



**Friends of the Fletcher Free Library**

**Annual Report FY'20**

**July 2019 – June 2020**

# Friends of the Fletcher Free Library

## Annual Report FY'20 July 2019 – June 2020



**The purpose of The Friends of the Fletcher Free Library** is to support the Fletcher Free Library through advocacy, financial support, and fundraising with the goal of promoting the Library as a literacy and multicultural center for the community.

The Friends raise money through sales of donated books and branded merchandise through occasional sales, sales from the Stall (shelves of books across from the Circulation Desk), and from online sales on eBay. The Friends have also raised money through an annual fundraiser. With the signing of a Memorandum of Understanding with the City of Burlington in 2018, funds outside the City budget spent on the Library generally come through the Friends. The Friends are thus the recipients of contributions from the Annual Appeal and any restricted and unrestricted grant monies received. Gale Batsimm, Development Manager for the Library, is instrumental in making these sources and much more, including fundraising events, possible and successful. We are all very incredibly grateful for Gale's hard work in support of the Library and of the Friends.

FY'20 started with great hopes and optimism for a successful year of fundraising for the Library. However, the Library effectively closed the weekend of 14 March due to COVID-19, and Friends' activity was brought to a standstill. Along with sales activities, we had planned to raise money through "Library MiniGolf", to be held in April. This is a weekend activity in which a minigolf course is set up inside the library. Money is raised through sponsorships and ticketing. Unfortunately, the Pandemic put an end to event planning as well as effectively ending in-person book sales for the last third of the fiscal year. While we did not get to enjoy a weekend of golf and realize the Library support we expected to receive through tickets, Gale worked successfully with nearly all our sponsors to re-channel their contributions to the BTV Storywalk® project, a book walk path in Leddy Park set to open in the Summer of 2020.

New to FY'20 was the inception of online sales through eBay. Among the book donations the Friends have received over the past decade are a large number of books of greater value but perhaps of more specialized interest than might be found within our local community. The global population of book-lovers that can be reached through an online presence is just the group we needed to connect with to offer these "fine books at rare prices". eBay was a successful complement to our sales in FY'20. The work to set up the store turned out to be an excellent investment - while all other revenue-generating activities became impossible after mid-March, there was quite a bit of activity to build up the potential of our eBay store. This work will have significant positive impact on revenues in FY'21.

## Board of Directors

Position	FY'20
President	Jonathan Chapple-Sokol
Vice President	Amanda Hannaford
Treasurer	Ann Warrington
Secretary	Robin Twery
Member at Large	Joan Conroy
Member at Large	Mark Twery
Member at Large	Hilary Silver
Member at Large	Franny Seguin

Once again, about 25 Friends volunteers devoted well over 1500 person-hours to supporting the Fletcher Free Library. We are thankful for those who worked hundreds of hours and those who contributed just a few.

## Financial Support for the Library

The Friends' Board annually allocates resources to the Library for investment at the discretion of the Library Director. This procedure facilitates the Library's ability to plan and prioritize programming, professional development, and special project investment more effectively. The Library Director proposes an amount to the Friends' Board based on anticipated programming and departmental needs for the coming fiscal year. The level of funding allocated each year is based on the availability of funds as stated in the Friends' end of year financial statements and Treasurer's report. For FY'20, the Board allocated \$36,000 to support programs and services in eight departments: youth, teen, adult, tech services, circulation, reference, technology, and professional development. The Friends also issued \$25,000 to the City of Burlington as agreed by our Memorandum of Understanding.

## FY'20 Highlights

**YOUTH SERVICES** boosted *the 2019 Summer Challenge Program* by adding PAL camp, a collaboration between FFL, Burlington City Arts, and Burlington Parks Recreation and Waterfront, in late summer, when other camps had ended. The continued growth of the *Summer Challenge Program* has been possible because of the generous support of the Amy E. Tarrant Foundation. Grants from the Children's Literacy Foundation and the Vermont Department of Libraries provided summer performances. A grant from the Dollar General Literacy Foundation received in the spring of 2020 helped provide funding for a full-time outreach worker during *the 2020 Summer Challenge Program*. The *1,000 Books Before Kindergarten* program, which began at two Champlain Valley Head Start preschools, added an in-house program for families. This program received grants from the Children's Literacy Foundation and the Vermont Community Foundation Spark! Throughout the spring of 2020, during the pandemic, the Library provided free books to youth at meal sites throughout the City, as well as on the Library lawn.

**TEEN DEPARTMENT** purchased a 3D printer, with the support of grants from the Vermont Academy of Science and Engineering (VASE) and Google, and offered a class in *Designing Your Future*. The Teen and Youth Services Departments teamed up for the second annual *Harry Potter Party*.

**PARTNERSHIPS AND PROGRAMMING** continued the popular *Food for Talk: a Cookbook Book Club, In Translation Series*, and ELL and language classes. A grant from the Yiddish Book Center launched a new book club series.

**The Early Literacy Outreach Program (ELOP)** continued to develop its network of literacy volunteers, training and matching them with home child cares to bring curriculum-based story-time sessions. Grant funding from Northfield Savings Bank, the Vermont Federal Credit Union, and the Irving Foundation supported ELOP.

**FEASIBILITY STUDY** with CPG Enterprises, Inc., provided valuable information for the Friends and the Library as we plan for the future. Consulting with CPG continues to provide guidance for the Friends and the Library for sustainable future growth.

**PROFESSIONAL DEVELOPMENT** strengthens staff’s knowledge and ability to serve community needs. The Friends proudly fund opportunities to enhance the skills of Library Employees.

Summary table of Library programs:

Program Type	Number of Programs	Number of Participants
Adult	122	722
Teen	66	629
Youth	354	21,318

## Financials

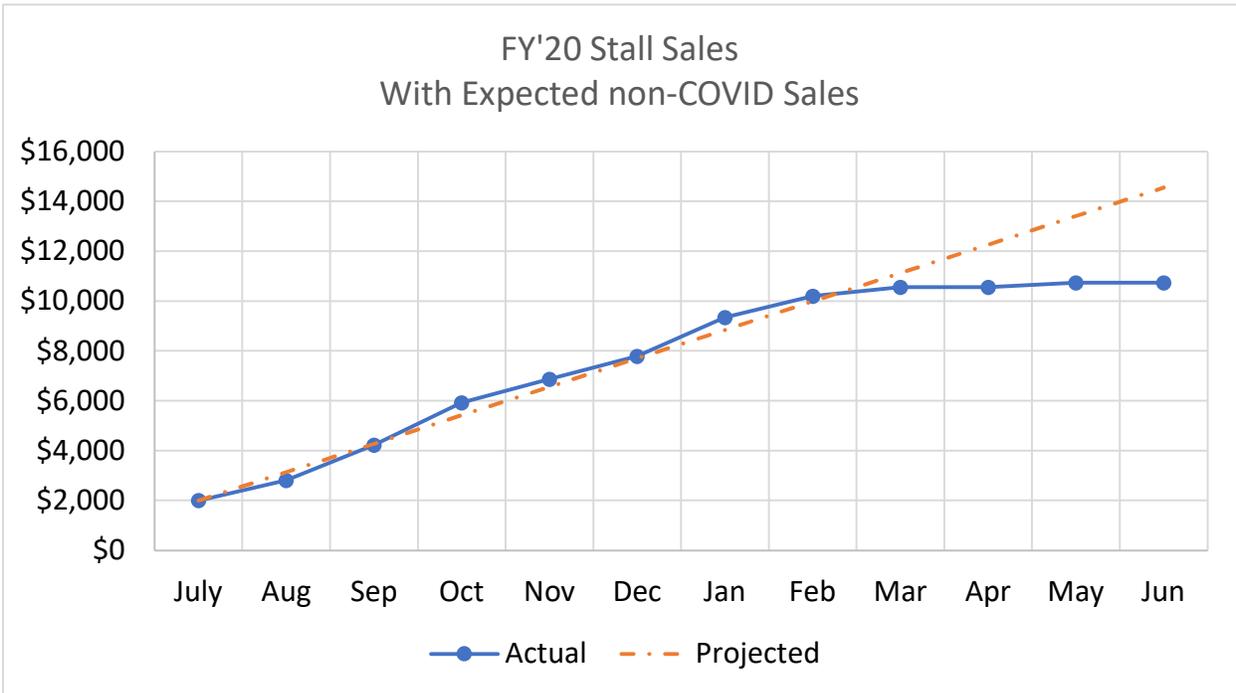
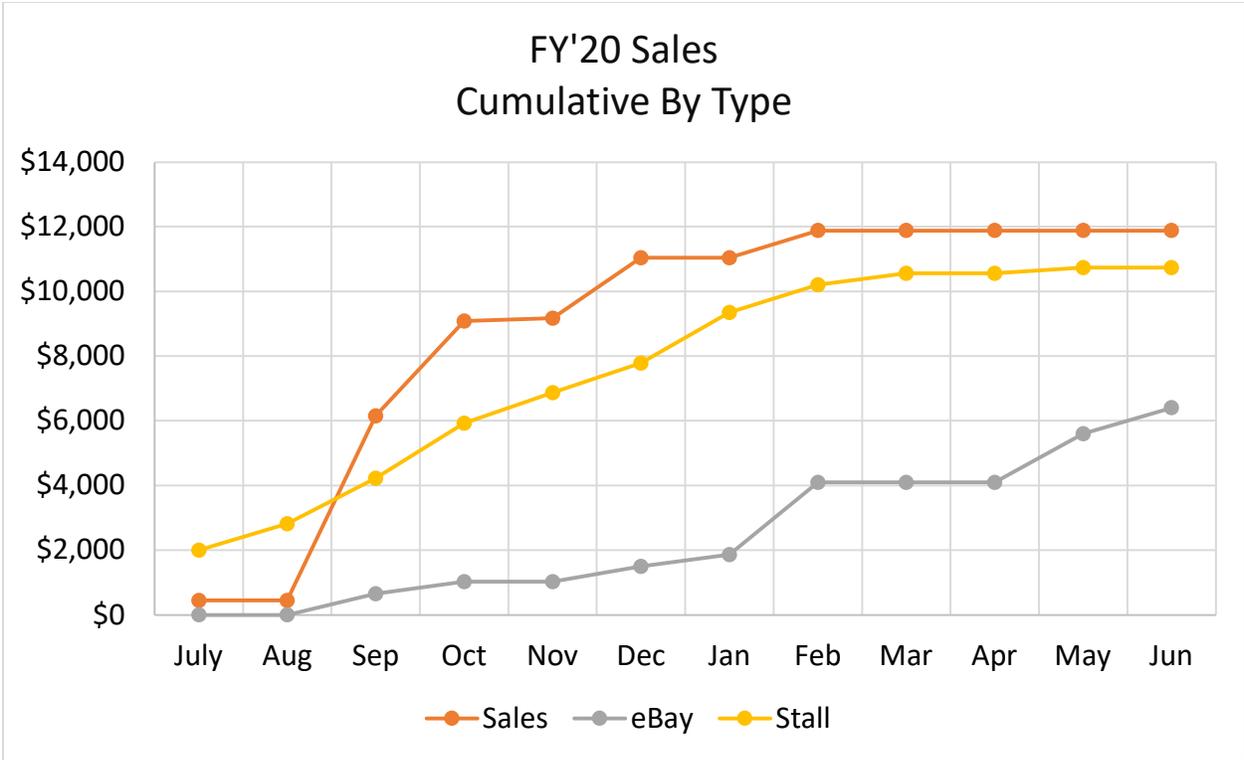
### Summary Statement

Revenue		Expenditures (>\$1,000)	
Annual Appeal	38,630	Speakers and Stipends	30,838
Contributions	23,060	Allocation to City of Burlington	25,000
Grants	19,300	Program Supplies	20,352
Book Sales	11,986	Performers' Fees	10,008
Bookstall	10,411	Marketing	6,733
Fundraising Events	6,425	Books	6,500
OnLine Sales/eBay	5,233	Equipment	3,708
3rd Party Book Sales	582	Staff Development/Training	3,647
Interest Earned	401	Travel	2,398
		Accounting Fees	2,115
		Insurance	1,176
		Merchandise	1,010

### Revenue

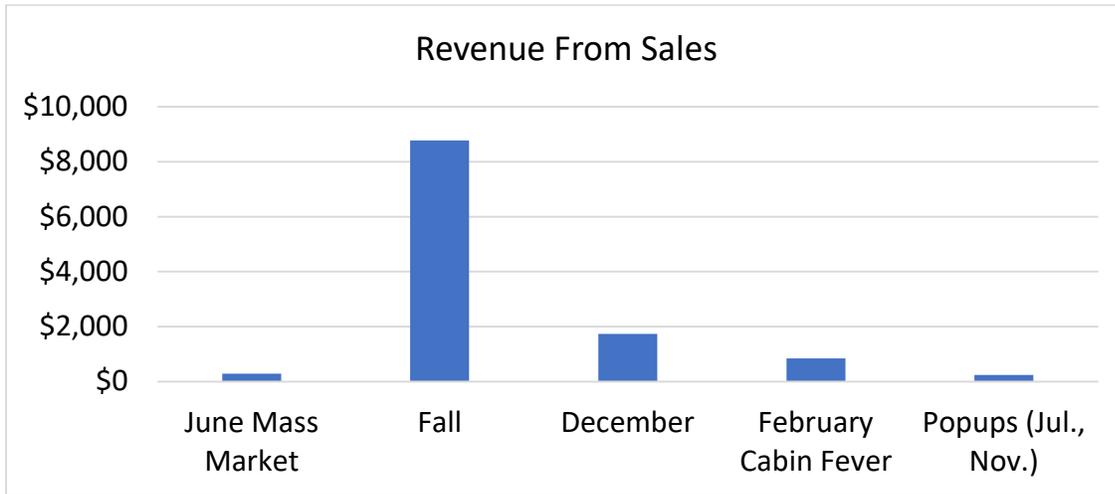
The extraordinary generosity of the Fletcher Library community provides substantial support to the Friends and thus the Library. The Annual Appeal raised \$38,630, and other financial contributions totaled over \$23,000. We received donations in memory of Leslie Hunt, Loretta Beynnon, William Lipke, Millicent Lash, and Gayle Neave. *In Memoriam* donations are particularly precious to us because they honor a personal relationship between an individual and the Library. Through donations, a fund was also created for the acquisition of anti-racist materials. We received non-cash, in-kind support as well, from the Children's Literacy Foundation (CLiF) and the Yiddish Book Center. Beyond donations, Development Manager Gale Batsimm's grant writing yielded \$19,000 for use in a variety of Library and outreach programs.

The loss of end of FY'20 year revenue due to COVID-19 can be seen in the following chart which plots accumulated revenue by source (Sales, Stall, eBay). We generally hold a Paperback Sale in June which nets between \$1,500- and \$2,000-. Stall sales are relatively constant throughout the year. The second chart shows the anticipated revenue from the Stall. This includes monthly sales from the Special Topics cart, that run in the \$400 range, and this was lost as well. Also, a music sale scheduled for March was cancelled. It being a new source, it is difficult to predict loss of eBay revenue due to the Pandemic. Lack of building access meant that the eBay store was closed during March and April. All in all, we believe the Pandemic cost the Friends, and thus Library resources, between \$6,000 and \$8,000.



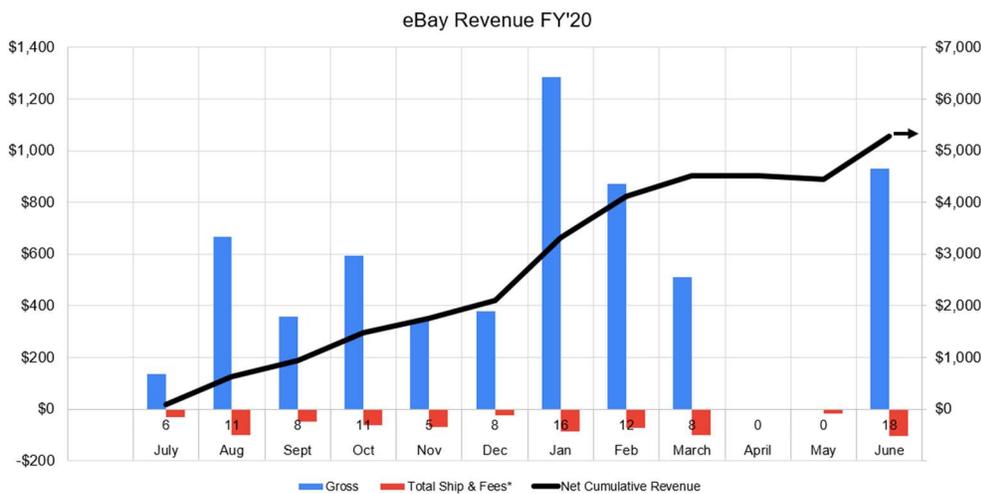
## Book Sale Revenue

Occasional sales included the regular Fall and December sales with a February Cabin Fever sale added. Two “Popup” sales were held, essentially as pilots, to see how effective a sale could be with little preparation or publicity. Revenue was light (~\$240 for the two sales), but feasibility was demonstrated. Note: Because of transfers from PayPal, some revenue from the FY’19 June Paperback (Mass Market) Sale was realized in FY’20.



## eBay

FY’20 marked the beginning of a new fundraising path for the Friends, with the sale of older, rarer books on eBay. This was made possible through the intrepid work of Franny Sequin, the Friends’ newest Board Member. eBay sales netted over \$5000 in revenue to the Friends, after eBay and PayPal fees and shipping costs were paid. The Friends realize about 85% of the sales price of offerings on eBay. The Friends also provided eBay posting service to the Rutland Free Library to support their fundraising.

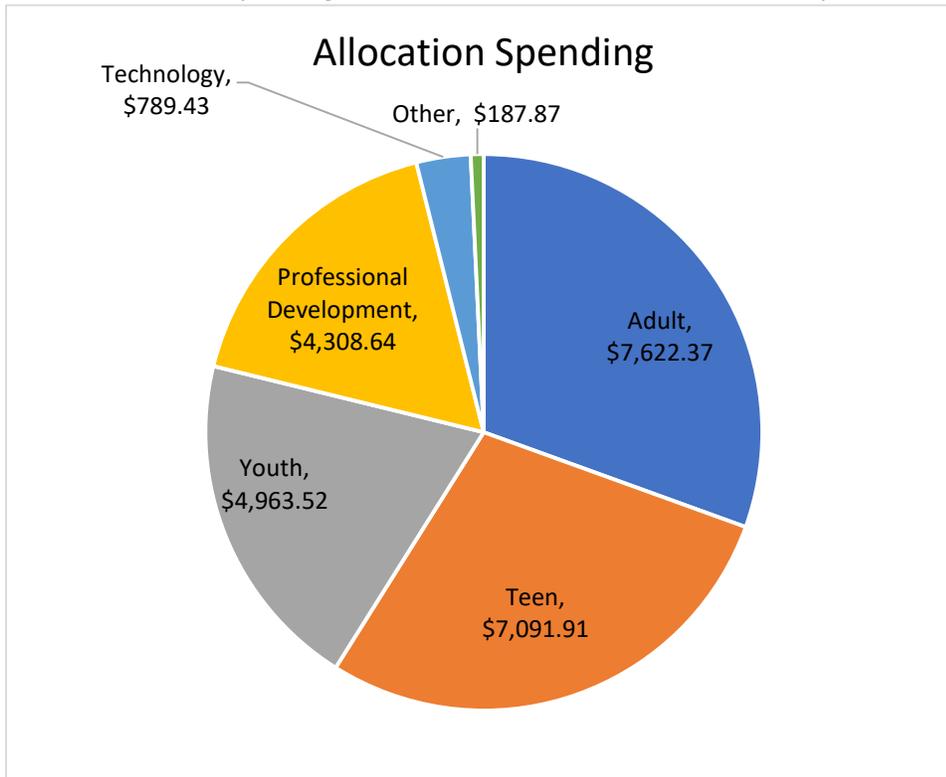


### Fundraising Event

As noted above, the Library MiniGolf event had to be canceled. Prior to cancellation, fundraising activity yielded \$6,424 sponsorship money. We appreciate the willingness and flexibility of all sponsors who agreed to transfer their contributions to BTV StoryWalk®, in particular our Event Sponsor Spruce Mortgage. We hope to be able to invite you all next spring to the MiniGolf course!

### Expenditure

The breakdown of spending from the Friends Allocation to the Library is as follows:



As might be expected, Allocation spending slowed significantly due to the circumstances surrounding the Pandemic. Library staff was reassured that unspent funds allocated for use in FY'20 will carry over to FY'21.

Funds allocated in FY'19 for a Capital Feasibility study (\$12,000) were also spent this year.

We are honored to be able to support the Fletcher Free Library's unparalleled staff, who work every day to help inform, enrich and nurture the Burlington community. Our work and our thanks are for Mary Danko and her team!