



ANNUAL REPORT

FISCAL YEAR 2017



We are so pleased to share with you the Free Library of Philadelphia's Annual Report for Fiscal Year 2017.

The Library's mission to advance literacy, guide learning, and inspire curiosity drives and

shapes the critical work that takes place in our 54 neighborhood libraries across the city, providing education, entertainment, and enlightenment to Philadelphians of all ages and backgrounds. In the pages ahead, you will see some of the incredible programs that bring this mission to life.

Coursing through each of these programs is our firm commitment to inclusivity. It is foundational to the work we do that our libraries be welcoming and inclusive public spaces, and our staff works to craft programming that promotes cross-cultural understanding and inspires community engagement. To this end, this year we added a written inclusivity statement to the Library's website, which can also be found in this report. The Free Library is also proud to be a signatory on the Urban Libraries Council's Statement on Race and Social Equity, joining more than 130 libraries across the country in affirming public libraries' role in creating a more just society.

The work we do is the result of a strong public-private partnership between the Free Library and the Free Library Foundation. The City of Philadelphia provides for the operation of the Library's facilities and infrastructure, and the Foundation raises funds that sustain and grow many of the Library's most critical services and beloved programs. We are grateful to all of the generous individuals and institutions that provide philanthropic support for our work.

We must also thank our hardworking, dedicated staff members who keep our doors open every day. They are the true writers of the stories and statistics you are about to read.

Warmly,

SIOBHAN A. REARDON
PRESIDENT AND DIRECTOR

PAMELA P. DEMBE
CHAIR, BOARD OF TRUSTEES

TOBEY GORDON DICHTER
CHAIR, BOARD OF DIRECTORS

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It's the mission of the Free Library of Philadelphia to
ADVANCE LITERACY, GUIDE LEARNING,
and **INSPIRE CURIOSITY.**

PRE-K PROGRAMS



Programming Highlights

The Library-managed **Read by 4th** program is a citywide effort of over 100 organizations that aims to significantly increase the number of students in Philadelphia entering the 4th grade at reading level. It is the largest, most comprehensive literacy push in the nation, employing strategies rooted in research, practitioner experiences, community integration, and family engagement. Partner organizations hosted hundreds of workshops this year for parents and businesses on how to make every day count for reading.

The **Words at Play Vocabulary Initiative**, based in the Widener and Cecil B. Moore libraries, empowers caregivers to support their child's vocabulary and early literacy with highly interactive Play Parties, community-wide Block Parties, and Family Fun Trips to partner organizations. This year, we **welcomed 684 attendees to Play Parties** at these libraries.

Words at Play is supported by PNC Grow Up Great®.

The pilot **Sunday Literacy Program** offered drop-in assistance at neighborhood libraries to students struggling to read in 1st through 3rd grades. Run by a certified teacher, these sessions included story read alouds, independent reading, literacy games, and writing. Piloted at 11 libraries, the program **held 758 individual student sessions to boost reading skills**—with more than half of students participating five or more times.

READ BY 4TH BY THE NUMBERS

- In the last school year, there was a **5 PERCENT INCREASE** in 3rd-grade students scoring proficient or advanced on the Language Arts PSSA exam—**GROWTH THAT OUTPACES THAT FOR 3RD GRADERS AT THE STATE-LEVEL.**
- 459 teachers attended program-run **TRAININGS ON EVIDENCE-BASED INSTRUCTION.**
- **379 BOOK NOOKS** were created and distributed across the city to barbershops, laundromats, nail salons and more.



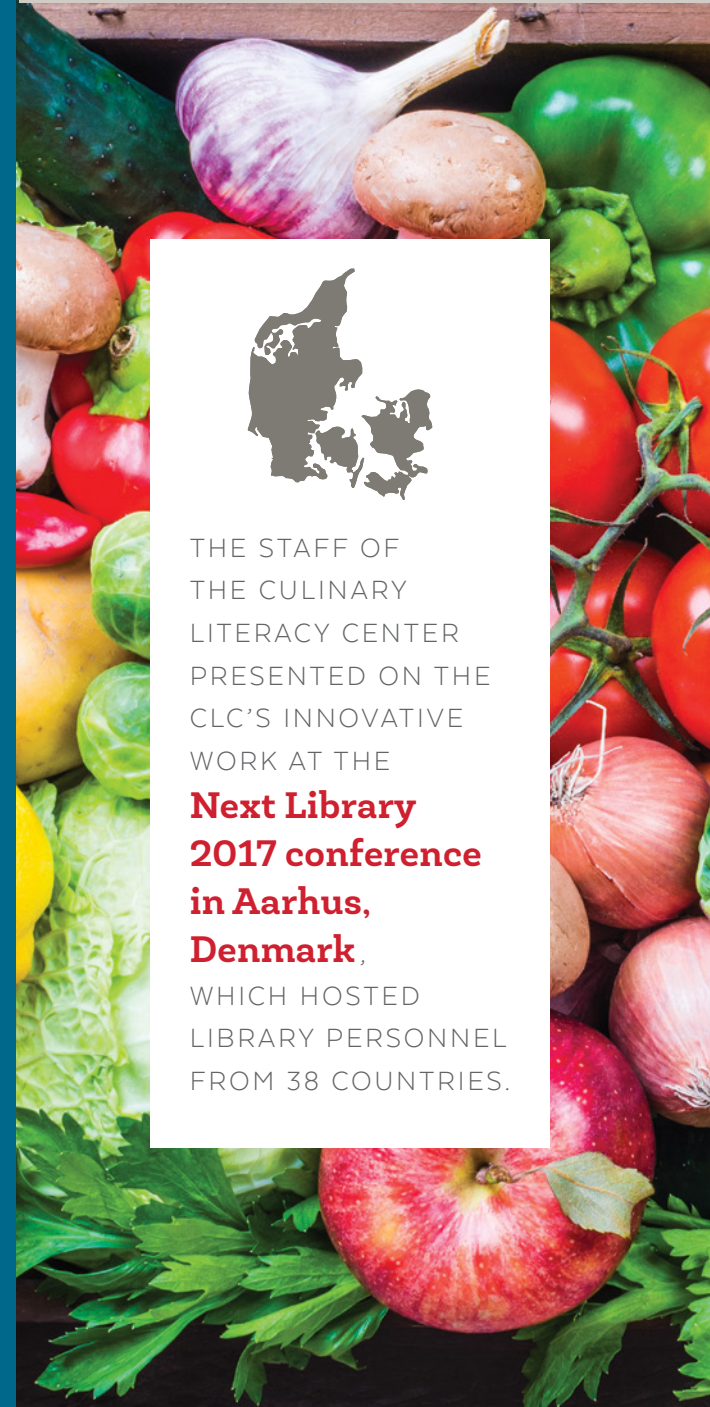
SERVING THE CHILDREN OF PHILADELPHIA is more than a joyous part of our work at the Library—it is essential to paving the way for our city's future. Through early-literacy initiatives, we are molding minds and making connections with children across the whole city.

13,566 kindergarteners RECEIVED LIBRARY CARDS THROUGH THE KINDERGARTEN LIBRARY CARD REGISTRATION DRIVE.

LIBRARIANS HOSTED **2,781 early-literacy programs** THIS YEAR, WITH OVER **65,000 children and caregivers in attendance.**

90% of parents WHO RESPONDED TO A SURVEY SAID THEY RECOGNIZED **improvement in their child's reading skills** FOLLOWING PARTICIPATION IN THE SUNDAY LITERACY PROGRAM.

CULINARY LITERACY CENTER





 THE STAFF OF THE CULINARY LITERACY CENTER PRESENTED ON THE CLC'S INNOVATIVE WORK AT THE **Next Library 2017 conference in Aarhus, Denmark**, WHICH HOSTED LIBRARY PERSONNEL FROM 38 COUNTRIES.

EVERY BITE OF FOOD HAS A STORY.

At the Free Library, we are using that story in a unique and innovative way—to advance literacy. The Culinary Literacy Center (CLC), located in the Parkway Central Library, is the first kitchen-classroom in a public library in the country. It seeks to revolutionize the way Philadelphians think about food, nutrition, and literacy. Serving people of all ages, from pregnant mothers and preschool students to senior citizens, it functions as a unique gateway to the Library.



Programming Highlights

The CLC offers an array of programs for the public that address the considerable diet-related health challenges of the 21st century. These free or low-cost public programs are designed to empower Philadelphians to take charge at the market and behind the stove, all while lighting a fire for literacy.

CLC staff has also created a menu of programs designed for specific groups that receive inadequate resources and services in our community. Working with partner organizations that serve these special populations and that are committed to cultural competency, the CLC strives to meet the social, cultural, physical, and linguistic needs of all participants.

Nourishing Literacy

is a school-visit program, offering students and teachers food-based lessons both in the CLC and at their school that support classroom curricula.

Edible Alphabet

is an English-as-a-second-language course for new Americans that also connects students with the Free Library and fosters community through cooking.

Cookability

is a program for people who are visually impaired to learn and share about food and cooking.

Chow Down on Wellness

is a plant-based cooking class for military veterans designed to promote healthy eating habits and team-building in a relaxed social atmosphere.

Cooking with Confidence

is a beginner cooking class designed for adults with disabilities.



The Culinary Literacy Center...

ran 261 programs attended by 6,918 people

gave 400 bags of groceries to program attendees

provided 50 kitchen tools to English Language Learners who completed Edible Alphabet



THE FREE LIBRARY OF PHILADELPHIA IS A WELCOMING, SAFE, AND INCLUSIVE SPACE for people of every age, ethnicity, race, religion, and sexual orientation, and for those across all economic, social, and political spectrums. We were proud to reaffirm our commitment to diversity, equality, and inclusion by creating a formal inclusivity statement to guide our work.

In a year when many in our community sought to become more civically engaged, the Library worked to create more access to library and social services, non-partisan political information, and civic resources for all Philadelphians.



STATEMENT OF INCLUSIVITY

The Free Library of Philadelphia is a welcoming and inclusive public space and strongly believes in promoting understanding and community engagement.

All 54 of our libraries provide a safe haven for individuals of all ages and backgrounds, providing homework help, ESL classes, supportive job search assistance, and much more. We encourage and host conversations about differences and complex social issues.

The library exists to provide opportunities for discussion supported by educational resources, access to a vast array of information, and ideas that transform communities, open minds, and promote inclusion. Our mission is to advance literacy, guide learning, and inspire curiosity for all.

INCLUSIVITY

Programming Highlights

On Inauguration Day, a **Civic Engagement Fair** at the Parkway Central Library brought local and national groups together to offer services and help guide neighbors in how to get involved to effect change.

In February, Northeast Regional Library partnered with service organizations across the city to host an **Immigration Resources Fair**, providing new Americans information and resources on employment, housing, health, English classes, and more.

In June, we hosted the first **system-wide celebration of Pride Month**, offering health seminars, film screenings, LGBTQ+/gender-diverse “rainbow” storytimes, and more in celebration and support of the LGBTQ+ community.

Neighborhood libraries across the city hosted **Sensory Storytimes** geared toward children on the autism spectrum and their families, making the Library more accessible to young people sensitive to sensory overload, who often have a difficult time sitting through a traditional storytime.

Such programming opens minds and opportunities, transforming our whole community.



BUSINESS RESOURCE AND INNOVATION CENTER

THE FREE LIBRARY'S BUSINESS RESOURCE AND INNOVATION CENTER (BRIC) brings all of the Library's business programming, services, and resources under one commanding umbrella. This entrepreneurial hub offers a unique environment in which to incubate new business ideas and bring them to fruition, as well as to improve existing small businesses. It also houses the Regional Foundation Center (RFC), Philadelphia's largest publicly accessible collection of resources for nonprofit management and philanthropy.

Each year, the Free Library helps countless Philadelphians develop or enhance their businesses. Entrepreneurs come seeking financial data, information on creating a business plan, market research, and demographic insights. These resources, which would cost tens of thousands of dollars for individuals to obtain on their own, are all free and easily accessible. The Library also collaborates with many local and national agencies to provide specialized programs and expert mentoring.



BRIC librarians, represented by administrative librarian Rebekah Ray, won 3rd place in the Social Innovations Awards for Social Enterprise Innovators.

Programming Highlights

The Philly Tech Week panel **“Framing Philly’s Social Impact Scene: Where Business, Nonprofit & Philly Meet”** welcomed 150 attendees, including members of Young Involved Philly, the Independent Business Alliance, and the Sustainable Business Network.

The **Small Business Resource Festival** brought together 20 organizations—spanning government agencies, nonprofits, and business-to-business service providers—aiming to help small businesses in the local area grow.

The **Pitch Corner**, launched in May, offers entrepreneurs and job seekers a semi-private space in the Parkway Central Library’s BRIC to practice their business or employment pitch in front of a video camera.

Business and Brews, a monthly networking event, offered small-business owners and entrepreneurs in various stages of their business cycle the opportunity to hear from area business leaders on topics important to entrepreneurs in the Delaware Valley.

This series was sponsored by Bancorp.



BRIC AND
RFC RAN
597
programs
and
sessions
ATTENDED BY
6,234
people.



“The BRIC librarians are venturing beyond traditional ‘librarian’ services to provide valuable and innovative services to Philadelphia’s entrepreneurial community city-wide. These librarians are changing the library’s image and reputation by piloting an innovative program that uniquely and equitably serves Philadelphia’s entrepreneurial community.”

– Social Innovations Journal

unique LENDING



A LIBRARY CARD HAS ALWAYS GIVEN USERS ACCESS TO BOOKS, DVDS, AND AUDIOBOOKS. This year, we added more non-traditional items to our circulating collection. These items can be borrowed over a lending period of three weeks, just like any other material.



“At the Free Library, our core belief is access. We have this place where you don’t have to have money to be able to use a resource or learn something.”

– Perry Genovesi,
Music Department librarian

These collections attract interest from people who might not be able to afford the items otherwise, as well as from those who want to try something new without an investment—and, most importantly, with related guidance and resources at their fingertips.

With a library card, Philadelphians can check out:

MUSICAL INSTRUMENTS

from the Musical Instrument Collection, housed in the Music Department at the Parkway Central Library

BIRDING BACKPACKS,

from Andorra, Cecil B. Moore, and Widener libraries

FAMILY-FUN LITERACY BACKPACKS

from Eastwick Library

VOX BOOKS*

available at Bushrod, Haddington, Eastwick, Joseph E. Coleman Northwest Regional, Kensington, Richmond, Torresdale, Wadsworth, and Whitman libraries

CAKEPANS,

including novelty pans and large sheet-cake pans, from McPherson Square Library

HOME-HEALTH ITEMS,

including electronic blood-pressure cuffs and food scales, from the Health Lending Library at South Philadelphia Library

TIES, SCARVES, and **JEWELRY** from the Tiebrary at Paschalville Library



*children’s books with a built-in audio component

WE THE DETECTIVES

THE FREE LIBRARY'S RARE BOOK DEPARTMENT PARTNERED WITH THE ROSENBACH FOR WE THE DETECTIVES, showcasing the ultimate curiosity-inspiring collection—the history and art of the mystery. Visitors cracked a whole new type of case at the Rosenbach's *Clever Criminals* and *Daring Detectives*, which traced the cat-and-mouse game criminals and detectives have played in history and literature. They delved further into the thrill of the chase at the Rare Book Department's *Becoming the Detective: The Making of a Genre*, which examined how mysteries came to capture the imaginations of generations of readers. The experience was capped by an immersive theatrical experience, *GUMSHOE* by New Paradise Laboratories, that carried participants into an expedition behind the scenes of the Parkway Central Library.



MORE THAN
4,000 visitors
participated
IN THIS
COLLABORATIVE
INITIATIVE.

This initiative also invited young sleuths to spy what's inside the Library's doors. Families put their magnifying glasses up to explore the Parkway Central building during the **2017 Family Event** in May, an annual Library tradition that also raises funds for many of the Library's beloved programs and resources. This year's event featured Super Sleuth craft projects, an Escape-the-Room challenge for teens, a Gumshoe Scavenger Hunt for elementary-age children, and a detective storytime with our librarians. It was a fun and mysterious time for all.



We the Detectives brought our rare items to life, with vibrant, brain-bending results.

We the Detectives was made possible through a generous grant from the William Penn Foundation.



BY THE NUMBERS



125
AUTHOR
EVENTS

livestreamed to
136,874 PEOPLE

attended by
30,110 PEOPLE

listened to as
downloadable podcasts
1.18 MILLION TIMES



350,788

PRESCHOOLERS,
CHILDREN, AND TEENS
ATTENDED 15,778
CHILDREN'S PROGRAMS



221,222

ADULTS AND SENIORS
ATTENDED 13,130 ADULT
PROGRAMS

892,416
computer sessions



5,029,195
WEBSITE VISITS



+ 68,703

NEW CARD SIGN-UPS

640,996
LIBRARY CARD-HOLDERS



5,128,715

IN-PERSON LIBRARY VISITS



The Library
was awarded

70 GRANTS

totaling

\$4,654,130.95

LEAP

(LITERACY ENRICHMENT
AFTERSCHOOL PROGRAM)

SERVED

112,877 STUDENTS



PROGRAMS



The Prison Services
Stories Alive
program, which
connects
incarcerated
parents with
their children
for storytimes

via video chat,
served 47 families—
with a total of 81
children—some
of whom returned
for multiple story
sessions.

SERVICES



800

Read, Baby, Read
library card
applications

were supplied to
pediatric offices
across the city.

PHYSICAL COLLECTIONS

BOOKS (adult and children's)	2,371,663
AUDIOBOOKS	30,879
DVDS AND BLU-RAY	197,193
CDS	66,478
JOURNAL, MAGAZINE, AND NEWSPAPER TITLES	3,686

DIGITAL COLLECTIONS

EBOOKS (adult and children's)	318,941
STREAMING AUDIOBOOKS	16,031
STREAMING MOVIES AND VIDEO	15,706
STREAMING MUSIC ALBUMS	359,766
DIGITAL JOURNAL, MAGAZINE, AND NEWSPAPER TITLES	132

5,419,516 materials were borrowed system-wide this fiscal year.



The top adult fiction checkout was *The Girl on the Train* by Paula Hawkins.



The top picture book checkout was *Green Eggs and Ham* by Dr. Seuss.



The Fleisher Collection of Orchestral Music circulated 464 works of music to 110 U.S. cities and 11 countries.



FINANCIAL INFORMATION

Financial Highlights

FISCAL YEAR JULY 1, 2016 – JUNE 30, 2017

OPERATING SUPPORT AND REVENUE*

City General Fund	\$40,591,645
State Grant Funds	\$8,282,337
TOTAL SUPPORT AND REVENUE	\$48,873,982

OPERATING EXPENSES

Salaries and Benefits	\$37,165,954
Library Collections and Materials	\$4,485,508
Facility Leases, Furnishings, and Maintenance	\$2,731,992
Technology Purchases and Support	\$2,582,493
Training and Other Professional Services	\$913,804 [†]
Office Supplies, Postage, and Printing	\$478,102
Other Expenses	\$516,129
TOTAL	\$48,873,982



*Revenues may include encumbrances and/or appropriations from prior fiscal years, using the modified accrual and cash basis of accounting permitted by municipal accounting standards.

[†]Of the \$1 million allocated for Read by 4th, the final \$170,000 was spent in FY17 for tutoring services.

FINANCIAL BACKGROUND STATEMENT

BACKGROUND

The Free Library of Philadelphia Foundation (the Foundation) functions primarily to secure federal, state, city, and private grants and contributions to expend those funds on various Library programs.

AGREEMENT WITH BOARD OF TRUSTEES OF THE FREE LIBRARY OF PHILADELPHIA

The Foundation entered into an agreement dated June 19, 1984, with the Board of Trustees of the Free Library of Philadelphia, an independent board of the City of Philadelphia (City or City Library) responsible for securing and expending City appropriations. Under this agreement, the Board of Trustees of the Free Library of Philadelphia maintains care and custody of the collections of the Foundation and makes all necessary operational decisions as to the management of the libraries and the collections of the Foundation. These financial statements reflect only the assets, liabilities, net assets, and changes in net assets of the Foundation and, accordingly, do not include any amount applicable to the financial position or changes in net assets of the City Library.

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES BASIS OF ACCOUNTING

The financial statements of the Foundation have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America and reflects all significant receivables, payables, and other liabilities.

BASIS OF PRESENTATION

The Foundation reports information regarding its financial position and activities according to three classes of net assets: unrestricted net assets,

temporarily restricted net assets, and permanently restricted net assets. Unrestricted net assets are not subject to donor-imposed stipulations. The Board of Directors may elect to designate such assets for specific purposes or to have them function as endowment. This designation may be removed at the Board's discretion. Temporarily restricted net assets are subject to donor-imposed stipulations that will be met either by actions of the Foundation or by the passage of time. Permanently restricted net assets are subject to donor-imposed stipulations that require that they be maintained permanently.

The statement of activities distinguishes changes in net assets from operations from other changes in net assets. Operating activity includes revenues and other support, including investment income generated from short-term investments, as well as long-term investment income designated for operations, and all expenses that are available to provide program services and support the administrative functions of the Foundation. Other charges in net assets include permanently restricted contributions and contributions designated for other purposes by the Board, as well as long-term investment income in excess of (or less than) the Foundation's designated spending rate.

Revenue is reported as increases in unrestricted net assets unless use of the related assets is limited by donor-imposed restrictions. Expenses are reported as decreases in unrestricted net assets. Gains and losses on assets or liabilities are reported as increases or decreases in unrestricted net assets unless their use is restricted by explicit donor stipulation or by law. Expirations of temporary restrictions on net assets are reported as net assets released from restrictions.

Free Library of Philadelphia Foundation and Subsidiary **Consolidated Statement of Activities**

OPERATING SUPPORT AND REVENUE	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	2017 TOTAL	2016 TOTAL
Grants and contributions	\$3,019,719	\$13,055,424	-	\$16,075,143	\$16,891,001
Federal and state grants and city capital	369,136	8,576,706	-	8,945,842	930,998
Contributions: Central Library Campaign	-	6,783,966	-	6,783,966	2,429,896
Fees and library services	387,667	28,111	-	415,778	450,162
Fines and lost books	151,421	-	-	151,421	203,082
Sale of books and publications	32,148	-	-	32,148	38,395
Program revenue	194,228	-	-	194,228	25,646
Admissions	23,926	-	-	23,926	39,799
Other income	401,706	150,959	-	552,665	442,113
Dividend and interest income	737	-	-	737	7,600
Long-term investment return designated for operations	256,965	1,564,499	-	1,821,464	1,671,366
Net assets released from restriction	37,025,093	(37,025,093)	-	-	-
TOTAL OPERATING SUPPORT AND REVENUE	41,862,746	(6,865,428)	-	34,997,318	23,130,058
OPERATING EXPENSES					
Programs and library services					
Public programs	6,422,323	-	-	6,422,323	5,460,156
Collections and preservation	154,074	-	-	154,074	108,598
Technology	200,415	-	-	200,415	143,547
Facilities renovation	23,756,355	-	-	23,756,355	1,784,181
Central Library capital renovation project	7,258,888	-	-	7,258,888	5,362,051
Total Program Services	37,792,055	-	-	37,792,055	12,858,533
Supporting services					
Administration	1,053,139	-	-	1,053,139	1,065,867
Fundraising	2,751,521	-	-	2,751,521	2,641,192
Total Supporting Services	3,804,660	-	-	3,804,660	3,707,059
TOTAL OPERATING EXPENSES	41,596,715	-	-	41,596,715	16,565,592
CHANGE IN NET ASSETS FROM OPERATIONS	266,031	(6,865,428)	-	(6,599,397)	6,564,466
NON-OPERATING SUPPORT AND GAINS (LOSS)					
Grants and contributions to endowment	79,387	237,847	1,000	318,234	1,241,725
Long-term investment return (loss) in excess of return designated for operations	608,650	1,568,515	-	2,177,165	(2,373,022)
Collection items purchased	(33,095)	(8,009)	-	(41,104)	(16,609)
TOTAL NON-OPERATING SUPPORT AND GAINS (LOSS)	654,942	1,798,353	1,000	2,454,295	(1,147,906)
CHANGE IN NET ASSETS	920,973	(5,067,075)	1,000	(4,145,102)	5,416,560
NET ASSETS - BEGINNING OF YEAR	12,697,655	31,707,121	17,082,719	61,487,495	56,070,935
NET ASSETS - END OF YEAR	\$13,618,628	\$26,640,046	\$17,083,719	\$57,342,393	\$61,487,495

 Free Library of Philadelphia Foundation and Subsidiary **Consolidated Statements of Financial Position**

ASSETS	2017	2016
Cash and cash equivalents	\$8,868,472	\$14,981,381
Grants and contributions receivable, net	18,364,927	8,874,656
Fines and other receivables	1,022,089	1,063,418
Inventory	100,783	104,971
Prepaid expenses	131,145	168,908
Property and equipment, net	3,719,397	3,771,162
Investments	36,063,433	34,127,879
Beneficial interest in life insurance	35,934	35,416
TOTAL ASSETS	\$68,306,180	\$63,127,791
LIABILITIES		
Accounts payable and accrued expenses	10,446,019	1,112,357
Accrued payroll and related liabilities	380,357	371,764
Split-interest liabilities	137,411	156,175
TOTAL LIABILITIES	\$10,963,787	\$1,640,296
NET ASSETS		
Unrestricted	13,618,628	12,697,655
Temporarily restricted	26,640,046	31,707,212
Permanently restricted	17,083,719	17,082,719
TOTAL NET ASSETS	\$57,342,393	\$61,487,495
TOTAL LIABILITIES AND NET ASSETS	\$68,306,180	\$63,127,791

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Pamela P. Dembe



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