



Friends of the Fletcher Free Library Annual Report 2017

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.

These are exciting times for our community library and the continued expansion of programming, services, and improved facilities is a goal we enthusiastically embrace. The Friends financially supports these ongoing initiatives. This year we were particularly happy to welcome Mary Danko, our new Library Director in early February. The following report summarizes some of our activities this past year.

Board

Joan Conroy	President
Kirsten McNeil	Vice President
Ann Warrington	Treasurer
Robin Twery	Secretary
Amanda Hannaford	Member At Large
Ellen MacLellan	Member At Large
Hilary Silver	Member At Large
Angie Chapple-Sokol	Member At Large
Mark Twery	Member At Large
Anne Nixon	Member At Large

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. In February, the Library Director proposes an amount to the Friends Board based on anticipated programming and departmental needs. 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 2017, the Board allocated \$25,000 covering a 12 month period (July 2017-June 2018).

2017 Highlights

Exploring Human Origins \$19,157

This amazing month long Smithsonian Institute exhibit and lecture series provided the community with the unique opportunity to explore what we know about human origins and how we know it. The exhibition and programming welcomed different cultural perspectives on evolution and sought to foster positive dialogue and a respectful exploration of the sciences. In collaboration with the Smithsonian Institute, the American Library Association, the John Templeton Foundation and many Greater Burlington community partners, the Friends sponsored programming and receptions associated to the exhibit at the Library.



Burlington Rising \$3,657

The Friends in collaboration with the Vermont Humanities Council sponsored a series of lectures and culinary demonstrations between September and November 2017 centered on the historical role of bread in human civilization. The series highlighted the connection bread has to cultural identity as well as the development of cooperative economies and food systems.

Youth Services (Summer Learning Program & programming during the year) \$7,688

The Friends has a long history of supporting programming in the Children's Library. We want to **acknowledge the tremendous efforts of the Youth Services Staff and their tireless volunteers to coordinate and present programming throughout the year.** The Friends received a grant from the Amy E. Tarrant Foundation supporting the purchase and printing of summer programming participant T-shirts. This year the grant also partially funded summer programming and supplies and two AWE early learning stations. Purchased and printed locally, the t-shirts were a way to incentivize children to read during the summer months and beyond. The Friends sponsored early learning programming throughout the year at the Library – Yoga for Kids, Ukulele Kids, Spanish Musical Kids, etc.

Teen Lit Mob \$2,813

The Friends in collaboration with the Paul Post Fund of the Vermont Community Foundation, Champlain Valley High School and Essex High School sponsored a day-long event where 100 teens from all over Vermont could participate in a variety of workshops celebrating the art of creative writing. Vermont authors and artists led discussions and work sessions throughout the day.

IT Resources \$11,269

New training laptops for the Library's Tech Center and 2 AWE early learning stations were purchased from funding from the Library's endowment distribution held at Vermont Community Foundation and the Amy E Tarrant Foundation.

Other Library Supports \$3,500

The Friends support programming for all ages and resources for staff and the community. Viewing this summer's solar eclipse on the Library lawn was an amazing community experience. Friends helped sponsor a variety of simple, safe viewing instruments enhanced the viewing experience and the underlying scientific principles for people of all ages. We sponsored local museum passes that can be checked out to all FFL library cardholders; book discussions and programming refreshments; stipends for ELL teachers and program presenters; and library merchandise.

Professional Development \$2,081

Investing in Library staff professional growth is a top priority of our Library Director, Mary Danko. Public Libraries across the country are undergoing significant transformation. 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. **We are so fortunate to have a tremendously hard-working and dedicated staff at our library. Thanks to all of you.**

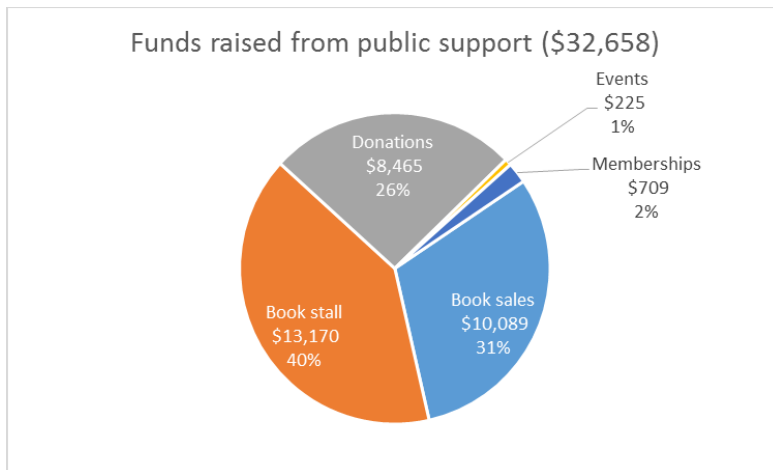
Special Projects \$1,275

The Friends supported a fundraising consultancy in 2017 with CPG Enterprises, Inc. The consultancy has and will continue to be crucial in our plans to become the Library's 501c3 arm.

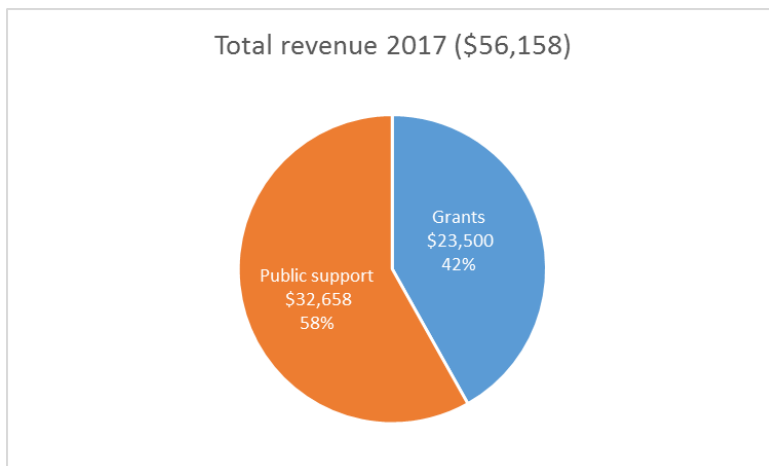
2017 Financials

Revenue

In addition to grants, the Friends raise funds for the library through holding book sales and stocking a staff that sells books and merchandise year round, as well as from donations, membership dues and events. In 2017 the total raised in public support was \$32,658. The following pie chart shows the sources of these funds raised:



Total revenue for 2017 was \$56,158. The below chart reflects the total revenue, showing the above public support fundraising results as well as the funds raised through grants.



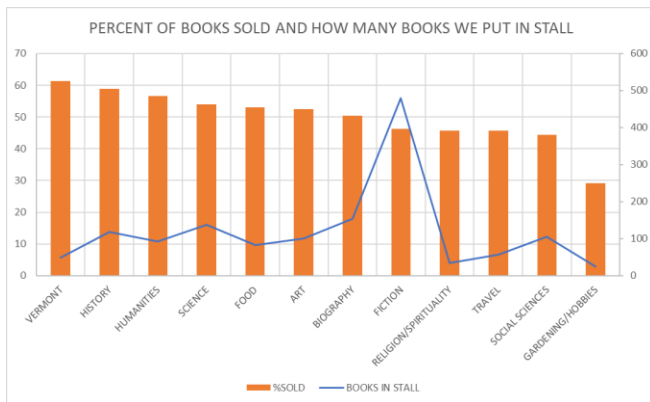
Book Sales/Book Stall (additional revenue analysis)

The Friends spent significant volunteer time every year organizing and running 3 book sales a year. The Friends Book Stall (in front of the Circulation Desk) sells books and recently merchandise all year round. In 2017, a committee of Friends met regularly to reorganize the book stall and analyze sales in an effort to improve the revenue brought in by our two top sources of public fundraising. The charts on the following page highlight interesting analysis.

2017 Book Sales



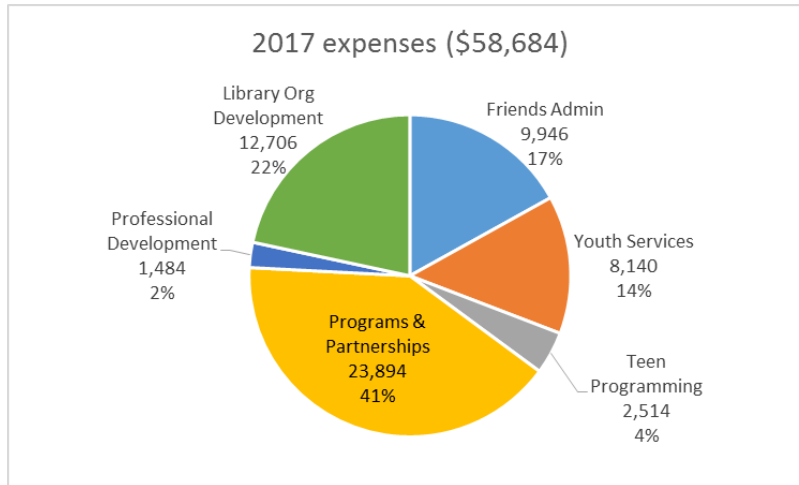
The Friends sell about half of all books put out on display in the stall. Judicious pricing of books in the midrange (\$6-10) seems effective.





Expenses

2017 was the biggest year of investment in the Library by the Friends in the history of the organization. The below pie chart illustrates expenses by Library programming areas and other key areas of expense. The Friends Board is very excited by this and looks forward to supporting the continued expansion of programming, services, and improvement of facilities over the coming years.



Management of Book Donations

The management, sale and redistribution of donated literary materials is continues to be the primary activity and funding source for the Friends. Over 20,000 books were donated in 2017. Donations also included hundreds of DVD's CD's and Audiobooks. The Friends also manage library books withdrawn from circulation. Volunteers are responsible for all of these activities: sorting, pricing, packing and redistributing these materials.

Other volunteer activities include managing the book stall, community outreach, participating in other community events such as the Vermont Community Garden Network (VCGN) Annual Seed Swap, as well as other potential opportunities to support the library in fulfilling their mission. There are many opportunities for you to volunteer.

Community Outreach

We continue to deliver donated materials and books withdrawn from general library circulation to various organizations in Chittenden County. In the past year we have donated items to the following organizations: The UVM Medical Center, King Street Center, The Boys and Girls Club, Burlington Parks and Recreation for their summer camp programs, JUMP (Joint Urban Ministry Program), The Howard Center, Burlington Police department, and COTS. We continue to pursue the redistribution of gently used books to the community throughout the city. **If you are aware of a nonprofit that would like to participate in our program, please contact us at fletcherfriends@gmail.com. We are actively seeking other community partners.**

Please consider joining us at one of our meetings. We can discuss your interest in the Friends and how you could best engage with us to improve the support we provide the Library.