has also been a subcontractor for 2 years. And he has glowing recommendations from his clients.

"I never thought I would own my own business. It shows anything is possible."

Central Library's **John Lovenheim Center for Technology and Innovation** provided Willie with access to computers and computer instruction, free Internet, services such as faxing and copying, and space for him to hold meetings and conduct interviews.

From the Technology Center, Willie was able to **complete all the coursework for an online class**, so he could get an expert certificate for LUV flooring, stone flooring, carpets, and decontamination of restrooms.

Library staff helped him set up his email and taught him how to use software to create customer contracts and invoices. Willie created a business plan working from his "**Library office**," and then completed the application for his largest client.

At the Library, staff helped Willie **research** how to bid on projects, navigate workers' compensation, find New York State's requirements for certified payroll, obtain commercial insurance, and learn about his industry's best practices.

"Who else would let me come and sit and do all this?"

"Thank God for the Library. The Library was my #1 support. I'm competitive at my age. I'm still learning. It feels good. Four years ago, I was lost and outdated. If it wasn't for the Technology Center, I wouldn't be where I am today."

FFRPL helped fund Central Library's updated John Lovenheim Center for Technology and Innovation and continues to support the Center. The renaming and dedication was held in the Spring of 2023.



Category	Amount Received	% of Total Income
Investment Gains/Income	\$3,140,909.80	61.63%
Endowments and Bequests	\$1,301,228.49	25.53%
Annual Campaign	\$317,454.57	6.23%
Unrestricted Donations	\$206,586.30	4.05%
Restricted Donations/Grants	\$86,087.50	1.69%
Bookstore Income	\$42,277.39	0.83%
Program & Event Sales Revenue	\$ 1,655.19	0.03%
Grand Total	\$5,096,199.24	100.00%

*The chart above outlines revenue for FY2023-24 but does not reflect total assets for the organization. FFRPL also stewards and builds a \$30-million endowment and investment account, which provides continuing support for the Library.

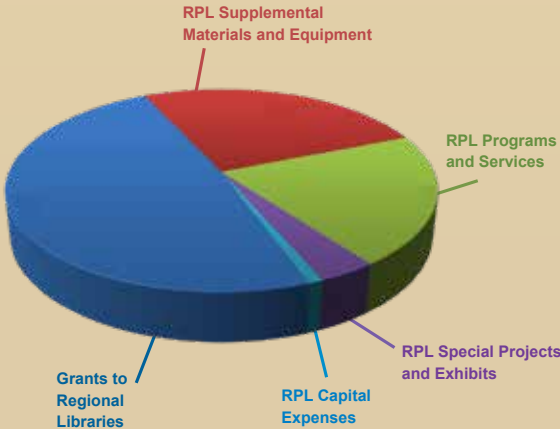
FFRPL FY2023-24 EXPENSES

Category	Amount Spent	% of Total Expenses
Library Support**	\$1,354,689.09	65.43%
Management and General	\$538,475.10	26.01%
Investment Management Fees	\$98,004.92	4.73%
Fundraising Expenses	\$51,020.86	2.46%
Bookstore	\$28,159.31	1.36%
Grand Total	\$2,070,349.28	100.00%



**FFRPL FY2023-24 LIBRARY SUPPORT

Category	Amount Spent	% of Total
Grants to Regional Libraries	\$658,778.96	48.63%
Supplemental Materials & Equipment	\$349,747.18	25.82%
RPL Programs and Services	\$283,384.02	20.92%
RPL Special Projects and Exhibits	\$50,394.83	3.72%
RPL Capital Expenses	\$12,384.10	0.91%
Grand Total	\$1,354,689.09	100.00%



HIGHLIGHTS

Grants to Regional Libraries

Supplemental Funding for Library Materials \$658,778.96

RPL Supplemental Materials and Equipment

Books, DVD's, eBooks, Audiobooks, etc. \$251,912.67
Business Insight Center Databases and Materials \$45,750.00
Digitized Local History Resources \$35,000.00

RPL Programs and Services

Safe to be Smart Program \$89,075.27
Raising a Reader Program \$70,631.00
Author Visits and Online Author Talks \$10,946.12

RPL Special Projects & Exhibits

Rochester Black History Archive Project \$12,552.00
Maplewood Library Temporary Relocation \$6,265.72
Restoration of Douglass Library Mural \$3,500.00

RPL Capital Expenses

Lincoln Branch Library Renovation \$12,384.10

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.

FUNDRAISING

FFRPL raises funds through gifts to an **annual campaign**; special project **grants** from charitable foundations, corporations, government sources and individuals; **investment earnings** generated by our \$30 million endowment; **planned gifts** made through wills and trusts; and income from **retail operations**: the sale of used books, CD's and DVD's through the Library Store at Central; and sales of used books online.

Cumulatively, in FY2023-24, FFRPL granted \$747,169 to 62 eligible libraries within the Monroe County, OWWL and Nioga Library Systems (including \$544,896 in funding for MCLS) for popular circulating materials. A total of 31,733 books were purchased with this funding -- 18,480 print books, 9,039 e-books, and 4,214 audiobooks—and added to regional circulation.



LIBRARY PROGRAMS

FFRPL helped support the Arnett Branch's 100th anniversary celebration.



FFRPL provided \$48,000 in supplemental funding support to Central Library and RPL City branches for literacy programming, including Summer reading programs, prizes, and activities, as well as transportation from area day care centers to select programs. The funding included a \$40,000 grant from the Konar Foundation.

FFRPL sponsored professional training by The Reading League for Children's Services staff and informational sessions for parents, caregivers and local stakeholders. Training included workshops on Artificial Intelligence and the science of reading movement.

As the Founding Sponsor of RPL's Online Author Talks, FFRPL helped RPL present 36 online events with bestselling authors and thought leaders for FY2023-24; 7,771 patrons watched.



FFRPL helped support a lecture with author and activist **Rebecca Walker** at Central Library on June 1, based on her recent book, *What's Your Story?: A Journal for Everyday Evolution*. The event was presented by the Monroe County Library System (MCLS) and funded through a grant-in-aid provided by Senator Samra Brouk and by FFRPL.

FFRPL created a consolidated online resource for Black History Month; helped publicize related events and exhibits (including Central's poster display **Funky Turns 50: Black Character Revolution Firsts**); and sponsored Sully Branch's **Black History Extravaganza**.



"Sully Library's Black History celebration was an outstanding example of ways in which our public libraries can benefit the neighborhood & community." – Irene S., Sully patron



FFRPL is the Founding Sponsor of Central Library's annual **Anthony Mascioli Rainbow Dialogues**, which contextualize LGBTQ+ life in Rochester against the backdrop of social justice issues. The 2024 event, "Fight for Trans Rights: Making History Then and Now" was presented by the Rochester Public Library and sponsored by FFRPL, ImageOut, and Rochester LGBTQ+ Together.



FFRPL sponsored the **Central Library Liberators Esports Team**, enabling them to purchase new equipment and host 9 tournaments.



FFRPL helped pay for **Central's Summer Concert Series** that ran on Tuesdays from July through September.



FFRPL supported other regional libraries through the **Harold Hacker Grants for the Advancement of Libraries** (distributed in partnership with the Rochester Regional Library Council). A total of \$7,500 was awarded to Arcade Free Library ("Full STEAM Ahead" project); Clifton Springs (community garden expansion); Greece (Memory Care), Parma (at-home Storytime Kits), The Wood Library (to create Calming Spaces) and the Red Jacket Community Library (towards the creation of a sensory-friendly environment and related programming).

FFRPL LEGACY PROGRAMS

One of FFRPL's most popular programs, **Books Sandwiched In (BSI)** has been running continuously each Fall and Spring since 1956. FFRPL presented 6 reviews in the Fall and 7 reviews in the Spring. Watch **archived BSI reviews** on the RPL YouTube Channel at ['Rochester Public Library NY.'](#)



TUESDAY TOPICS

FFRPL's **Tuesday Topics** series at Central Library in February 2024 **showcased several RPL City Branches.** View the archived videos for [Arnett, Lincoln Branch and the Toy Library](#); [Maplewood](#); and the [Lyell Branch and Book Mobile](#).

FFRPL hosted the annual **Sokol H.S. Literary Awards Ceremony** at Central Library on April 25. We awarded \$1,500 in cash prizes to Monroe County students in 3 categories: Poetry, Prose, and Performance. Thanks to The College at Brockport, winning



entries from 2015 through the current year can be [viewed and downloaded](#).

EXHIBITS

FFRPL is the Founding Sponsor of Central's [Art of the Book & Paper](#) exhibit. The 2023 show (on view September 18 – January 6) was the most extensive to date: the Library received 192 entries, from 99 artists, representing 10 Countries (including the U.S.).



Secret Stash, the exhibit of rarely seen collections from Central Library (on view June 1 through

August 3), included a one-of-a-kind, large-scale sketch by author Mercer Mayer; a portfolio of House & Garden's 1937 *Twenty-Five Flower Prints*; an 1839 hair album; and select pages from *The American Woods* by Romeyn Beck Hough, containing wood samples from more than 100 kinds of trees across the United States.



Our Nature: Illustration and Design from the Singer Family was on view from mid-January through May 18, 2024. The exhibit featured nature-based fine art and design work by Arthur Singer, Judy Singer, and their sons Paul and Alan. The Singer family helped produce more than fiftybooks over the past 70+ years!

SPECIAL PROJECTS

FFRPL hosted a **Volunteer Appreciation Luncheon** in November, recognizing our **19 active Volunteers, who gave more than 2,600 hours** of their time and expertise in FY2023-24.

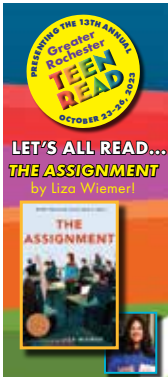
Our **Valentine's Day Tribute to Evelyn Bailey raised \$23,214** (including a \$10,000 matching gift) for the [Shoulders to Stand On Endowed Fund](#) that she established. The STSO fund will help provide staff and resources at Central Library to preserve and share the history of Rochester's LGBTQ+ community, through archival collections and programming.

FFRPL planned and hosted a **4-Board reception for the FFRPL, RPL, MCLS, and Reynolds Boards on September 20** at Central Library,



which provided Trustees with onboarding, networking, and advocacy opportunities. More than 20 RPL divisions and branches designed interactive, informative displays for the event.

FFRPL acted as **fiscal sponsor of the Rochester Children's Book Festival** in November, which welcomed thousands of attendees and 53 authors and illustrators; the **Festival to Go** in October, which distributed 1,400 free books to Schools #15, #16, and #33; and the **Greater Rochester Teen Read**, a week-long event in October with Liza Weimer, author of the YA novel, *The Assignment*.



FFRPL served as the **fiscal agent** for the third and final year of private donor funding of full salary

and benefits for a full-time **Raising a Reader Coordinator** position (approximately \$230,000 total). The position will be included in the Library's personnel budget moving forward.

FFRPL **provided \$15,000** funding support for outreach materials and initiatives.

FFRPL **funded \$65,000 towards staff positions** for the [Safe to Be Smart](#) program, as well as \$24,000 for direct reimbursement of StBS programming expenses.

FFRPL provided **\$15,000 in matching funding** for the Director's Discretionary Fund, in support of special projects year-round, including **Early Literacy Programs, RPL Sponsorship of The Greater Rochester Chamber of Commerce's 2024 Women Empowering Women conference**, and **New York Library Association (NYLA) Excelsior membership for the Monroe County Library System.**

FFRPL provided **\$35,000 in supplemental funding to support digitization efforts**, including project-related enhancements to [www.rochestervoices.org](#).

SPECIALIZED SPACES



Along with Senator Cooney, FFRPL co-sponsored **RIT's Mobile Outreach Van design project teams, who were tasked with reimagining a modern Mobile Library concept.** FFRPL provided \$2,000 in support, for the students to create product prototypes as part of their presentations. **RPL's new Mobile Library, "RPL GO"** is slated to be in service Winter 2025.



FFRPL raised **\$15,354 on ROC the Day** (November 28) to purchase new tables for Central's Kate Gleason Auditorium, completing a multi-year renovation project for the library's most used event space.

We helped support the **Lincoln Branch Renovation, and the Toy Library housed there.** "One of the biggest tools we are able to



provide for our patrons now is access to a laptop they can use while visiting the

toy library ... to do schoolwork, apply to jobs, navigate necessary online services or anything they may need while the children are able to play in a safe and supportive environment..." Sarah Lehman, Branch Supervisor **Watch FFRPL's archived Tuesday Topics talk on the Lincoln Branch and Toy Library.**

SUPPLEMENTAL MATERIALS & EQUIPMENT

Since FY2019-20, FFRPL has purchased **New York State Empire Passes for every MCLS library: Central, branches, and towns.** Empire Passes provide free access at New York State Parks and the State Department of Environmental Conservation sites including forests, beaches, and trails. **In 2023, Empire passes circulated more than 2,000 times, from every MCLS member Library.** [Learn more.](#)



FFRPL supported the **Monroe County Library System's** purchase of a **LOTE4Kids (Languages Other Than English)** subscription to a multi-language database of **4,000+ picture books in 65+ languages (including sign language and ASL)** with interactive flip books, read-along highlights, and bilingual books. Content is focused on 3–10-year-olds and supports the Library's diversity initiatives. [Learn more.](#)



FFRPL paid **\$45,750 to Central Library's Business Insight Center (BIC).** The funding included the purchase of a **\$10,000 subscription to Mintel (market intelligence agency)** which was covered by a \$6,000 restricted grant that FFRPL received from the Farash Foundation, plus an additional \$4,000 covered directly from FFRPL.



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Gifts \$1,000+ for FY2023-24

Organizational Donors, Estates

Estate of Anonymous Donor
Anthony Mascioli Revocable Trust
Baptist Temple
Corn Hill Neighbors Association, Inc.
Reynolds Library Board

Foundations and Corporations

Friends of Fairport Public Library
Mighty Monkey Corporation
Wegmans Food Markets, Inc.
Canandaigua National Bank & Trust
Skull Diamond and Heart Capital LLC
Rochester Area Community Foundation
Raymond Eckert Fund
William and Sheila Konar Foundation
Max A. Adler Charitable
Foundation, Inc.
Daisy Marquis Jones Foundation
Riedman Foundation
The Farash Foundation
Wesley / Rosenstein Family fund

Individuals

Katherine Baynes and Joshua Stubbe
William Beenhouwer
Ellen E. Brenner and David Boutillier
Susan Brown
Mary Allison Callaway
Steve Carper and Linda Saalman
Susan Cooley
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Ann T. Davis
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Leslie DesMarteau
Eve Elzenga and Annette Dragon
M. Lois Gauch
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Marvin E. Ritzenthaler
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Pamela Miller Ness
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Catherine Cerulli
Patricia Uttaro and Cosmo Uttaro
David Weber and Claudia Weber
David J. Whitbeck and
Sally S. Whitbeck
Catharine J. Wise
Ann G. T. Young
Marsha Young
William F. Yust and Valerie R. Yust

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
Suressa 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*
Shoulders to Stand On Fund

Special Projects:

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

Supplemental Materials & Equipment:

Dolores Stevens Fund for the Visually Impaired*
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

**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*

