

Jefferson County Library Foundation
Annual Report

2022



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.

Jefferson County Library Foundation Board 2023

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Letter from JCLF Board President



Welcome to the Jefferson County Library Foundation's (JCLF) 2022 Annual Report!

Fifty-seven years. Nearly six decades. That's how long JCLF has been pursuing its mission to "support and enrich the capabilities, resources and services of Jefferson County Public Library (JCPL) through fundraising and advocacy efforts that benefit our diverse community."

Through that mission, we have taken on a huge task, but I'm pleased to tell you that over these many years our Foundation has been successful in providing hundreds of thousands of dollars in support of Library programs such as **1000 Books Before Kindergarten, Raise A Reader, STEM/STEAM** programs and the annual **Library Summer Challenge**. In addition, we have helped to create two **Discover Together: Outdoor Adventure Spaces** and have secured naming rights in various JCPL locations across the county.

The Foundation raises monies in multiple ways – via our semi-annual **Whale of a Used Book Sales**, a year-round grants initiative, online and in-library book sales, book sales to outside vendors, corporate sponsorships, ticketed special events, bequests, memorial contributions, naming opportunities and major gifts.

One of our newest and most successful revenue streams is our **Whale's Tale Books & Gifts** shop in Colorado Mills Mall. In 2022, this small shop generated nearly \$150,000 in sales of gently used books, media materials and new items, such as jewelry, **Honeyville** products, journals, greeting cards and more!

As we have done each year since 2001, JCLF hosted two Whale of a Used Book Sales in spring and fall. Both sales were held at the Jefferson County Fairgrounds in Golden, and together these events raised over \$144,000.

During the summer, JCLF produced a new kind of fundraiser called **Books On Film**, which was held at Regal UA Cinema in Colorado Mills Mall. This first-time benefit featured the book-turned-film titled "Where the Crawdads Sing" and included a door prize drawing and a post-film audience discussion of the book and the film.

Of course, we couldn't accomplish all this without our dedicated staff, our governing Board members, dozens of volunteers, plus our Friends of the Library, event sponsors and many individual donors.

We are grateful for your outstanding support.

Sincerely,

A handwritten signature in black ink that reads "Ana R. Rojas-Artica". The signature is written in a cursive style.

Ana Rojas-Artica
President, Board of Directors

Jefferson County Library Foundation

Our 2022 Supported Programs

Early Childhood Literacy

1000 Books Before Kindergarten

As part of a nationwide literacy initiative, **1000 Books Before Kindergarten** helps babies, toddlers and small children ages 0-5 (especially those from low-income families) become ready to read and ready to learn even before they enter kindergarten.

It works like this: 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 boy or girl is on his/her way to reading 1,000 books well before starting school!

Even reading the same book over and over counts, as well as visits to Library story times and readings at other locations, such as Head Start or daycare centers.

Ridge and Lakewood. Why? Because these areas were predominantly comprised of low-income families, and where students had been identified as falling short for overall literacy and school-readiness. At its beginning, just 286 children and families signed up for this initial project.

As of December 2022, 9,480 patrons have registered for the program since its beginning five years ago. 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!

1000 Books Before Kindergarten is available at all ten Jeffco library locations as well as the bookmobile.



This program is also important because it gives parents and caregivers the support, the resources, and the confidence to serve as their child's primary teacher.

Six years ago, JCPL began this pre-reading program in three Jefferson County cities – Edgewater, Wheat

We are pleased that several funders supported this Early Childhood Literacy program in 2022, including:

- The Buell Foundation**
- Sam S. Bloom Foundation**
- Clarence V. Laguardia Foundation**
- The Melvin & Elaine Wolf Foundation**

Library Summer Challenge



Year after year, JCLF continues to proudly support the **Library Summer Challenge**, a seasonal literacy program that is designed to promote literacy and reading for babies, toddlers, preschoolers, teens, preteens and adults. The program is also created with school-age children and teens in mind – student groups that can fall victim to something known as the “summer slide.” This is a time when students can lose literacy skills during the summer break.

As academics have long been aware, summer is a time when students are out of school and reading often goes by the wayside. When students go back to school, many have lost their literacy skills and that, in turn, sets them back in learning.

That’s why JCPL provides an eight-week incentive for teens, children, adults and seniors to keep reading during the summer via the **Library Summer Challenge**. Not only is reading encouraged, the Library also helps by offering many events and activities that keep young readers motivated! Plus, participants can earn free prizes along the way.

This year, JCPL chose the ocean theme **Dive Deep**, and challenged participants to read and earn at least 25 million points. We are happy to say that 28,738 Jeffco readers far surpassed that goal by logging in 31,738,907 points or reading minutes. Motivational activities included art projects, teen and tween short story writing competitions, robotics camps, culinary camp and fashion academy camp.

Here are some quotes from the year’s program participants:

“My kid loved this challenge. Thank you all!”

“The activities are great – my 8 year old just made an ocean creature!”

“Magic Rob had the whole room laughing, very good!!!!” (referring to Dive Into Magic with Magic Rob)

“Great class! Excellent instructor!” (regarding the Dive Deep into Watercolors events)

The **Library Summer Challenge** motivates everyone to read more learn about the different services and benefits of the library and encourages fun competition among friends and family.

We are grateful for the 2022 Library Summer Challenge sponsors:

Applewood Community Foundation

FirstBank

The Golden Civic Foundation

The Melvin & Elaine Wolf Foundation

Prize sponsors included **Eltch Gardens** and the **Downtown Aquarium**.

JCPL also encourages Jeffco schools to participate in their annual summer reading program.

Those schools that have the most participation earn \$800 each to help purchase new books for their own school libraries, and our Foundation provides the prize money.

Here are the 2022 winning schools:

Preschool: Jefferson County Open Preschool

Elementary School: Deviny Elementary School

Middle School: Evergreen Middle School

High School: Green Mountain High School

Charter/Private: Rocky Mountain Academy of Evergreen



Check Presentation at
Jefferson County Open Preschool

Added Programs

Culture Pass



ALWAYS BE DISCOVERING.
RESERVE YOUR FREE 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:

American Museum of Western Art, 4 visitors / must be over 8 years old

Butterfly Pavilion: 1 visitor at no cost, 3 more visitors for \$5 each

Clyfford Still Museum, 2 adults and up to 7 youth



Colorado Railroad Museum: 6 visitors

Center for Colorado Women's History: 2 adults and 2 children

Denver Firefighters Museum: 4 visitors

Denver Museum of Miniatures, Dolls & Toys: 2 visitors

Denver Museum of Nature & Science: 7 visitors

Denver Trolley: 2 visitors

Dinosaur Ridge: 4 visitors

History Colorado Center: 2 adults and 2 children

MCA Denver: 4 visitors

Molly Brown House: 4 visitors

Museo de las Americas: 2 adults and children in household under 18 years of age

Rocky Mountain Quilt Museum: 4 visitors

Wings Over the Rockies: 4 visitors

Our Foundation was happy to help support this special program in 2022.

Senior Photography at Wheat Ridge Library

Funding from the City of Wheat Ridge helped staff at JCPL's Wheat Ridge Library produce a very special activity in 2022 – a senior photography program titled “A Celebration of Life Through Art.”

Nick Taylor, JCPL's public services manager, stated “The community response was great!” He also pointed out that participants were glad that the library offered this creative outlet for seniors. To launch the program, JCPL staff at this branch library distributed disposable cameras to seniors visiting the library, through connections at the



Seniors' Resource Center, and to senior homes within the city. Participants were encouraged to fill up the disposable camera roll with photos of their choice, whatever resonated with them through the viewfinder. Once the camera roll was full, the camera was sent back to the library via a prepaid envelope to be developed and then pictures were displayed on publicly available poster boards.

A reception and public viewing to celebrate the submissions was held at **Wheat Ridge Library** on Thursday, September 8, at 4:00 p.m.

One of those senior participants expressed her gratitude for Wheat Ridge Library as a whole:

“A few weeks ago I attended the photo class for seniors. It was my first time to the Wheat Ridge Library. What a delightful surprise to find such a welcoming, cozy, nostalgic place in this time of constant change. It is in great shape and in a quiet area of town. We so need places that offer peace and quiet. Please, Please!! preserve this wonderful neighborhood library. I am looking to spend more time in this little piece of heaven and take more classes here.”

Whale's Tale Books & Gifts

We are proud that our little used bookstore – Whale's Tale Books & Gifts in Colorado Mills Mall – continues to be such an amazing success story!

On November 27, 2020 (and in the midst of the COVID pandemic), JCLF opened the storefront operation on that "Black Friday." Since that time, Whale's Tale has continued to generate much-needed revenue to help support our JCLF operations as well as provide funds to the Library.



In its second full year of operation, our unique little store generated more than \$150,000 in gross sales. As far as inventory, this shop continues to offer many items besides gently used books CDs, DVDs, vinyl records and creative themed gift baskets. Whale's

Tale also boasts new products, such as jewelry, handbags, greeting cards, journals, bookmarks, scarves, reading glasses, candy, and more!



Here are some comments we have received from our customers:

Great prices and friendly atmosphere!

So many hidden gems in plain sight!

So glad this store exists.

Love the place, love the staff!

Such a wonderful selection of used books – and for a great cause!

We are grateful to the many booklovers who continue to shop at Whale's Tale. We are also thankful for our special volunteers who staff the shop seven days a week. Whale's Tale is open Sunday through Friday from noon to 6:00 p.m., and Saturdays from 11:00 a.m. to 6:00 p.m.

Whale of a Used Book Sale



JCLF's semi-annual Whale of a Used Book Sales began slowly coming back to "normal" after more than two years of dealing with the effects of COVID-19 and its variants. This was evidenced by our spring and fall 2022 Whale of a Used Book Sale and the continuing rise in

attendance and revenues. At the 2022 spring sale, more than 2,000 attendees visited the sale and the gross income reached \$60,000. That fall, 2,760 visitors were at the sale and we generated nearly \$73,000. Both revenue numbers included admission fees (\$5 per adult per day), donations and new Friends memberships.



JCLF Board Treasurer Ron Benson noted: "We are glad that more and more shoppers are returning to our big book sales, and we believe those numbers will continue to climb."

Our 2022 sales also received great media attention thanks to our new partnership with Denver7 television. The Foundation's executive director, Jo Schantz, was interviewed live on Denver7's noon news hour and was also interviewed at the Fairgrounds during the spring sale.



Thank you to our volunteers, who worked hundreds of hours to make the Whale of a Used Book Sales possible!

Event sponsors included our Friends Community Partners:

Denver7 | Pinkard Construction
Bandimere Speedway | Stevinson Toyota West
Bank of Colorado | Confluence Companies
Comcast Internet Essentials
50 Plus Marketplace News | Colorado Women's Day

Special Events

Goldilocks and the Little Bear

JCLF was pleased that – once again! **Evergreen and Conifer Libraries** were designated as beneficiaries of the 6th annual **Goldilocks and The Little Bear** fundraiser held on Tuesday, October 27th, from 5:30 to 9:30 p.m. at the historic **Little Bear Saloon** in Evergreen.

Hosted by the **Mountain Metro Association of Realtors**, this event

brought together library lovers and literary enthusiasts for an evening of live musical entertainment, a silent auction and a buffet dinner all to raise monies in support of **Jefferson County Public Library, Friends of the Bailey Library and the Clear Creek County Library District.**



JCLF was able to funnel more than \$3,900 to JCPL and its two mountain branches as a result of this special and popular fundraiser! Our thanks go to the **Mountain Metro Association of Realtors** and to **The Little Bear Saloon** for their ongoing support!

Book Drive and Shred-A-Thon

Many of our supporters came out in full strength to JCLF's first-time combination book drive and shred-a-thon. This event took place on Saturday, August 13, from 9:00 a.m. to noon in the parking lot at **Bank of Colorado** in Lakewood.

"We were pleased that so many donors stopped by with their donations of books, CDs and vinyl records," comments **Kirstin Kraig**, JCLF Friends and Volunteer Coordinator. "We were able to fill up half a truck with contributions, and others took advantage of the



opportunity to shred their personal documents all at the same time." JCLF partnered up on the shred-a-thon with **Altitude Docushred**, and the company brought a huge truck and many employees

to help customers unload sensitive papers and shred those documents on site. All we requested was a \$10 donation per vehicle for the shredding service, and many individuals contributed more!

Total income for this event came to \$2,400, which also included a cash gift from **Altitude Docushred**. We were grateful to **Bank of Colorado** for allowing us to use their parking lot and to **Golden Realty** for the loan of a box truck where we collected the book donations.

Dine and Donate at 240 Union Creative Grille

SUPPORT YOUR LIBRARY (FINE DINING FOR A GREAT CAUSE)

11AM-9PM
240 union blvd, lakewood



Join us for lunch or dinner at 240 Union restaurant in Lakewood all day Sept. 19th! 25% of your meal purchase will be donated to Jefferson County Library Foundation to help us support literacy programs at Jefferson County Public Library.

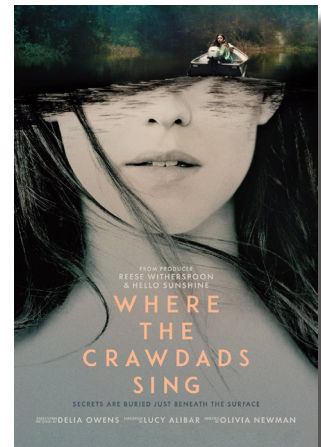
Total JCLF income from this day-long event came to more than \$2,100!

This was a delightful and very easy way to raise funds for our cause while enjoying a terrific meal at this popular restaurant. Our special thanks go to **Michael Coughlin**, owner of **240 Union Creative Grille**, for hosting this special **Dine & Donate** event!

Books on Film

On Friday, July 22nd, our Foundation gladly partnered with **Regal UA Cinemas** in **Colorado Mills Mall** for a first-time benefit featuring a popular book-turned film! That evening, more than 50 guests joined us for a private movie screening of **Where the Crawdads Sing** based on the worldwide bestselling novel by **Delia Owens**.

Not only did our moviegoers enjoy the film, each guest received free popcorn and a beverage, eligibility in the door prize drawing, and attendees were encouraged to join in a post-film audience discussion of both the film and the book.



We were delighted that **Denver7** news anchor **Nicole Brady** served as our event emcee, and she also moderated the interactive discussion.

We applaud these event sponsors who helped us launch our first **Books On Film** benefit: **Allstream Communications**, **Carla Knight Homes/Coldwell Banker**, **American Family Insurance/Tawnya Clark Agency**, **Bank of Colorado**, **IX Power Foundation** and the **Taurus Fund**.

Volunteer Efforts

It is no overstatement to say that JCLF volunteers are the lifeblood of our Foundation. We rely on these dedicated individuals to assist us by accepting donations of books, CDs, DVDs and vinyl records from the public, sorting/scanning and boxing donations, staffing information tables at recruitment events, assisting with various fundraising activities, providing hands-on administrative help in our offices, staffing our **Whale's Tale** bookstore, and working tirelessly to produce our semi-annual **Whale of a Used Book Sales**.

In 2022, our valiant volunteers provided 9,989 hours of service to the Foundation, which translated into a value of \$343,222 (using the generally accepted metric of \$34.36 per hour according to the Independent Sector).

JCLF continues to appreciate all the service that these volunteers provide and that – in turn – help us support our **Jefferson County Public Library**!

Volunteer Spotlight

Laura Kepler

Not only does JCLF like to honor our terrific volunteers, we are also glad when we can pay tribute to them in a very public way. That's why our Foundation was proud to acknowledge long-time volunteer **Laura Kepler** as a **Denver7 Everyday Hero** in June 2022.

Laura has been a part of our JCLF "family" of volunteers for the past decade not only assisting with scanning and sorting donations and staffing our **Whale of a Used Book Sales**, but also as a former member of the Foundation Board of Directors and a current member of the Friends Council. Laura was also one of our key volunteers who pitched in at the **Belmar Library's Friends Gift & Book Shop**.

For Laura, it's not just all about books, but it's also about people! She remarks that she absolutely loves it when she is able to help someone find the book they've been searching for. That's what makes her happiest at our book sales. "You see people coming in, and they're like, 'Oh, I've been looking for this book forever,'" Laura says, adding that her favorite moments are when she watches people leave our book sales with a huge bag of books along with a big smile on their faces.

Mickey Lytle and Sandy Kramer

Everyone knows that JCLF generates good revenues from sales of books and media materials donated

from the public and desecessioned from our public library. But did you know that we also raise funds thanks to the sale of uniquely themed gift baskets? These one-of-a-kind baskets are created by a dynamic volunteer duo – **Mickey Lytle** and **Sandy Kramer**. These two put their clever heads together and are able to design baskets that capitalize on themes ranging from gardening and barbecues to trains and Harley Davidson motorcycles. The gift baskets (which are each individually priced) are popular items at our **Whale's Tale** bookstore and our semi-annual **Whale of a Used Book Sales**.

Sandy and Mickey also create smaller gifts they call "Bears & Books" which feature a colorful children's book along with a small stuffed animal or doll that mirrors the book cover. This gives each child a tangible piece of the story to hold while the book is being read.

Winter holidays are a time when these two really show off their handiwork. In 2022, the pair put together more than 100 themed gift baskets for sale at our **Whale's Tale** bookstore.

Volunteer Appreciation Picnic

Our **2022 Volunteer Appreciation Picnic** took place on Friday, July 29, and took on a Latin American flair via the food and the live entertainment! **Bonfire Burritos** provided the buffet luncheon, and entertainment featured the folk group **Baila Conmigo International Dance**. That troupe, led by **JCLF Board President Ana Rojas-Artica**, displayed a lively repertoire of traditional Peruvian and Mexican dances prior to the buffet lunch and to the delight of nearly 50 JCLF volunteers, donors and staff members.



The picnic and awards celebration was held at **Anderson Park Pavilion in Wheat Ridge** and a key highlight of the afternoon was a ceremony where the Foundation paid tribute to four outstanding volunteers – those who have made an enormous impact on our organization and our services to the community. These honorees included:

Volunteer of the Year – Richard Chenard
Volunteer Leadership Award – Anita Wilson
Elena Joyce Grissom Lifetime Achievement Award – Ardis Guzy

2022 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)

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Dale and Marguerite Bussman
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Mike and Judi Casey
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Benson Family Foundation
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Genesee Mountain Foundation
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IX Power Clean Water

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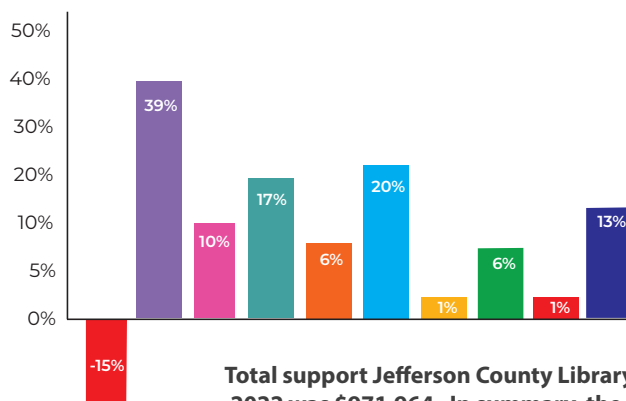
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If we have inadvertently left off your name, please accept our apologies and let us know!

Thank you!

REVENUE Summary of 2022 Support and Revenue

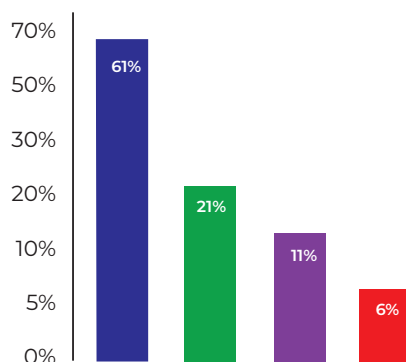


Contributions	\$ 118,051
Friends Memberships	\$7,067
Grants	\$56,250
Special Events	\$12,216
Used Book Sales	\$174,688
Online Used Book Sales	\$53,205
Gift Shop (Net of COGS)	\$149,455
JCPL and Other Donated Services & Facilities	\$91,085
Volunteer Service	\$343,222
Investment Income	(\$136,152)
Change in Value of Beneficial Interest	

TOTAL SUPPORT AND REVENUE \$869,087
 (Note: Reflects figures from the 2022 Financial Audit)

Total support Jefferson County Library Foundation provided Jefferson County Public Library during 2022 was \$971,964. In summary, the support the Foundation provided the Library was eleven (11) times the in-kind that the Library provided the Foundation. (Source: 2022 Financial Audit)

EXPENSE Summary of 2022 Expenses



Sixty-one percent of the Foundation's expenses directly support literacy and reading programming.

Literacy and Reading	\$434,178
General and Administration	\$152,788
Fundraising	\$83,749
Volunteer Support	\$44,810

TOTAL EXPENSES \$715,525
 (Note: Reflects figures from the 2022 Financial Audit)



Support the possibilities.
Support the possibilities.
Support the possibilities.
Support the possibilities.



SUPPORT THE POSSIBILITIES

Jefferson County Library Foundation
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