

Jefferson County Library Foundation Annual Report

2021



JEFFERSON COUNTY
LIBRARY FOUNDATION

SUPPORT THE POSSIBILITIES

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.

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Multiple photos courtesy
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Letter from JCLF Board President



Welcome to the Jefferson County Library Foundation's (JCLF) 2021 Annual Report!

As with many other nonprofits and businesses in our global community, JCLF has continued to weather the fallout from the COVID-19 pandemic. However, we have weathered it very well, as you will see from this annual report.

One big highlight of 2021 was our used bookstore – **Whale's Tale Books & Gifts** in Colorado Mills Mall. This was the first full year of operations for this new venture, and during those 12 months, Whale's Tale generated more than \$152,000 in gross sales, donations, and Friends memberships. Our net income came to \$69,880 – a 46% profit margin!

Following our yearly tradition, JCLF hosted two **Whale of a Used Book Sales**, but our spring 2021 sale took on a new look and a new location. We set up that sale at the **Lakewood Church of the Nazarene's** school campus and raised more than \$50,000. For our fall sale, we returned to the **Jeffco Fairgrounds** and raised over \$53,000 in gross revenues.

We also hosted another pop-up tent sale on the lawn in front of the **Brass Armadillo Antique Mall** in Wheat Ridge, similar to the sale we hosted in summer of 2020.

Last August, JCLF produced a new kind of fundraiser called "**Authors in the Afternoon**," a dessert reception event featuring presentations by two award-winning novelists, **W. Michael Gear** and **Kathleen O'Neal Gear**.

In September, JCLF expanded into an adjacent warehouse and office space at our location in Wheat Ridge, thereby doubling our operational capacity.

Above all, we are proud that our small Foundation has been able to provide some big funding to **Jefferson County Public Library**. In 2021, we were able to contribute \$265,923 to the Library for the following programs, events and activities:

- Library Summer Challenge
- Raise A Reader
- 1000 Books Before Kindergarten
- Tumble Math
- Culture Pass
- Hard Times Writers Workshop
- And laptop computers for digital literacy.

Of course, we couldn't do all that we do without the strong support of our staff, our board members, dozens of valiant JCLF volunteers, along with our donors, sponsors, and Friends of the Library.

We are grateful for your outstanding support.

Sincerely,

Ana R. Rojas-Artica

Ana Rojas-Artica
President, Board of Directors

Jefferson County Library Foundation

Our 2021 Supported Programs

Library Summer Challenge

One of the most popular **Jefferson County Public Library** programs is the annual Library Summer Challenge, and JCLF has been proud to support this program year after year. In 2021, more than 28,000 Jeffco residents (children, teens and adults) participated in the eight-week reading program.



The Library Summer Challenge was held from June 1 through July 31 with the theme of “Wild Ideas” – and many wild ideas contributed to the program’s success. While all 10 JCPL branch locations and the bookmobile hosted activities to keep Jeffco families reading all summer long, not all activities had to take place in libraries. For example, participants were encouraged to visit a park and make a list of the local wildlife; they were asked to read at home to a family pet or a stuffed animal; and others were encouraged create their own wild creature using playdough or clay.

Although the activities were fun and motivational, the focus of the program is to keep children and teens reading throughout the summer months – a time when academics have noted that students often fall victim to the “summer slide.” This takes place when students don’t read during the summer break, and they lose their reading abilities. The program also encourages parents and other adults to serve as reading role models for their families.

The Library Summer Challenge helps to combat the “summer slide” by providing fun activities, goal setting and bestowing prizes as incentives to keep families reading all summer long. In 2021, prizes included free stickers, new books, book bags, sun hats (for babies and toddlers), and free passes to Elitch Gardens amusement park. In order to engage entire schools in the reading effort, JCPL continued its successful School Contest, in which area schools competed for cash

prizes. Winning schools were the ones that had the most students finishing the program.

Our Foundation supplied the prize monies – \$800 to each of five schools in Jefferson County – and those funds could then be used to purchase books for the winning schools’ libraries.

JCLF also provided a \$500 prize to the nonprofit **Jeffco Eats** when program participants reached the collective reading goal.

We are grateful to the following sponsors for their support of this special literacy-focused initiative: **FirstBank, Ent Credit Union, the Golden Civic Foundation** and **Elitch Gardens**.

Here is a list of the 2021 school winners:

- Preschool**
Addenbrooke Classical Academy
- Elementary School**
Devanny Elementary
- Middle School**
Evergreen Middle School
- High School**
Green Mountain High School
- Charter & Multi-Level School**
Connections Learning Center

Early Childhood Literacy

1000 Books Before Kindergarten

1000 Books Before Kindergarten is part of a nationwide initiative that enables children ages 0-5 (especially those from low-income families) to become school-ready and reading-ready prior to entering kindergarten. Parents or guardians choose a book or story to read to their child, they keep track of the readings (either online or on paper), and soon each participating child is on his/her way to the 1,000 mark! This program also gives parents and caregivers the support and the resources to serve as their child’s primary teacher.

In 2016, JCPL began this pre-reading program in three Jefferson County cities – Edgewater, Wheat Ridge and Lakewood – areas comprised predominantly of low-income families, and where



students were identified as falling short for overall literacy and school-readiness. At its start, 286 children and families signed up for the initial project.

Five years later (in December 2019), 9,480 patrons had registered for the program. In addition, 182 participants completed the program by reaching the 1,000 books read goal!

1000 Books Before Kindergarten continues to be a popular early literacy initiative because it is highly motivating, easy to follow, and extremely flexible. Above all, the program is FREE to our Library patrons!

The program is available at all ten Jeffco library locations and the bookmobile.

We are pleased that many of our funders supported this Early Childhood Literacy program in 2021, including: **Allison Brigham, Buell Foundation, Nathan B. and Florence R. Burt Foundation, Sam S. Bloom Foundation, Clarence V. Laguardia Foundation, Melvin & Elaine Wolf Foundation,** and the **Theda & Tamblin Clark Smith Family Foundation**.

Discover Together: Outdoor Adventure Space at Belmar Library

Belmar Library’s Discover Together: Outdoor Adventure Space appeared on a “wish list” as part of the Library’s remodel in 2019, but it wasn’t in the original budget. Yet in 2021, our Foundation helped find the special funding to make the Space a reality – thanks to two of our major donors!

Allison Brigham, one of our staunch Library supporters, supplied a majority of the \$100,000 contribution, and the rest of this funding was bequeathed through the estate of her late father, **Warren Roeske**. Three years ago, Allison and Warren became charter members of JCLF’s **Legacy Chapter**, a group of individuals who have placed our Foundation in their wills and estate plans as a way to keep on giving and supporting the Library well into the future. This unique project is a testament to the

value of planned giving, and we are grateful to this family for their generous and thoughtful support.

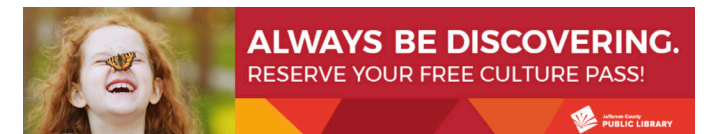
Once complete, the Adventure Space will have signage marking it as a memorial to both of Allison’s parents, **Shirley M. and Warren A. Roeske**, who were passionate about libraries.

These two donations, along with added major gifts from our **Jefferson County Library Foundation**, the **Socrates Foundation** and **MWH Funding**, have brought total project contributions to more than \$145,000 – funds that will pave the way for JCPL to begin construction, which is slated to occur in 2022.

Added Programs

Culture Pass

Did you know? If you are a JCPL cardholder, you can use your Library card to reserve free passes to scientific and cultural institutions in and around the Denver-metro area! Patrons can reserve passes up to 30 days in advance. Each cardholder is eligible for two Culture Passes per month. Please be aware of limited availability for the Culture Passes, and there is also a limit of one pass per institution, per library card at a time.



Simply go to the JCPL website, scroll down to the Culture Pass, and select the organization(s) you wish to visit, such as:

Butterfly Pavilion	Colorado Railroad Museum	Center for Colorado Women’s History	Denver Firefighters Museum
Denver Museum of Nature & Science	Denver Trolley Dinosaur Ridge	History Colorado Center MCA Denver	Molly Brown House Museo de las Americas
Rocky Mountain Quilt Museum	CULTURE PASS		Wings Over the Rockies



Our Foundation was proud to support this special program in 2021.

Special Projects

JCPL Employee Support

COVID-19 and the years 2020 and 2021 were tough on all of us, but none more so than hard-working **Jefferson County Public Library (JCPL)** staff members. That's why our Foundation was delighted to funnel financial help to JCPL employees from a special grant provided by the **Community First Foundation**. In spring 2021, JCLF dispersed \$22,600 to twenty-one Library employees to assist them with unexpected and additional childcare expenses stemming from the pandemic.

An application form was made available on JCLF's website from January 19 through February 22. The brief application consisted of 13 questions ranging from the ages and numbers of children in each applicant's household to the financial impact coronavirus had on the family's income and expenses. Only qualified Library employees with youngsters needing childcare were eligible to receive assistance from these funds.

The applications were judged by JCLF Board members and applicants remained anonymous until the judging was complete.

In the long run, our Foundation was able to provide Library staff members with additional childcare-related monies ranging from \$400 to \$1,500 per individual applicant. Chosen Library employees received award letters and notification in late February, and monies were distributed to recipients in March.

We applaud and thank Community First Foundation for recognizing a need for this added financial support within our Library community. 🌟

Whale's Tale Books & Gifts

The year 2021 marked the first full year that our used bookstore in Colorado Mills Mall was up and running! The storefront operation came into being during the COVID-19 pandemic out of the necessity to find a location for our winter holiday book sales. Because of the pandemic, all the Library meeting rooms (where we typically hosted these sales) were being used to quarantine returned Library items, so we had to be resourceful in finding a new location for our end-of-year sales.



A view of the children's book section at Whale's Tale Books & Gifts

It turned out to be serendipity that Colorado Mills Mall offered us a near 3,000-square-foot unit that came equipped with shelves and check-out stations, with a short-term, six-week lease. Due to the surprising success of this little enterprise, JCLF extended the lease for this unit through 2021.

During those 12 months, the annual gross revenues earned at Whale's Tale Books & Gifts came to \$152,467, and the net profit was \$69,880 – a 46% profit margin!

Beyond used books, the store also sells gently used CDs, DVDs and vinyl records, along with new items such as jewelry, greeting cards, journals, handbags, bookmarks, scarves and **Honeyville** products.

JCLF is blessed to have so many wonderful volunteers who staff the storefront seven days a week. Those volunteers are recruited and trained by our **Volunteer & Friends Coordinator Kirstin Kraig**, who oversees the shop with the weekend help of our **Bookstore Assistant Janet Spaeth**.

Whale's Tale hours of operation are Sunday through Friday, noon to 6 p.m., and Saturdays from 11 a.m. to 6 p.m., excluding most major holidays. 🌟



WHALE OF A USED Book Sale

Whale of a Used Book Sale

As a result of the lingering COVID-19 pandemic, JCLF staff and volunteers took on some new challenges as our Foundation prepared to host two Whale of a Used Book Sales in 2021.



Pinkard Construction and Westerra Credit Union volunteers.

Instead of a spring Whale of a Used Book Sale, our first sale of the year became a summertime event, launching on the fourth week in June. On top of that, we added in an extra day of sales by offering Friends Preview Night on Wednesday, June 23, and then we opened the sale to the public for four days, instead of three, from Thursday through Sunday, June 24-27.

As a health precaution, and to encourage social distancing, we capped attendance at 80 shoppers per hour and implemented a pre-paid, hourly reservation system, similar to our fall 2020 sale, at \$5 per hour/per adult. These decisions were made in order to accommodate more shoppers, provide more space for our customers and with the hope that most adults would have received COVID-19 vaccinations by the time the sale began.

The next challenge was a change in venue. Instead of holding the event at our traditional site – the Jefferson County Fairgrounds – we moved to the **Lakewood Church of the Nazarene's** gymnasium and Life Center classrooms at 13th and Dover Streets in Lakewood. This meant a whole new configuration and table set-up for all our book genres, new classroom locations for A/V materials and children's books, and a separate location for Bert's Weathered & Treasured section (rare and collectible books).

But all those efforts paid off! We attracted



It wouldn't be a Whale Sale without Foundation gift baskets!

more than 1,500 individuals to the sale during the 4 ½ day event, and we raised over \$52,000 in gross profits! Our net income for the sale (less direct and indirect costs) was \$14,161.

When it came time for our fall Whale of a Used Book Sale, we returned to the Jeffco Fairgrounds, only with some new cost-saving measures in play. We used a shortened set-up schedule (chopping out a full day of moving in our books!), and we removed some of the previously-leased rooms so our total facilities bill was decreased by 27%. We also helped cover expenses at the Fairgrounds by charging an entry fee of \$5 per adult per day, with children under 18 admitted free.

Our gross profit for the fall Whale of a Used Book Sale was \$53,054, with a net income of \$21,838, while our attendance was 1,630 shoppers.

Because the fall sale ran into Halloween, JCLF also hosted a costume contest on Saturday, October 30, with more than 25 adults and children joining in the fun. Our guest judges for the contest included Jefferson County Commissioner **Lesley Dahlkemper**, **Nancy Perlmutter** (wife of Congressman **Ed Perlmutter**) and **Cleo Arellano**, JCLF Board member and V.P., Regional Operations Officer for Bank of Colorado.

Thanks to assistance from **Jefferson County Health Department**, we also welcomed a vaccination vehicle and health department staff to the Fairgrounds that same Saturday so individuals could receive free first-round COVID-19 vaccinations or boosters while visiting our sale. 🌟

Thank You Friends Community Partners
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50 Plus Marketplace News

Special Events

Goldilocks and the Little Bear

JCLF is proud that each year the **Mountain Metro Association of Realtors**, in collaboration with the **Little Bear Saloon** in Evergreen, hosts a fundraiser called Goldilocks and the Little Bear. Profits from this event help to support our Library's Conifer and Evergreen branch locations.

In 2021, this event was held on Thursday, October 28, from 5:30 to 9 p.m., at the Little Bear Saloon. The evening featured live music by **Mountain Magic**, a buffet dinner and a silent auction. Above all, the benefit generated more than \$6,600, a new milestone for this annual event. A large portion of those proceeds were contributed by the **Theda & Tamblin Clark Smith Family Foundation**. 🌟



Friends of the Library 2021 Annual Meeting



Author Barbara Nickless

Suspense. Mystery. Murder. These themes are all woven into the popular thrillers penned by **Barbara Nickless**, a Colorado author who headlined JCLF's Friends Annual Meeting on Friday, July 16th, at the **Wheat Ridge Rec Center** in Wheat Ridge.

Nickless, who hails from Colorado Springs, kept our audience fully entertained as she revealed details of her background research and the basis of her popular books including *Blood on the Tracks*,

Dead Stop, Ambush and *Gone to Darkness*. All the stories are focused around her main character Sydney Rose Parnell, a former Marine turned railway cop, who solves crimes in partnership with Clyde, her stalwart K-9 companion.

The winner of two **Colorado Book Awards**, Nickless responded to questions from our audience and then signed and sold copies of her recent novels to our Friends and guests. The author presentation was preceded by a buffet lunch served up by **Bono's Italian Ristorante** followed by a door prize drawing for our attendees before the conclusion of the event.

We give special thanks to our event sponsors for supporting the Friends Annual Meeting – **Rocky Mountain Safety & Security, Foothills Vision Center** and the **Taurus Fund**. 🌟

Colorado Women's Day

Even the COVID-19 pandemic couldn't stop area women (and men!) from enjoying the 2021 Colorado Women's Day celebration, even though it was delayed by a couple of months. Normally the event date would have been in March, that didn't stop the fun, information-sharing and entertainment that guests enjoyed on Friday, May 7. More than 150 guests packed the event location at

Baldoria on the Water in Lakewood, and we were delighted that JCLF was once again a recipient of event proceeds. That meant our Foundation received a check for \$2,000! The day-long event offered morning workshops, a luncheon, a keynote address, an awards presentation and a creative post-luncheon workshop.

Jo Packham, the luncheon's keynote speaker, drew on her 35 years of experience as a leader and innovator in the handmade publishing market. She is also the creator and Editor-in-Chief of a line of popular crafts, work-related, and cooking magazines. Her remarks were followed by an afternoon workshop led by **Betsy Wiersma**, founder of the **CampExperience™ Network**. This woman-owned business is described as "a one-of-a-kind women's group" providing monthly networking, sponsored social events and an annual fall retreat.

The original **Jeffco International Women's Day** was launched five years ago by **Deborah Deal**, CEO of **IX Power Foundation** and JCLF Board Vice President. This year, the event name was changed to **Colorado Women's Day** in order to include more women statewide. The 2021 sponsors included: **City of Golden, Bank of Colorado, City of Westminster, Colorado Women's Alliance** and the **Jefferson County Library Foundation**. 🌟



"Authors in the Afternoon"

On Friday, August 27, JCLF kicked off the first in a new fundraising series at the **Denver Marriott West** in Golden. The event was called "Authors in the Afternoon," and it featured New York Times bestselling authors **W. Michael Gear** and **Kathleen O'Neal Gear**.

The prolific Wyoming-based writers gave our audience (both in person and via livestream) a chance to hear more about their literary background and the many genres and themes their works encompass – everything from prehistoric fiction and sci-fi to modern-day thrillers and cli-fi. The Gears' books have been translated into 29 languages, and they have more than 17 million copies in print worldwide.

Both of the Gears recently received the **Owen Wister Award for Lifetime Contributions to Western Literature**, and they were inducted into the **Western Writers Hall of Fame**. The husband-and-wife team was also honored with two **2021 International Book Awards**. Michael's book, *Unreconciled*, won for best science fiction novel, and Kathleen's book, *Cries from the Lost Island*, won for best young adult novel. JCLF's guests enjoyed coffee, tea and an array of delicious desserts during the afternoon event, and then they were invited to ask the authors questions after the presentation. Off-site guests were able to participate via virtual means, thanks to the technical magic of teachers and students from nearby Warren Tech.

The Gear duo came armed with their latest novels that were available for signing and for sale at the close of the

Continued on next page →

event, including *Alpha Enigma, Unreconciled, Fracture Event, Cries from the Lost Island, Maze Master, Dissolution* and *Ice Lion*. Proceeds from the book sale were contributed back to JCLF, and the Gears also signed several books and donated them to our Whale's Tale Books & Gifts.

Our thanks go to these special sponsors who made the presentation possible: **Bank of Colorado, Sunflower Bank, the JCLF Board of Directors, High Point Financial Group, Sally Reed** and the **Taurus Fund**. 🌟

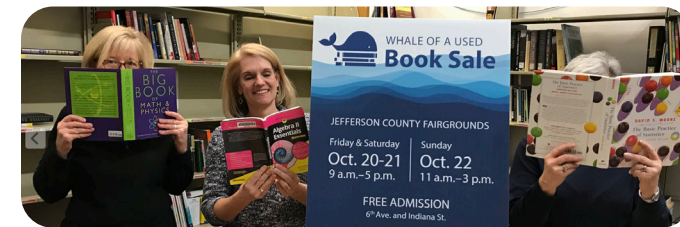
Volunteer Efforts

Famed aviator and **World War II hero Lt. Col. James Doolittle** is said to have made this comment:

"There's nothing stronger than the heart of a volunteer."

Whether or not the attribute is true, we wholeheartedly agree with the sentiment. Our Foundation could never accomplish all that it has without the dedication, hard work and the undaunted spirit of our many volunteers.

These volunteer efforts come in many forms. Some individuals work tirelessly sorting and boxing books and materials at our warehouse in Wheat Ridge, others are the first to sign up for our twice-annual Whale of a Used Book Sales. Recently, we have recruited more and newer volunteers to help staff our Whale's Tale Books & Gifts storefront at Colorado Mills Mall in Lakewood. Wherever our volunteers pitch in to help, we are always grateful for their service.



Warehouse Volunteers Taking a Break Before the Fall Whale Sale

Here is some information regarding our volunteer activities in 2021:

- Volunteers provided 7,478 hours of service, calculated as an actual dollar value of \$234,136*



Whale's Tale Bookstore Volunteers

- Assisted JCLF in raising more than \$100,000 at our spring and fall Whale of a Used Book Sales

- Helped us generate more than \$152,000 in gross profits at our Whale's Tale Books & Gifts shop

- And assisted us in providing key funding for Library programs such as:

1000 Books Before Kindergarten, the Library Summer

Challenge, the Discover Together: Outdoor Adventure Space at Belmar Library, STEM/STEAM programs, Raise A Reader and more! 🌟

Volunteer Appreciation Picnic

On July 30, 2021, nearly 60 JCLF volunteers were corralled for a noon-time BBQ and awards ceremony held at the **Anderson Park Pavilion in Wheat Ridge**. Following along with the Western theme, picnic tables were adorned with bright red and white checked tablecloths and bouquets of fresh flowers, and our guests were encouraged to vie for prizes wearing their best cowboy and cowgirl outfits!

Jill Fellman, a JCLF advisor to our Foundation Board, received the popular vote for the funkiest Western boots, and **Doug Pratt**, vice chair of our Friends of the Library membership organization, took home the prize for funkiest Western hat. In the midst of it all, our guests were entertained by fiddler **Karl Reque** who plucked out familiar tunes while we all grazed through the buffet tables.

JCLF was pleased to pay tribute to these outstanding volunteers who have dedicated their time and talents to our nonprofit organization:

- Volunteer of the Year: **Jean Osborne**
- Volunteer Leader of the Year: **Sherry Olin**
- Elena Joyce Grissom Lifetime Achievement: **Tim O'Neil**
- Linda Abbott Award for Volunteer Excellence: **Vicki Ponce**



L to R: Volunteer & Friends Coordinator Kirstin Kraig, Lifetime Achievement Award Recipient Tim O'Neil, Executive Director Jo Schantz

An added highlight of the day was a new honor – the **Linda Abbott Memorial Award for Volunteer Excellence** – that was presented to long-time Belmar Library gift shop volunteer, Vicki Ponce. Linda Abbott was a mainstay of the Children's section at our bi-annual Whale of a Used Book Sales, and JCLF wanted to honor her memory with this tribute. The first-time award was presented by **Kim Foley**, Linda's daughter. 🌟

*The Independent Sector, a leadership forum for charities, foundations and corporate giving programs, values each volunteer hour at \$31.31.

2021 Annual Donors

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

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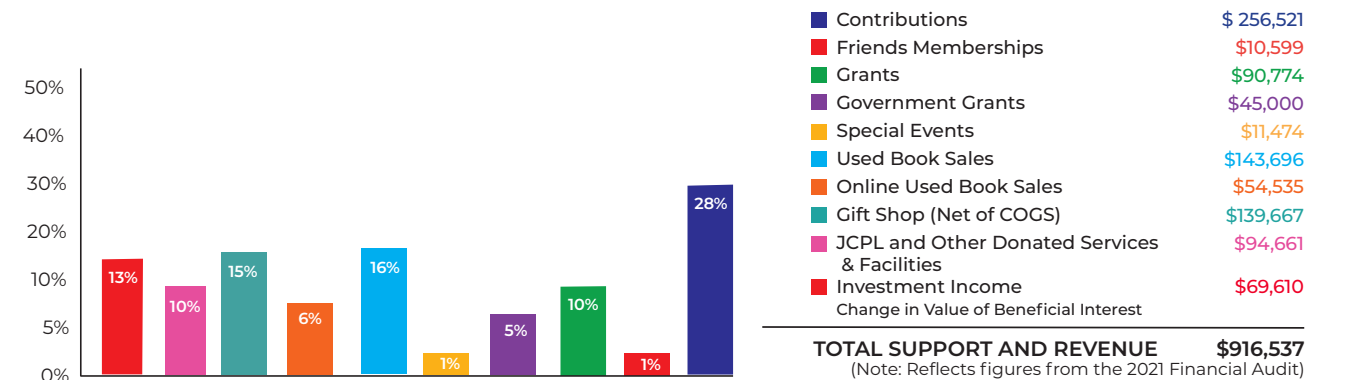
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Mary Randolph
Sara Reed
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Rob and Barb Reilly
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Lois Riggs
Richard Roark
Carol Rolland
Judie Rossell
Nina Routh
Alan Rubin
Sue Sanders
Michael J. Schoenberg
Julia Sculthorpe
Ken Seeley
Tom and Cheri Seeton
Amanda Seier
Rachel Sellers
Shelley Shea
Mary Sheron
Gillian Smith
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Esther Terpenning
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Donna Walker
Bobbi Walsh
Darcie Weiser
Eric Weisman
Ann Welsch
Fran Whitehurst
Sue Wieland
Billie Wolfe
Jeffrey Wong

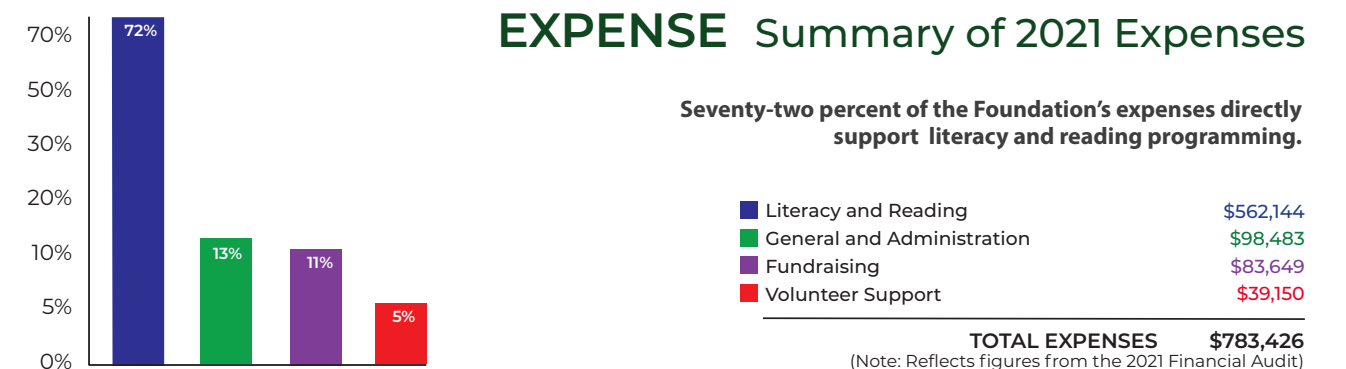
If we have inadvertently left off your name, please accept our apologies and let us know!

Thank you!

REVENUE Summary of 2021 Support and Revenue



Total support Jefferson County Library Foundation provided Jefferson County Public Library during 2021 was \$942,122. In summary, the support the Foundation provided the Library was twelve (12) times the in-kind that the Library provided the Foundation. (Source: 2021 Financial Audit)



Seventy-two percent of the Foundation's expenses directly support literacy and reading programming.



2021 JCPL TEEN WRITING AWARD WINNERS

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