



2016 **IMPACT REPORT**



Mission

Through advocacy and fundraising, the Houston Public Library Foundation supports the Houston Public Library's wide range of initiatives with particular emphasis on its neighborhood libraries and their community programs.

Get Linked



Linking YOU to the WORLD.
houstonlibrary.org



Linking YOU to our CAUSE.
houstonlibraryfoundation.org



Linking YOU to our COMMUNITY.
friendsofhpl.org





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The Power of Today's Libraries

As director of libraries, I am sometimes asked – are public libraries still needed or are they still relevant in today's information rich digital world? When I was first asked these questions, I would become annoyed because I knew first-hand the critical impact that library services and programs have on our diverse community. I now welcome the questions because it gives me the opportunity to inform both individuals and groups about the power of today's public libraries and explain the critical role they play.

I have found that some members of our community believe that the public library is no longer relevant simply because they have not been informed of the totality of the library's mission that has always included a broad spectrum of services and programs. Established almost two centuries ago in 1833, public libraries are still considered the most trusted and democratic of our public institutions. They remain universally accessible to anyone and are uniquely positioned in communities. The good news is that once I explain the many ways in which libraries serve our city, most people seem to get it.

The **13,000 people who enter the doors of the Houston Public Library daily** and the **21,000 people who connect virtually each day** are not asking questions about the library's relevancy. They are not asking because they know that the Houston Public Library, like the 9,000 library systems across the nation, continues to fulfill its primary mission – **connecting people with the information and resources they need today to enhance and transform their lives.** The segment of the population asking the questions about the library's relevancy in today's world may still only associate the library with its book role. Although the library's book role is significant, public libraries have always been so much more than books. *And I have proof...*

At the Houston Public Library's Carnegie Neighborhood Library and Center for Learning, Mr. Smith had been a regular customer for about six months. He came in periodically to use the computers to apply for jobs and to work on his résumé. One day he came in and asked to speak to the manager because he had a compliment he wanted to share.



Rhea Lawson, Ph.D.

As described by the manager, Cylenthia Hoyrd:

"Mr. Smith expressed such gratitude it brought tears to our eyes. Little did I know that this apparently homeless, unshaven man was an aircraft mechanic with years of experience with the Aerospace Center and Continental Airlines. A bad break happened, and Mr. Smith ended up with nothing and on the streets. Our staff had been helping him apply for positions and edit his résumé. When he didn't have funds to print, they printed for him. When the company software was uncooperative, they sat with him and walked him through it. Recently, Mr. Smith was offered a job in Oklahoma with an aircraft support company that provides services to aerospace and defense industries. He also received a signing bonus. He showed us his Greyhound ticket and said: 'It's over, I'm ready to go!' I'm so proud of my team and of our customer. Every now and then customers return to share their success and I'm so excited he did."

Mayor Sylvester Turner used Mr. Smith's story in his 2016 State of the City Address as an example of why Houston's libraries needed to be supported and protected from budget cuts. I was happy about the Mayor using this story because an audience of hundreds of people were informed of the real life day-to-day impact libraries have on residents of our city. Further, Mr. Smith's story and impact of the Houston Public Library will live on as a part of the historical record in the archives of inaugural speeches by Houston mayors.

Houston's libraries have abundant resources that serve people from all walks of life – scholars and high school drop-outs, toddlers and seniors, lifelong Houstonians and new immigrants, business owners and people seeking employment. As we can see from Mr. Smith's story, the services that the library makes available to those on the lower end of the economic scale can become a fundamental part of their existence. **Last year 6,158 Houstonians also received help with looking for a job, over 332,000 Houstonians attended library programs and more than 28,200 attended computer classes.**

"Little did I know that this apparently homeless, unshaven man was an aircraft mechanic with years of experience with the Aerospace Center and Continental Airlines."

Our libraries serve as community anchors and as links to the vast information universe - both digital and print. They are a civic and cultural engagement space, a place for workforce preparedness and educational pursuits, a safe place, a center of community life and a place to explore dreams.

Almost 4,000 people use the computers in Houston libraries every day. The matter of broadband connectivity is a critical issue because the technological landscape is changing at an astounding pace in a number of sectors that impact everyday life such as banking, shopping, and finding a job.

For most Houstonians, daily life orbits around a high-speed internet connection. However, many people in Houston do not have broadband service

or access to technology. Broadband connectivity is unevenly distributed along the lines of wealth, age and race - limiting opportunities for many people in our city – especially those with household incomes of \$30,000 or less. If individuals find themselves outside of the technology bubble, they will be left further and further behind. We are proud that the Houston Public Library is the largest provider of free internet connectivity in the city – helping to bridge the digital divide.

I am mindful that the contemplative inquiries surrounding the relevance and future of the public library are being propelled by the continuously changing technological, economic, intellectual, and societal environments in which libraries now find themselves. These environments are no longer

static and changes in them are occurring at accelerated rates. The continual shift to globalization, a knowledge economy, and the emphasis on speed, creativity and innovation place new and different demands on the public library. Since the proliferation of the digital environment, public libraries have been in a constant state of self-assessment, re-envisioning, and transformation.

Some observers say that libraries are currently experiencing the most rapid and intense level of change ever before in its history. I agree with them. This is both the most exciting and challenging time for public libraries – including our own.

The Houston Public Library is poised to take library services and programs to the next level. We are an innovative, agile, dynamic, constantly evolving, and continuously improving organization. We are an award-winning library, perennially considered among the leading public libraries in the nation – still relevant, serving with excellence and helping to lead the way into the future.

With Warm Regards,
Rhea Lawson, Ph.D.
Executive Director, Houston Public Library

Opening Doors to a New Decade of Impact

BOARD CHAIRPERSON, LICIA GREEN-ELLIS



The 2016 fiscal year marked a new beginning for the Houston Public Library Foundation, and our vision for the future has never been brighter.

The HPL Foundation exists to provide financial and collaborative resources to the Houston Public Library. The Library's impact extends beyond the walls of the physical buildings and includes more than books. They offer free resources through integrated programs that focus on 21st Century needs. The Library system has never been more vital to the future success of our city.

Over the last year, the HPL Foundation's Board of Directors made incredible progress. We went back to basics and restructured the Foundation from the ground up. This included a detailed review and reorganization of the filing system of both physical paper and electronic files. Our accounting practices are documented and transparent, which led to clean audits from Carr, Riggs, and Ingram for three consecutive years. We rebuilt the staff structure and hired a new executive director in January, and together we reviewed policies and procedures which led to updated ways of work. Our website and other technological platforms are redesigned and up to date.

This work was essential to the future of the Foundation. The City of Houston's 2012 Performance Audit noted organizational elements that required attention, and we used those recommendations as a blueprint to lead our work. The Foundation is poised to progress into our second decade with a clarity of purpose and a growth mindset that are built upon sound business practices.

One of the most significant transformations involves our organizational structure. In 2007, the Houston Library Board transformed into the Houston Public Library Foundation, a federally-recognized 501(c)(3) nonprofit organization.

This prompted a merger between Friends of the Houston Public Library and the Houston Public Library Foundation. Both of our organizations share common goals, so in the original spirit of the merger started ten years ago, we are combining our resources and focus.

The intended benefit will be a stronger, unified organization that maximizes and diversifies revenue streams, while engaging vital volunteer support.

Friends of HPL will continue to be the public-facing organization that readers throughout Houston have grown to love, and the HPL Foundation will focus on matching the Library's program activities with philanthropists, organizations, and businesses who share our vision for a better tomorrow. This positive momentum evolves into being a partner in advancing literacy and so much more.

Philanthropy funds 100% of HPL's programs, not city tax dollars. The Library positively affects over two million people every year. I'm so proud of our progress and encourage you to join us during this special 10th anniversary year and help us create a brighter future for Houston.

Licia Green-Ellis
Chairperson

Case on Community Need

The people our Library serves are as diverse as the community itself. The Library is a great equalizer, providing free access to collection materials and technology for everyone who enters its doors. Over the last year, our Library has grown through focused initiatives that engage our most vulnerable populations in **four areas of greatest need**.

Children need books at home to be successful in school.

Youth Services: *Investing in Young Minds*

- Early Childhood Education
- Camp STREAM (Science, Technology, Reading, Engineering, Arts & Math)
- After School Zones
- My Brother's Keeper

1

Houston's in-demand fields require highly-skilled employees with a post high school education.

Job Readiness: *Developing our Workforce*

- cafécollege Houston
- Liftoff Houston
- Brainfuse Adult Learning Center



2

The digital divide is a growing segmentation of our society. It is essential to know how to use technology and to have access to online resources.

Digital Inclusion: *Engaging the Digital World*

- Broadband expansion
- Internet hotspots & WiFi
- Computer access
- Design and gaming resources
- Computer literacy

3

Conservation of documents and historically significant items preserves the past and allows long-term usability of the items for studies and research.

Special Collections: *Preserving the Past*

- The African American Library at the Gregory School
- The Clayton Library Center for Genealogical Research
- Houston Metropolitan Research Center



4



VISITORS

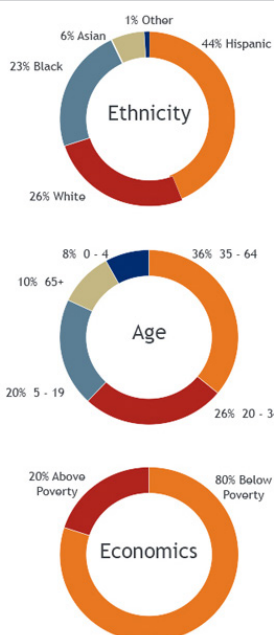
19,329 Program Participants

331,687 Program Attendees

862,949 Registered Borrowers

1.14 million Computer Users

6.39 million Total Library Visitors, In-person and Online



Meeting our Mission

The HPL Foundation and Friends of HPL share a common purpose to advocate for literacy and lifelong learning while financially supporting the Library's community programs.

Your gifts make a difference to the nearly 6.5 million visitors who enter the Library's doors.

It is more important than ever that we support our Library's programs and services.

H-E-B Propels Membership Drive:

Straight to the 2016 John Cotton Dana Library Public Relations Award!



The Houston Public Library greatly appreciates H-E-B's tireless dedication to the Houston community. Their tandem effort propelled the MY Link Library Card Campaign to receive national recognition and top honors in the State of Texas. The American Library Association's John Cotton Dana Public Relations Award is given in recognition of a library that demonstrates outstanding leadership and management practices.

HEB-Texas is a large grocery store chain with a strong commitment to early literacy. They contributed more than \$500,000 in advertising value for the Houston Public Library to expand the number of library cardholders. **Over 300,000 new cardholders increased the local total to more than 950,000 individuals who are able to access free library services.**

"H-E-B has always held literacy and education close to the heart of its business and is proud to partner with the Houston Public Library to empower all Houstonians with free access to unprecedented opportunities for life-long learning and connecting," said Winell Herron, H-E-B Group Vice-President, Public Affairs, Diversity and Environmental Affairs.

"MY Link could easily be the vehicle to your next adventure, discovery, homework assignment, or job offer."

Strong community partnerships are essential to deliver strong community programs. HPL is a resource to advance literacy and so much more. Your Houston Public Library links people to the world, through educational, recreational, and cultural programs for persons of all ages, ethnicities, and life stages.

Library programs exist through the generosity of individuals, foundations, organizations, and businesses who share our collective belief in the transformational power of lifelong learning.



Capital One Bank Fuels Liftoff Houston:

Advancing Small Businesses of the Next Generation

Liftoff Houston is the City of Houston's annual business plan competition. This entrepreneurial initiative aims to empower Houstonians with business literacy education and mentorship to start their own business while contributing to the local growth and sustainability of the Houston economy.

Professional collaboration is the heart and soul of the five-month competition. The key partners share their knowledge and guide the contestants through a series of workshops and mentorship opportunities that pave the way to the final Pitch Day. The top three finalists each receive start-up funds that launch their businesses, courtesy of Capital One Bank.



PledgeCents co-founders Andyshea Saberioon (left) and Ricky Johnson (right).

"At Capital One Bank, we recognize that helping to build strong and healthy communities – good places to work, good places to do business and good places to raise families – benefits everyone," said Jim Nicholas, Houston Market President for Capital One Bank. "We get involved in our local communities, providing leadership as well as volunteer and financial support year-round. We meet with residents, listen to and help them uncover the unique issues that make it difficult for them to reach their goals. We then use that information to align our resources, and form key partnerships, as we have with the city of Houston for many years. We then develop and implement programs designed to unlock the potential that exists within each resident or business — and ultimately within the community itself."

2013 was the inaugural year of the competition. Ricky Johnson and Andyshea Saberioon created the online crowdfunding platform *PledgeCents* that helps teachers fund the items they need for their students. The simple three step process guides educators to Create a Cause, Share Your Story, and Raise Money.

Their skyrocketing success has grown to have a global impact. "After the earthquake in Nepal, our goal was simple - to raise funds for schools or a school in need. We're proud to have completed the campaign with the support of many educators, friends as well as students at the Phoenix School in Salem, MA. We're now ready to distribute the money raised to Govinda Prasad Panthy, a member of our PLN through the Open World Cause organization. They have spent years in a close relationship with Govinda Prasad Panthy, the founder of first the SAV School and now the founder and director of the TriKA School. We were extremely fortunate that this summer the Open World Cause team was able to travel again to Nepal and to spend time with Govinda, his students and in the community to assess their needs."



John P. McGovern Foundation Ignites Summer Reading: *And it isn't just for kids!*

Having fun over the summer is on every child's mind. When the final dismissal bell chimes, Houston's kids look forward to long summer days filled with reading. *Reading?* Yes, reading!



The John P. McGovern Summer Reading Program makes reading fun, exciting, and rewarding. Children in Houston can find adventure, mysteries, and fanciful quests through the front doors of their local neighborhood library. Every child receives a free book of their very own just for signing up! The excitement builds as a child continues to read, because additional books lead to bigger and better incentives. In 2016, CYCLE joined the reading celebration and donated 76 bicycles for the top teen and top middle school readers at each neighborhood library!

Reading is the #1 way for kids to be productive over the summer months. Summer learning loss is a problem for all students, and children who live in lower socio-economic households are at the greatest risk since they participate in fewer enrichment activities.

"Based on the findings of a recent three-year study by Dominican University's Graduate School of Library and Information Studies, we can confirm what many librarians have long suspected: students who take part in their local library's summer reading program significantly improve their reading skills. In fact, we found that kids who participate in these programs are 52 Lexile points

ahead of their peers who do not. Summer reading programs are also an antidote for learning loss. So instead of losing knowledge and skills during the summer months, kids who attend reading programs actually show gains." (Summer Reading Programs Boost Student Achievement, Carole Fiore and Susan Roman, 2010)

Just in case you didn't know, summer reading isn't just for kids. This summer, the Houston Public Library expanded the summer program to include adult readers and connected them to a world of possibilities. Adults tweeted and liked Facebook comments, submitted book reviews, and came to engaging summertime events. The MY Link library card connected adults to book clubs, book themed e-newsletters, promoted new releases, and even offered author-specific email alerts.

"I don't know what I would do without the library," commented a mom with ten-year-old twin girls. They were waiting in line, each with a book in their hands. "Having twins is expensive. We go to the library at least once a week, sometimes twice, during the summer. My girls are competing to see who will read the most books, which is great. I love reading, and so do my girls. It's a family thing."

Over 125,000 students have participated in summer reading since the program began. *The program wouldn't be what it is without the annual support of the John P. McGovern Foundation.*



By the Book

8,705 readers completed **5** books

8,425 readers completed **10** books

7,573 readers completed **20** books

5,834 readers completed **30** books

(FY 2016)

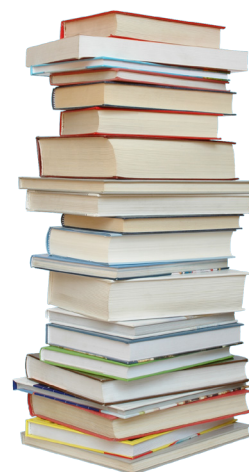
454,255

Number of books read in the Summer Reading Program. (FY 2016)

76



bikes were given to top teen and top middle school readers at each open library branch. An in-kind donation from CYCLE of **\$12,500!**



Voices of Thanks



Nelyda is a Friends of HPL Volunteer who learned how to speak and write in English while volunteering with the Friends.

"As an immigrant, the biggest difficulty is being able to communicate with others.

I was in the Public Library 20 years ago getting some books [at] Hillendahl Neighborhood Library and I saw a flier [to volunteer]. I read the address: W Little York. (I got lost! But then I made it!)

When I was volunteering with the Friends of HPL I started reading and reading. Everything that I [could get] in my hands. Titles! Notes! Authors! Sentences!

Grammar! My reading improved, my grammar got better. My confidence got strong. I could help my kids during elementary, middle school and even in high school.

Every time I am in the warehouse not only do I enjoy to be there as a volunteer with caring friends, I get to keep learning. It is an appreciation I will have for the rest of my life."

Bradford is a Friends of HPL scholarship winner pursuing his Master's Degree in Library Science.

*"I love what I do, but I don't make much. The Friends Scholarship meant I could move out of an efficiency apartment I shared with my wife and daughter into an apartment with two bedrooms and gave me the freedom to pursue my degree without constant stress and fear. It meant I got to live without constantly choosing between a debt filled future or a stagnant present. It meant people valued my work, believed I contributed, and trusted me. It meant freedom, and hope, and opportunity, not just to me but my family. This scholarship meant I had enough that I could both work toward my future and take care of my wife and child. **It meant, and means, a lot.**"*

Andrew is a Houston Public Library card holder that uses HPL's resources for his college studies.

"Thanks to the Houston Public Library for offering lynda.com. It is an amazing resource for learning and is at my disposal FOR FREE! The money this saves me as a college student really helps. Since becoming a member of the Houston Public Library, I'm amazed by the services they offer. I've been a huge advocate for the variety of resources the library brings to the public and told all of my friends. Everyone should have a library card"

Caring for the Cause

Has the Houston Public Library made a difference in your life? Your donation has the power to continue those essential services and programs in the Houston community. The Houston Public Library Foundation provides critical financial support for the Houston Public Library.

Philanthropy funds 100% of the programs, resources, and services available to millions of adults, children, and youth from diverse racial, cultural, and economic backgrounds. The City of Houston budget does not provide programmatic funding. That's why your support is vital.

THANK YOU to the following members of our community who stood behind the HPL Foundation and Friends of HPL during the transitions of fiscal year 2016. You not only made a donation, you supported the cause when it needed you the most.

Donors

\$50,000+

Capital One Services, LLC
Lurine Karon Greenberg Fund
H-E-B
John P. McGovern Foundation

\$10,000 - \$49,999

American Library Association
Susan Vaughan Foundation, Inc.
United Way of Greater Houston

\$5,000 - \$9,999

Barbara Bush Houston Literacy Foundation
Houston Department of Health Human Services
Foundation, Inc.
Ladies' Reading Club
Woman's Club of Houston

\$2,000 - \$4,999

City of Houston Combined Municipal Campaign
Sharon McNeill
Truth Resources LP

\$750 - \$1,999

BP
Lawrence and Dorothy Baker
Charles Beckham
Melissa Davis
ExxonMobil
Henry Flores
Halliburton Giving Choices
Naudia Griffin
Kenric Kattner
Lenard Parkins
Brenda Stardig

Jeffrey A. Starzec
Samuels Foundation
John Tauser
Asmara Telke

\$250 - \$749

Clay Albers
Robert Baillio
C.O. Bradford
Daniel Baker
Patricia Bell
Roland Chavez
Christ Fellowship Missionary Baptist Church
Donna Cole
Costello, Inc.
Galilee Missionary Baptist Church
Susan Gallagher
Herman Family Fund
Patrick Hughes
Jknesek & Associates, Inc
Catherine Johnson
Andrea Kuperman
LULAC Council 643
Christian Lyda
Henry Molano
Pappas Restaurants, Inc.
Linda Petersen
Lisa Poulin
Diane Robinson
Safeway, Inc.
Emily Shisler
Raymond Valdez
John Whitmire Campaign Fund
Zerkow Family Fund

Donations made between July 1, 2015 - June 30, 2016.

Julia Ideson Society

The HPL Foundation thanks our Julia Ideson Society members and their families for leaving a lasting legacy. Charitable bequests to the Library Foundation fulfill our mission of inspiring lifelong learning, advancing knowledge, and strengthening our communities.

Even a modest amount has a large impact. **The following donations equal \$2.1 million, and through prudent investments have grown to \$16.9 million.** Annually, HPLF allocates a percentage of earnings to the Houston Public Library's programs. **In fiscal year 2016, \$960,000 supported specific programs and initiatives.**

The Julia Ideson Society funds and their dates of inception are as follows:

Andrews Fund	1967	E. Joseph Fund	1968
Business Science and Technology Collection	1982	Ladies Reading Club	1985
Children's Room Book Fund	1959	Continuing Education Fund	
Clayton/Martin Fund	2001	Meldrum Fund	1901
Cullinan Fund	1983	Oppenheimer Fund	1985
Director's Fund	1982	Reynolds Fund	1977
Finnigan Fund	1940	Settlemyre Fund	1905
Freed Fund	1995	Schnitzer Fund	1966
Geological Society Fund	1931	Social Sciences Fund	1985
Hill Fund	1931	Symonds Fund	1973
Humanities Fund	1978	Mary Fay Fund	2000
Julia Ideson Memorial Fund	1945	Two Endowments: Program & Beautification	
		Williamson Fund	1997

Impact Highlight: *A Work of Heart*



Mrs. Lurine K. Greenberg loved the arts, so she created a family-managed bequest so her caring commitment could continue. Today, the Greenberg Trust provides an annual grant to purchase stunning and insightful fine arts books for the Houston Public Library collection.

The definition of impact is having a strong effect on something or someone. Mrs. Greenberg's generosity is a testament on how one individual can make an impact on the scope of services throughout the Houston Public Library.

Houston Public Library Foundation's Financials



The **City of Houston** lays the foundation for our library system providing facilities, staffing, and materials for the Library system. In FY 2016, the city budget for the Houston Public Library (HPL) as a city department was **\$40,205,472** to support:

40 Library Locations, **3** Express Libraries, **1** Mobile Express, **2** Mini-Mobiles

507 Full-Time Equivalent HPL employees

\$4,675,954 for Books and Materials

The **Houston Public Library Endowment** consists of **24 individual funds dating back to 1901**. As individual members of the Julia Ideson Society, each endowment provides an investment corpus resulting in earnings to help fund specific programs close to the donors' hearts. Every year, in compliance with Section 4942 of the Internal Revenue Code, earnings from the Endowment are released to pay for HPL programming consistent with donors' intent to support a growing and literate community. **The Endowment produced an allocation of \$960,000 for HPL's FY2016 programs.**

Contributions and Grants make up the next level of HPL program support. The Houston Public Library Foundation, recognized by the Internal Revenue Service as a qualified charitable organization, serves as the conduit for individuals, corporations, and foundations wishing to support HPL's many social, educational, and literary programs while enjoying the benefit of tax-deductible contributions. **A total of \$374,833 in contributions and grants passed through the Foundation to HPL in FY2016.**

Finally, **Sponsored Programs** are funded by the Houston Public Library Foundation and Friends of HPL, which serve to elevate and expand library programs and services. These range from general fundraising, grant oversight and donor relations to financing research projects and managing the current capital campaign for the Central Plaza renovation. Out of the foundation's operating budget in FY2016, **\$344,461 paid for professional fundraising staff and program management.**



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:

Expenses	FY 2016	FY 2015
Programmatic	\$ 1,888,696	\$ 2,018,319
Other	\$ 271,506	\$ 280,281
Total Expenses	<u>\$ 2,160,202</u>	<u>\$ 2,298,600</u>

Revenues

Investment Income	\$ 238,398	\$ 584,192
Contributions and Other Income	\$ 595,360	\$ 791,877
Total Revenue	<u>\$ 833,758</u>	<u>\$ 1,376,069</u>

Changes in Net Position

	\$ (1,326,444)	\$ (922,531)
Net Position, Beginning of Year	<u>\$ 21,194,493</u>	<u>\$ 22,117,024</u>
Net Position, End of Year	<u>\$ 19,868,049</u>	<u>\$ 21,194,493</u>

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 2016	FY 2015
Cash and Investments	\$ 20,321,185	\$ 21,541,111
Other Assets	\$ 40,119	\$ 81,965
Total Assets	<u>\$ 203,616,304</u>	<u>\$ 21,623,076</u>
Liabilities		
Total liabilities	<u>\$ 493,255</u>	<u>\$ 428,583</u>

Net Position

Restricted	\$ 15,707,444	\$ 16,547,687
Unrestricted	\$ 4,160,605	\$ 4,646,806
Total Net Position	<u>\$ 19,868,049</u>	<u>\$ 21,194,493</u>