

Membership News

WE'RE GROWING!

Friends members experienced an exciting change in membership operations in the 2020/2021 year. The board approved an initiative to invite members to renew their membership once expired. We sent a sincere thank you to those members who chose to continue supporting the Friends.

Overall membership has increased by 40 members which represents a 23% increase from June 2020!

The board will continue to use email to share important accomplishments and fundraising initiatives with our members. We'd like to encourage members to communicate with us too. Please use friendsrrpl@gmail.com to let us know if there are ways we can better represent your goals or opportunities for us to increase our membership.

THANK YOU!

Brittin Barkley
Membership Manager

2020-2021

friends RRPL

Annual Report



A Message From Sharon Fruchey, President

Dear Friends,

Over the past year, we've all been challenged in one way or the other by this health crisis. Friends of the RRPL board's mantra during the 2020/2021 FY (fiscal year) was "PIVOT". In its simplest terms it means "change in direction" or in our case, "get creative with what you CAN do!"

This Friends Annual Report shares the results of our "pivot projects" initiated on behalf of "YOU", who our board is honored to serve. Inside is a summary of our board members' accomplishments in their areas of responsibility in the past fiscal year' as well as a recapping of our membership campaigns. Our business partners, corporate sponsors, and monetary gifts given by individuals receive a well deserved recognition for their generosity and support. Our community truly shines when we work together.

I continue to be inspired by the diligence of our board and the compassion of our Friends members in maintaining the Rocky River Public Library as an essential institution in the fabric of our community. If you have recently renewed your Friends membership, we thank you and if you have not, we hope you will consider doing so.

Lastly.....

"The heart of a volunteer is not measured by its size but by the depth of commitment to make a difference in the lives of others".

After nine years of service on the Friends' board, Denise Wheeler will be stepping down. We will miss both her attention to detail and visionary influence. In her place, please welcome John Hill. John will be assuming the role of Vice President and we look forward to his fresh input as the newest member of the Friends of the Rocky River Public Library.

Best,

Sharon Fruchey
President
Friends of the Rocky River Public Library

Friends of the RRPL Governing Board

President
Sharon Fruchey

Vice President
John Hill

Treasurer
Peggy Cawley

**Recording
Secretary**
Patty McKenna

**Corresponding
Secretary**
Brittin Barkley

**Members-at-
Large**
Kate Leslie
Craig Rimlinger

**Membership
Manager**
Brittin Barkley

**Business
Membership**
Sarah Siebert

Treasurer
Peggy Cawley

Event Support
Jenny Dieringer

Newsletter
Stacie Gerrity

Media Outreach
Julie Drellishak



**ROCKY RIVER
PUBLIC LIBRARY**

Discover. Connect. Engage.

A Message From Jamie Mason, Director



First of all, thank you for YOUR support of the Friends and of the Library in 2020-2021. I'm so proud of the work that has been accomplished during the pandemic and am so grateful for the support of the board of trustees, staff, and most of all, our patrons as we navigated our way through the past 15 months. We learned a lot as we continued to offer engaging online programming, found new ways to reach out to our patrons, and even kept our doors open when many other local libraries were closed.

The Board of the Friends of the Library continued to meet via Zoom and really stepped up to the challenge of remote fundraising – including the most successful Membership Drive ever in late 2020. With the Friends substantial gift for the purchase of the Charlie Cart (a mobile kitchen) I look forward to many delicious food education programs supported by Friends funding.

I am delighted to see more and more patrons in the library every day. Tables, chairs, and more computers are back in the public areas. Our meeting rooms will be available (at limited capacity) for public use and some outdoor in-person programming will be starting up shortly. It's wonderful to see so much of what we took for granted coming back.

See you at the Library,

Jamie L. Mason, Director

**Thank you to our National Friends of Libraries Week
(October 18 – October 24) Community Sponsors!**



The Friends of RRPL Individual Donors

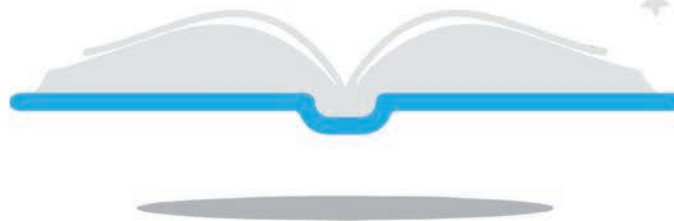
**Thank
you!**

KeyBank Foundation
Fruchey Family Fund
Anne Demanelis
Zarnick Family Fund
Bernard Buckner Living Trust (in honor
of Ruth Buckner)
Passen Fund
Michael and Carmen DeHaan
United Health Benevity Fund

The Friends of the Rocky River Public Library

would like to recognize

CHARLES P. CANEPA, D.D.S., M.S
AILEEN FITZGERALD, REALTOR, HOWARD HANNA
GREGG WASILKO GROUP, REALTORS, HOWARD HANNA
DEB AND DAVE FURRY, NORTHERN TITLE AGENCY
CORRIGAN KRAUSE CPAS



2021 CORPORATE SPONSORS

The Friends of the Rocky River Public Library, a nonprofit organization founded in 1971, provides financial support and volunteer services to the library. Through membership dues and fundraising activities, the Friends make possible programs and services, furniture, and equipment purchases that the library could not otherwise afford. The Friends enhance the library's ability to serve children, teens, families, seniors, and the whole community.

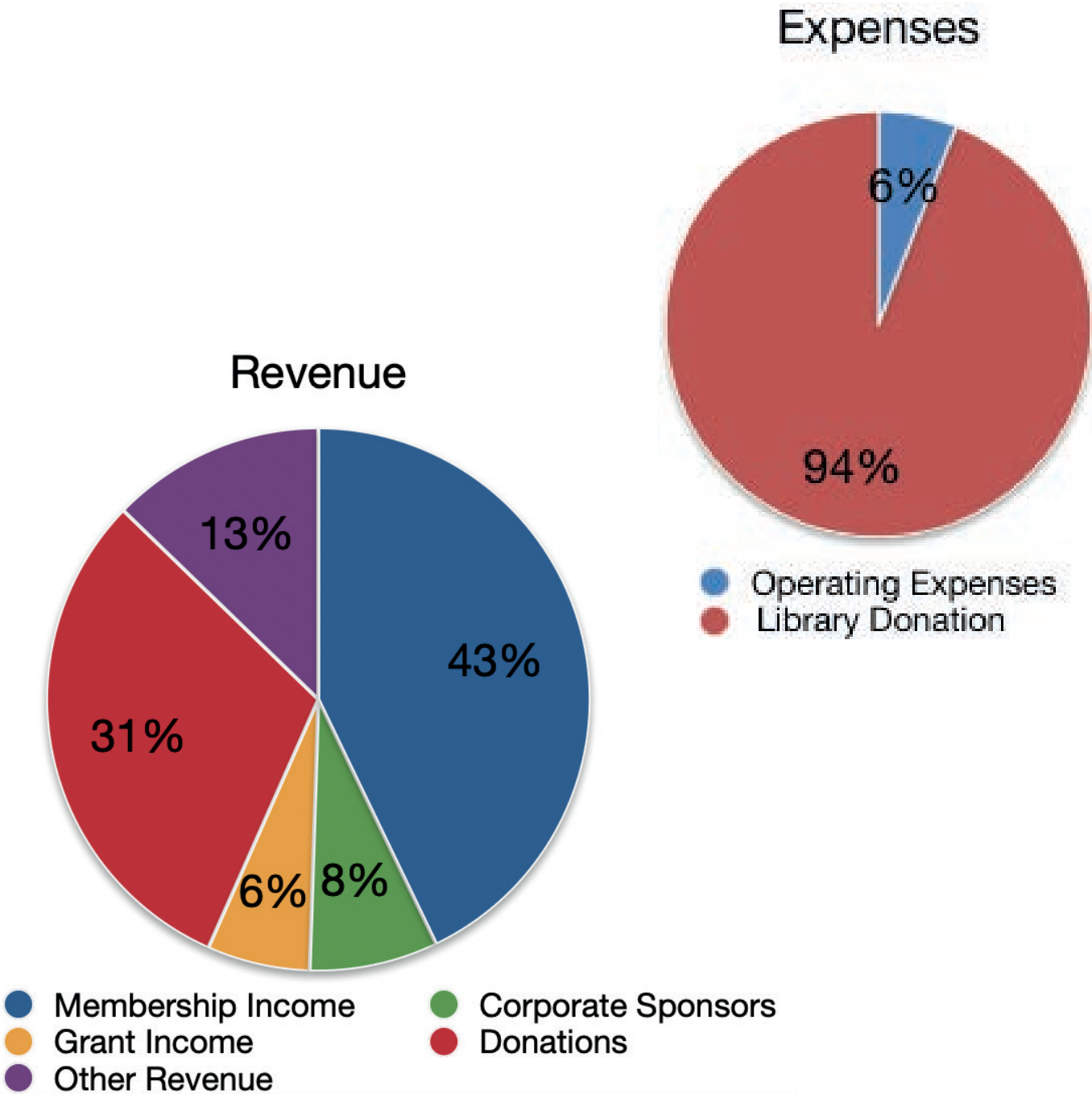
We thank you for your membership and look forward to continuing our impact with your support!

Treasurer

This year, we instituted a formula for determining our annual donation to the library that establishes a precedent for future Friends boards. Application of this formula resulted in the largest donation to RRPL in the 50 year history of Friends.

The charts shown below depict revenue and expenses for the last 12 months, including an annual donation to the library in January 2021 of \$12,432. The RRPL used \$9,000 of this donation to purchase a Charlie Cart, a mobile kitchen, which will expand their culinary and nutrition programming for all audiences. The remaining \$3,432 was used for library programming in 2021.

Peggy Cawley
Treasurer



Marketing/Media Outreach

2020/2021 has been a great year for the Friends of the Rocky River Public Library in respect to Marketing and Media Outreach, despite the fact that we launched into our Fall membership drive while still under a COVID lockdown.

We kicked off National Friends of Library Week with a cover story in the Beachcliff Beacon that outlined the National Friends of Libraries Week event details as well as information about The Charlie Cart (<https://rrpl.org/wp-content/uploads/2020/10/BeaconArticle.pdf>). During that campaign we were also featured on Cleveland.com (<https://www.cleveland.com/community/2020/09/rocky-river-library-looking-for-new-friends.html>).

We further expanded our reach on our social media pages. Our Facebook following grew to nearly 400 people. Our posts this year so far have generated more than 4,000 views. In addition, we launched a new Instagram page that now has nearly 60 followers.

Friends can find us on Facebook at <https://www.facebook.com/FriendsoftheRockyRiverPublicLibrary>, and on Instagram at <https://www.instagram.com/rrplfriends/>.

Marketing looks forward to continuing to work with the rest of the Board in recruiting new Friends and retaining current ones through consistent and effective communication efforts.

Julie Drellishak
Marketing/Media Outreach

Event Support

Historically the Friends of the RRPL board, on behalf of their membership, has hosted a luncheon for the library staff on National Library Worker Appreciation Day in April. COVID protocols prohibited that tradition in April of the 2020/2021 FY and in its place, the Friends board wrote individual thank you notes to the library staff for their essential role in keeping the library and its services open to our community. The Friends board also provided individually-wrapped healthy snacks, cookies and coffee coupons from Erie Island Coffee.

The response from the staff was overwhelmingly positive and appreciated. Friends will continue this practice in the future.

Jenny Dieringer
Event Support

Newsletter

Our July 2020 Friends Newsletter was the first time we initiated an online distribution to our membership. This enabled us to reduce our operating expenses in printing and mailing as well as minimize our carbon footprint.

Stacie Gerrity
Newsletter



Fundraising Success

Friends sponsored two membership campaigns in the 2020/2021 FY. October 2020 was our second year sponsoring a membership drive that coincided with National Friends of the Library week. Folks signing up during the month of October received special deliverables with their membership courtesy of local businesses. Total membership sales during this campaign were 95, representing a 25% growth since the end of the previous FY.

The 5th annual Kids Membership Day was held at the Rocky River Mitchell's Ice Cream outdoor patio on June 17, 2021. This event coincided with RRPL's summer reading kick-off. For \$5, kids 16 and under are members for a year and received a bookmark, a pencil and a Mitchell's scoop card. This was the

first community event held on Mitchell's premises, and the Friends, first in-person event since COVID protocols were instituted in March 2020. Thirty-seven children joined the ranks of Friends for the 20/21 FY.

Friends Sponsored Charlie Cart Update

The Rocky River Public Library soon will be able to utilize The Charlie Cart with our patrons. Staff in the Children, Teen, and Adult departments are looking forward to learning about how to use the different components of the Cart and are reviewing the detailed curriculum guide for further inspiration. The Charlie Cart will be incorporated into programming that educates Tweens and Teens on kitchen skills and healthy food choices. In addition, adults will get the chance to improve their culinary skills by seeing professional chefs demonstrate cooking techniques on the Cart. We hope you will join us when the programming debuts!



Kids' Membership

friends RRPL



Mail, drop off at the RRPL or
visit <https://friends-rocky-river-public-library-inc.square.site/>

FRIENDS OF THE ROCKY RIVER PUBLIC LIBRARY

KIDS' MEMBERSHIP

MEMBERSHIP FEE \$5.00

Please join and become a Kids' Member of the Friends. Memberships provide funds for library programs and teaches children and young adults the importance of philanthropy and giving back to their community. Benefits are a **free scoop certificate for Mitchell's Ice Cream, Bookmark/Membership Card and a Friends' pencil.**

FRIENDS OF THE RRPL, INC.

1600 Hampton Road, Rocky River, OH 44116

Name: _____

Address: _____

City: _____ Zip: _____

Phone: _____ Age _____ Parent email _____

Your Bookmark, Pencil, and Mitchell's Scoop Certificate will be available at Circulation: Inside or Curbside Pickup. Great Gift Idea!!! Ages 16 and under.

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FRIENDS OF THE ROCKY RIVER PUBLIC LIBRARY

MEMBERSHIP FORM

Please join us to help provide special support and additional programming at the Library. Your continued membership provides funds to enhance library programs for all age groups. Members receive a free scoop certificate for Mitchell's Ice Cream as a thank you for their support. Join today for a worthwhile cause. We thank you for your support. Please fill out this form and drop off or mail checks payable to:

FRIENDS OF THE RRPL, INC.

1600 Hampton Road, Rocky River, OH 44116

Individual: \$10.00 Family: \$15.00 Sponsor: \$25.00 Patron: \$50.00 Honored Donor: \$100.00

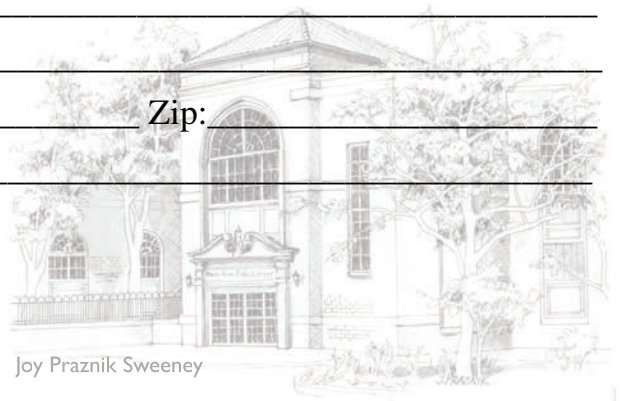
Name: _____

Address: _____

City: _____ Zip: _____

Phone: _____ email address: _____

Pick up your free
scoop certificate at
Circulation: Inside or
Curbside Pickup



Joy Praznik Sweeney

FRIENDS OF THE ROCKY RIVER PUBLIC LIBRARY

Rocky River Public Library
1600 Hampton Rd.
Rocky River, OH 44116
(440) 333-7610

friendsrrpl@gmail.com

www.rrpl.org/friends

Find Us on Facebook

Search for "Friends of the Rocky River Library" or directly access our page at:
facebook.com/FriendsoftheRockyRiverPublicLibrary

Join the **friends RRPL**

**Become a member
sign-up with**



ABOUT THE FRIENDS

The Friends of the Rocky River Public Library, a non-profit organization founded in 1971, provides financial support and volunteer services to the library.

Through membership dues and fundraising activities, the Friends make programs and services possible that the library could not otherwise afford, such as furniture and equipment purchases. The Friends enhance the library's ability to serve children, teens, families, seniors, and the whole community.

Everyone is welcome to join the Friends, including individuals, families, businesses, and organizations who value the library as a community asset.

Interested in becoming a member?

We have memberships available for adults, kids, and families.

- Join online with Square: Visit friends-rocky-river-public-library-inc.square.site and pay with a credit card.
- Join by mail or in person: Complete the form(s) on the previous page and return to the library in person or by mail. Be sure to include your membership fee. Checks should be made payable to Friends of the RRPL, Inc.

VIRTUAL PROGRAMMING

Our library staff is working hard to bring programming to you from the comfort of your home. You can watch virtual storytime with your kids, participate in a virtual book club, do an at-home craft, and more.

Find out more about these programs and other virtual events through these forums on the Library's website.

- Read it or Weep (Adult blog): readitorweep.org
- RRPL Kids Depot Blog: kidsdepotrrpl.wordpress.com

And keep checking rrpl.org and the public calendar of events (rrpl.evanced.info/signup/calendar) for the latest updates on the Library and events.