



## Friends of the Whitefish Bay Public Library 2020 Annual Report

Our mission Statement is: to provide appropriate and sufficient financial and volunteer resources in support of the library’s mission.

To help accomplish our mission the Board held 10 regular meetings in 2020, some via Zoom. We also had some fun socializing at Schoolhouse Park in August. We brought our own lunches and shared stories about what each of us has been doing during the pandemic.

In 2020 the Friends adopted a new name! We are now Friends of the Whitefish Bay Public Library. We added “Public” to our name to match the name of the Library and to underscore its mission to serve the public. We’ve also adopted a new logo, incorporating our name change.

The Friends awarded two \$500 scholarships to Whitefish Bay High School Seniors. They were judged by an essay about how the library has influenced their lives. We received 13 entries.

Our three focus areas are:

### 1. Fundraising

**Revenue** (as of 11/30/2019 and 2020)

	<b>2019</b>			<b>2020</b>		
Two Booksales	\$ 10,536	30	%	\$ (165)	(1)	%
Book Room Sales	\$ 11,324	32	%	\$ 5,313	24	%
eBay Sales	\$ 9,672	27	%	\$ 13,445	60	%
Membership Dues	<u>\$ 3,940</u>	<u>11</u>	%	<u>\$ 3,900</u>	<u>17</u>	%
	<b>\$ 35,472</b>	<b>100</b>	<b>%</b>	<b>\$ 22,493</b>	<b>100%</b>	

Of the monies raised by the Friends 89% goes to the Library.

With these monies raised we were able to designate \$ 40,250 to the Library. The funds were used for programs, projects and staff support, although not all of the designated funds were spent because of the pandemic.

Funds were also used to purchase audio equipment: a full figure-8 hearing loop system was installed to serve the entire Program Room seating area and the audio system was upgraded. A new video projector was also installed.

## **Expenses**

Our expenses are well under control as evidenced by the fact that 89% of the monies raised by the Friends goes to the library. We compare ourselves to other 501(c) 3 organizations and this percentage is on the higher end of the range.

## **2. Volunteers**

Friends' volunteers participated in:

Book sorting

Book research

Listing and selling books on eBay

Provide ongoing publicity for the Friends

Maintenance of the Friends' Facebook page and our webpage

Maintenance of Book Sale Room in the Library for a partial year

Production of our semiannual newsletter, *PageTurner*

Adult Writing Contest sponsorship and judging

We had two used book donation days in the Library parking lot and received a huge response and very nice quality books

Two pickups from a former bookseller, totaling 325 boxes of books!

We found a few new organizations to receive donations of library discards and books that we would have placed on our "free carts" in the lobby

We provided bags of books to replenish Little Free Libraries while the Library was open.

We formed an ad hoc committee to come up with new ways to contribute to the library during the pandemic and going forward. This will be our strategic plan for 2021.

A thank-you gift card to Sendiks was sent to all volunteers in October during National Friends of Libraries Week.

## **3. Membership**

As of November 30th we have 131 members.

This was a year of change for the Friends. A few programs and activities remained the same. Other activities had to stop or were on-again and off-again. We were not able to hold a booksale but sales of books continued strong through Ebay.

Membership dues remained steady (thank you, Friends!) and our Book Room Sales were strong while the room could remain open.

We look forward to getting back to business in 2021 as the Library reopens.