



Friends of the Whitefish Bay Public Library

2025 Annual Report

MISSION

The Mission of Friends of the Whitefish Bay Public Library [Friends] is to provide appropriate and sufficient financial and volunteer resources in support of the Whitefish Bay Public Library's mission, while maintaining a viable organization that serves as a link with the Whitefish Bay community.

MEMBERSHIP

Friends is a membership organization with paid annual dues. As of November 30th, 2025 we have 233 members. Last year at this time we had 185 members. Thanks to all new and renewing members for continuing to support the Friends organization.

LEADERSHIP, GOALS & OUTREACH

In 2025, the Friends Board held eleven regular meetings and published two e-Newsletters.

Strategic Goals

Our board members and team leaders continue to work together to:

- improve our operational workflows,
- recruit new volunteers,
- grow our membership base,
- increase book sale revenue,
- increase the quality of incoming book and media donations and
- increase awareness of Friends' impact within the WFB community.

These goals were identified and prioritized as part of last year's strategic planning sessions.

Outreach

Friends of the WFB Library was featured for the cover story of Bay Living Magazine in the December 2025 issue. The article includes a list of

hundreds of thousands of dollars-worth of programs and projects paid for by Friends over the past 20 years.

Camaraderie

In February, Friends volunteers formed a team and participated in the Library's Puzzle Race; in May, several board members participated in Recycle Day in the Bay, collecting hundreds of used books for resale; and, in July, Friends volunteers and board members met for our annual Summer Picnic in Schoolhouse Park to socialize and enjoy the summer weather.

PROGRAMS

Writing Contest:

In 2025, Friends held its 12th annual Writing Contest. A panel of judges selected nine winning entries. The winners, three in each category of short story, memoir, and poetry, read their pieces at a reception in March. The winning entries can be read on the Friends website.

(www.wfblibrary.org/friends)

Scholarships

In May, Friends awarded \$1,000 scholarships to two High School Seniors residing in Whitefish Bay. Scholarship winners were selected by a team of judges based on an essay about how the library has influenced their lives. We received 10 entries.

COMMUNITY BOOK DONATIONS

Friends' volunteers hate to see books in good condition go to waste. Over the past year we have expanded our unsold book donation program to include more community groups and non-profits.

We also maintain a Free Book Shelf in the library lobby year-round; and stock two Free Little Libraries, in Klode Park and Cahill Park, from May through November.

FUNDRAISING

eBay Sales

Sales on the Friends eBay Storefront (www.ebay.com/str/friendsofwfblibrary) were strong this year. This effort would be impossible without a dedicated group of volunteers who donate their time to sort incoming donations, research book values, create sale listings, and package and ship orders twice weekly.

Book Room Sales

The Friends Book Room, near the circulation desk, is extremely popular with library patrons. Sales are steady and strong and our Book Room volunteers stay very busy curating a broad and timely inventory and continuously re-stocking the shelves.

Book Sale Events

Friends held two weekend-long community Book Sales in May and November. Friends' members enjoy the benefit of shopping on Friday evening, before the sale opens to the public on Saturday and Sunday.

These events require year-round volunteer efforts to manage current inventory and to sort, categorize and shelve newly donated books. The same team is responsible for our twice-yearly community book donation efforts which happen in June and December. Both 2025 sales had high attendance and brought in a record-breaking \$16,400 (net) for 2025.

FINANCES

Revenue (as of 11/30/2025 and 2024)

	2025		2024	
Book Sales (May & Nov)	\$ 16,393	27 %	\$ 13,501	21 %
Book Room Sales	\$ 13,231	22 %	\$ 12,616	20 %
eBay Sales	\$ 23,441	39 %	\$ 31,709	51%
Other Book Sales	\$ 100	0 %	\$ 0	0 %
Membership Dues	\$ 7,025	12 %	\$ 4,990	8 %
Totals	\$ 60,190	100%	\$ 62,816	100%

Expenses

Friends is fortunate to be able to operate rent-free and without paid staff. This keeps operating expenses low and well under control. Our budgeting process includes adequate reserves to maintain our operations and continuing support of library programming if future fundraising efforts fall short.

ANNUAL LIBRARY ALLOCATION

The Friends were proud to allocate **\$48,900** to the Whitefish Bay Public Library in 2025. With these funds the library budgeted for:

- ❖ New tables and chairs for the Children's Area
- ❖ New shelving for electronic media (CDs/DVDs)
- ❖ New 'Cover One' book binding repair machine
- ❖ New "Tonies" children's audio-visual book collection
- ❖ Adult Summer Self-Care classes in Yoga, Sound Healing, and Meditation
- ❖ Photography Contest expenses and prizes
- ❖ Adult and Youth year-round program expenses
- ❖ Summer Reading Program expenses and prizes for adults and youth
- ❖ "Puzzle Race" expenses and prizes
- ❖ Museum & Membership Passes for checkout
- ❖ Take and Tinker collection
- ❖ "Lucky Day" book collection
- ❖ Seed Library

VOLUNTEERS

Friends maintains a list of volunteers who we can call on to help out with operations, events, special projects, and to assist with library programs as needed. In October, thank-you gift cards to Colectivo Coffee were sent to active volunteers in honor of National Friends of Libraries Week.

In 2025 Friends volunteers participated in:

- ❖ Book donation pick-ups
- ❖ Twice-weekly sorting of incoming books and media
- ❖ Weekly re-stocking the Friends Book Room in the Library
- ❖ Researching book values, listing and selling books on eBay

- ❖ Setup and working shifts during the May and November book sales
- ❖ Managing membership communication and annual dues renewal
- ❖ Providing ongoing publicity for the Friends organization and programs
- ❖ Maintaining content on the Friends' Facebook page and webpage
- ❖ Production of *Page Turner*, a semiannual newsletter
- ❖ Adult Writing Contest sponsorship and judging
- ❖ High School Scholarship essay sponsorship and judging

And more...