



Jefferson County Library Foundation
Annual Report

2023

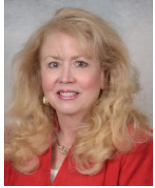


SUPPORT THE POSSIBILITIES

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 2024

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Letter from JCLF Board President



Welcome to the Jefferson County Library Foundation's 2023 Annual Report!

Since 1966, when JCLF first established its Articles of Incorporation with the Colorado Secretary of State, JCLF has been focused on one exclusive 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.”

While this has proven to be a huge undertaking, I'm happy to tell you that over nearly six decades our Foundation has been able to provide hundreds of thousands of dollars in support of Library programs such as:

- ▶ 1000 Books Before Kindergarten
- ▶ Culture Passes
- ▶ Raise A Reader
- ▶ Library Summer Challenge
- ▶ Cold/hot weather supplies and bus passes for Library patrons

In recent years, our Foundation has also secured naming rights in JCPL branch locations throughout the county, plus our dollars have helped to build unique Outdoor Adventure Spaces for children at Standley Lake and Belmar Libraries.

How are we able to do this? Our 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, annual giving campaigns (our annual appeal, Colorado Gives Day, Giving Tuesday and Library Giving Day), corporate sponsorships, ticketed special events, bequests, memorial contributions, naming opportunities and major gifts.

One of our most successful revenue sources is our Whale's Tale Books & Gifts shop in Colorado Mills Mall. In 2023, this small shop generated nearly \$150,000 in sales of gently used books, media materials and new items, such as journals, jewelry, greeting cards, scented candles, scarves, reading glasses, candy, and more! In late October of that same year, we opened up a second storefront operation – Whale's Tale Two Books & Gifts – in Belmar Shopping Center.

We are also proud that, in 2023, JCLF hosted two Whale of a Used Book Sales at the Jefferson County Fairgrounds in Golden. Together these events raised nearly \$120,000.

That same year, we continued on with a new fundraiser called Books On Film. This time we selected the movie “Oppenheimer” as our book-turned-film and had nearly a sell-out crowd at Regal UA Cinema in Colorado Mills Mall. This event was hosted by Denver 7 meteorologist Lisa Hidalgo and included a door prize drawing and a post-film audience discussion of the book and the film moderated by John “Grizz” Deal who held the position of “Entrepreneur in Residence” at Los Alamos National Laboratory.

It goes without saying that JCLF would not be this successful without our dedicated staff, our governing Board members, gaggles of volunteers, our Friends of the Library membership organization, multiple event sponsors and foundation supporters along with many generous individual donors. Many thanks for all your outstanding support!

Sincerely,

Deborah Deal-Blackwell, APR

Deborah Deal-Blackwell, APR
President, Board of Directors

Jefferson County Library Foundation

Our 2023 Supported Programs

Library Summer Challenge

For more than a decade, our Foundation has continued to proudly support the Library Summer Challenge, a seasonal program that is designed to promote family literacy and reading.

This summertime literacy-focused program serves thousands of Jefferson County babies, children, adolescents, adults and seniors each year during an eight-week period, from June 1 through July 31. And each year, our goal remains constant – to help babies and toddlers develop early literacy skills, and to encourage school-age children and teens to read throughout the seasonal school gap between spring and fall.

Did you know? Each year our Foundation provides a \$500 contribution to another local charity once Library Summer Challenge participants reach a collective reading goal. In 2023, that charity was Denver Pet Partners which runs the PAWS for Reading program that is offered at various JCPL locations.

Jeffco schools can also participate in JCPL's annual Library Summer Challenge! Schools ranging from K-12 (and those that have the most participation) each earn \$800 that they can use to help purchase new books for their own school libraries, and our Foundation provides the prize money. Here are the 2023 winning schools:

- Preschool: Jefferson County Open Preschool
- Elementary School: Deviny Elementary School
- Middle School: Evergreen Middle School
- High School: Addenbrooke Classical Academy
- Charter/Private: Montessori Peaks Academy



Jefferson County Open Preschool

The annual Library Summer Challenge is important because it is key to keeping school-age children and teens engaged in reading and learning throughout the summer so they don't lose their level of reading skills, something known in academic circles as "summer slide." The program also promotes sharing books with children ages 0-5 in an effort to make them "reading ready" by the time they enter school.

In addition, this reading program enlists parents, grandparents and other adults to serve as "reading role models" to help incentivize younger readers to read and learn all summer long, which is especially important for school students to maintain those skills when it's time to return to school each fall.

Here are some of the comments our readers shared from their experience with previous JCPL summer reading programs:

I have always loved reading and I really appreciate that this program helps kids and teens who haven't been 'bitten by the reading bug' find that too. I was lucky enough to witness this in my own little brother this summer and am so grateful for that because it makes me so happy when people find the magic in learning and experiencing things in other people's shoes via literature.

[The Challenge] motivates every-one to read more [and] learn about the different services and benefits of the library and encourages fun competition among friends and family.

This helps keep me on my toes! I've done it for several years and I've logged more and more each time. The prizes are always creative and fun. The donations towards charities fits my point of view. I love [that] it's available for all ages. Thank you for putting this together.

Our thanks go to these 2023 Library Summer Challenge sponsors: FirstBank, City of Lakewood, the Drake Durkee Foundation, and the Golden Civic Foundation. Prize sponsors included Bobo's, Denver Film, Enstrom's, Meow Wolf, and the Downtown Aquarium.

Early Childhood Literacy

1000 Books Before Kindergarten

Since 2016, JCPL has produced the popular 1000 Books Before Kindergarten program, a nationwide initiative that promotes early childhood literacy in a family-friendly, interactive way. While the underlying basis of the program helps babies, toddlers and preschoolers become reading-ready and learning-ready by the time they enter school, an added goal is to encourage parents and caregivers to serve as their child's first teacher, engaging and interacting with babies and small children in an early literacy program that will introduce youngsters to the world of reading, cognition, critical thinking and reading readiness.

Once enrolled in this program, children's caregivers are encouraged to read with their babies, toddlers and preschoolers and record their books in the reading log sheets (provided by JCPL) or online. Even Story Times at the Library, virtual Story Times, books read at preschools and child care centers, or other literacy events count!

The over-arching 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 engage in this early literacy initiative.

This program serves babies and small children, as well as parents and caregivers.

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 anticipated outcome of the project is that small children will gain pre-reading and early learning skills prior to entering kindergarten, and parents/caregivers will gain the confidence and tools to serve as their child's primary teacher.

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

We are pleased that several funders supported this Early Childhood Literacy program in 2023, including: the Sam S. Bloom Foundation, the Sears Family Charitable Fund, and the Clarence V. Laguardia Foundation.



Raise A Reader

Raise A Reader is a year-round program meant to help babies and small children become reading ready and learning ready before they enter kindergarten. Raise A Reader is built around five principles that help youngsters learn – singing, playing, talking, writing and reading.

Just like 1000 Books Before Kindergarten, this program is also designed to help parents, grandparents and other caregivers gain the confidence, tools and resources to serve as their child's first teacher!

Each year, this special program culminates in the Raise A Reader Festival, a day-long event that capitalizes on those five learning principles, and encourages non-participants to join in the program and discover all the ways our public library can help them through multiple resources, services, activities and events.



A young Festival attendee and volunteer at the Art Station.

When the Raise A Reader Festival was first held in August 2019 at the Colorado Railroad Museum in Golden, JCLF was thrilled that more than 1,600 babies, small children and families attended this FREE first-time event. Although the COVID-19 pandemic put this kind of activity on hiatus, the Raise A Reader Festival returned in 2023 and hosted more than 1,400 children and families at the Colorado Railroad Museum on Saturday, September 30.

Sample activities at the Festival included: bubble making, train rides, face painting, story telling, dancing, enjoying live music, temporary "tattooing," and model railroad demonstrations.

Our Foundation was very proud to support this special event in 2023!

Added Programs

Hard Times Writing Workshop

Through this unique program, the Library serves local Jeffco residents who are indeed facing “hard times.” This includes (but is not limited to) those who are homeless, financially challenged, jobless, physically challenged, LGBTQ+, military veterans, immigrant populations, those suffering from PTSD, individuals who are isolated, disenfranchised and those who are struggling with their mental health.

Hard Times Writing Workshops (“Hard Times” for short) are a collaboration between Jefferson County Public Library and Lighthouse Writers to create a place where community members experiencing hard times can heal through writing. Hard Times provides a sense of community and a creative outlet for people who have recently experienced or are currently experiencing poverty, addiction, homelessness, and other difficult situations. Many have suffered through trauma.

Participants learn how to put these difficult experiences into words. Led by seasoned instructors who guide participants through prompts and writing exercises, the workshops create a safe space for people in difficult situations to tell their stories, express their feelings, and hone their craft of writing.

Hard Times also addresses a community concern around a lack of connectedness. As one focus group participant explained, “I think community means a sense of belonging. It’s like, even if I’m struggling, I belong and there are people that I can reach out to that are there to help me, but I belong here. I’m accepted here.”

Hard Times Writing Workshops offer a forum to connect with others, a way to cultivate the powerful outlet of writing and storytelling and provide a means of healing from difficult experiences.

Our Foundation was happy to help support this specialized program in 2023.

Naming Rights

One of the most visible donation opportunities JCLF offers to Library patrons is the placement of naming plaques at various library locations. In collaboration with JCPL, our Foundation offered multiple naming rights for the newly renovated Evergreen Library, which was completed in fall 2023.

The following list reflects contributions directed via JCLF to specific areas or amenities at this particular library:

- ▶ *Cynthia and Bob Benson – The Children’s Area*
- ▶ *Jeannie Mann – Children’s Story Time Area*
- ▶ *Jimmy Haver – Check-out Kiosk in the Children’s Area*
- ▶ *Jefferson County Library Foundation – Large Study Room*



The updated quiet room at the Evergreen library features fun furniture and a remodeled fireplace.



The children’s area at the remodeled Evergreen library includes fun touches like innovative seating and eye-catching art.



One of the library’s new Bondi pods.

All photos this page source: Jane Reuter, Canyon Courier/ Colorado Community Media

Our Storefront Operations

Whale's Tale Books & Gifts

JCLF took a genuine leap of faith when -- on "Black Friday" November 27, 2020 (and in the midst of the COVID-19 pandemic) -- we opened up our first storefront operation in Lakewood's Colorado Mills Mall. But it turned out to be a leap that has truly paid off year after year!

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 third year of operation, our unique little store generated nearly \$140,000 in gross sales. And our fledgling shop continues to offer many items besides gently used books CDs, DVDs, vinyl records and creative themed gift baskets. Whale's Tale showcases many new products, including greeting cards, journals, jewelry, handbags, bookmarks, scarves, reading glasses, candy, and more!

Here are some comments we have received from our customers:

- Beautiful displays and selection of books...I will definitely return!
- Friendly service
- Good selection of books that cater to my interest
- Staff was so helpful selecting books with me.
- The volunteers were extraordinary & wonderful. I'm disabled & in horrific pain. Your volunteers kept me laughing & going. They even carried my box of records & books out to my car. God bless you all.
- Thank you for working with me to insure my total satisfaction. I get fantastic value while building my collections of DVD classics. Your Colorado Mills location is very convenient for me.

We are grateful to the many booklovers who continue to shop at Whale's Tale and support our efforts, especially now that we have TWO stores for our dedicated shoppers.

Whale's Tale Two Books & Gifts

In summer 2023, JCLF was approached by Belmar Shopping Center with an exciting request – would we open up a second Whale's Tale bookstore on their property? Our Board carefully took this offer under consideration. We toured the shopping center and looked at unit options for a second storefront, and



Store manager Kirstin Kraig and JCLF executive director Jo Schantz at the grand opening of Whale's Tale Two Books & Gifts at Belmar Shopping Center.

once we settled on a location at 7273 W. Alaska Drive, we began working to make the new store a reality.

On October 25, 2023, JCLF opened up Whale's Tale Two Books & Gifts for business and gross sales by the end of December were more than \$18,000.

Whale of a Used Book Sales

Since 2002, JCLF has been proud to produce the semi-annual Whale of a Used Book Sales that are typically held at the Jeffco Fairgrounds in Golden. Although the COVID-19 pandemic gave us a setback in this endeavor, we are slowly returning to pre-COVID 19 attendance numbers and our revenues are booming!

At the 2023 spring sale, more than 2,500 attendees visited the sale and the gross income reached more than \$60,000. In the fall, which is usually a smaller sale, we generated nearly \$54,000. Outside of those numbers, we generated more funding via admission fees (\$5 per adult per day), on-the-spot donations and a flurry of new Friends memberships.

Our 2023 sales also received great media attention thanks to our new partnership with Denver7 television. The Foundation's executive director was interviewed live on Denver7's noon news hour and was also featured on the television station's Mile High Living segment.

As always, we are glad for our event sponsors and Friends Community Partners who continue to support JCLF and these huge sales events: Denver7, Comcast Internet Essentials, Pinkard Construction, Bandimere Family Foundation, Atwell, Freddy's Steakhouses, Bank of Colorado, Confluence Companies, 50 Plus Marketplace News and Colorado Women's Day.

Special Events

Books on Film

Starting in 2022, JCLF launched a new benefit series called Books On Film. For these fundraising events we create a movie theatre experience where our audience can see a popular book turned into film. This second annual benefit took place on Friday, July 21, when we premiered the blockbuster production of "Oppenheimer," a cinematic version of the book "American Prometheus: The Triumph and Tragedy of J. Robert Oppenheimer," by Kai Bird and Martin J. Sherwin. That evening, we hosted a near sell-out crowd of more than 90 guests at Regal UA Cinemas in Colorado Mills Mall.

Beyond enjoying the film, each guest received free popcorn and a beverage, plus eligibility in the door prize drawing, and the evening was hosted by Denver7 meteorologist Lisa Hidalgo. Post-film, attendees were encouraged to join in an interactive discussion of both the film and the book hosted by John "Grizz" Deal, CEO of XI Power Clean Water which is an official, licensed "tech-transfer" company from the famed Los Alamos National Laboratory, where Deal also held the position of "Entrepreneur in Residence."

Beyond our ticket sales, we were grateful for these key event sponsors who helped support our Books On Film benefit: Thrivent, Rocky Mountain Safety & Security, High Point Financial Group, Sally Reed, IX Power Clean Water, and the Taurus Fund.

Book Drive and Shred-A-Thon

In 2023, we carried on with another kind of fundraiser that proved successful in 2022 – our Book Drive and Shred-a-thon! This event attracted many current and new supporters who came out in force on Saturday, August 19, from 9:00 a.m. to noon where the event was held in Lakewood's Bank of Colorado parking lot.

Bank of Colorado's VP and Regional Operations Officer Cleo Arellano, who also serves as JCLF's Board secretary, commented: "The Bank was very glad to host this event again, and we're happy that we helped raise \$2,800 for the Foundation."

Altitude Docushred was our shredding partner and the company brought a huge truck and several employees to help customers unload sensitive personal papers and shred those documents on site. In return, JCLF requested a \$20 cash donation per vehicle for the shredding service, and we were grateful that many individuals contributed even more!

On the other side of the parking lot, our staff and volunteers rallied around a huge box truck (on loan to us from Golden Realty) where they were glad to accept donations of gently used books, CDs, DVDs, games and puzzles. These are items that will make their way to our huge book sales and our two bookstores, helping us raise more funding in support of our public library.

Many thanks to Bank of Colorado for allowing us to use their parking lot and to Golden Realty for allowing us to use their box truck.

Dine & Donate

For several years now, our nonprofit has been pleased to participate in a Dine & Donate fundraising event, and the year 2023 was no exception. Hundreds of hungry donors helped keep Lakewood's 240 Union Creative Grill restaurant full on Tuesday, September 19 and on that day (and evening!), 25% of all food purchases were donated back to the Foundation.

Total JCLF income from this one-day event netted us more than \$2,100!

This restaurant fundraiser has turned out to be a very popular way to raise monies for our cause and where our supporters can enjoy a great meal out – all for a good cause! JCLF thanks Michael Coughlin, owner of 240 Union Creative Grill, for hosting this special Dine & Donate benefit!



Goldilocks Fundraiser

October 24th was the date. Evergreen's Troutdale Tavern was the place. Once again, JCLF was pleased to be a beneficiary of the 2023 "Goldilocks and the Little Bear" fundraiser, which for that year only was uniquely dubbed "Goldilocks has Gone Fishing...for Kindness" due to its new event location.

As was the tradition, the fundraiser boasted an evening of live music, fabulous food and a silent auction. Because the event took place near Halloween, paying guests were encouraged to wear their favorite costumes and come out to support local libraries that serve this mountain community.

Our thanks go to the Mountain Metro Association of Realtors for hosting this annual benefit!

Volunteer Efforts

Year after year, JCLF relies on its strong volunteer corps to help us in our mission to provide fundraising support and advocacy for Jefferson County Public Library. And all year long, these dedicated individuals, couples and volunteer teams assist us in various ways.

At our warehouse in Wheat Ridge, volunteers accept donations of books, CDs, DVDs and vinyl records from the public, then they sort, scan and box up the donations, helping us build inventory for our semi-annual Whale of a Used Book Sales and for our two Whale’s Tale bookstores.



Warehouse Coordinator Neil Thoreson with volunteers Don DuBe and Laura Kepler set-up for the Whale of a Used book Sale

Outside of our warehouse, volunteers help set up information tables at recruitment events, they assist in our multiple fundraising events, they staff both of our used bookstores, and they work diligently to help us produce our semi-annual Whale of a Used Book Sales.

In 2023, our valiant volunteers provided 10,359 hours of service to the Foundation, which translated into a value of \$376,653 (using the generally accepted metric of \$36.36 per hour according to the Independent Sector).

What else can we say except Thank You! For all the service that our volunteers provide in fulfilling our mission to support Jefferson County Public Library!

Volunteer Appreciation Picnic

Mahalo to our many volunteers! That’s the Hawaiian way to say “thank you,” and we did so with native Hawaiian gusto on Friday, July 28, when this annual event was generously hosted by Brookdale Meridian Westland in Lakewood.



More than 70 of our dedicated and lei-draped volunteers were feted with a luau in their honor, and the day was made even more festive with entertainment provided by Tehani’s Hula Colorado. Even some of our JCLF staff members and Library representatives were enlisted to show off their hip-swaying dance abilities.

The main highlight of the afternoon was when the Foundation paid tribute to four of our outstanding volunteers – those who have made an enormous impact on our organization and our services to the Library and our community. These honorees included:

- ▶ Volunteer of the Year – Robin Sweeney
- ▶ Volunteer Leadership Award – Chip Furlong
- ▶ Elena Joyce Grissom Lifetime Achievement Award – Ron Proulx
- ▶ Linda Abbott Memorial Award for Volunteer Excellence – PJ Jones



Clockwise from top-left: Tehani’s Dancers Colorado, Volunteer Excellence award-winner PJ Jones with JCLF Executive Director Jo Schantz, the outdoor venue at Brookdale Meridian.

2023 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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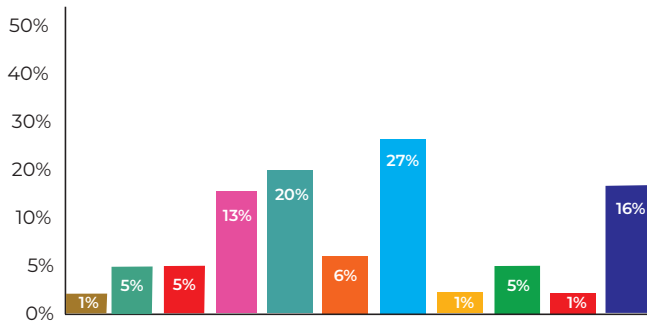
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If we have inadvertently left off your name, please accept our apologies and let us know!

Thank you!

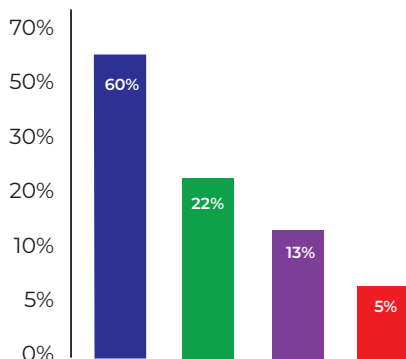
REVENUE Summary of 2023 Support and Revenue



Contributions	\$116,736
Friends Memberships	\$8,697
Grants	\$38,806
Special Events	\$6,121
Used Book Sales	\$197,795
Online Used Book Sales	\$43,451
Gift Shop (Net of COGS)	\$149,669
JCPL and Other Donated Services & Facilities	\$95,786
Investment Income, Net	\$34,979
Change in Value of Beneficial Interest	\$37,939
Misc Revenue	\$1,534

TOTAL SUPPORT AND REVENUE \$731,513
 (Note: Reflects figures from the 2023 Financial Audit)

Total support Jefferson County Library Foundation provided Jefferson County Public Library during 2023 (including volunteer support) was \$971,964. In summary, the support the Foundation provided the Library was thirteen (13) times the in-kind that the Library provided the Foundation.



EXPENSE Summary of 2023 Expenses

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

Literacy and Reading	\$482,327
General and Administration	\$179,868
Fundraising	\$99,355
Volunteer Support	\$40,311

TOTAL EXPENSES \$801,861
 (Note: Reflects figures from the 2023 Financial Audit)



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



SUPPORT THE POSSIBILITIES

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