



CEDARBURG FRIENDS OF THE LIBRARY 2021 ANNUAL REPORT MAY 5, 2021

Co-Presidents' Report: Karen Hassman & Mary Whittet

None of us could have predict the challenges of this covid pandemic year, but we are happy to report that our Friends of the Library and Library staff have continued their great work despite these challenges. Our goals this year have been to continue fostering community awareness and engagement as well as finding creative ways to raise funds. We met these goals in several ways: Community engagement - we continued to grow our visibility within the community through Rivoli ads, Cedarburg/NEA Big Read, joining the Chamber of Commerce, our Book Store and Book Sales, and News Graphic articles and notices including a great one to celebrate the one year anniversary of our bookstore, "Buy the Book." We also had consistent, monthly communications with our membership through email and the Library's monthly enewsletter, and we've stepped up our game in the social media department with more consistent Facebook and Instagram posts. We added two new fundraising events that were coordinated with local Cedarburg businesses to help them and us! We held our first two "Dine Out Do Good" benefits in cooperation with New Fortune Asian Cuisine, raising over \$1,000! for the Friends. Our recent Community Shredding Event was coordinated with Port Washington State Bank who provided the shredding truck and advertising assistance. The event was very successful and raised a lot of visibility for the Friends as well as dollars to support the Summer Reading Programs, enhanced technology, etc. We are pleased that our revenue remained consistent with the previous year despite the challenges of operating through the pandemic! Our by-laws were reviewed and revised and we joined the United for Libraries national organization. One of the fun ways we spent our year was encouraging our fabulous library staff by providing lunch during their inservice training and giving a gift card to each one for the holidays, and by giving them a mug and treat during National Library Week. We also let our membership know how important they are to us by giving out treat bags at the library during the holidays. We continue to be so tremendously grateful for the members of the Friends Board who work hard and think creatively to make all these things happen, to the Library staff that keeps our beautiful Library an important landmark and resource in Cedarburg, and to our membership who provide donations and help in so many ways.

Library Director's Report: Linda Pierschalla

What a Year.

As we all know it was an unusual year, and let's hope next year is "normal".

The challenges at the library were: Loss of revenue from fines and fees, reduction in book budget to help cover lost revenue, trying to operate safely and balance that with the people who disregard safety, offer library services to make everyone happy.

Positive things that happened:

There were so many nice comments about what the library means to people and how much they appreciate the library and being able to checkout material and talk to staff. Reading is a gateway for the mind. Being shutdown for six weeks gave us time to build the maker space and tinker labs and rearrange areas in the building. Staff worked well as a team to get through this and find ways to still serve our community through curbside pickup, telephone reference service, digital program offerings, e-resources, community book reads, diversity programs, children and teen programs and lots of new books, thanks to the additional \$10,000 from the Friends. Radio programs and listenership increased.

Looking forward to:

Website redesign and update

Summer reading program – outdoor events

Book bike

Opening up community room

Opening up more use of study room space

Cedarburg Reads – community event

Buy the Book Book Store & Book Sales: Heidi May & Kathy Young

Buy the Book, reopened during Covid19, on June 22nd. We opened during library hours and patrons were able to make their selections and then pay for them at the main desk in the library. This practice has continued. Thanks to the library staff for adding another job to their list of many, we appreciate all of your help!!

We dropped our prices in July to most items at \$2. We asked our Friends to help sort donations and restock shelves once we started taking in donations. The store could not function without all of these wonderful volunteers! Mary Sacho, Wendy Heidtke, Connie Dahlman, Judy Carlton, and Sushma Kaul; and high school helpers Erin, Kate, and Tori Bogenschutz and Berit Henderson We received many great donations this year, I think everyone was cleaning house while staying safer at home. The Store and Book Nook just underwent a facelift, come check us out!

We held four week long book sales at the library, October 2020 - \$820, December 2020 - \$1184, February 2021 - \$1083 and April 2021 - \$1247 Sale prices are Books \$1.

Total sales from book sales of \$4334.

Total sales from book store of \$9,948.75

Grand total from book store and book sales: \$14,282.75!

We continue to accept donations for gently used books, puzzles, and magazines up to 3 months old. Please no text books, encyclopedia sets, or old magazines.

Cedarburg Reads: Jean O’Keefe

Cedarburg Reads looked a little different this year as we combined efforts with other Ozaukee County libraries to participate in the NEA Big Read in October 2020. Cedarburg joined the W.J. Niederkorn, USS Liberty Memorial and Frank L. Weyenberg libraries to pull together events around the book selection "Lab Girl" by Hope Jahren. Our combined libraries were one of 84 organizations to receive a National Endowment for the Arts Big Read grant. Events and activities were hosted by all communities involved. The planning for the events started before COVID, so even though we were able to switch most events to virtual or hold them outdoors, we still had to scale back on the number of events. Below are the events Cedarburg Public Library and Cedarburg Friends of the Library hosted, including those coordinated with Cedarburg Green. Cedarburg received 200 copies of "Lab Girl" for the event.

October 2nd - NEA Big Read Ozaukee County - Cedarburg CFOL Kick-Off with free copy of Lab Girl, a grab & grow kit and a free book from Buy the Book

October 2nd - Bid Read Kickoff Event (virtual) with Dr. Jo Handelsman, UW-Madison

October 8th - Plant based CPL Cooking club event in Cedar Creek Park

October 11th - Cedarburg Trees of Distinction Walk with Glenn Herold, Cedarburg Green

October 12th - Grab & Grow Your Own Herb Plant for Adults

October 16th - CPL Radio Interview with Cedarburg Forester, Kevin Westphal

October 19th - CPL Adult Book Club (virtual)

Membership: Sandi King & Patti Dyke

[CFOL Membership Brochure](#)

During the 2020-21 year the CFOL brochure was given a refresh but continues to highlight who we are, how we support the library, and the benefits of membership.

Membership Levels

Included in the refreshed brochure are new Membership Levels. The Membership Level changes were made after a careful review of what "Friends of the Library" in other communities such as the Shorewood Library are doing.

2020-21 Membership Levels:

Membership Levels

- Supporting Friend . . . \$ 10-25
- Loyal Friend 26-50
- Sustaining Friend 51-99
- Patron..... 100+
- Forever Friend (lifetime)..... 500+

- Donations _____
 Memorial gifts accepted.

[Membership](#)

For June 2020 through March 31, 2021 there were 107 members who paid membership fee + 12 members who paid twice during that time period (due to date changes) = 119 total membership payments.

Exhibits: CFOL Brochure, Membership June 2020 – March 2021

Fill the Shelves: Kathy Pollock

For the Fill the Shelves campaign this year we had an origami butterfly holiday tree on display in the front area of the library from the start of November to early January. Even with the decrease in patrons visiting the library, the funds raised allowed us to approve \$950 toward the purchase of library materials.

Shredding Event: Connie Dahlman

We have been searching for some new fundraising ideas for the CFOL and decided to try holding a shredding event on April 24, 2021. We are thankful to PWSB for generously donating the shredding truck and assisting with promoting the event. Obviously, there was a great need for such an event in our community since several hundred cars showed up with items to be shredded. We were able to raise enough money to continue assisting the Library with summer reading programs, book purchases, enhanced technology, and programming such as Cedarburg Reads and Great Decisions.

“The Fund”: Dick Dieffenbach

The Cedarburg Friends of the Library (CFOL) are the beneficiaries of a Fund at the Greater Milwaukee Foundation (GMF); the balance of which at December 31, 2020 was \$ 164,167.86. The purpose of the fund seeks to enhance the Cedarburg Public Library by providing **essential** capital equipment needed to provide the **best access to** educational information and technology. The Fund is not to maintain the Library but to be used for the enhancement of the Library...

The Fund was established in 2016 with initial contributions:	\$ 143,659.77
Net investment return through December 31, 2020:	60,508.09
Grants back to the Cedarburg Library:	
Technology 2017): \$ 7,000	
Technology (2018): 11,000	
Maker’s Space (2019): 22,000	<u>(40,000.00)</u>
Balance as of December 31, 2020:	\$ 164,167.86

A proposal to enhance the Library’s website design and a Book Bike purchase are in process. Approval of grants is made by the Fund’s advisory committee, the CFOL Board, and Greater Milwaukee Fund Board.

Additions to the Fund can be made any time through a perpetual giving campaign or bequests with pass-through donations to the CFOL. The Fund as a committee of the Cedarburg Friends of the Library Board is a 501c(3) organization and donations are tax deductible to the extent allowed.

A report of the March 2021 and the 2020 GMF Investment Pool activity is attached.

Respectfully submitted,

Dick Dieffenbach, Fund Treasurer

Additional Fund Advisory Members include: John Katzka, Co Chair, Bill Wernecke, Sr., Co Chair, Ed Downey, David Boyles, Library Board of Trustees President, Cedarburg Friends of the Library President, Cedarburg Library Director (non-voting)