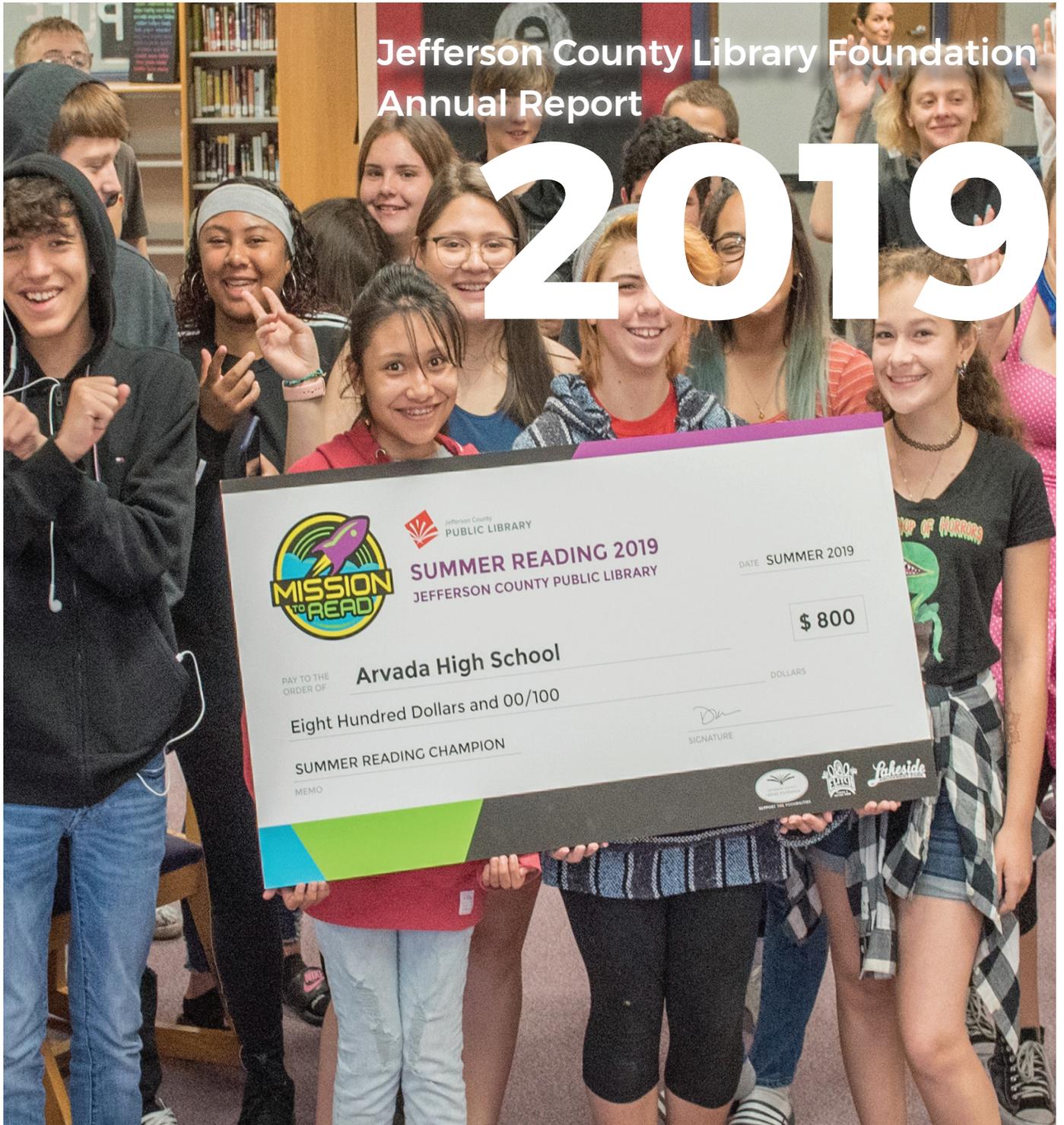


Jefferson County Library Foundation Annual Report

2019



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

Jefferson County Library Foundation Board 2020

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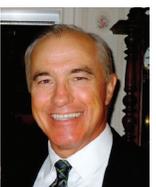
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Letter from JCLF President



SUPPORT THE POSSIBILITIES



Welcome to Our 2019 Annual Report!

More than 50 years ago, in 1966, Jefferson County Public Library (JCPL) created a 501(c) (3) corporation called the Jefferson County Public Library Trust & Endowment Association. This nonprofit provided a way for patrons, citizens and supporters of the public library to make tax-deductible donations, grants and bequests to JCPL. In 1984, the Jefferson County Library Foundation (JCLF) was filed as the trade name, and not long afterward, the JCPL Board of Trustees appointed the first JCLF Board of Directors.

We have seen many changes in our small organization during the past five decades, and I'm pleased to inform you what JCLF has accomplished in 2019.

This past year, we were able to supply nearly \$200,000 to the Library in support of these key Library programs, events and activities:

- 1000 Books Before Kindergarten and Raise A Reader, two of JCPL's Early Childhood Literacy programs
- Epic STEM (a day-long science and math competition for local middle school students)
- And the annual Summer Reading challenge, where more than 44,000 Jeffco residents participated in this eight-week reading and literacy program

As directed by our donors, JCLF also raised monies for specific Library locations, including Evergreen, Conifer, Wheat Ridge and Golden.

Highlights of the year featured the ribbon-cutting ceremony at the new Discover Together: Outdoor Adventure Space at Standley Lake Library, and the receipt of more than \$30,000 in naming opportunities for the Belmar Library, which was closed to begin its renovation in fall 2019.

The year was also remarkable due to our Friends Annual Meeting in January, a buffet luncheon highlighted by guest speaker and Colorado author Margaret Coel. We were thrilled by the turnout of our audience—more than 100 guests attended this annual meeting, which was a “first” in gaining this much attention and support from Friends and booklovers alike.

Of course, we continued on with our most popular fundraising endeavors, which included our semi-annual Whale of a Used Book Sales, two holiday sales and our March Madness sale. These used book sales helped us bring in more than \$150,000, and our fall Whale of a Used Book Sale met a new milestone, generating more than \$80,000.

One year after JCLF launched its new Legacy Chapter, a planned giving campaign designed to promote estate planning, we have 11 donors who have agreed to place JCLF in their wills. This will ensure that our organization can continue to support JCPL in the years ahead.

As you know, our success wouldn't be possible without the dedication and hard work of our 300+ volunteers, including our Board of Directors. We also want to acknowledge our appreciation to the Foundation staff, along with our donors, sponsors and Friends of the Library, for enabling JCLF to provide tens of thousands of dollars in support of Jefferson County Public Library.

Thank you!

Sincerely,

A handwritten signature in black ink that reads "Ana R. Rojas-Artica".

Ana Rojas-Artica

President, Board of Directors

Jefferson County Library Foundation

Our 2019 Supported Programs

Summer Reading

Year after year, from June 1 through July 31, this seasonal activity serves thousands of Jefferson County children, adolescents, adults and seniors and keeps them reading all summer long!

While we all know that reading is fun and entertaining, the Library has another goal in mind – that of encouraging children and teens to read throughout the annual school gap between spring and fall and to keep them from losing their literacy skills level.



If children don't read during summer, they often lose those key skills, a handicap that academics have recognized for years, and it's something they've dubbed within the education community as the "summer slide." That's also why the Library encourages parents, grandparents and guardians to get involved in Summer Reading and to serve as reading "role models." In 2019, JCPL selected the theme Mission to Read, and Jeffco residents enthusiastically joined in!

More than 44,000 readers collectively read more than 42 million minutes during the 2019 Summer Reading challenge!

Here are samples of activities and events produced by the Library that helped keep thousands of our young summer readers engaged, enthusiastic and motivated:

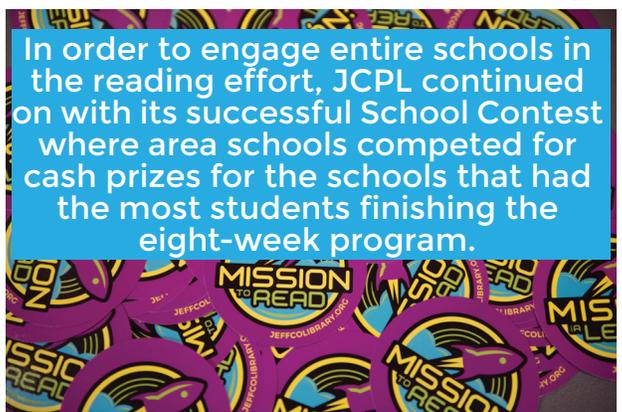
- Universe of Surprise with Magic Rob – a magic show for school-age children



- Astronaut-Ka-Doodle & Blast Off: Apollo Art! – creative arts for our youngest patrons
- Space Junk – teaching children to get creative about dealing with waste
- Denver Museum of Nature & Science: Invisible Forces – physics-based program for children
- Denver Museum of Nature & Science: Mission to Mars – teamwork challenge for children
- Rocket Blast – rocketry for children
- LibLab: Printing with Sun Paper & Alien Slime Lab – hands-on fun for school-age children
- Teen DIY: Solar Oven Snacks & Celestial Henna – hands-on program for teens
- Space Pinatas – hands-on fun for all ages.

Activities also included: Coding camps for tweens and teens, virtual reality exploration, robotics, drone camps and Mirror Image Arts.

These types of programs are meant to encourage young minds to explore and learn through hands-on crafts, activities and exercises.



Our Foundation supplied the prize monies—\$800 to each of five Jefferson County schools—and those funds were then used to purchase books for the winning schools’ libraries. Here is a list of the 2019 school winners:

- Adams Preschool
- Glennon Heights Elementary School
- Bell Middle School
- Arvada High School
- Addenbrooke Classical Academy



And don’t think that Summer Reading only appeals to youngsters! JCPL’s Library2You staff reported that seniors tallied up 5,680,405 collective minutes read, and that volunteers at several senior communities ran their own reading program.

We are deeply grateful to the following sponsors for their support of this special literacy-focused initiative: FirstBank, Elitch Gardens, Kinder Morgan Foundation, the Melvin & Elaine Wolf Foundation, the Kerr Foundation, and Lakeside Amusement Park.

Through JCPL’s Kids & Families outreach, 1,416 children in YMCA camps, Head Start centers, Daddy Boot Camps and Archway Housing read a total of 175,620 minutes during the 2019 eight-week event.

The Library happily pointed out that the program had a 53% finisher rate (compared to other summer reading programs that had rates between 25.2% -45.6%), and that 8% of the county participated in the 2019 Summer Reading challenge, which exceeded the range between 2.4% and 6.1% participation in other counties.

Early Childhood Literacy

1000 Books Before Kindergarten

The year 2019 marked the third year of JCPL’s 1000 Books Before Kindergarten program. This early literacy initiative began in the Midwest in 2006 and was inspired by a book called Reading Magic, written by acclaimed children’s author Mem Fox. In it, Fox posited how wonderful it would be if all parents and caregivers would read at least 1000 books to their children before they began school.

The 1000 books idea blossomed and the grassroots movement grew into a nationwide initiative. To date, every state in the U.S. hosts this program in some fashion, whether through local libraries, Head Start centers,



day care centers, etc. JCPL adopted the 1000 Books Before Kindergarten program in 2016 and piloted it in three of its ten library branches. Today, the program has expanded into all ten Jeffco library locations as well as the Bookmobile.

The overarching program goal is to encourage small children, those ages 0-5, 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.

1000 Books Before Kindergarten continues to be a popular early literacy initiative among JCPL’s library patrons. This free program is highly motivating, easy to follow, and extremely flexible.

Parents or guardians choose a book or story to read to their child (some choose to read the same story multiple times, and that counts, too!), they keep an account of the readings (by logging in the books or

stories read on a hard copy sheet given to participants via the Library, or through an online portal), and soon each participating child is on his/her way to the 1000 mark!

JCPL receives lots of positive feedback from program participants, and here are some of those comments:

"I have been to other libraries that do not have any—or we didn't notice any—reading programs. This particular library does a wonderful job of creating future readers. Thank you!"



"I like that when we started, our son was rather ambivalent about books but now he constantly brings us books and enjoys looking at them himself."

"This program is super helpful to help keep track of what we've read and gives us more motivation

to keep reading more. It is also extremely helpful for us to find the right books for my toddler."

Our Foundation is pleased that many of our funders supported this key Early Childhood Literacy program in 2019, including Buell Foundation, Rose Community Foundation, and Genesee Mountain Foundation.

Raise A Reader

Our Foundation was glad to help support the Library's free, day-long literacy event that was held at the Colorado Railroad Museum in Golden. Raise A Reader took place on Saturday, August 10, and more than 1,600 children and their family members participated.

This event helped JCPL promote the 1000 Books Before Kindergarten pre-reading program and also emphasized the importance of reading, talking, singing, writing and playing with young children as part of their literacy and language development. This program was also designed to raise awareness of the availability of Library resources to parents and caregivers.

We are grateful to On Tap Credit Union for sponsoring the 2019 Raise A Reader event!

Beyond enjoying free train rides, face painting and musical entertainment, participating children were



encouraged to sing and dance, create giant bubbles, learn to hula hoop and meet some of their favorite story book and TV characters.

The following community partners also joined in as part of the event: Bright by Three; Child Care Innovations; Jeffco Public Health; and Adelante, which provided an outreach to the Spanish-speaking community.

STEM/STEAM Programs

Epic STEM

Our Foundation was proud to help support a new program in this category—Epic STEM! The day-long event was held on Saturday, December 13, at the Jefferson County Fairgrounds. The event featured group STEM (science, technology, engineering and math) projects and a juried competition, along with demonstrations and hands-on experiments.

More than 160 teens and tweens from junior high schools from throughout Jefferson County participated in the event.

We are grateful to Sunflower Bank and Verizon Foundation for supplying corporate sponsorships for 2019 Epic STEM!



Outdoor Adventure Space at Standley Lake Library



In summer 2019, JCLF proudly participated in the ribbon-cutting ceremony for the new Discover Together: Outdoor Adventure Space at Standley Lake Library in Arvada. Located outside the children's area on the east side of the building, this space features two separate play areas that

include sensory and habitat gardens, benches and fairy stumps, and a set of outdoor musical instruments, as well as tools to spark children's imaginative play and learning,



such as a willow dome and child-sized wheelbarrows, trowels and watering cans. The new area even boasts an "insect hotel" that gives bugs a place to live and allows our Library patrons a window into their tiny worlds.



JCLF thanks to the many donors and partners who made the Outdoor Adventure Space a reality: Allison Brigham; Warren Roeske; MWH Funding; the City of Arvada; the City of Westminster; the Jefferson County Library Foundation; and Jefferson County Open Space.

This new children's area is dedicated in memory of Shirley M. Roeske.

SPECIAL EVENTS

Friends Annual Meeting

Our Foundation was delighted to host the award-winning mystery writer Margaret Coel as the guest speaker for our 2019 Friends Annual Meeting and luncheon held on Friday, January 25. More than 100 Friends and paying guests (a new attendance milestone!) joined us at the Wheat Ridge Recreation Center in Wheat Ridge for an Italian buffet luncheon and to hear Coel's presentation.

Coel is the New York Times best-selling author of the acclaimed Wind River mystery series set among the Arapahos on Wyoming's Wind River Reservation featuring Jesuit priest Father John O'Malley and Arapaho attorney Vicky Holden. The novels have been on the bestseller lists of numerous newspapers, including the New York Times, the Los Angeles Times, The Denver Post and the Rocky Mountain News.



Along with the Wind River mystery series, Coel has written five non-fiction books, including the award-winning *Chief Left Hand*, published by the University of Oklahoma Press. This is the biography of an Arapaho chief and the book details the history of the Arapahos in Colorado.



At the event, Coel's husband, George, also came armed with many of his wife's books, which were available for purchase and for the author's signature.

The 2019 Friends Annual Meeting was sponsored by JCLF's continuing supporters and Friends Community Partners, including: Westerra Credit Union, Bandimere Speedway, Etkin Johnson Real Estate Partners, Stevinson Toyota West and Pinkard Construction.

2019 Volunteer Appreciation Luncheon

Ooh-la-la! In 2019, JCLF took a different spin on our usual Volunteer Appreciation Luncheon and marked it with a French accent! From croissants to eclairs and from baked brie to Salade Niçoise, our French-themed buffet served more than 60 of our fabulous Foundation volunteers at the Goosetown Event Center in Golden on Friday, July 26. When we tossed in some musical entertainment by accordionist Alicia Baker, the celebration became truly *magnifique!*



The Foundation also singled out key volunteers who were paid special tribute during a brief awards ceremony after the luncheon. These awards and honorees included:

- Volunteer Leadership Award—Tyrenny Hidy
- 2019 Volunteer of the Year—Tom and Donna Kelly
- The Elena Joyce Grissom Lifetime Achievement Award—Deborah Deal

FRIENDS COMMUNITY PARTNERS

Friends Community Partners are essential to JCLF's fundraising efforts. For one annual donation ranging from \$500 to \$10,000, corporations, businesses, foundations and organizations can show their support of JCLF and JCPL and gain recognition in event marketing and promotional materials throughout the year.

We are pleased to salute our
2019 Friends Community Partners:

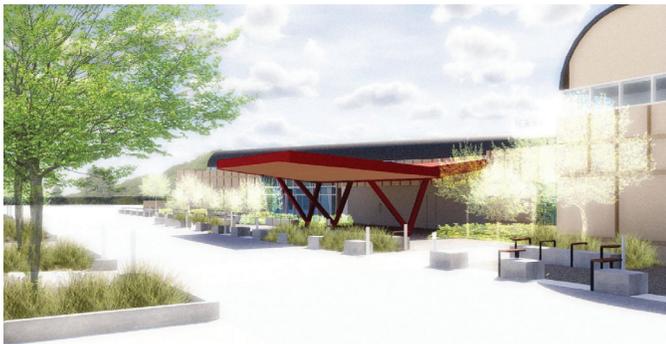
Westerra Credit Union

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BELMAR NAMING OPPORTUNITIES

The Belmar branch of Jefferson County Public Library closed to the public at the end of September 2019 in order to undergo a tremendous \$6.3 million renovation. During that time, our Foundation approached several donors regarding naming opportunities for the remodeled Library.

Four of our donors stepped forward immediately, and secured the naming rights for these Library amenities:

- Genesee Mountain Foundation—\$25,000 for the Family Place Library™
- Vicki Ponce—\$7,500 for the large study room
- Melvin & Elaine Wolf Foundation, Inc.—\$5,000 for A/V equipment in the Children's Library
- Rachelle Naishtut—\$1,000 for a service kiosk

We are grateful to these Library supporters for their contributions, and they will be recognized with appropriate signage at each of their chosen locations when the Library reopens in 2020.

VOLUNTEER EFFORTS

JCLF could not perform the work we do without the 300+ volunteers who donate many hours of their time to help us day to day and year after year.

And these volunteers take on many important roles. They work at the Foundation warehouse where they scan, sort, price and box up books for our various sales; they serve on our special event committees; they are the individuals who assist with administrative tasks in our front office; they are the friendly faces that staff our Friends Gift & Book Shop at the Belmar Library; and they are our Board of Directors members—the governing body of this organization.

In 2019, these dedicated volunteers:

- Provided 10,128 hours of service—an actual dollar value of \$257,549*
- Helped us raise more than \$150,000 at our 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
- And generated nearly \$35,000 in sales at the Friends Gift & Book Shop at Belmar Library.

JCLF is proud to acknowledge and thank our many volunteers!

LEGACY CHAPTER

Over the years, our Foundation has been honored to receive many charitable estate gifts from thoughtful and generous donors who care about the future of Jefferson County Public Library. These gifts have included deferred donations left to JCLF through a variety of instruments such as wills, trusts, retirement plans and life insurance policies.

In 2018, JCLF launched a legacy giving campaign by creating our new Legacy Chapter—a way to recognize the generosity of those who intend to make a charitable estate gift or who choose to designate a current gift to the Foundation's endowment.

Membership is available to all donors who make an estate gift of any dollar amount to the Foundation. Donors who want to be recognized as part of our Legacy Chapter are asked to inform us of their plans by filling out a Donor Letter of Intent available at the Foundation.

Our supporters can also become members of the Legacy Chapter in another way—and while they are still living—through our new Giving Circles.

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

A contribution to our endowment of at least \$5,000 (and up to \$9,999) qualifies donors as members of the Director's Circle. For gifts starting at \$10,000 and above, donors become members of the President's Circle. Once each donor's contributions reach the \$25,000 mark, the endowment becomes eligible to be named in honor of or in memory of a loved one.

COLORADO GIVES DAY AND OUR END-OF-YEAR APPEAL

Colorado Gives Day is an annual, statewide fundraising campaign held each December, and JCLF has been a participating nonprofit for many years. This once-a-year event helps supply millions of dollars in charitable support for nonprofits throughout our state. The initiative is overseen by the Community First Foundation, and donations are matched through an incentive plan provided by FirstBank.

In addition, JCLF offers a way to donate end-of-year gifts through our Annual Appeal. In 2019, our Foundation received \$25,329 in individual charitable contributions through Colorado Gives Day and our annual end-of-year appeal.

BOOK SALES

Each year, JCLF sponsors a variety of used book sales, including 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 each November and December. In 2019, our Whale of a Used Book Sales were not only huge events by themselves (each one featuring more than 80,000 books, CDs, DVDs, audio tapes, vinyl records and rare books and maps), we also attracted nearly 8,000 booklovers to the two combined sales! We also broke a record with our fall sale, where we grossed more than \$80,000.

Our Friends Gift & Book Shop at the Belmar Library is another place where we sell used books, plus we have an online storefront, Jeffco Friends, that sells rare and collectible books through Amazon and eBay. In addition, we raised revenues by selling books directly to an online book seller, and we netted weekly income from used book sales that were held in each of the 10 Jefferson County Public Library branch locations.

Altogether, these sales generated more than \$275,000 and made it possible for our Foundation to provide much-needed support for our Jefferson County Public Library.



2019 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)

INDIVIDUALS

Anonymous (5)
Allison Brigham
Stan and Joni Dyer
Erica Hamilton
Ann Klosterman
Joan & Richard Jarboe
Arthur James About
Matt & Allison Lausten
Jean Powers Mann
Rachelle Naishtut
Jessica Nichols
Tim and Gail O'Neil
Adele O'Toole
Victoria Ponce
Warren Roeske
Neil & Margaret Schliemann
Phyllis Sharp
Rich & Kellie Ward
Peter and Darcie Weiser
Vince & Peg Zarlengo

CORPORATIONS AND ORGANIZATIONS

Avisa-240 Union Restaurant
Bandimere Family Foundation
Buell Foundation
Colin Cassidy Memorial Fund
Community First Foundation
Etkin Johnson Real Estate Partners
FirstBank Holding Company
Foundation at Rolling Hills
Frederick Fish Foundation
Genesee Mountain Foundation
Golden Civic Foundation
Kerr Foundation
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Melvin & Elaine Wolf Foundation
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Foundation
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Opus Foundation
Pinkard Construction
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Stevinson Toyota West
Sunflower Bank
Theda & Tamblin Clark Smith
Family Foundation

Virginia W Hill Foundation
Westerra Credit Union

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Costco
D'Deli
Dinosaur Ridge
Donut Time
Einstein Bros Bagels
FirstBank
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Goosetown Events Center
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King Soopers
La Patisserie Francaise
Lisa Reinicke
Mahnke Auto Body
Mara Purl
Natural Grocers
Olive Garden
Panera Bread
Papa John's
Pinkard Construction
Safeway
Sprouts Farmers Market
Starbucks
Target
Taste of Denmark
The Fort
Tin Star Smokehouse
Tyrenny Hidy
Yard House

COLORADO GIVES DAY DONORS

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Karl Almquist
Sara R Alt
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Tom and Alice Atkins
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Linda McDonald
Jennifer Bohn
Marilou Bonavida

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Avis Nelson
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Jessica Nichols

COLORADO GIVES DAY DONORS continued

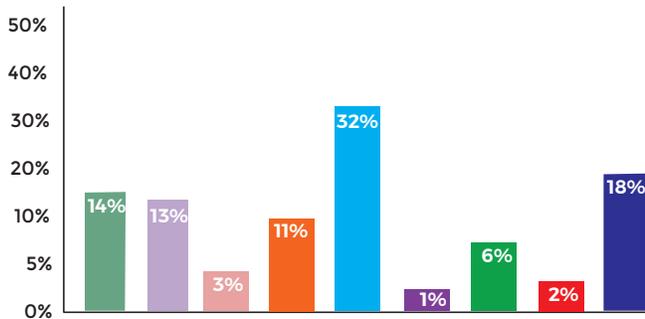
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We Have A Literary History
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If we have inadvertently left off your name, please accept our apologies, and please let us know.

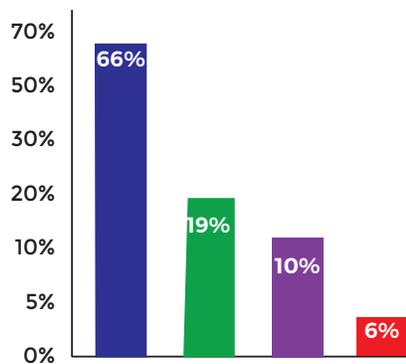
REVENUE Summary of 2019 Support and Revenue



Contributions	119,623
Friends Memberships	11,748
Grants	38,500
Special Events	7,919
Used Book Sales	211,117
Online Used Book Sales	75,807
Gift Shop (Net of COGS \$3,773)	20,741
JCPL and Other Donated Services & Facilities	86,716
Investment Income	89,766
Change in Value of Beneficial Interest	
TOTAL SUPPORT AND REVENUE	661,937

(Note: Reflects figures from the 2019 Financial Audit)

EXPENSE Summary of 2019 Expenses



More than sixty-five percent of the Foundation’s expenses support direct literacy and reading programming.

Literacy and Reading	400,611
Fundraising	59,378
General and Administration	115,185
Volunteer Support	34,906
TOTAL EXPENSES	610,080

(Note: Reflects figures from the 2019 Financial Audit)



Support the possibilities.

Outdoor Adventure Space at Standley Lake Library

Jefferson County Library Foundation
10790 W. 50th Avenue, Suite 200
Wheat Ridge, CO 80033
303.403.5075
jeffcolibraryfoundation.org



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