



FRIENDS OF THE FLETCHER FREE LIBRARY  
235 College Street • Burlington, Vermont 05401

12 May 2016

Dear Friends of the Fletcher Free Library and the Burlington Community,

It is with great pleasure I present the Friends of Fletcher Free Library 2015 Annual Report. Please take time to read it and learn how we contribute to Burlington's public library, as well as to the broader Burlington community.

The Friends' mission is to encourage community support for the Fletcher Free Library, raise funds for library services, and promote and sponsor the Library's cultural and literacy programming for all ages. The report provides an overview of our organization and will give you a sense of how our dedicated group of members work together to support the Fletcher Free.

Key highlights from the report are:

- **The breadth of what we do.** The report outlines the benefits of financial support to the library; management of all book donations to the library, as well as the sale and redistribution of donated materials; community outreach and advocacy efforts.
- **The dedicated group of volunteer members who make all of the above possible.** In 2015, the total volunteer hours were over 2,500.
- **The importance of becoming a member to support your local library.** Consider joining the Friends of FFL and supporting our efforts!

I take this opportunity to thank all members for their support during 2015. 2016 promises to be another busy and exciting year.

Sincerely,

Joan Conroy  
President



## **Friends of the Fletcher Free Library Annual Report 2015**

The Friends of the Fletcher Free Library (FFFL) supports the mission and work of the Fletcher Free Library (FFL) by fundraising for library programming, professional development and special projects. FFFL also advocates for the Library in the community and promotes the library as a hub of literacy and cultural resources engaging Burlington residents in lifelong learning. The following report summarizes the achievements of ‘the Friends’ in 2015.

### **Board and Membership**

There are currently sixty-seven dues paying members of the Friends. This number is based on the positive responses received during the most recent membership renewal appeal. Results of the membership renewal appeal raised \$730, down from \$880 in 2014 and \$1,205 in 2013. Based on this three year trend, the FFFL is prioritizing a membership drive during 2016, making a concerted effort to promote both new and dedicated membership.

Board members for 2015 were:

Joan Conroy	President
Ellen MacLellan	Vice President
Ann Warrington	Treasurer
Robin Twery	Secretary
Amanda Hannaford	Member At Large
Kirsten McNeil	Member At Large
Lynne Lieb	Member At Large
Patty Levi	Member At Large

### **Financial Support for the Library**

- A revised resource allocation process was adopted and implemented in 2015. Previously, the FFFL Board would disperse funds to library staff on an ‘as needed’ basis throughout the year. Under the revised process, the FFFL 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 initial amount allocated under the revised process was \$25,000, covering an 18 month period (January 2015 – June 2016). Hereafter, resources will be allocated to FFL for their 12-month fiscal year (July 1 – June 30). FFFL’s fiscal year runs January 1-December 31.
- The annual allocation will be determined by the FFFL Board at their February meeting. The level of funding allocated each year will be based on the availability of funds as stated in the FFFL end of year financial statements and Treasurer’s Report.

## **Support to the Library in 2015**

The benefits of support provided to the Library in 2015 are summarized below:

### **Summer Reading Program (Youth Service):**

*\$14,048*

The FFFL and \$6,000 grant from Amy E. Tarrant Foundation covered the cost of purchase and printing of participant T-shirts; the customization of an open source SRP registration and reading log, and a Kindle raffle prize as a reading incentive. SRP participants receive t-shirts after their first hour of reading. The t-shirts, printed with the national summer reading program artwork, are a wonderful way to incentivize children to read during the summer months, as well as a symbol of pride and belonging through the summer and fall and beyond. An online system for participant registration and a reading log database was used by the Summer Reading Program in 2015, allowing for increased completeness, accuracy and timeliness of data. Improved data will allow the Library to measure program outcomes and the impact it makes in the community. The online system also allowed Library staff to provide more efficient and effective program management.



### **Other programming & event support:**

*\$1,891*

Presenter stipends for a celebration of poetry during National Poetry Month and Spanish Musical Kids weekly early literacy programming. In 2015, the Library offered the Burlington community 33 Spanish Musical Kids programs that benefited 962 children, parents and family members. Over 100 people attended a celebration of poetry in April 2015 that was organized with various community partners – including the University of Vermont.

### **Professional Development:**

*\$3,804*

The FFFL supported the participation of library staff in annual meetings of the American Library Association and the Vermont Library Association Conference. And sponsored staff technology trainings during implementation of new ILS system. Investing in Library staff professional personal growth is being prioritized by the Library Director, ensuring staff skills and capabilities remain current in the current time of transformation of public libraries.

### **Equipment:**

*\$1,780*

The public copier in the Main Reading Room of the library is leased by the FFFL.

## FFFL Community Outreach

### **1. Management of Donations:**

- The management, sale, and redistribution of donated literary materials is currently the primary activity and funding source for the FFFL. Approximately 26,000 books were donated in 2015, over 2,000 books per month. Donations also include hundreds of DVD's, CD's, and Audiobooks. The Friends also manage library discards.
- Volunteer hours for handling, sorting, pricing, selling, packing, and redistributing these materials are estimated at over 2500 hours for 2015. Other volunteer activities include setting up and organizing for book sales as well as publicity, and continued promotion of the Friends organization.

### **2. Sale and Redistribution of Donations:**

- **Book Stall:** The Friends manage a year-round book stall at the circulation desk in the Library. The stall offers a broad range of fiction, non-fiction, young adult and children's books at reasonable prices. Throughout the year specific themes are highlighted (for example, poetry during National Poetry Month). **\$11,728** was generated through book stall sales in 2015. Stall management requires on average 260 volunteer hours annually from committed members.
- **Book Sales:** The FFFL traditionally hold June, September, December book sales. Our sales have provided the Friends with its largest presence in the community. Scheduled around the same time each year, many of the attendees are long time library patrons. Signs in the library, an outdoor banner at the library, and posters at City Market alert Burlingtonians to upcoming book sales. Local book dealers are also alerted to our sales, accounting for 25% of our sales. In 2015, the June mass market book sale was combined with a food drive for the Chittenden Emergency Food Shelf. Our hope is to do this again in 2016. The December Gift Book Sale is an opportunity to sell good quality books at a higher price. This past year, a raffle was added to that sale as an incentive for purchases. In all, the combined book sales netted **\$12,339**. Book sales require on average over 825 volunteer hours annually from committed members.
- **Bulk book sales:** Portions of annual books and material donations and library discards are shipped to Better World Books. BWB donates books to non-profits world-wide and a percentage of the book sales are given to Room to Read, an organization that establishes libraries and childhood literacy projects. This year we received **\$548** for the books purchased by BWB. Bulk book sales require on average 180 volunteer hours annually from committed members.
- **Chittenden Emergency Food Shelf:** We continue to deliver donated books and library discards to the Food Shelf on a regular basis. Books of all genres and for all ages are made available to Food Shelf clients. Young adult and children's books often make up a good portion of each delivery. Food Shelf book sorting, delivery and shelving requires on average 32 volunteer hours a month from committed members. In June, a food drive benefiting the Food Shelf was successfully produced 120 pounds in donations. The FFFL plan to make this an integral part of the annual June sale.

- Various community programs benefited from book and literary material donations from the FFFL in 2015, including:
  - Centerpoint
  - Costello Courthouse Cafe
  - Vermont Housing and Conservation Board Americorps
  - Goodwill Industries
  - Resource

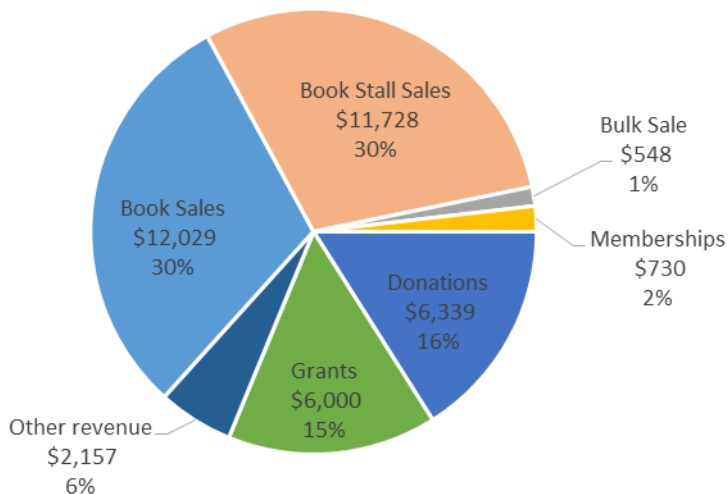
### 3. Advocacy at FFL Sponsored Events:

- **Vermont Community Garden Network (VCGN) Annual Seed Swap:** Jess Hyman, Executive Director of the VCGN invited us to join their 5th Annual Seed Swap. The event was held on a Saturday in March on the third floor of the Memorial Auditorium. Simultaneously, the Farmer’s Market was being held on the first floor. The Friends had a table where gardening books were for sale and FFFL outreach material was available. We teamed with library staff to display and heighten awareness of the Library’s Yard and Garden Tool Lending Library.
- **Gardening Seminars (2):** The Friends lent support and sponsored Gardener’s Supply gift certificate raffles during two gardening seminars held in June. Gardening books were available for sale. The raffle was targeted in particular to expand our Facebook presence in the community.
- **Celebration of Poetry:** Friends were present to sell poetry books at this Library event. In addition, we encouraged people to “like” us on Facebook and learn more about the friends.

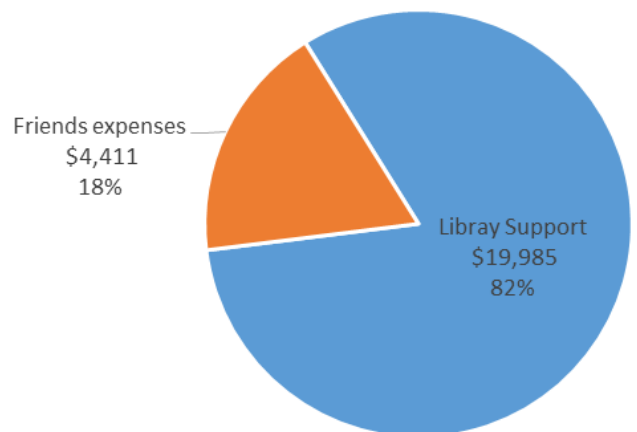
## Financials

The FFFL generated total revenue of **\$39,841** in 2015. Our annual expenses were **\$24,706** for that same period. **80% of expenditures incurred during 2015 directly benefited the library.** See previous section in this report for a summary of the benefits from the support provided to the library for 2015.

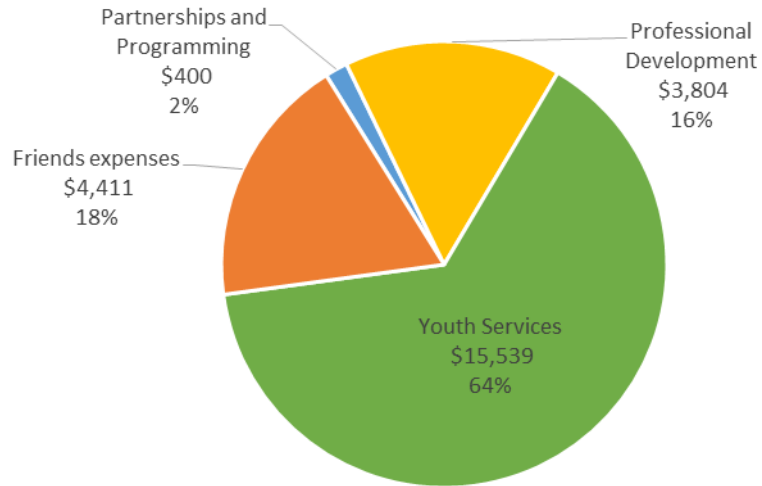
*Chart 1. 2015 Revenue*



*Chart 2. 2015 Expenses*

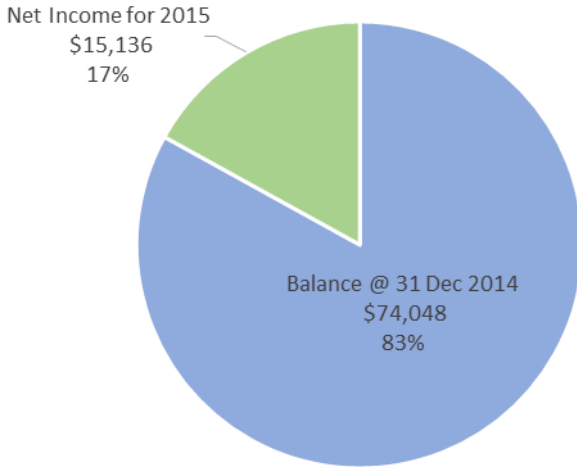


**Chart 3. Summary Library Service Areas Supported 2015**

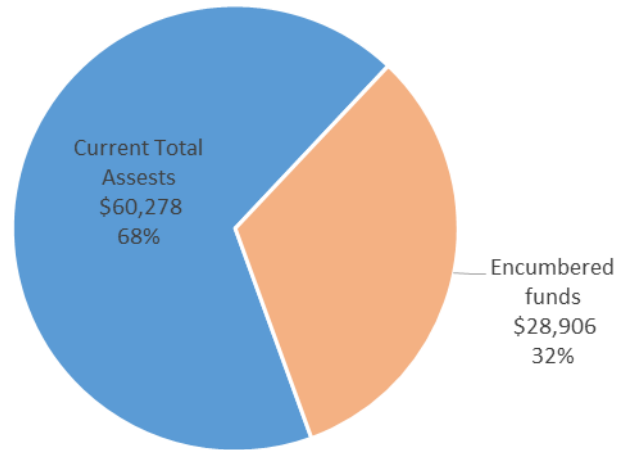


The chart below summarizes the FFFL balance statement at 31 December 2015. The FFFL Board is proud to maintain a solid balance while funding library programming and services consistent with the organizational mission. The Friends of Fletcher Free Library continue to strive for new opportunities to generate funds for investment in Burlington’s public library.

**Current Total Assets \$89,184 (@ 31 Dec 2015)**



**Chart 4. Net Income for 2015**



**Chart 5. Encumbered funds at 31 Dec 2015**