Celebrating 20 Years!

Please join us Tuesday, October 9th for the
Empire Friends’ 20th Anniversary Celebration and Annual Meeting Luncheon
Brook-lea Country Club, 891 Pixley Road, Rochester NY 14624
Registration and cash bar begin at 11:30, Luncheon at Noon
Cost is $16 for your choice of

- Chicken Bruschetta: sliced chicken breast topped with thinly sliced prosciutto and melted provolone cheese with roasted potatoes
- Three Scoop Salad: one scoop each of chicken salad, tuna salad and shrimp salad on a bed of fresh greens

Both with rolls and butter, tea or coffee and dessert tray, gratuity included
RSVP to Susan Swanton, 14 Meadowood, Rush NY 14543
sswanton1@frontier.com 585-226-3734
by October 1st
Please include menu choice and make checks payable to Empire Friends Roundtable
Special dietary requests accommodated upon prior request
Hope to see you there!

Endowment Promotes Patron Literacy, Enjoyment, and Education

Macedon Public Library (MPL) serves a rural area in Wayne County, only 20 miles east of Rochester, in the Pioneer Library System. After a fire destroyed the library and Town Hall complex in April 2001, the Committee to Rebuild the Macedon Public Library (CRMPL) was formed. The Friends of the Macedon Public Library received the Daniel W. Casey Award from EFR in 2004 for their efforts in helping the community rebound from this tragedy. With the opening of a new library in August 2003 and spurred on by this statewide recognition, the Friends determined to take on new challenges, such as the establishment of the Friends Endowment in 2005. That year, with a generous challenge grant matching all individual contributions, $28,000 was raised. The smiling bespectacled bookworm the Friends use as their trademark has now, inch-by-inch and dollar-by-dollar, grown a substantial endowment that funds an increasing number of grant projects every year.

The Friends of the Macedon Public Library carry out an annual fund-raising campaign to continue to build their endowment, which is managed by the Rochester Area Community Foundation. In 2011 their efforts netted $8,500 in donations. A return envelope is included in the Town’s newsletter once a year, reaching nearly 4,000 households. Solicitation letters are also sent directly to past years’ donors and members of the Friends. In keeping with their bookworm mascot, donor levels include Bookworm Patrons, Caterpillar Associates, Ladybug Sponsors, and Cricket Good Fellows! This sustained approach to fund-raising has paid off, growing the Endowment to $154,000. The Friends can now use the accrued interest from donations to directly assist the library and its community. The goals of the Endowment are to promote literacy, enhance enjoyment of the library, and enrich the educational experiences of the patrons.

The Endowment provides non-operational funding to support services, programs, and special projects that the library would be unable to fund from its limited annual budget (less than $300,000). Rather than having the library director and staff approach the Friends with a list of items or programs needed by the library, the grant program encourages long-range planning. Bill Moore, chairperson of CRMPL, now the fund-raising subcommittee of the Friends, solicits proposals annually in the spring. Any person or group that has an idea for a project that will benefit MPL, its patrons, or residents of the community is invited to submit a proposal to this competitive program. Applications include a description of need, an outline of the proposed project, and an itemized budget. The members of the Endowment Board of Directors review the applications and select the winning proposals each June. This method promotes creative thinking and collaborations between the staff and patrons. The program has grown from two applications since its inception in 2007 to eight proposals in 2012, all of which received full funding, for a total of $4,200.

Grants have underwritten an ongoing oral history project, an antiques appraisal workshop at no charge to the public, collection development funds for the library to purchase public performance DVDs, and an awareness and marketing campaign aimed at teens to encourage use of the library and its services. A series of woodworking and arts and crafts classes for adults has also received financial support for the past three years.

This coming year, MPL will offer a series of presentations on local history entitled

(continued on page 4)
2003
- Fall 2003: 27th newsletter. Phyllis Pittman Kitt turns over newsletter editorship to Susan Swanton after editing the past 17 issues since 1997!
- EFR programs at NYLA in Saratoga Springs on November 7, 2003 are: 'Save Our Library: a Study in Advocacy', 'Small Libraries with Big Ideas', and 'Get the Message Out: Publicizing Your Friends'.
- The Daniel Casey Award goes to Friends of Rochester Public Library for their advocacy efforts in the face of major budget cuts.
- Kathy Adam is elected 2004 President

2004
- Sue Swanton updates EFR portion of NYLA web site which becomes a regular communication tool for EFR.
- EFR programs at NYLA in Rochester on October 22, 2004 are: 'How to Win a Referendum', 'Internet Book Sales' and 'Friends Making Friends'.
- The Daniel Casey Award goes to The Friends of Macedon Public Library for their fundraising efforts for their library which burned down.
- Bill Pontius is elected President

2005
- EFR programs at NYLA on October 28 in Buffalo are: 'Strategies to Get the Message Across', 'How to Start or Revitalize a Friends Group', and 'Friends Making Friends'.
- The Daniel Casey Award goes to Helen Marshall, Queens Borough President, on behalf of her advocacy for the Queens Borough Public Library.

2006
- April 28: Susan Swanton is elected 2006 President.
- EFR cosponsored the following programs at NYLA in Saratoga Springs on November 3 are: 'Education Commissioner Richard Mills' talk', 'One Person Makes a Difference', 'Planning a Trip to the National Book Festival' and 'Low Cost-High Return Advocacy'.
- Susan Swanton was re-elected 2007 President
- The Daniel Casey Award was presented to Hugh Lee, Trustee Emeritus of the Bovina Public Library.
- A. Ross Kitt II and Phyllis Pittman Kitt's 2006 win of the 2006 NYLA Outstanding Advocate of Libraries Award for their work on behalf of EFR

2007
- National Friends of Libraries Week [NFOLW] celebrated by EFR for 1st time with NYS Legislature's proclamation of the 3rd week of October for NFOLW.
- EFR programs at Buffalo NYLA Conference on October 19 are "How to Use the Magic Words Tax Deductible", "Quick and Easy Newsletters Using Word Templates", and "Friends Operated Bookstores"
- 15th Anniversary luncheon celebrated in Buffalo by Fred Stoss's A Librarian's Perspective on Global Warming"
- The Daniel Casey Award goes to David Cooper, of the Bethlehem Public Library
- Betsy Sywetz is elected 2008 President.

2008
- EFR wins FOLUSA award for best state Friends' Celebration of National Friends of Library Week.
- EFR decides to pay it forward with their own NYS contest for the best Friends celebration of National Friends of Library Week from its EFR members.
- NYSALB [New York State Association of Library Boards] and EFR collaborate on joint Spring symposium.
- EFR programs at NYLA conference on November 7th in Saratoga Springs are: 'Friendly Fundraising', "Innovative Programs by Friends" 'Library Friends as Advocates" and "Friends and Trustees: Working Together to Build Better Libraries'.
- Dennis Mosley of the Albany Library Friends, wins the 2008 Daniel Casey Award
- Betsy Sywetz is reelected 2009 President.

2009
- 1st winners of EFR's NFOLW contest are: Friends of the Brighton Memorial Library [for large Friends group] and the Friends of the Waterford Public Library [for small Friends group] with Literary Manhattan winning for the first NFOLW celebration for a Special Friends group.
- EFR wins FOLUSA's award for best state Friends' Celebration of National Friends of Library Week for a 2nd year! [Note after this year, the state Friends category was eliminated by FOLUSA, now ALSTAFF]
- EFR decides to pay it forward again with their 3rd NYS contest for the best Friends celebration of National Friends of Library Week from its EFR members.
- EFR programs at NYLA conference in Saratoga Springs on November 5th are: "Where's the Money: Celebrating National Friends of Library Week", "We're in This Together: Friends Sharing Solutions to Common Problems" and "I Love My Library and I Vote; Moving Beyond Bumper Stickers"
- Robert Manning, Trustee of the Baldwinsville Public Library, wins the Daniel Casey Award
- Betsy Sywetz is again elected President of EFR.

2010
- More regional Friends workshops held by EFR Board members
- EFR programs at NYLA conference in Saratoga Springs on November 4 are: "Successful Programming and Friends Groups", "Kids Can Rock Your Library!", and "All On the Same Page: Board -Friends-Director Relationships"
- Friends of the Red Hook Library win the Daniel Casey Award
- Randy Enos is elected President of EFR

2011:
- EFR opts to skip NYLA programs this year to concentrate on regional Friends workshops
- Plans for EFR 20th Anniversary celebration made for early October luncheon in Rochester NY.

Note: since EFR began its newsletter in 1993, the year after EFR was founded, three newsletters a year have been sent originally to all libraries in NYS and since 2009 to EFR members only.
Is your Friends Group on Facebook?

If you are, please send an email to EmpireFriendsRoundtable@frontier.com with your Facebook contact information for a future article.

Thanks!

Randy Enos
“Macedon Memories: They Walked Before Us.” Speakers funded by the Endowment grants will offer insights into Native American heritage, a dramatic interpretation of the life of former slave Austin Steward, and during Women’s History Month a talk about female residents of Macedon. The Endowment will support a six-week creative writing workshop for children ages 7 to 10 years. The Youth Specialist was also able to purchase a popcorn machine and drink dispenser for movie programs. The Macedon Historical Society will receive funds to purchase archival materials to preserve scrapbooks which include the Town’s history from 1938 through 1971. The Friends group also uses these funds to underwrite a series of speakers throughout the year.

For information and ideas for this year’s NFOLW, go to www.ala.org/altaff/events_conferences/folweek

Further information is available from the Board of Directors of the Friends Endowment by contacting the Macedon Public Library, (315) 986-5932.