



Jefferson County Library Foundation
Annual Report

2017



We partner with Jefferson County Public Library to support positive community outcomes in early literacy, education, technology access and cultural engagement.

Jefferson County Library Foundation

Mission Statement

The Jefferson County Library Foundation's mission is to support and enrich the capabilities, resources and services of the Jefferson County Public Library through fundraising and advocacy efforts that benefit our diverse community.

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Letter from the President

Welcome to our 2017 Annual Report.

I'm pleased to present the Jefferson County Library Foundation's 2017 Annual Report.

I'm equally delighted to tell you that 2017 was a tremendously successful year for JCLF. Not only were we able to double our projected income through many new grants and sponsorships, but also our spring and fall Whale of a Used Book Sales reached new highs, generating nearly 20% more in revenues than projected.

Here are more financial highlights from 2017:

- Our net assets increased by 25% (from \$677,048 in 2016 to \$855,077 in 2017)
- Overall contributions more than doubled -- \$199,907 in 2017, compared to \$99,111 in 2016
- Total expenses for 2017 decreased by nearly 10% (from \$510,021 in 2016 to \$465,518 in 2017)
- And finally, last year the cash and in-kind support the Foundation provided Jefferson County Public Library was nearly nine times the in-kind support than the Library provided to the Foundation.

Above all, in 2017 JCLF contributed nearly \$110,000 to Jefferson County Public Library in support of programs and events including Summer Reading, Early Childhood Literacy and STEM/STEAM.

In other activities, we added six new Board members, we said good-bye to four former Board members, we hosted a unique, first-time benefit, *Royal Tea with Royalty*, and we welcomed more than 10 new corporate, municipal and foundation donors to our list of supporters.

As a result of our fundraising success, we earmarked \$40,000 for the JCLF endowment (which was matched by \$.25 on the dollar through Community First Foundation) and the Foundation was able to establish a first-time emergency fund of \$20,000.

I wouldn't be able to tell you all this good news if we hadn't had the tremendous support of more than 300 active volunteers – those who assist us on our governing Board, in our warehouse, at the Whale of a Used Book Sales, our holiday sales, and by helping us organize and implement JCLF's special fundraising events.

We want to thank the Board, JCLF staff, JCPL staff, donors, sponsors, funders, partners, Friends and volunteers who continue to uphold and support our Foundation's efforts. Thank you!

Sincerely,



Sally Reed
President, Board of Directors



Jefferson County Library Foundation

2017 Supported Programs

Literacy and Reading

Summer Reading

Each year, JCLF is proud to support this county-wide reading and literacy program, helping the Library to reach thousands of Jefferson County residents – children and adults – with this popular activity.

In 2017, JCPL continued the successful School Contest that encourages public schools to compete for a cash prize for the school that has the most students finishing the program, as compared to their enrollments. The contest was open to all public schools in Jefferson County, including preschool/Head Start, elementary, middle schools, high schools, Jeffco option and charter schools. Five Jefferson County schools each won an \$800 prize through this reading challenge. Monies were to be used to support reading or other literacy-based projects in their schools.

The Foundation also offered a gift of \$600 to a local animal shelter if Jeffco residents met the overall reading goal, and we gladly presented that check to Foothills Animal Shelter in August!

As one participant indicated: "I have been caring for my dad who has Alzheimer's. Taking time to do something I enjoy has not been something I do on a regular basis. The animal shelter challenge made it feel OK to read for fun."

In total, 43,866 readers broke the record by reading more than 37 million minutes during the 2017 Summer Reading challenge.

We are grateful to these cash sponsors for supporting the 2017 Summer Reading challenge: FirstBank and the Kinder Morgan Foundation.

Why do we promote Summer Reading? Because we know that it is important for school-age children to avoid the notorious "summer slide," a situation where students can relapse from their reading skills if they don't continue reading throughout the vacation season. In order to keep that from happening, we want kids to pattern after adults (parents, grandparents and others) who serve as reading models. In that way, we can keep youngsters and teens up-to-speed with their reading skills and ready to re-engage when they return to school each fall.

Here are samples of activities and events produced by Jefferson County Public Library that helped keep thousands of summer readers engaged and motivated:

- LEGO® building competitions for families, kids (ages 6-12), teens (ages 13-17) and adults (ages 18+), where participants created structures that represented the summer reading theme
- LibLab Puff Rockets and Paper Airplanes (for children ages 5-8) where youngsters discovered how things fly
- Messy Monday (ages 2-5) – a series of sensory, hands-on activities for toddlers and preschoolers ranging from finger painting to moon sand to slime!
- Reading Buddies (ages 5-9) – where children were paired with a teen volunteer who served as a "reading mentor"



Early Childhood Literacy

Nearly all new parents, grandparents or caregivers will tell you that one of the happiest times is when they can read to their children – at bedtime, naptime or anytime. That's why JCLF has been glad to support JCPL's new early literacy program called 1,000 Books Before Kindergarten.

This program encourages parents and guardians to engage and interact with babies and small children in an early literacy program that can introduce children to the world of reading, cognition, critical thinking and reading readiness. The program works like this: Parents and guardians are encouraged to read with their babies, toddlers and preschoolers and record what they read online or in reading log sheets (provided by JCPL). Adults are also encouraged to keep a record of any other books that their child is having read to him/her. Story Times at the Library, day care or other events also count!

The over-arching program goal is to encourage children to reach age-appropriate (or greater) reading-readiness levels before they enter kindergarten. An added goal is to provide ongoing support and guidance for parents and caregivers as they participate in this early literacy initiative. The Library accomplishes this by introducing adults (and especially new parents) to Library resources that are available to help them become a reading role model for their child and gain confidence in their own skills!

We were pleased when local funders – the Buell Foundation and the Rose Community Foundation – supported this program with two significant grants.

In addition, and in Fall 2017, the Foundation helped support Raise A Reader fairs at all JCPL locations. Raise A Reader activities are focused on parent/child interaction and help create multiple ways for small children to gain reading and literacy skills at an early age. JCPL specifically targeted low socio-economic households throughout our county in an effort to provide and promote early literacy learning opportunities for small children.

As an example, JCPL staff engaged children and adults in a range of activities during the month-long series, and where children practiced these early literacy skills – Read, Write, Sing, Talk, Play. The programs occurred on weekends, when parents and children were able to attend the events together, and six of the programs were offered in Spanish. More than 1,400 participants engaged in the Raise A Reader series, which was funded by Rose Community Foundation and sponsored by Solera Bank.

STEM/STEAM Programming

It's a widely known fact that women are chronically underrepresented in the STEM fields, particularly in the realms of Computer Science and Engineering, where women account for only 25% and 13% of the job roles respectively. That's why Jefferson County Public Library's Golden Library began piloting a partnership with nearby Bell Middle School's Girls in iSTEM Club – and they called the program STEM Girls.

That's also why JCLF decided to help support this key JCPL program.

During the school year, the club meets monthly at the Library where middle-school girls (who serve as mentors) facilitate STEM-based activities for elementary-aged girls. The Library and Bell share their many tools that include Arduino, robotics, and soldering irons. The STEM Girls programs have been filled to capacity each month, which is not surprising in a community that employs thousands of STEM professionals at Colorado School of Mines, the National Renewable Energy Lab and CoorsTek.

In February 2017, the Library hosted a "Girls in STEM" competition for young women in grades 5-8 in collaboration with DECTech, a Colorado School of Mines' outreach program that is carried out by female students and designed for girls. The young winners of the competition were lauded at the Jeffco International Women's Day Luncheon held on March 8 at the Denver West Marriott.

In Fall 2017, STEM Girls kicked off its third year, thanks to a generous grant from the Verizon Foundation.

Altogether, JCLF provided nearly \$110,000 in funding in 2017 to support these and other select Library programs, events and activities.

VOLUNTEER EFFORTS

As each year passes, we salute the hundreds of volunteers who generously donate their talent and their time and energy to benefit the Jefferson County Library Foundation and Jefferson County Public Library. These wonderful volunteers include: our Board of Directors members who help to govern our organization; those individuals and couples who work at the Foundation warehouse sorting, pricing and boxing books for our various sales; the ones who serve on our special event committees; the individuals who assist with administrative tasks in JCLF's front office; and the crew of worker bees who staff our Friends Gift & Book Shop at the Belmar Library.

Last year, these dedicated volunteers:

- Provided more than 12,864 hours of service -- an actual dollar value of \$317,612*
- Helped us raise nearly \$135,000 at the Spring and Fall Whale of a Used Book Sales, combined
- Assisted us in providing funding for the Library's Summer Reading, STEM/STEAM and Early Childhood Literacy programs throughout the county
- And, generated more than \$35,000 in sales at the Friends Gift & Book Shop at Belmar Library – nearly a 10% increase over 2016 earnings!

JCLF is proud to acknowledge and thank our many volunteers!

(*The Independent Sector, a leadership forum for charities, foundations and corporate giving programs, values each volunteer hour at \$24.69.)

VOLUNTEER APPRECIATION

Honoring our volunteers is always one of our greatest pleasures. In Summer 2017, we hosted a small celebration picnic at our Foundation office/warehouse complex where we could officially say “thank you” to our JCLF volunteers. At the informal event, we also welcomed Library staff members and sponsor representatives from SCU Community Foundation, one of our Friends Community Partners.

Although plans for a joint luncheon and volunteer awards celebration with JCPL didn't pan out (due to inclement weather in the spring), during the year, we paid tribute to these special volunteers for their outstanding service:

- David Myers – Volunteer Leadership Service Award
- Joyce Mills – Volunteer of the Year Award
- Tami Bandimere – Elena Joyce Grissom Award

FUNDRAISING ACTIVITIES

Royal Tea with Royalty

When the tea was poured, our guests made sure that their little pinkies were all arched and ready as they joined the Jefferson County Library Foundation (JCLF) at its *Royal Tea with Royalty* benefit. This first-of-its-kind fall fundraiser was held on Friday, Nov. 10, from 3:30-5:30 p.m. at the ever-elegant Briarwood Inn in Golden. Tickets were \$75 per person, and the simply smashing afternoon featured a four-course tea service (including a signature cocktail) along with a fabulous “mystery” live auction and tea cup sale.

Our “royal” guest list included current and former pageant and scholarship winners from throughout Colorado, including: 2017 Miss Wheelchair Colorado, 2017 Ms. Colorado Senior America, former Miss Fraternidad Hispana Colorado, former Miss Colorado USA, along with the 2018 Evergreen Rodeo Queen, Princess, and Junior Princess. These stellar guests, all in their glittering tiaras and signature sashes, were seated among our paying guests throughout the tea party.

But these royals weren't the only headliners of the day. The afternoon's entertainment featured a guest appearance by 2014 Ms. Colorado Senior America, Sharon Nuanes, a professional magician, who dazzled our audience with her clever sleight of hand by performing *Le Magique Royale*. Adding another special touch, 9NEWS Meteorologist Danielle Grant served as the celebrity emcee and took on the role as our “Vanna White” in helping to showcase the auction items up for bid.

As a high point of the event, JCLF presented its 2017 Legacy Award to Board President Tami Bandimere. Tami, president of Bandimere Speedway, has served on the JCLF Board for more than a decade, and has worked tirelessly to support JCLF.

We were grateful to our event sponsors: Allegro Coffee Company, Cat Care Society, Frederick G. Fish Foundation, Genesee Commercial Group, Solera Bank, High Point Financial Group, Guaranty Bank and the Taurus Fund. Plus, we offered special thanks to JCLF's continuing supporters, our 2017 Friends Community Partners.

We also applauded our terrific volunteer committee – Kay Rowland, Char Harrington and Laura Kepler – for helping to make the afternoon a success.

Our Friends Community Partners

Friends Community Partners is a recent addition to JCLF's fundraising efforts. For one donation over the course of the year (ranging from \$500 to \$10,000), corporations, businesses, foundations and organizations can become part of our “family of friends” and gain recognition in all our event marketing and promotional materials from January through December.

There are some great perks that come with this select Friendship, such as:

- Exposure at Friends used book sales (including Whale of a Used Book Sales!)
- Exposure on the Friends page at the JCLF website
- Exposure in Friends mailings and e-mailings
- Exposure in Friends brochures and advertising distributed to all JCPL branches and book sales. (Jeffco Libraries see an average of 220,000 people every month!)
- Advertising acknowledgement
- Year-round Sponsorship recognition (in event print, electronic and collateral materials)
- Mention in event-related press releases
- Direct advertising opportunities to Friends
- Tax deduction: all sponsorships are tax deductible

We are proud of these 2017 Friends Community Partners:

Westerra Credit Union	Bandimere Speedway
Pinkard Construction	Stevinson Toyota West
Etkin Johnson Real Estate Partners	
The Book Stop	Bean Fosters

Friends of the Library

Year after year, JCLF relies on our special membership group, the Friends of Jefferson County Public Library, for its support and advocacy for the Library. And year after year, this supporting organization proves how valuable it is through multiple volunteer efforts, widespread fundraising support and through annual memberships and financial contributions. In 2017, more than 850 Friends of the Library helped to support our cause.

But why become a Friend of the Library? Beyond joining an elite group of Foundation supporters, our Friends receive special perks in return for their investment in JCLF. They are automatically subscribed to our Footnotes newsletters, they are on our invitation list for Friends-only events, they gain VIP access to the Friends Preview Nights at both of our semi-annual Whale of a Used Book Sales, and they receive discounts at the Friends Gift & Book Shop, which is located in the Belmar Library.

Friends also are honored at our yearly Friends Annual Meeting. In 2017, JCLF hosted the meeting at a breakfast event on March 17th at the Wheat Ridge Recreation Center

in Wheat Ridge. Our guest speaker was award-winning suspense novelist and Colorado native Samuel Marquis, whose books include *The Slush Pile*, *Brigade* and *Blind Thrust*. Samuel entertained the Friends by revealing his day job (as a principal hydrogeologist with a Boulder-based environmental consulting firm) and by talking about his sudden career change at night when he turns into a writer of heart-pounding thrillers.



WHALE OF A USED Book Sale

Our 2017 Book Sales

Each year, JCLF sponsors a series of used book sales – two Whale of a Used Book Sales (spring and fall) that are held at the Jefferson County Fairgrounds, along with two Holiday

Sales held in local Libraries in late November and early December. In 2017, our Whale of a Used Book Sales were not only huge events by themselves (featuring more than 80,000 books, CDs, DVDs, audio tapes, vinyl records and rare books and maps that were available at each sale), they also attracted an attendance of more than 8,000 booklovers for the two sales!

In addition, they sold used books through our Friends Gift & Book Shop at the Belmar Library, through online sales via our Jeffco Friends virtual storefront and through a partnership with an outside vendor, plus we earned added income via a book recycling program. We also netted revenues from used book sales that were available in each of the 10 Jefferson County Public Libraries.

Altogether, these sales generated more than \$264,342 and made it possible for our Foundation to provide much-needed support for Jefferson County Public Library.

Colorado Gives Day and our Annual Appeal

JCLF is always glad to participate in Colorado Gives Day, an annual, statewide fundraising campaign held on the first Tuesday in December. This yearly event helps supply millions of dollars in support of nonprofits throughout our state. This fund is managed by the Community First Foundation, and donations are matched via an incentive plan spearheaded by FirstBank.

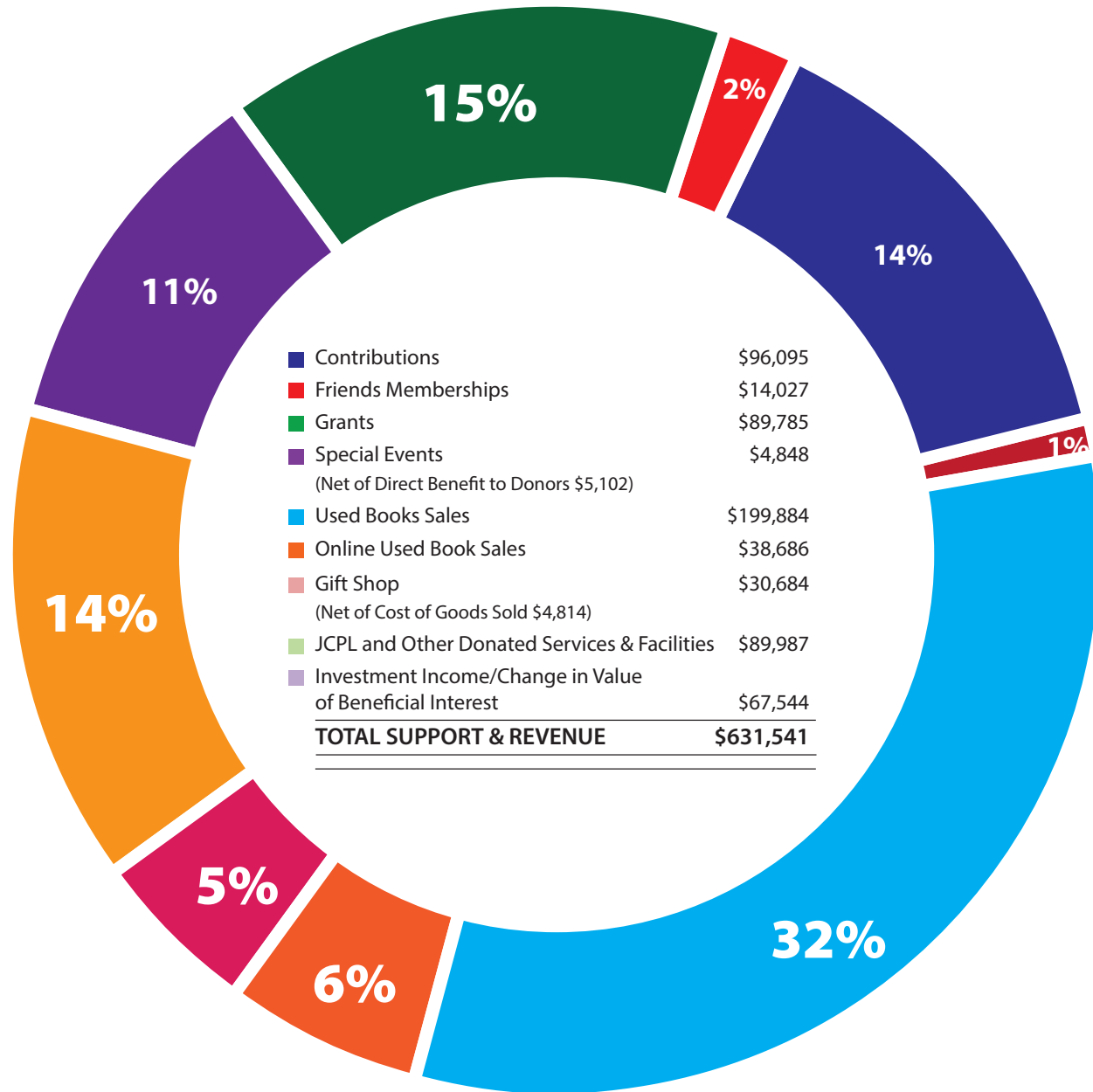
In addition, JCLF offers a way to donate end-of-year gifts through our Annual Appeal. In 2017, we offered an opportunity for donors to increase their gift by offering a matching contribution program via the 100% Club. This campaign offered a way for individuals and families to designate a cash gift to the Library (either for general support or for a specific program) and the Foundation would match that contribution up to a total of \$40,000.

In 2017, our Foundation netted nearly \$22,000 in individual charitable contributions through Colorado Gives Day and through our end-of-year direct mail appeal.

Revenue

Summary of 2017 Support and Revenue

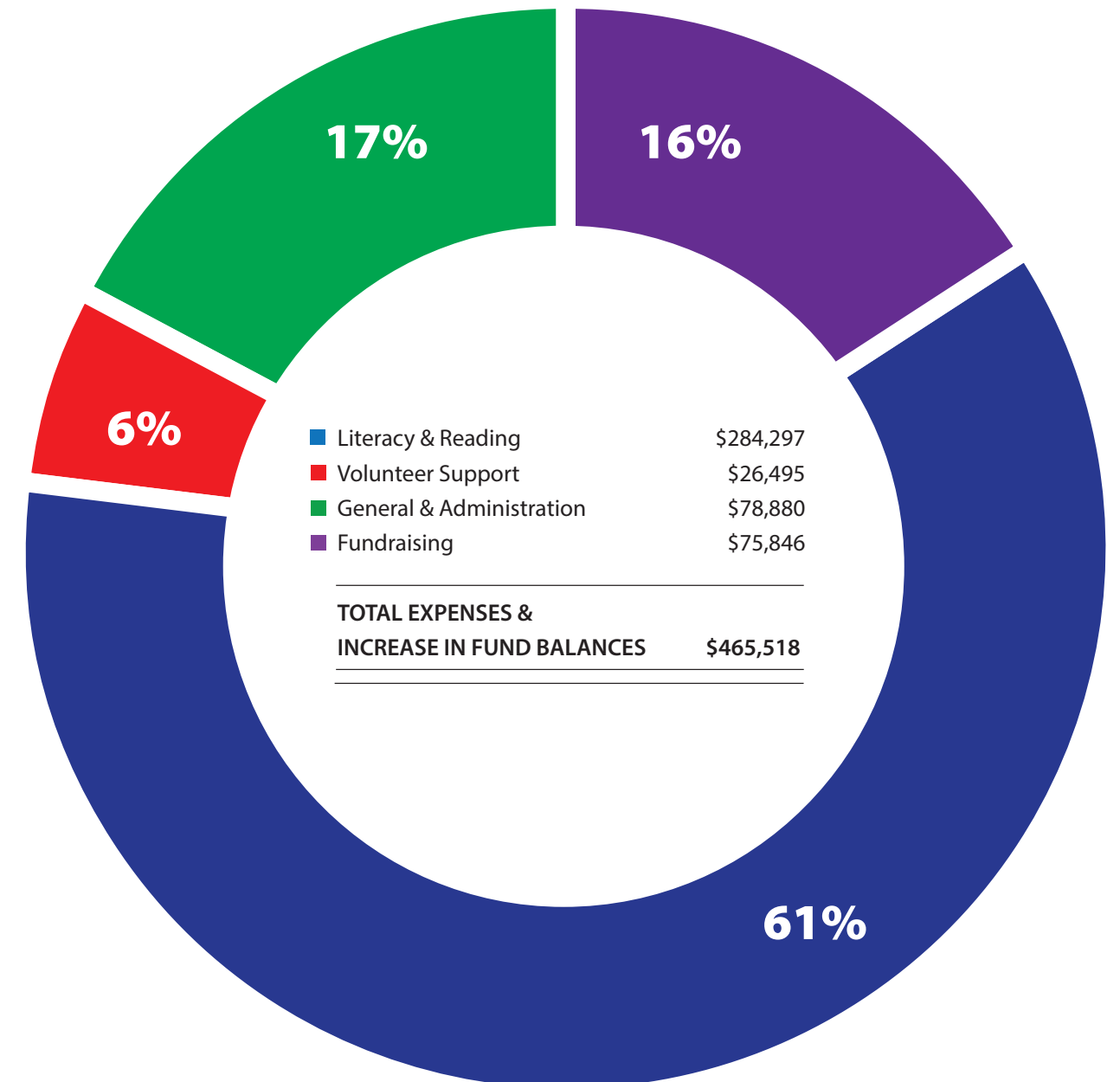
Note: Reflects figures from 2016 Financial Audit



Expense

Summary of 2017 Expenses

Sixty-five percent of the Foundation's expenses support direct literacy and reading programming.



2017 Sponsors and Annual Donors

We extend our sincere appreciation to our major contributors, without whom many of our programs would not be possible.

Major Donors (\$500 and above)

Corporations and Organizations

Allegro Coffee
 Bandimere Family Foundation
 Bean Fosters
 Buell Foundation
 Cat Care Society
 City of Golden
 City of Lakewood
 City of Wheat Ridge
 Community First Foundation
 Coors On Tap Credit Union
 Denver Post Community Fund-
 Pen & Podium
 Etkin Johnson Real Estate Partners
 FirstBank
 Frederick G. Fish Foundation
 The Foundation at Rolling Hills
 Genesee Commercial Group, LLC
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 Kinder Morgan Foundation
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 Foundation Inc.
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 SRE Books LLC
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 Verizon Foundation
 Voelbel Family Foundation
 Walmart Community Foundation
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Individuals

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 Thomas and Alice Atkins
 Brian & Cynthia Gaffney
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 Arthur James Labout
 Jeannie Mann
 Rachelle Naishtut
 Bonnie O'Connell
 Timothy G. and Gail N. O'Neil
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In-Kind Donors

93.7 The Rock radio
 Bandimere Speedway
 Beau Jo's Pizza
 Chad's Grill
 Chipotle
 Colorado Community Media
 Chick-fil-A
 Einstein's Bagels
 Frijoles Colorado
 Jefferson County Public Library
 King Soopers
 Macaroni Grill
 Mighty Joe's Kitchen
 Modern Market
 Natural Grocers
 Olive Garden
 Panera
 Potbelly Sandwich Shop
 PepsiCo
 Safeway
 Sprouts
 Starbucks
 Which Wich
 Winchell's
 Woody's Wood-fired Pizza
 Yard House

Colorado Gives Day Donors

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 Pamela Bales
 Michael Barrow
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 Bridgett Bergin
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 Charmain Brittain
 Neal Browne
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 Sherlyn Visani
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 Laura Weinberg
 Peter Weiser
 Eric Weisman
 David Wicks
 Susan Wieland
 Rebecca Winning
 Priscilla Winter
 Suzanne Wood

If we have inadvertently left off your name, please accept our apologies, and please let us know.





Support the possibilities.

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