



2019

IMPACT REPORT



FROM THE FOUNDATION DIRECTOR:

The Houston Public Library Foundation appreciates the community's support. With your assistance and generosity, we raised a record amount of funds for your library system. This is a testament to the quality programs and services your Houston Public Library delivers to neighborhoods across Houston.

The Library system's recovery from the devastation of Hurricane Harvey progressed with the milestones of reopening of the McGovern-Stella Link Neighborhood Library and the building contracts for both the Dixon Library and the Flores Library reconstructions. All three of these locations received philanthropic dollars which advanced their respective time lines to restore services to the public.

Philanthropy is about connecting. Your libraries touched 8 million lives by connecting them to lifelong learning. That significant impact can only happen with you as our partner. Thank you so very much for your generosity.

You make us all Houston Proud!



Sally Swanson

**Sally Swanson
Executive Director**



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Fiscal Year 2019 - A Year of Generosity

BOARD CHAIRPERSON, LICIA A. GREEN-ELLIS

The Houston Public Library Foundation's mission supports everyone in the City of Houston who values the ongoing and self-motivated pursuit of knowledge. This may be as simple as downloading information from one of the Houston Public Library's databases. It may be attending free classes at your neighborhood library. Regardless of your personal or professional interests, the Houston Public Library is your LINK to lifelong learning.

When looking at the Library's programs and their positive effect on the community, lifelong learning stood out as the integral thread that connects everything that we do. From toddler story time programs to senior computer classes, the Library fosters the quest for learning at every life stage.

The definition of lifelong learning is the "ongoing, voluntary, and self-motivated pursuit of knowledge for either personal or professional reasons.



Therefore, it not only enhances social inclusion, active citizenship, and personal development, but also self-sustainability, as well as competitiveness and employability."

This purpose is reflected in our new mission statement. Our new mission embraces the essential public-private partnerships that make each and every Library program possible.

**The Houston Public Library Foundation
unites partners
who value lifelong learning.**

HPLF is proud of our financial achievements. Investment returns were positive yet slightly lower than the prior year. The independent audit firm, Carr, Riggs & Ingram, presented a clean financial opinion once again. The most significant financial achievement was cultivating more philanthropic support than in any prior year!



BY THE NUMBERS

Fiscal Year 2019

- **\$3,014,901 raised -- 60% increase in philanthropic support**
- **\$1,067,000 endowment release to HPL programs**
- **\$102,000 grant from Friends of HPL for TECHLink furniture**
- **\$200,000 release from the General Fund to HPL programs**

Fiscal Year 2020 projected

- **\$900,000 endowment release to HPL programs**
- **\$175,000 supplemental endowment award**
- **\$50,000 grant from Friends of HPL**
- **\$750,000 HPL programs fundraising goal**

The greater Houston community will benefit from this financial commitment through the Library's nationally-recognized programming and services. Our current challenge is building the HPLF infrastructure so that we can sustain this amazing growth. The Foundation must have an internal engine that supports our operations. With the focused efforts of our Board Members and HPLF staff, we achieved initial increases in 2019 that we will continue cultivating in 2020.

66% increase - Friends of HPL memberships
23% increase - Beyond the Page attendance

The continual pursuit of organizational excellence is a responsibility that the Board of Directors and staff take very seriously. You could say it is in the literal foundation of the Foundation.

In 1977, the Houston Library Board organized to solicit and manage funds, gifts and bequests. Recently rediscovered, the 1986 Houston Library Board's "Long Range Plan" described their role "to help with those matters that turn a Library from a basic and satisfactory institution for learning in a community into one that is an outstanding and prized learning institution of the community." We are still on the path leading to that everchanging horizon.



I hope that you will help us discover new opportunities to share the value of our mission with your colleagues and friends by welcoming them to join you at our events. Your belief and support focus on improving lives in Houston through the work of the Houston Public Library. We are fortunate to have such a diverse library network of locations and services that connect the community with lifelong learning.

Licia A. Green-Ellis
Chairperson

The State of the Library

LIBRARY DIRECTOR, RHEA BROWN LAWSON, PH.D.



The State of Houston's Library

Our world today is a continuously changing, information rich environment. In the daily grind of life, we find ourselves in constant flux, sifting through copious amounts of information delivered to us in various digital formats — from our email to daily newsletters and news alerts, to social media notifications and text messages on our phones, tablets, laptops and desk top computers. It's no surprise that we often find ourselves exhausted from information overload and from deciphering what is credible and safe information and what needs our immediate attention. Nevertheless, we are pretty much well informed, and we have very little problem accessing critical information and/or information we are curious about, whenever we need to.

On the other hand, a reoccurring part of the daily grind for approximately 25% of our fellow Houstonians who are without Internet service in their households, includes finding ways to access free internet services, and learning how to use various technologies just to keep up with critical information that impacts their daily lives (i.e. reading current news, paying bills, completing homework assignments, seeking jobs, accessing online classes and lifelong learning opportunities, researching medical information, communicating with family and friends.) For these members of our community, it means grappling daily with very limited or no Internet connectivity in a world that heavily relies on digital formats to transmit information - and a world that assumes that everyone is connected.

Bridging the Digital Divide

Through daily interaction with our library customers, we are constantly reminded that everyone is not connected and that the digital divide is still very much a real-life phenomenon. One of the Houston Public Library's core service tenets is equitable access to technology and technology instruction. We are proud that HPL is well positioned to help combat the digital divide by providing one on one assistance with technology, free access to the internet, hot spots, tablets, computers, and digital instruction through HPL's city-wide network of community-based locations. We are challenged, however, to meet this constant and increasing demand for technology resources. For example, the demand for mobile hotspots continues to outpace our inventory supply. We assist over 7,000 people daily in various areas of technology access and the number of customer devices that connect to HPL's public WiFi continues to soar.

In addition to increasing globalization and knowledge economy, the emphasis on rapid exchange of information and constantly changing technologies, has placed new and different demands on the public library. Recognizing this dynamic environment, we are constantly re-envisioning our role, to think beyond mainstream conventionality and to move past our existing digital and online service offerings. The creativity and innovation that emerged first was TECHLink - a planned series of multimedia, state of the art technology centers carved out of existing library spaces and equitably situated across the city.



TECHLink is more than a high-tech space. It is an opportunity to capacitate Houston's future workforce through experiential and hands-on learning with classes and workshops that have relevant and practical application to current workforce needs and anticipates future industry needs. It is also a learning environment for creativity, self-expression, and collaboration that operates under the premise of digital inclusion and equity. The first TECHLink became reality in May of 2018, co-located at Scenic Woods Neighborhood Library. Since opening, 3,000 people of all ages have visited. Of those, almost 900 are recurring visitors that regularly use the space and technologies. Many, many thanks to the Houston Public Library Foundation for securing \$1.6 million from Aramco for our second TECHLink that will be a new stand-alone facility at the Amanda E. Dixon Neighborhood Library, forecasted to open late summer 2020.

Digital Equity

Bridging the digital divide in today's world means HPL must continue to think boldly and to shift as technology changes and as the world changes. While we fortify our technology services and digital resources, the growing number of users of these resources is evidence that there is a pressing need for digital equity which requires increased technological competencies. To truly contribute to achieving digital equity, we must strive to provide increased exposure to digital tools and technologies coupled with dedicated staff with highly developed technical expertise to neighborhood libraries where technology access has been limited, including the Mayor's ten designated Complete Communities. Equally important is enlisting the input from community

members and elected officials, support from our Foundation, and guidance from technology partners to help inform the design and selection of the technology programs to be offered at TECHLink locations.

Our impact and reach depend largely on listening to and partnering with community members - those currently using our services, as well as those not yet engaged. A testament to the importance of this type of community engagement is evidenced by the Dixon project. Several rounds of community meetings produced the forthcoming TECHLink at Amanda E. Dixon Neighborhood Library. Most importantly, these meetings revealed how vital the library is to this community - and we are thrilled about that. The community's role in the re-visioning and rebuilding of their neighborhood library is also historically significant as it was the efforts of a civic leader, Ms. Amanda E. Dixon, who galvanized her community in a 6-year drive for a library in Houston's Trinity Gardens. We are proud to help continue Ms. Dixon's legacy.

While there are resource challenges ahead that could be considered daunting, the strength of HPL lies in our talented team and our ability to remain community centered, to think boldly and to innovate. The Houston Public Library is steadfastly committed to providing inclusive, equitable services and resources that help empower our communities to ensure that Houston remains a thriving and globally competitive city.

Your generous gifts to the Foundation help move this important commitment forward. Thank you.

Dr. Rhea Brown Lawson
Houston Public Library

2019 Beyond the Page



Today's most impactful stories tell young people that their dreams, voices, and lives do matter. Positive activism can change the course of an entire generation. Houston is the nation's demographic future, and as the most diverse city in the United States, we must lead conversations on diversity and inclusion.



THANK YOU FOR JOINING US!



2019 Beyond the Page Luncheon
HOUSTON PUBLIC LIBRARY FOUNDATION



On Wednesday April 24, 2019 the 3rd Annual Beyond the Page Luncheon celebrated the City of Houston's Diversity Month with Angie Thomas, who aims to "show truths and tear down stereotypes." Her breakout novel, *The Hate U Give*, stayed on the New York Times YA Best-Seller list for over 50 weeks and was released as a motion picture.

The Houston Public Library Foundation Board of Directors and Beyond the Page Host Committee Members welcomed over 500 attendees. With sponsorships from the John P. McGovern Foundation, the Delaney Foundation, and Whataburger, 110 local high school students attended the luncheon and experienced Angie Thomas' inspirational message of resilience and hope for an inclusive future.

BARBARA BUSH LITERACY PLAZA

developed from a visionary idea shared with the First Lady of Literacy in 2017. The \$5 Million outdoor learning oasis will serve as a testament to Barbara Bush's lifetime achievements as the nation's First Lady of literacy.

As construction begins in fall 2020, the long-awaited development will culminate in an amazing birthday commemoration with **Barbara's Birthday on June 8, 2021**. Save the date!

READ = LIS = LEER = VORLESEN = LEZEN = OKUMAK = SOMA

The Library's Focus on Literacy Transcends Languages

The powerful compliment of the **READ** pavers expands the Barbara Bush Literacy Plaza's original concept of being the physical focal point for literacy in Houston, to embracing the multicultural diversity of literacy in Houston. Reading is fundamental in any language.

The personalization of the bricks and name plaques for other features will become available for purchase later in 2020.

The root of literacy is
predicated on a
single word
READ



FY 2019 focused on assembling the project's essential infrastructure as the architect, Lauren Griffith Associates, and the awarded contractor, JE Dunn Construction collaborated on the design elements. Since the concrete base of the Plaza is a roof over Library offices, additional care and planning safeguards the structural integrity of the project.



TECHLink shrinking the Digital Divide in Houston



The digital divide is smaller in Houston as we celebrate the first full year of TECHLink at the Scenic Woods Regional Library. This fascinating maker space connects creativity to the digital world and encourages musicians, videographers, and digital artists to create.

Your Houston Public Library continues to expand the digital and online services such as free downloadable audiobooks, eBooks and streaming media via online digital content. Internet, image scanning and access to a host of other technologies and services are also in great demand at every library location.



"I'm so excited to share that TECHLink is expanding to a second location through the generous philanthropy of Aramco Services Company. Their donation of \$1.6 million will rebuild the Amanda Dixon Library that was damaged during Hurricane Harvey and transform the near northside location as the first stand-alone TechLINK Technology Center. Thank you Aramco!"

Sally Swanson, HPL Foundation

Houston Public Library Service Statistics



1,114,513

Registered MY Link Cardholders



4,465,732

Collection in Circulation



8,400,000

Total online and in-person visitors



53,908,385

Wi-Fi Sessions



540,886

Students and adults served through HPL programs



645,692

Computer Users



8,204

Meetings held at library locations by community groups



26,287

Workforce Literacy Class Attendees

HURRICANE CLOSURES CONTINUE

Kendall, McCrane-Kashmere, Melcher, Meyer, Flores, Dixon, Lakewood

Service statistics from July 1, 2018 - June 30, 2019



Volunteer "Giving 100" Recognition

Friends of the Houston Public Library

The Giving 100 Award is granted to volunteers who have given over 100 hours of service in a fiscal year.

The following Friends volunteers gave over 1,215 hours of service combined!

Your dedication is greatly appreciated.

Elsa Anzalone
Nelyda Resendiz
Catherine Robichaux
Frank Robichaux
Stanley Zimmer



We also recognize the "Giving 100" milestone with Houston Public Library volunteers.

Charlie Arbore
Nancy Boddicker
TaVonda Brown
Erika Cabrera
Claudia Cardenas
Betty Chapman
Mitchell Cotler
Donna Donelson
Alma Dunham
Rebekah Evans
Joethella Gipson
Craig Hawker
Renaee Hawker
Mary Hollis
Barbara Humphreys
Michelle Jenkins
Milliam Johnson
Heather Jones
Jean Low
Ha-Vy Luu
Elaine Malloy
Mayer Maria
Daniela Mendoza
Pat Metcalfe
Alan Montgomery

Barry Moore
Ching Ng
Van Nguyen
Bob Olsen
Nicholas Phillips
Pat Phillips
Nelson Quintanilla
Melanie Rodriguez
Ariel Rodriguez
Emily Rodriguez
Kathryn Rodriguez
Jamie Sanchez
Jimmy Sandoval
Nancy Sheldon
Karen Shouse
Jean Staker
Lee Staker
Ashkan Tafreshi
Fayobami Taiwo
Thu Tran
Nicholas Tran
Burrell Vera
Patricia Vredenburg
Rosie Walker
George Werner



Julia Ideson Legacy Society



Named in honor of Houston's first librarian, the Julia Ideson Legacy Society pays tribute to Miss Ideson's visionary leadership by ensuring the long-term financial stability of library programs.

During Fiscal Year 2019, the Houston Public Library Foundation continued the professional relationship with a local investment firm, Monroe Vos. They advise the HPLF Finance Committee and the Board of Directors on market trends and suggest specific investments that align with the Board's conservative investment philosophy.

Dr. and Mrs. Meldrum established the first endowment in 1901, and the donors' legacy has continued to grow for over 100 years! The amazing feature of legacy giving is how the donated amount (corpus) remains intact and matures with prudent investments. The earnings generate the annual support toward library programs and are used according to the donor's original intent or restriction.

Consider adding your name to this esteemed list of visionary leaders and supporting your favorite program for generations. Over time, even a modest donation grows into a significant legacy!

Endowment Name	Designation/Restriction	Est.
Andrews Fund	Rare and special book collections	1967
Business Science and Technology Collection	Materials, services, and use of business, science, and technology	1982
Children's Room Book Fund	Children's book collection	1959
Clayton/Martin Fund	Clayton Library Center for Genealogical Research	2001
Cullinan Fund	Texas Room and local history	1983
Director's Fund	Discretionary	1982
Finnigan Fund	Books on the history and literature of Texas, the Southwest and Middle America	1940
Freed Fund	Collection at Freed-Montrose Library & arts programs	1995
Geological Society Fund	Geological book collection	1931
Hill Fund	Texas history art & literature	1931
Humanities Fund	Humanities material collection	1978
Julia Ideson Memorial Fund	Fine arts collection	1945
E. Joseph Fund	Music, recordings, or music book collection	1968
Ladies Reading Club Continuing Education Fund	Educational opportunities for library staff	1985
Meldrum Fund	Youth literacy	1901
Oppenheimer Fund	Mysteries/historical fiction collection	1985
Reynolds Fund	Programs & special activities for children	1977
Settlemyre Fund	Texas-focused materials, equipment and programs	1905
Schnitzer Fund	Fine arts materials	1966
Social Services Fund	Social sciences collection	1985
Dr. & Mrs. Stone Fund	HPL Foundation operating fund	2017
Symonds Fund	Fine arts & recreation collection	1973
Mary Fay Fund	Clayton programs/beautification	2000
Williamson Fund	Children's programs	1997

Leave Your Legacy - Add the Houston Public Library to your estate plan

For assistance, please contact Sally Swanson, Executive Director at 832-393-1524.

Houston Library Foundation's Financials



HPLF Board of Directors celebrate at the Annual Meeting

The lingering effect of Hurricane Harvey caused the Houston Public Library to expand their innovative delivery methods. Public-private partnerships through the Houston Public Library Foundation increased the opportunities to serve the community in new ways.

- Book vending machines or "Book Links" opened downtown and in Discovery Green.
- Coffee shops and bookstores provided space for story time programs.
- Community centers and leased space created temporary library locations for the public.

The corporate community's generous philanthropy led by Aramco Services Company's donation of \$1.6M jump started the reconstruction momentum with the Amanda Dixon Neighborhood Library. The Flores Library received a donation of \$800,000 facilitated by the Greater Houston Community Foundation. These large donations provided a significant increase in our financial statements.

Mayor Sylvester Turner and the Houston City Council awarded an annual budget to the Houston Public Library that provided the general operations of the library buildings, 468 full-time equivalent HPL employees, and books and materials. The annual budget of \$41,268,100 does not include programs or program materials. The fundraising efforts of the Houston Public Library Foundation is essential to connect the community to vital services and resources.

The financial statement on the next page reflects how the Houston Public Library Foundation met the programmatic needs of the Houston Public Library through the generosity of our philanthropic supporters.



Summary of Statement Activities

The Statement of Activities presents the operating results of the Foundation. The following table reflects condensed information of the Foundation's operations:

Expense	FY 2019	FY 2018	Difference	% Change
Programmatic	\$2,951,613	\$3,405,597	-\$453,984	-13%
Other	\$ 464,852	\$545,084	-\$80,232	-15%
Total Expenses	\$ 3,416,465	\$3,950,681	-\$534,216	-14%
Revenue				
Investment Income	\$1,284,980	\$1,869,038	-\$584,058	-31%
Contributions and Other Income	\$3,014,901	\$1,888,758	\$1,126,143	60%
Total Revenue	\$ 4,299,881	\$ 3,784,796	\$515,085	14%
Changes in Net Position				
Net Position, Beginning of Year	\$21,572,015	\$21,737,900	-\$165,885	-1%
Net Position, End of Year	\$22,455,431	\$21,572,015	\$883,416	4%

Summary of Net Position

The Statement of Net Position includes all assets and liabilities using the accrual basis of accounting. The following table reflects condensed information on the Foundation's net position:

Assets	FY 2019	FY 2018	Change	% Difference
Cash and Investments	\$22,584,618	\$21,057,619	\$1,526,999	7%
Other Assets	\$533,131	\$1,058,340	-\$525,209	-50%
Total Assets	\$23,117,749	\$22,339,285	\$1,001,790	5%
Liabilities				
Total liabilities	\$662,318	\$767,270	-\$104,952	-14%
Net Position				
Restricted	\$19,435,122	\$18,324,111	\$1,111,011	6%
Unrestricted	\$3,020,309	\$3,247,904	-\$227,595	-7%
Total Net Position	\$22,455,431	\$21,572,015	\$883,416	4%

Leadership

July 1, 2018 - June 30, 2019

Board of Directors

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Mayor of Houston

HISD Superintendent

Rhea Brown Lawson, Ph.D.
HPL Director

Sally Swanson, CFRE
HPL Foundation Director

Mission

The Houston Public Library Foundation unites partners who value lifelong learning.

Lifelong learning emphasizes that learning systems should be open to all individuals. The Houston Public Library's programs enhance social inclusion, active citizenship, and personal development across Houston.

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houstonlibraryfoundation.org

