


Friends of the Dallas Public Library

SUPPORTING DALLAS PUBLIC LIBRARY

BOARD OF DIRECTORS' RETREAT

A photograph of the Dallas skyline at sunset. The sky is filled with vibrant orange and red clouds. The city buildings are silhouetted against the bright sky, with some lights beginning to glow. The overall mood is warm and dramatic.

FRIENDS
OF THE
DALLAS PUBLIC
LIBRARY

Mission & Vision

The Friends

Mission: To support the mission of the Dallas Public Library system to achieve excellence in its delivery of resources, services and information to the Dallas community.

Vision: We, the Friends, will enable, support and promote the Library to be an essential and vibrant learning institution for the community.

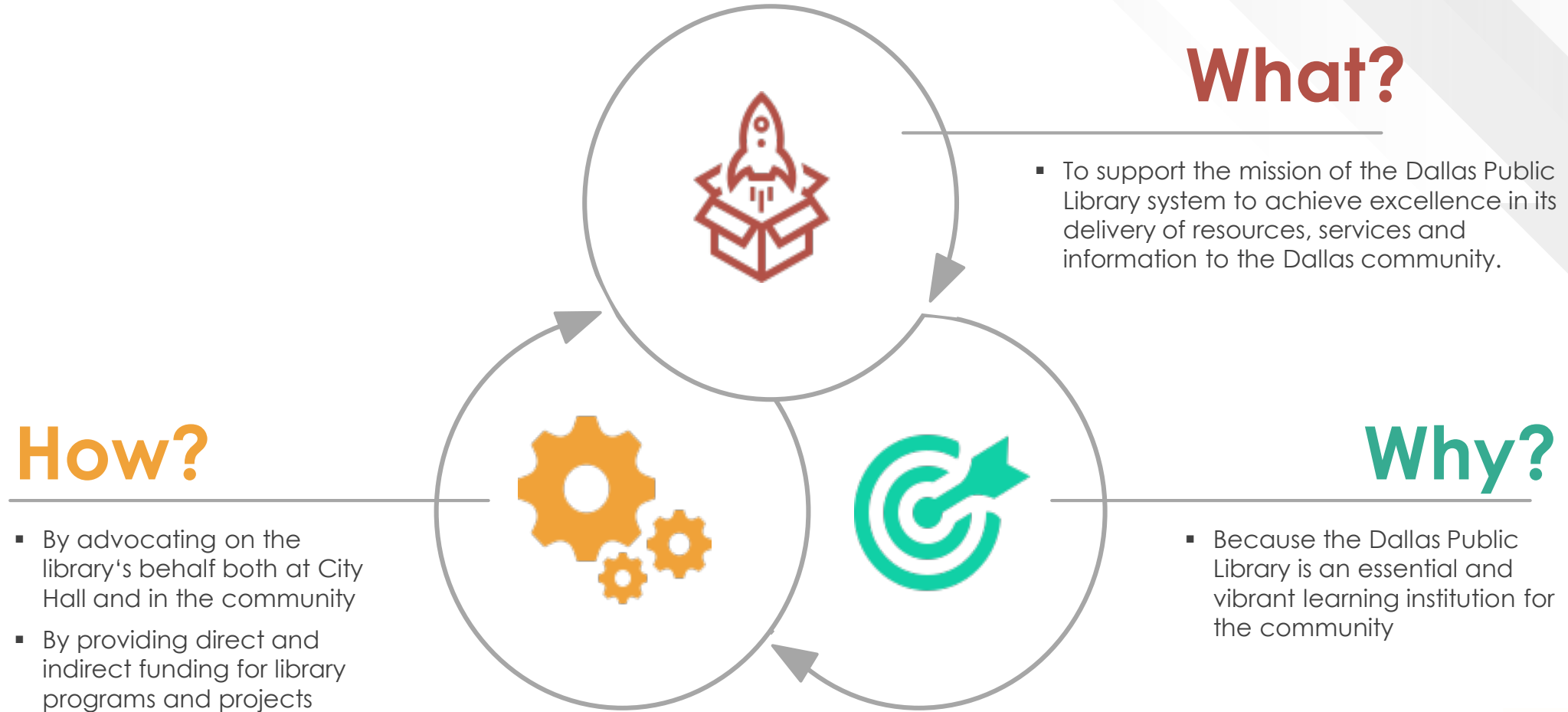
Dallas Public Library

Mission: Dallas Public Library strengthens communities by connecting people, inspiring curiosity, advancing lives and working for racial equity.

Vision: Limitless possibilities start at Dallas Public Library.

The Golden Circle

Simon Sinek's What, Why, How Model





Today's Dallas Public Library

Dallas Public Library includes the Central Library and 29 neighborhood branches spanning the geographic breadth of the city, conveniently located in neighborhoods, schools, and even a shopping mall.

Between October 2020 and May 2022, DPL had a staggering 11,426,751 in-person, curbside, and online visits, and over 22,572,531 materials circulated. Library patrons logged 325,822 of computer time and DPL's Wi-Fi hotspots and Chromebooks were checked out 30,975 times.

Today's Dallas Public Library is more than books it is a safe society, offering a lifetime of enrichment and education haven for a free democratic society offering a lifetime of education and enrichment for all.

Today's Challenges

DPL is a City of Dallas Department with an annual operating budget of nearly \$34 million funded by taxpayers. This budget provides for "books, bodies and buildings".



Books

Includes all materials both physical and digital as well as online databases and serial subscriptions.

Bodies

Currently a staff of nearly 350 and all the associated costs related to employees (insurance, retirement, etc).

The Pandemic

All DPL locations were closed to the public from March 2020 – May 2021.

Online programming (Zoom) started in March 2020, Library to Go Curbside service began in June 2020, in-person library service resumed in May, 2021, and finally, all DPL locations resumed 100% in-person programs and service in June 2022.

Buildings

29 neighborhood branches plus the J. Erik Jonsson Central Research Library's 8 public floors

Today's Landscape

Between March 2020 and May 2021, Dallas Public Library operated at a limited capacity. The start of this summer's SMART Summer Reading Program on June 4th marked the library's return to 100% in-person service and programming



Throughout this time, the Friends continued to support the library, but the Library's need for financial support decreased due to the pandemic. Leaving \$283,000 of approved FoDPL library funding unspent.

During the same timeframe, our Friends continued to support us. Growing membership, SMART Summer corporate sponsors, and incredibly generous estate and major gifts including a single donation of \$400,000

How this budget was developed

THE IDEA

To uncover all programs and projects to have a clear picture of where the City budget portion for Dallas Public Library comes up short.

DALLAS PUBLIC LIBRARY

As in the past, DPL provided a list of all programs and projects they would like the Friends to fund.

FRIENDS COMMITTEES

Provided income and spending projections for each committee.

FRIENDS OFFICE

FoDPL office staff provided administrative projections to run the office with three full-time employees.

Funding Library Programs and Projects Citywide



Early
Childhood
Literacy



SMART Kids



Adult
Education



Vibrant
Neighborhoods
Multicultural



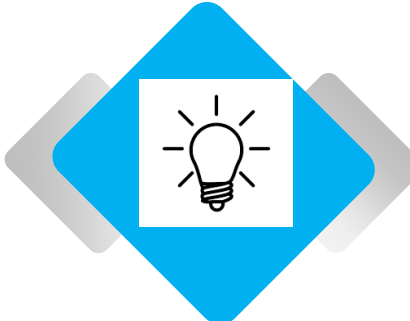
Branch
Library
Support



Staff
Development



Capital &
Acquisitions



Innovation
Grants



Early Childhood Literacy



\$180,250

Bring the joy of learning to the Library's youngest customers and help prepare them for kindergarten success.

Programs this year are made possible thanks to a generous support from Atmos Energy and The David M. Munson and Mona Campbell Munson Fund at The Dallas Foundation.

Early Childhood Literacy Programs & Projects Include:

- Books for Dallas Babies
- BookMarks at NorthPark Center
- Reading Ready Kits
- Here Comes Kindergarten
- Mini DPL
- 1000 Books Before Kindergarten
- Storytime Supplies & Family Playdates
- Caregiver Workstation
- StoryWalks

SMART Kids



\$127,500

Providing funding for library programs created just for school age children citywide.

Funding provided by our wonderful SMART Summer corporate sponsors, the Dealey Family Foundation and Atmos Energy

SMART Kids Programs & Projects Include:

- SMART Summer
- Youth Poetry
- Discovery Wall at the Central Library



Adult Education & Workforce Development



\$117,500

Providing important inspiring and educational opportunities for adults at every age.

Programs made possible thanks to Atmos Energy, the Junior League of Dallas, Dallas Shakespeare Club, General Levi Casey Chapter 6038TX, NSDAR and the Dallas Genealogical Society

Adult Education & Workforce Development Programs & Projects Include:

- High School Equivalency (GED) Testing
- Literacy Centers (Instructors & materials)
- Shakespeare Programming
- Genealogy



Vibrant Neighborhoods



\$85,900

Programs that celebrate Dallas' diverse population employing local talent citywide. Funded by FoDPL

Multi-Cultural Programming

Events and programs that celebrate Dallas' diverse population such as Black History Month, Pride Month, Asian Pacific American Month, American Indian Heritage Month, Deaf Awareness Month and others. Funded by FoDPL.

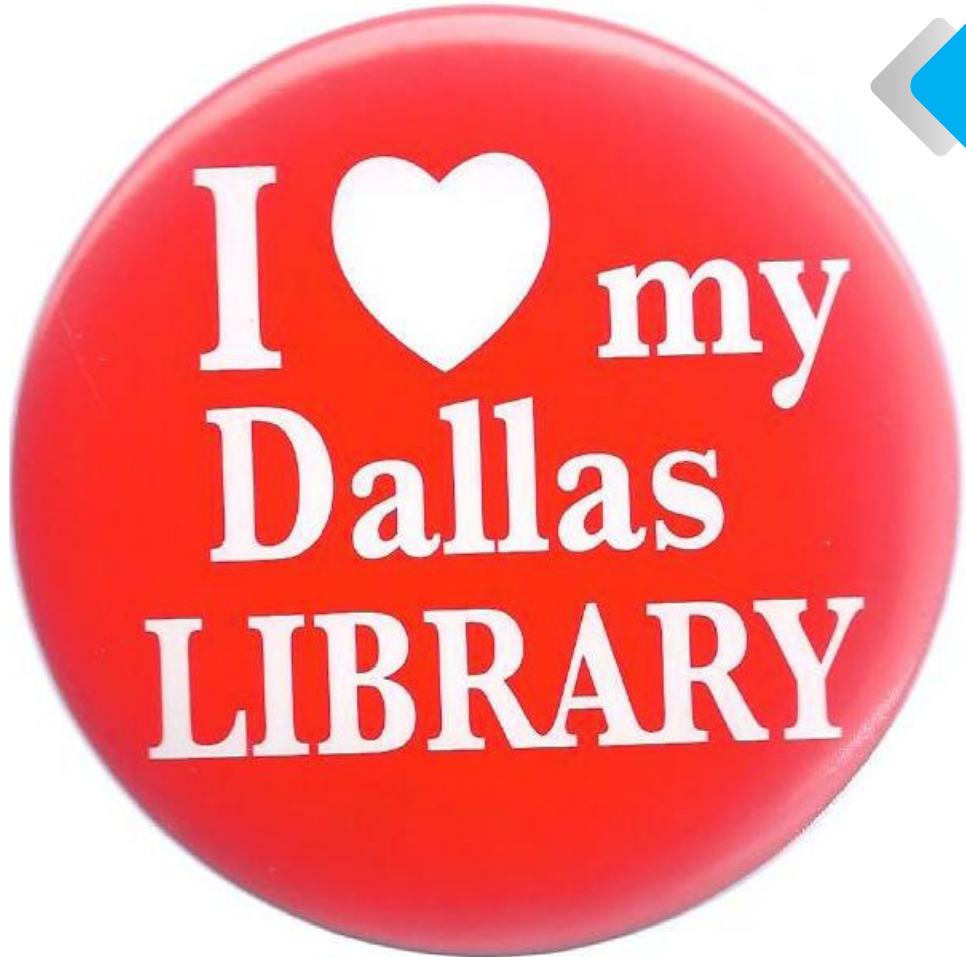
Spanish Language

Bilingual programs for all ages. Up to 8 large programs per year including Hispanic Heritage Month and Dia de los Muertos. Funded by FoDPL.

Family Literacy

Events that engage the whole family like game nights, reading programs and concerts. Supported by Junior League of Dallas

Branch Library Support



\$56,093

Provide funds to library branches without local friends groups

Programs and projects at the Vickery Park & Forest Green branches. Additional programs at the branches are covered within Multicultural/Vibrant Neighborhoods funding. Funding provided by Crystal Charity (Vickery) and FoDPL (Forest Green).

Funding for:

Branch staff appreciation lunches, incidental supplies and unplanned expenses

Branches without friends groups include:

Arcadia Park, Bachman Lake, Bookmarks at NorthPark Center, Dallas West, Forest Green, Fretz Park, Grauwylar Park, Highland Hills, Kleberg-Rylie, Martin Luther King, Jr., Mountain Creek, Paul Laurence Dunbar-Lancaster-Kiest, Pleasant Grove, Polk Wisdom, Prairie Creek, Skyline and Vickery Park



Library Staff Development



\$40,000

Funding learning opportunities and staff appreciation. De-escalation training, ALA, TLA, ensuring DPL staff are featured as experts in their fields. Funded by FoDPL.

Training & Conferences

ALA, TLA, PLA conferences both in-person and virtual. Travel and hotel expenses, as needed. Needs funding.

Annual Staff Day

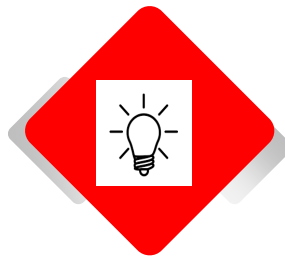
Funding for this important annual one day event when all DPL staff gathers together to learn, connect and inspire each other. Needs funding.

Staff Appreciation/Incentives

Funding needed for things like team T-shirts, facemasks, supplies and snacks that help remind DPL staff how much they are appreciated. Needs funding.



Innovation Grants



\$24,000

New innovative ideas, and the annual Hamon Fund distribution. Funded by FoDPL

Funding for unplanned great ideas!

Homeless Engagement
Big D Reads
Annual Hamon Fund Distribution



Capital Projects



\$527,500

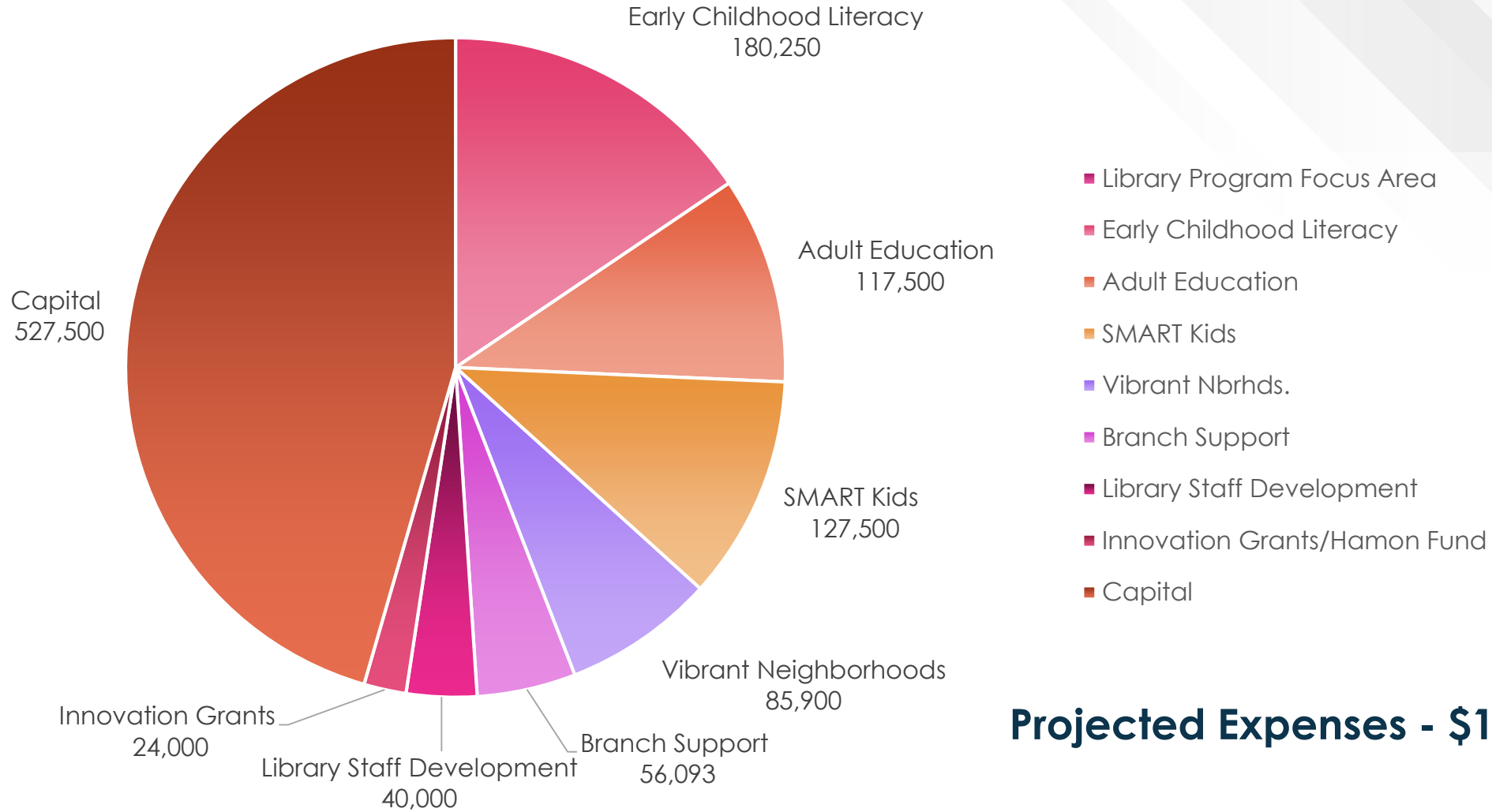
Provide renovation funds, capital projects, and fine & rare materials acquisitions. In its history, Friends of the Dallas Public Library has provided \$50 million in capital support.

Funding for the Reading Ready Play Spaces generously provided by The David M. Munson and Mona Campbell Munson Fund at The Dallas Foundation

Projects include:

- Discovery Wall upgrade/repair - \$130K
- Westside Garden at Central - \$22,500
- DPL Master Strategic Plan- \$175K over 2 FYs
- Reading Ready Play Spaces - \$200,000

Library Program Expenses



Projected Expenses - \$1,158,743

A Partnership - \$631,243 in Program Funding PLUS \$527,500 in Capital Projects



Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.

-Andrew Carnegie

Reporting

Dallas Public Library staff will provide ongoing reports about FoDPL funded programs. Metrics like attendance, and customer comments

Partnerships

Programs funded by FoDPL will be considered an opportunity to partner in the community with corporate or community partners

Marketing

Dallas Public Library's Communications Team will lead marketing efforts and FoDPL will amplify their message

Recognition

Friends of the Dallas Public Library will be recognized as a funding partner online and in person whenever possible

Office Operations, Program Administration & Fund Development



\$455,243

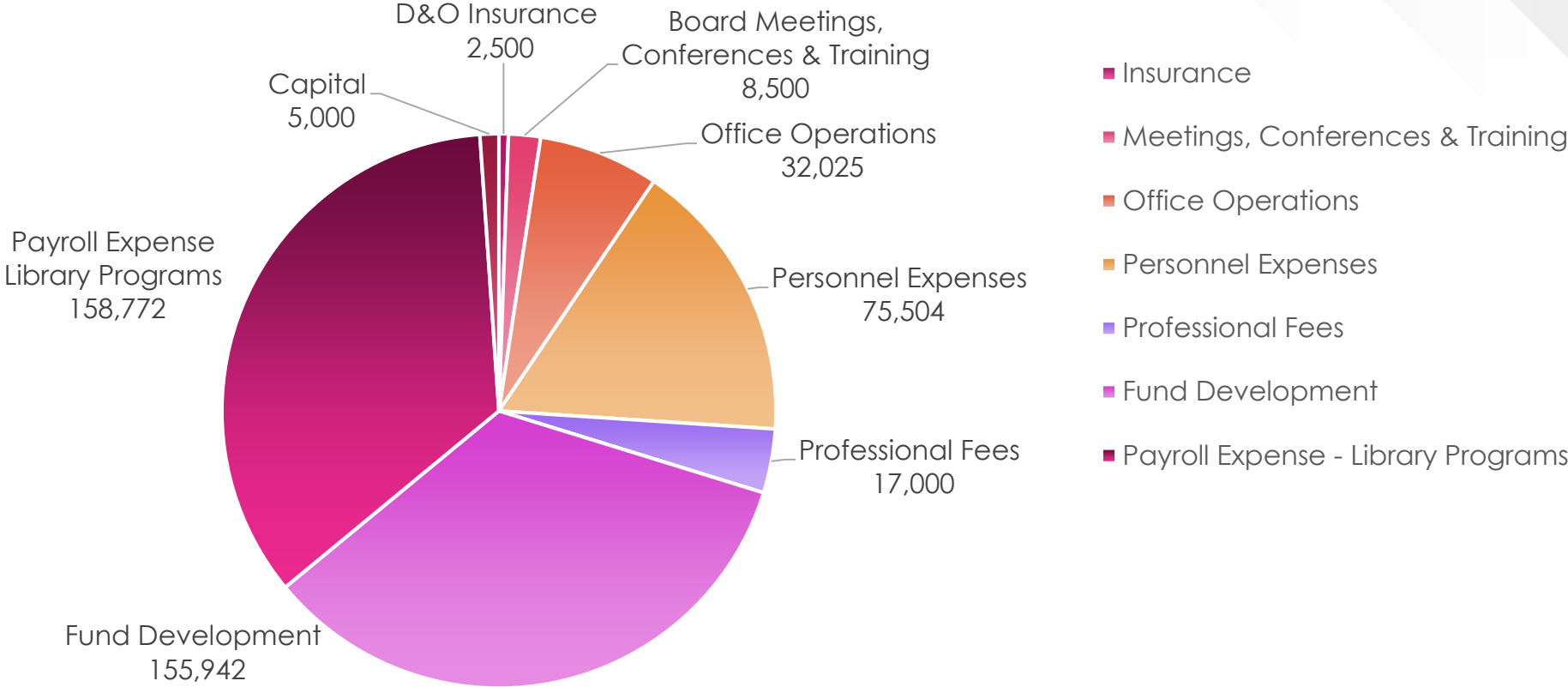
Fund Development

- Advertising & marketing
- Donor Management Software
- Advocacy activity expenses
- Fundraising Fees - North Texas Giving
- Membership recruitment & retention expenses
- Printing & postage
- Event management
- Public relations expenses
- Newsletter
- Annual Report

Program Administration & Office Operations

- Payroll for 3-person staff
- Library program administration
- Tax preparation and audit expenses
- Bank fees
- In-kind office rent
- Office supplies
- Staff development, education & training
- Grant management
- Insurance
- Meeting expenses
- Add a work surface for the Friends' Development Coordinator

Office Operations, Program Administration & Fund Development



Office Operations - \$455,243

Putting it all together

Library Program & Capital Projects - \$1,158,743



Early
Childhood
Literacy



SMART Kids



Adult
Education



Vibrant
Neighborhoods
Multicultural



Office
Operations &
Fund
Development

Office Operations - \$455,243



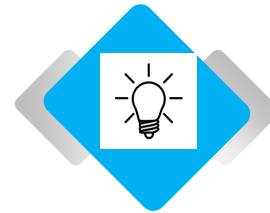
Branch
Library
Support



Staff
Development



Capital &
Acquisitions



Innovation
Grants

FYE 22-23 Total Projected Expense - \$1,613,986

Income Projections

Membership

The Membership Committee hopes to add 80 new members in 2022-23 = \$81,000

Unrestricted Gifts

Payroll deductions, annual appeal, North Texas Giving Day, memorials, Bullzerk t-shirt sales, tributes, charitable monthly giving programs, IRA distributions, planned giving and endowments = \$197,500

Donated Services

Office rent and advertising = \$16,525

Restricted Gifts & Administrative Income

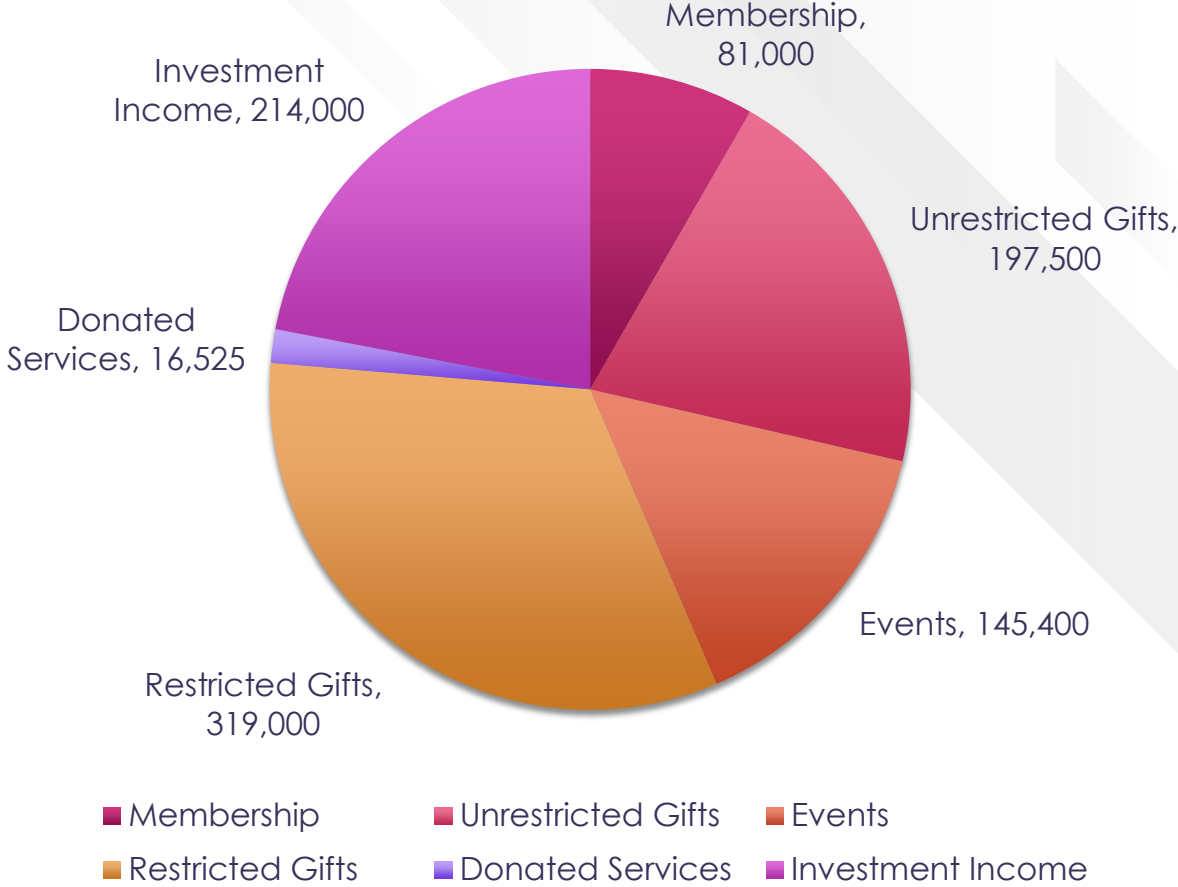
Atmos Energy, SMART Summer sponsorships, Junior League of Dallas, Dallas Shakespeare Club, Branch Friends groups, the Joe M. and Doris R. Dealey Family Foundation = \$319,000

Events

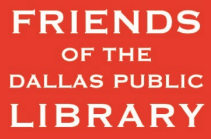
Fundraising events like Fall Gala, Book Sale, Annual Meeting = \$145,400

Investment Income

Projecting an unrealized gain of \$214,000 based on history



Projected Income - \$973,425



Build for Capacity & Sustainability

**Fundraising Goal \$1,613,986 –
Projected Income \$973,425 = (\$640,561)**

Advocacy

It's what the Friends are here for! Standing up on behalf of our library system. Helping inform the public and Friends members about why Dallas Public Library is Essential!

Membership

We love our members! Friends members are passionate library advocates.

Restricted Gifts

Nurture relationships with current funders and focus new efforts on Friends-funded programs with an open eye to new opportunities. Grant management including proposal-writing, contracts and reports.

Unrestricted Gifts

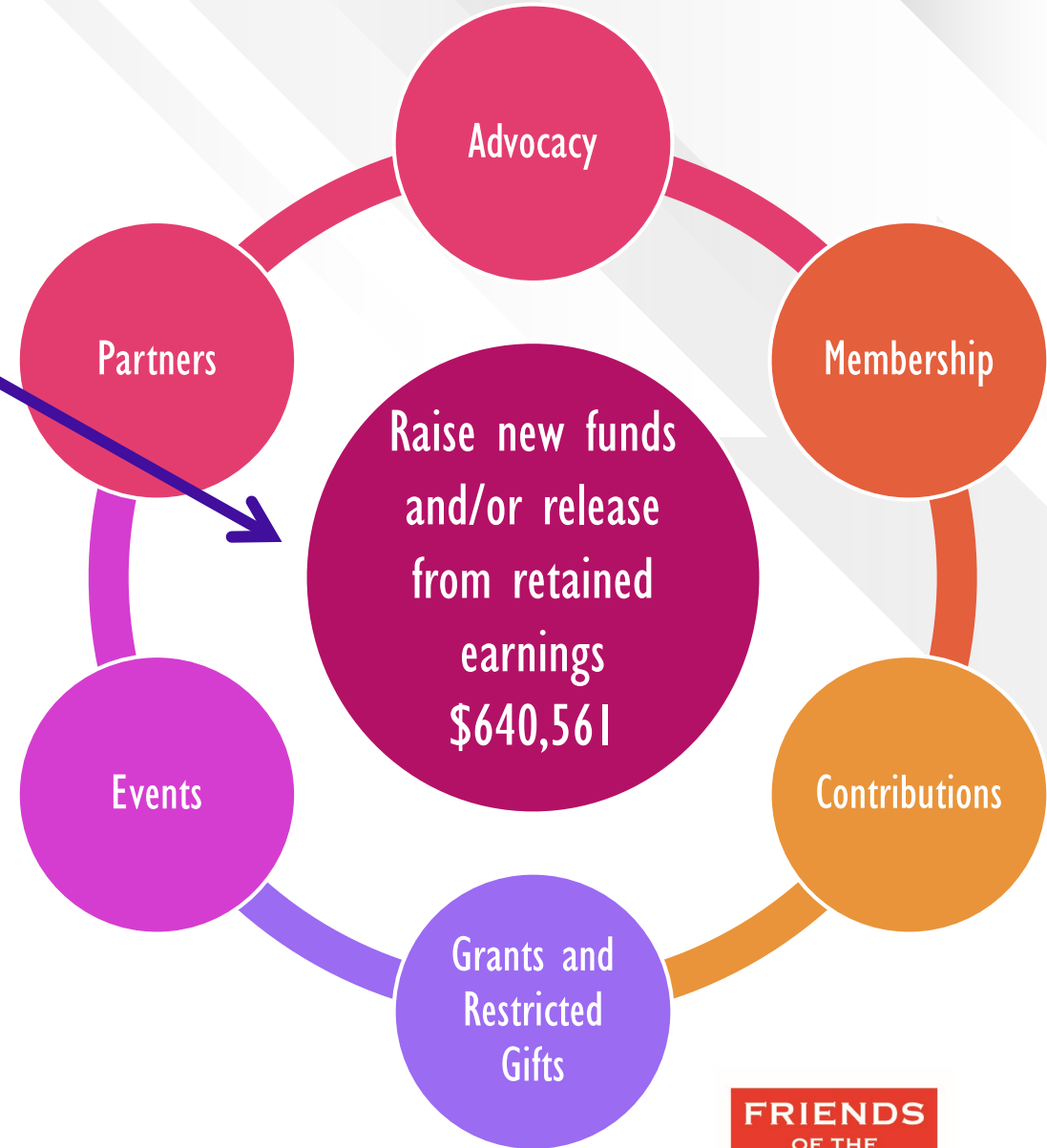
Payroll deductions, annual appeal, North Texas Giving Day, memorials, tributes, charitable monthly giving programs, IRA distributions, planned giving and endowments

Events

Fundraising events like Fall Gala, Book Sale, Annual Meeting

Partners

Build strong relationships with community organizations and corporate partners.



Strengths, Weaknesses, Opportunities & Threats (FYE22-23 Budget)

Strengths

This is an ambitious budget It includes day-to-day library program support spending and some one-time large-scale projects including funding 50% of DPL's Master Strategic Plan.

Weaknesses

The Friends office is not set up to sustain support for an ambitious budget like this on an annual basis without additional resources.

Opportunities

This level of support will help DPL shine when they need to most. What better proof that DPL is essential than having the buildings filled with people benefiting from FoDPL-funded library programs?

Threats

This cannot be the Friends' new level of annual support. Next year's budget must return to a balanced one.

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Opportunity @ LOVE LOCAL Event

FRIENDS OF THE DALLAS PUBLIC LIBRARY



By adopting this ambitious budget, the Friends pledges its commitment to fund \$1,158,743 in library programs and capital projects over the next 11 months.

By adopting this budget, the Friends also commits its own resources including administrative support and unrestricted funds raised over the course of our 73-year history.

On Thursday, October 20, 2022, the Friends will recognize the Dallas Public Library staff by presenting them with the May Dickson Exall Award.

More than 300 library supporters will be with us that night all gathered to honor the incredible work done by the library staff throughout the pandemic and each and every day.

One way the Friends could honor the staff is by dedicating this year's one-time commitment to fund these library programs and projects.

Operating Account

Chase Bank

Checking & Savings - \$347,972

Accounts Receivable (contributions) - \$6,000

Reports

- Annual Budget
- Balance Sheet
- Profit & Loss Statement
- Budget v Actual

Investment Account

Westwood

Restricted Investments - \$1,749,307

Funds held for programs as designated by the donor, and includes any unspent renovation funds.

Unrestricted - \$3,108,308

Funds available for use as designated by the Board of Directors.

Total Available at Westwood - \$4,857,615

Reports

- Monthly Investment Statement

Total Current Assets - \$5,211,588

FoDPL Balance Sheet as of 7/31/22

Current Assets	
Cash and equivalents	347,972.31
Total Checking/Savings	347,972.31
Accounts Receivable	
Contributions Receivable	6,000.00
Total Accounts Receivable	6,000.00
Total Current Assets	353,972.31
Fixed Assets	
Fixed assets,net	0.00
Total Fixed Assets	0.00
Other Assets	
Westwood Trust	4,857,615.70
Total Other Assets - Westwood Trust Accounts	4,857,615.70
TOTAL ASSETS	5,211,588.01
LIABILITIES & EQUITY	
Current Liabilities	
Accounts Payable	19,308.11
Other Current Liabilities	0.00
Total Current Liabilities	19,308.11
Total Liabilities	19,308.11
Equity - Endowment Funds held at Westwood Trust	
Net Assets-Board Designated	1,146,957.65
Net Assets-Temp Rest(Programs)	1,355,055.21
Net Assets-Perm Rest	870,519.31
Total Net Assets Unrestricted	378,927.20
Pollock Fund Unrestricted	100,000.00
Net Assets-Unrestricted	1,060,736.02
Net Income	280,084.51
Total Equity	5,192,279.90
TOTAL LIABILITIES & EQUITY	5,211,588.01

2022-2023 Budget

	2022-23 Operating Year	2021-22 Operating Year	2020-21 Operating Year	2019-20 Operating Year	2018-19 Operating Year
	July '22 - June 23	Jul '21 - Jun 22	Jul '20 - Jun 21	Jul '19 - Jun 20	Jul '18 - Jun 19
Income	Proposed Budget	Actuals	Actuals	Actuals	Actuals
Membership	81,000	78,728	62,603	41,162	60,307
Unrestricted Contributions	197,500	547,405	81,354	284,838	79,633
Restricted Contributions	291,000	298,021	246,004	323,449	776,822
Special Events Income	146,900	37,595	22,630	132,473	73,651
Anniversary Event	-1,500	-101	0	0	0
Donated Services/Products	16,525	49,000	16,625	16,625	21,525
Total Income	759,425	1,028,648	429,216	798,547	1,011,938
Expense					
PROGRAM EXPENSES					
Expenditures paid by Friends	24,000	21,354	19,149	34,060	44,123
Early Childhood Literacy	180,250	61,417	7,486	45,058	61,204
Adult Education	117,500	85,319	32,040	80,090	129,413
SMART Kids	127,500	145,824	32,020	105,268	98,953
Multicultural/Vibrant Neighborhoods	85,900	54,156	0	0	0
Branch Library Support	56,093	5,987	1,867	0	0
Total Library Program Support	567,243	352,703	73,413	230,416	289,570
Library Staff Development	40,000	32,459	10,090	31,087	40,950
Payroll Expense - Friends	158,772	54,419	45,317	58,800	58,800
TOTAL LIBRARY SUPPORT	790,015	460,935	147,969	354,363	433,443
FODPL G&A	135,529	118,267	93,423	155,447	145,306
FODPL FUND DEVELOPMENT	155,942	164,661	27,647	25,292	36,020
Total Expenses	1,081,486	743,863	269,039	535,102	614,769
Ordinary Income/Expense	-322,061	284,785	160,177	263,445	397,169
Other Income & Expenses					
Investment Income	214,000	-550,043	628,148	-9,797	165,863
Library Capital Expenditures	-152,500	-27,632	0	-29,968	-2,252,455
Friends Capital Expenditures	-380,000	-26,122	0	0	0
Net Income	-640,561	-319,012	788,325	223,680	-1,689,423

