



FRIENDS OF THE WEBSTER PUBLIC LIBRARY

2019 ANNUAL REPORT

CHAIR'S REPORT

My second two-year term as the president of the Friends of the Webster Public Library has seen another successful, productive year for our organization. It has been a privilege to work as a team with the dedicated, hard-working officers and volunteers in their support of the library and staff. Their passionate commitment to the library and the Friends is an inspiration.

Fundraising in 2019 included the semi-annual book sales, ongoing lobby book sale, LuLaRoe boutique sales, two Savers donation days and another Caps For Sale. Our own library's Sit & Stitch group donated the hats. The spring and fall book sales are organized by a very capable Book Sale Committee that plans and attends to the many details involved to make it a success. Including memberships and donations, these all netted a generous amount of \$50,637 to support the library and their programs and collections.

The book sorters contributed many hours sorting donations and stocking the lobby book sale. They are always updating and re-organizing this area to make it more attractive and accessible to patrons. The seasonal displays create an inviting area for browsing. A neon "Book Sale" sign was purchased to increase patrons' awareness. All of their creative efforts have resulted in an increase in sales averaging from \$2500-\$3000 monthly. A sincere thank you to them for all of their hard work and dedication.

The Friends volunteers participated in the April Volunteer Fair, Library booth at the Webster Farmers' Market, Community Arts Day, Webster Community Chest Peep Show, Harry Potter event, and donated books for RCSD School #42 and Little Free Libraries in Webster. The Hickory Bark Trail project was dedicated in October. Friends' funds were used for the building supplies, and Friends of the Webster Trails and Boy Scout troops supplied the labor. It is for outdoor library programs and the public to enjoy.

The Executive Committee worked with Pro Bono attorneys to amend the bylaws, which were ratified by the membership on June 19, 2019. The major change

created a new governance structure with a Board of Directors consisting of nine members. We are looking forward to 2020 being a year of continued innovation and growth.

Respectfully submitted, Karen Stoddard, Chairperson, WPL Friends

FRIENDS OF THE WEBSTER PUBLIC LIBRARY
TREASURER'S REPORT
CALENDAR YEAR ENDING DECEMBER 31, 2019

The final Treasurer's report for 2019 is attached. This report details income, expenses, and cash balances for each month and the full year totals. The report also includes a summary of how the Webster Public Library used the funds that the Friends provided.

The Friends contributed \$43,259.47 to the Library during 2019. The Friends strive to maintain or increase this funding amount each year. The funds were raised primarily through the ongoing lobby book sale and the spring and fall book sales.

The cash balances listed are the amounts on the December bank statements for each of these accounts. Available cash at year end 2019 was \$5143.43. This amount covers required minimum balances and sufficient amounts to cover outstanding checks.

New York State Sales Tax was paid in March 2019 and the required Federal Tax filing for non-profit organizations was submitted in May 2019.

Respectfully submitted,

Marjorie Gascon and Brenda Rubenstein

Treasurer, Friends of the Webster Public Library

Lobby Sorting Coordinators Committee input to the Friends Annual Report for 2019

In 2019, we continued to try numerous marketing strategies and additional publicity to increase Lobby book sales. We increased shelf space for our more popular categories, including Paperback Mysteries, War, and Miscellaneous Non-Fiction and put up a neon book sale sign to help attract customers. We held several flash sales selling older and overstock books and puzzles at reduced prices on a sale table in the front of the Lobby. The hand drawn, creative table signs helped attract patrons entering the library to stop at our flash sale table. In December, our decorating group put together beautiful holiday baskets to sell in addition to our regular Christmas books, DVDs and CDs. These sales were all very popular and successful. We also added another cart to

our children's area to display books coordinated with the seasonal Lobby decorating themes. These efforts helped us exceed our sales goal of \$30,000 from the Lobby Book Sale by an additional \$550 this year.

Respectfully submitted, Diane Pero

2019 Publicity Committee Annual Report

The Publicity Committee prepares notices and materials to advertise the various fundraising activities carried out by the Friends during the year. We use a variety of tools to do this – flyers, posters, signs, photographs, newspaper articles, online event websites, TV, community calendars, and social media. These events included two book sales, 2 Savers Donation Days, a LuLaRoe pop-up boutique and a cap sale.

Thank you to Amy LaGambino for her delightful designs for the book sale flyers and bookmarks.

In addition to fundraiser events, the publicity committee keeps the public informed of Friends activities. Through the use of newsletters, newspaper articles, photographs and social media the committee shared news of Friends donations to the library, events, volunteer opportunities and Friends news during the past year.

The publicity committee continues to recruit new members by reaching out through letters, email and phone calls to new members who have indicated interest in the committee. We welcome anyone for a one-time activity or any time – to write articles, take pictures, design flyers, deliver posters, and share ideas to help us let the community know what's happening with the Friends.

Respectfully submitted, Winanne Messing, Publicity Committee Chair

Membership 2019 Annual Report

The membership remains strong with over 300 Friends representing around a 10% increase over last year. Our Lifetime membership support continues to grow also. We are fortunate to receive many donations throughout the year and thankful for each of them. We partner with Xceed Financial Credit Union to offer out-of-state residents an option to select membership in FWPL as a qualifier to be a part of their services. We are grateful for this partnership. Our membership drive is held each March 1st giving the community options to mail-in their renewals or use an on-line option available through our link on the Webster Public Library website. Our renewal period draws around 40% of our funds collected. In addition, our membership thrives through our two semi-annual book sales. With our

membership comes early entry the day before public book sales and a free book at each sale and a free library hold. We collect significant memberships at each of these book sales.

Respectfully submitted,
Tami Malin

VOLUNTEER COORDINATORS 2019 Annual Report

The position of the volunteer coordinator is to align volunteers with the committees in which the individual volunteer has expressed an interest. These could include working with the book sorting group or working at the annual book sale to name just a couple. The coordinator informs the chairs of the various committees of a person's interest and supplies the appropriate contact information.

The coordinator will follow up with the prospective volunteer with a thank you letter that also includes responsibilities associated with the various committees.

The past year has been a transitional year whereby the Friends have become more technologically oriented regarding notifications. It was believed that transitioning from a paper dependent job to a more on line coordination would be more efficient and less time consuming on the part of the coordinator. It has been a slow process with a learning curve as we became familiar with all the nuances of a new system. As potential volunteers began to utilize the new on line system, the process of aligning them with the respective committee chairs became more streamlined. We still felt it necessary to mail acknowledgements to the interested party. There were "bugs" with the initial introduction of the on line system but these were quickly fixed. Currently, committee chairs have access to the system and can extrapolate potential volunteers. This was a significant improvement over the previous labor intensive system of the past.

As suggestions are forwarded to the technical people who have set up the on line system it is believed that this particular job of volunteer coordinator will reduce not only paper but also allow a more timely communication between those who wish to volunteer and the committees seeking volunteers. To date, having this computer oriented system will benefit all involved.

Respectfully submitted, Neysa Costanza and Maureen Tehan