

Friends of the Fletcher Free Library

Annual Report FY'18, FY'19 (1Q-3Q)

Appended 5/9/2020

The Mission of the Friends of the Fletcher Free Library is to support the work of the Fletcher Free Library in whatever way is deemed appropriate, including raising money for special projects, acting as advocates for the Library within the community, and promoting the Library as a literary and multi-cultural center.

In 2018, The Friends of the Fletcher Free Library moved its reporting year to coincide with the Fletcher Free Library's fiscal year, July 1 to June 30. In order to adjust for the change, this report will include material from FY'18 (July 1 2017 - June 30 2018) and FY'19 through its third quarter (July 1 2018 – March 31 2019). As a consequence there is some redundancy between this and the Friends'2017 Annual Report. A report reflecting the full FY'19 will be appended to this report prior to the end of 2019. Going forward, annual reports will be prepared after the close of the fiscal year and appear in the second half of the calendar year.

Board of Directors

Position	2017	2018
President	Joan Conroy	Jonathan Chapple-Sokol
Vice President	Kirsten McNeill	Kirsten McNeill
Treasurer	Ann Warrington	Ann Warrington
Secretary	Robin Twery	Robin Twery
Past President		Joan Conroy
Member at Large	Amanda Hannaford	Amanda Hannaford
Member at Large	Mark Twery	Mark Twery
Member at Large	Hilary Silver	Hilary Silver
Member at Large	Angie Chapple-Sokol	Elise Eaton
Member at Large	Ellen MacLellan	
Member at Large	Anne Nixon	

Having completed three years, Joan Conroy, per the Bylaws, stepped down as President. We are very grateful for her leadership, her dedication to the Library and to the Friends, and we are appreciative of her support as Past President and in future anticipated roles with the Friends. We also want to thank Ellen MacLellan and Anne Nixon, so generous with their time, for many years of tireless support of our mission.

Friends News

2018 saw the departure of Fletcher's Development Manager Kath Laing and the arrival of Gale Batsimm in the same role. Kath and Gale have provided collegial leadership, support, structure, innovation, and inspiration to the Friends and have helped us to better serve our mission. Thanks for all your support, Kath! Gale, we look forward to a long future of collaboration for the success of the Fletcher Free Library!

2018 also saw the completion and signing of a Memorandum of Understanding (MOU) between the Friends and the City of Burlington (<https://www.fletcherfree.org/sites/default/files/Memorandum%20of%20Understanding.pdf>). The MOU clarifies the roles, responsibilities, and expectations of the Friends and the City. It articulates the support each organization provides to the other, and lays a foundation for the Friends as the exclusive recipient of non-municipal funds dedicated to Library use. Included in the MOU is setting a mutually agreed upon amount of money to be raised by an annual appeal for deposit in the City's revenue fund. The MOU is a significant step forward in formalizing the positive working relationship already existent between the Library and the Friends.

As the MOU makes the Friends the principal recipient of all donations made for the benefit of the Library, maintaining dues-based membership as a group separate from donors has become less relevant. The Friends currently regard all who donate time and/or money as Friends of the Library.

In the past two years, new sources of revenue were added to the Friends repertoire. With the support and performance of Jazz/Blues singer and Renaissance Woman Jenni Johnson, the Library organized two successful Jazz Brunch Benefits (2018 under Library auspices alone). A donation of over 7000 CDs and several boxes of LPs led to two lucrative music sales. Recognizing a public interest in variety and novelty, we added a special topics cart to the Book Stall area, rotating subject matter on a monthly basis, and started regular sale of vintage and 'pulp'-style paperbacks at the stall.

The entire Burlington Library community helped raise money by assiduous online voting in a JetBlue competition. The Library received \$5,000 for children's books as one of three runner-up cities in the SOAR with Reading Contest, along with Cleveland, Ohio and Long Beach, California. Jacksonville, Florida was announced as the grand prize winner. Thanks to the overwhelming support of the community, Burlington won in a field of significantly larger cities. Burlington's population of 42,239 compares to Cleveland with 385,000, Long Beach with 470,000, and Jacksonville with 940,000 residents, showing that the brave little state has a powerful voice.

We also made changes to simplify life for the folks we strive to serve better, making a credit card available for staff expenses and expanding the Pay Pal account to allow patrons to pay for Friends items at the Circ Desk by credit or debit card.

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'18, the Board allocated \$25,000, to support programs for youth, teens and adults, and professional development. For FY'19, the Board allocated \$38,000. The increase was requested to cover more professional development, consistent with a growing staff, donor management software, and consultation costs for the exploration of a capital campaign. The Friends also provided the Early Literacy Outreach Program (ELOP) with \$12,000 for FY'19 to ensure program continuity.

FY'18 Highlights

BURLINGTON RISING brought together bakers from DR Congo, Eretria, India, Iraq, Italy, France, Vietnam and America in celebration of a staple of the world's diet -- bread. The series drew more than 100 people and was funded by the Vermont Humanities Council and the Friends of FFL.

YOUTH SERVICES forged new partnerships with community organizations in FY18 with the Family Room, the Pride Center, COTS Family Shelters, ECHO, the Flynn Theater, Sara Holbrook Community Center, the YMCA, and the Burlington Schools. A new children's program, Babytime, promoted early literacy concepts and how models adult use of these concepts. A grant from the Amy E. Tarrant Foundation supported summer youth programming.

TEEN DEPARTMENT sponsored science activities in February thanks to a grant from NASA@Your Library and the American Library Association. The Teen Department also created *Makerspace*, complete with exciting programs, drop-in services, and cool new gadgets.

PARTNERSHIPS AND PROGRAMMING held the first *Wildcrafters Conference* at the Library. This two-day series of lectures, workshops and panels attracted participants from across New England. The Library hosted a Solar Eclipse 2018 Party for almost 400 people, complete with free eclipse glasses, moon pies and sun tea, funded by NASA@Your Library, ALA, David's Tea and Ben and Jerry's.

Early Literacy Outreach Program (ELOP) began as a pilot program with AmeriCorps volunteer Rebecca Thompson. ELOP brings early literacy teaching, planning support, and quality improvement to home-based child cares. ELOP targets preschool children who are served by home child cares rated with a 0 to 3 star rating in the Vermont Step Ahead Recognition System (STARS) program for accrediting preschools and home child cares. Reaching these children to build literacy and improve kindergarten readiness supports families in giving their children a healthy start while also supporting providers in enhancing their early childhood curriculum.

PROFESSIONAL DEVELOPMENT The Friends support the Library's efforts to ensure that staff skills and knowledge reflect both current trends in the field as well as the needs of our community.

CONSULTING The Friends continued to support a fundraising consultancy with CPG Enterprises, Inc. The consultancy has and will continue to be crucial in our plans to grow the support for the Library.

FY'19 Highlights

YOUTH SERVICES extended its *Summer Challenge Program* by three weeks in August to better serve families, with the support of a grant from the Amy E. Tarrant Foundation. The department also launched a new initiative -- *1,000 Books Before Kindergarten* -- in collaboration with Champlain Valley Head Start to send specially curated book bags home to preschool children to increase kindergarten readiness, with grant support from JetBlue SOAR with Reading, the Children's Literacy Foundation, and a Vermont

Community Foundation Spark! grant. The Youth Services Department also hosted *Hour of Code* with the support of an ALA/Google grant.

TEEN DEPARTMENT continued to provide opportunities through its NASA grant, including exhibiting lunar rocks and meteorites at the *Blast Off Party* in June 2019. The Teen Department and Youth Services teamed up for the first *Harry Potter Party*, held in April.

PARTNERSHIPS AND PROGRAMMING initiated two new program series in FY19: *In Translation: Literature of the Arab World* and *Food for Talk: a Cookbook Book Club*, and new language classes in Arabic and Spanish.

Early Literacy Outreach Program (ELOP) moved into its second phase of expanding its reach by developing a volunteer corps to provide weekly curriculum-based story time sessions. Grant funding through Northfield Savings Bank, the Vermont Federal Credit Union, Price Chopper, JetBlue SOAR with Reading, and an allocation from the Friends support this pilot program.

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

CONSULTING with CPG Enterprises, Inc. continues to provide guidance for the Friends and the Library for sustainable future growth.

EQUIPMENT The Friends funded new book carts to support Library needs.

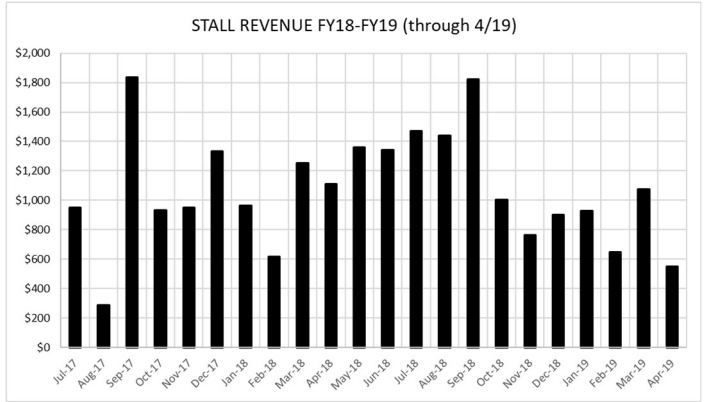
Financials-Revenue (unaudited)

Revenue is summarized in the following table (Dollars):

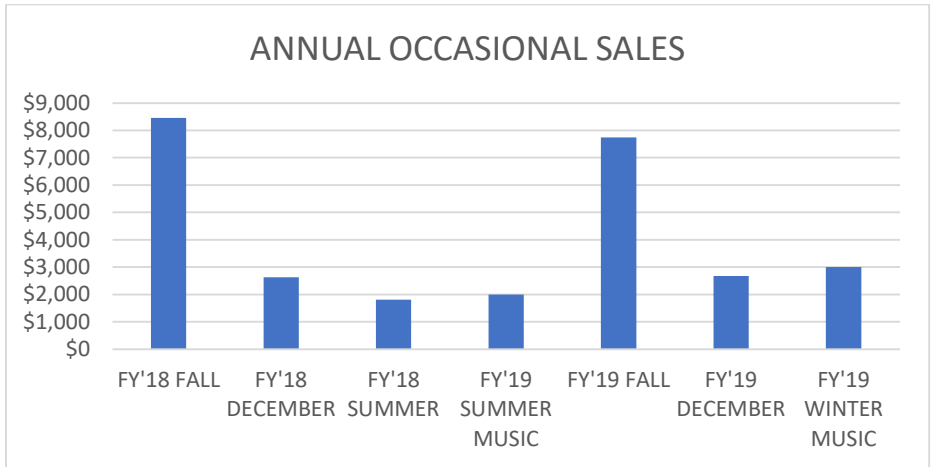
Revenue Source	FY'18	FY'19 (through 4/19)	Comments
Donations/Membership	8,644	39,148	FY'19 includes Annual Appeal per MOU
Grants	20,000	29,500	
Book Sales	12,446	10,945	
Book Stall	12,945	10,610	
Events	2,288	5,561	Jazz Brunch Benefit
Music Sales	-	5,012	Sales in August and March
Merchandise/3rd Party Sales	243	140	

STALL SALES

This chart shows Stall revenue by month. Stall sales definitely appear to benefit from other activities, like the September Sale, and the March Jazz Brunch and Music Sale (2019)



OCCASIONAL SALES:



The FY'19 annual appeal was quite successful, raising more than the amount committed to City account funds (\$35,000). The Stall sales were augmented by the addition of the Monthly Special Topic Carts, sales from which amount to about 25% of total stall revenue. The Jazz Brunch Benefit benefitted from stronger sponsorship and silent auction bids in FY19 compared with FY18, but the biggest benefit was substantially lower operating expenses.

Financials-Expenditures

Friends Expenditures

Expense	FY'18	FY'19 (through 4/19)
Equipment	7,075	
Partners and Programs	9,838	13,955
Staff Professional Development	3,991	2,132
Technical Services	245	
Teen Services	7,175	3,847
Youth Services	20,917	10,034
ELOP	245	1,357
Accounting	3,164	1,681
Community Relations	548	59
Consulting	1,425	697
Event Expenses	2,465	1,568
Friends Development	1,605	
Fundraising Expenses	1,500	1,969
Insurance	1,103	1,136
Legal	2,904	
Book Stall Merchandise	2,318	1,400
Other	1,019	
Contracted City Donation		30,000
Total	67,537	69,835

Equipment Purchases

In FY'18, computers (\$5,931), a Library Document station (\$821.83) and Printer (\$321.88) were purchased with money from the Friends Allocation fund from Envisionware. There are currently in use in

Two Apple iPads were bought (598.99) for use as POS units for Friends Sales at Circ and during occasional sales.

ADDENDUM

May/June Revenues and Expenses

8 May 2020

Revenue (May/June 2019)

Donations/Membership	\$2,683
Grants	\$16,718
Book Sales (June Sale)	\$1,596
Book Stall	\$1,209
Events	\$452
Merchandise/3rd Party	\$12

Expenditures (May/June 2019)

Partners and Programs	\$3,204
Staff Professional Development	\$933
Teen Services	\$1,231
Youth Services	\$12,607
ELOP	\$696
Consulting	\$262
Friends Development	\$100
Fundraising Expenses	\$5
Contracted City Donation	\$1,700

Note: \$2,035 General operating expenses (supplies, parking, banners, shelving, POS,) during the fiscal year.