



# **ANNUAL REPORT**

## **FISCAL YEAR 2019**

July 1, 2018–June 30, 2019

THE FREE  
LIBRARY OF  
PHILADELPHIA  
ADVANCES  
LITERACY,  
GUIDES  
LEARNING,  
AND INSPIRES  
CURIOSITY.



LEADERSHIP MESSAGE	5
THE YEAR IN REVIEW	6
ADVANCING LITERACY	8
GUIDING LEARNING	14
INSPIRING CURIOSITY	20
FINANCIALS	26
BOARDS AND EXECUTIVE STAFF	30
FREE LIBRARY LOCATIONS	31



Dedicated in October 2018, *Legacy*, the new mural on the exterior of Lucien E. Blackwell West Philadelphia Regional Library, was designed by Philadelphia-based fashion designer Walé Oyéjidé and created with Mural Arts Philadelphia.

## LEADERSHIP MESSAGE

It has truly been a milestone year for the Free Library of Philadelphia. As we look back on the tremendous achievements of the period spanning July 1, 2018, to June 30, 2019, we are thrilled to share with you our annual report for fiscal year 2019.



Our most remarkable growth this year occurred at the Reimagined Parkway Central Library. On April 12, after more than a decade of planning and work, we returned to the public and staff some 41,000 square feet of space that had been closed off for nearly a century. The first renovation of this scale to occur at the Philadelphia landmark and civic hub, this undertaking resulted in the creation of three incredible new spaces: The Robert and Eileen Kennedy Heim Center for Cultural and Civic Engagement, the Business Resource and Innovation Center, and the Marie and Joseph Field Teen Center. Since opening last spring, these centers have been buzzing with new ideas, important conversations, and innovative programming. They're spaces where bold visions can become realities.

Throughout our 54 locations, similarly imaginative discussions and events are happening every day. System-wide programming around Black History Month, *One Book, One Philadelphia*, and "This Is What Democracy Looks Like" brings people into dialogue with each other and with our collections in libraries across the city. We learn together, listen together, and respond together, fortifying the bonds of understanding that make our city strong. And it's not just our neighborhood communities that we build: we're also renewing our commitments to Philadelphia educators and to our own Free Library staff, bringing renewed focus to how we can foster the talents of these two vital civic communities. The pages ahead share inspiring stories of this commitment in action.

The strong public-private partnership between the Free Library and the Free Library of Philadelphia Foundation made this year's many accomplishments possible. 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. Our heartfelt thanks go out to each of the many individuals and organizations that generously support the Free Library's mission.

Day in and day out, the Free Library is brought to life by the dedicated and thoughtful work of our staff. Every year they set new and higher standards of engagement, creativity, and service. For this and everything else they do, we extend our deep admiration and gratitude.

*Siobhan A. Reardon*

Siobhan A. Reardon  
President and Director

*Barbara Sutherland*

Barbara Sutherland  
Chair, Board of Directors

*Pamela P. Dembe*

Pamela P. Dembe  
Chair, Board of Trustees



**814,077**  
cardholders



Answered  
**3.52 million**  
reference  
questions

PROGRAMMING



**161,869**  
student  
sessions  
through  
**LEAP**

out-of-school  
enrichment  
program,  
an **8.2% increase**  
from FY18



**521,740**  
preschoolers,  
children,  
and teens

attended  
19,869 children's  
and teen programs



**237,920**  
adults  
and  
seniors

attended  
15,815  
adult programs



**125**  
Author Events

attended by  
**24,483 people**  
videos viewed by  
**119,708 people**

downloadable  
podcasts listened  
to by over  
**1.2 million people**

**4,915,649** IN-PERSON LIBRARY VISITS



**732,067**  
computer  
sessions



**1,006,180**  
WiFi  
sessions



**6,729,580**  
website  
visits

COLLECTIONS



**2,386,101**  
books  
(adult and children's)

**28,503**  
audiobooks

**206,623**  
DVDs  
and Blu-Ray

**57,907**  
CDs

**703**  
journals,  
magazines,  
and newspapers

**542,673**  
ebooks  
(adult and children's)

**82,385**  
digital audiobooks

**32,646**  
streaming movies  
and videos

**330,401**  
streaming music  
albums

**29,065**  
digital journals,  
magazines,  
and newspapers



Top Streaming  
Music Album  
**The Greatest Showman  
Soundtrack**



Top Children's Fiction  
**Sisters**  
by Raina Telgemeier

**5,266,383** materials borrowed system-wide this fiscal year

“THE WHOLE  
WORLD  
OPENED UP  
TO ME WHEN  
I LEARNED  
TO READ.”

—MARY MCLEOD BETHUNE

advancing literacy



During the 2018–19 school year, School Partnerships' accomplishments included:

- Presenting six professional development workshops to School District teachers
- Pilot-testing an expanded-access, fine-free library card specifically for teachers
- Convening a bi-monthly School Partnerships Working Group of FLP staff to gather best practices

## School Partnerships, Now and Future

For over 100 years, the Free Library has championed education in and out of the classroom, providing no-cost resources for literacy and learning. In fiscal year 2019, we brought renewed concentration to our longstanding commitment to professional educators by launching **School Partnerships, a new initiative that brings schools and libraries together while supporting teachers who work with Philadelphia's students.**

One of the effort's most exciting ventures is Teacher Cafés, a series of free workshops for K through 12 educators. Designed to foster professional development, create a sense of community, and make teachers feel appreciated, these innovative events offer hands-on, interactive introductions to the Free Library's many resources. Each workshop features experimentation with Library tools and conversations about databases, programs,

and projects that teachers can use in their classrooms to keep students energized to learn. In January 2019, the first Teacher Café was held at the Parkway Central Library, kicking off the series with a fantastic group of almost 30 dedicated Philadelphia educators.

Along with other achievements of the past year, such as creating a citywide "Educator Updates" mailing list and piloting an expanded-access, fine-free library card specifically for teachers, School Partnerships is building the Library's capacity to sustain our work with educators, students, and schools. The coming fiscal year will see School Partnerships furthering these successes by offering double the number of Teacher Cafés, expanding its broader platform of professional development workshops, creating new digital pathfinders on Library resources, and more—all to serve the teachers and students who hold the key to our city's future. ♦





## Reimagined: A Room of Their Own

Safe, encouraging spaces for exploration and relaxation are important developmental boosters for teens as they undergo the transition between childhood and adult life. But where can teens just be themselves? Philadelphians ages 12 through 18 have a ready answer: at the Free Library. On April 12, 2019, we unveiled the Marie and Joseph Field Teen Center, one of the new spaces in the Reimagined Parkway Central Library and the building's first-ever area designed exclusively for teens.

Spanning over 4,000 square feet on the Ground Floor, **the Field Teen Center allows young adults to hang out, use library resources, receive homework help, and share ideas in a dynamic space that lets their minds flourish and grow.** It's a unique and comfortable place where teens can thrive. And in fiscal year 2019, it contributed to overwhelming growth in teen programming and engagement at the Free Library. Between April and June of 2018, 44 programs were held for teens at Parkway Central; during those same months in 2019, that number shot up to 123, almost tripling. Participation ballooned, as well, especially in June, which saw a 361% increase in program attendance over the previous year.

Kris Langlais, Library Supervisor at the center, emphasizes the crucial role that staff play in creating an inclusive, encouraging environment in the Field Teen Center. "Staffing is diverse across racial, cultural, and gender identities and was curated with teens in mind," Langlais says. "Teens have felt comfortable sitting with and approaching the staff with questions and ideas on what they would like to see here at the Field Teen Center, and for us, that's the most important marker of success." ♦



In May and June of 2019, **1,749 teens** attended 98 programs at the Field Teen Center.

This is a **267% increase in attendance** over the same months last fiscal year.



“EDUCATION  
IS THE MOST  
POWERFUL  
WEAPON  
WHICH YOU  
CAN USE  
TO CHANGE  
THE  
WORLD.”

—NELSON MANDELA

guiding learning

## Uniting Our City Through Knowledge and Stories

At the Free Library, we believe in the power of gathering together to listen, learn, and grow. That's why, in 2017, we established the Division of Cultural and Civic Engagement, an office that **nurtures the public life of our city through cultural engagement, civic dialogue, and the free exchange of ideas, with a particular focus on system-wide programming initiatives that bring the entire Library community into conversation** around the crucial issues of our time.

"This Is What Democracy Looks Like," which ran from September 2018 until the midterm elections on November 6, considered why midterms matter and prepared voters to participate in this important democratic event. Through music, film, lectures, voter registration events, and more, the Library fostered dialogue and education. And the Honorable W. Wilson Goode, former mayor of Philadelphia, visited multiple libraries to talk about his book *Black Voters Mattered: A Philadelphia Story*—a highlight of this new and impactful program series, which included 25 events at 15 libraries around the city.

The largest community read program in the country, *One Book, One Philadelphia* was particularly vibrant in fiscal year 2019. Approximately 120 events were attended by 5,000 readers during the *One Book* season, facilitating talk and thought around Jesmyn Ward's extraordinary novel *Sing, Unburied, Sing*. A number of these events, including a training discussion with the Caucus of Working Educators' Racial Justice Committee, were co-presented as part of Black History Month, a core annual programming pillar that celebrates and reflects on the struggles and triumphs of black lives in the United States every February. ♦



“System-wide programming is all about creating a web of community that stretches across Philadelphia. Every time someone shows up at their neighborhood library to share their story or hear someone else's, we're building a stronger city.”

— Kalela Williams, Director of Neighborhood Library Enrichment Programming





## Reimagined: Supporting Philadelphia's Economy

Since opening in 2016, the Free Library's Business Resource and Innovation Center (BRIC) has helped the dreams of thousands of entrepreneurs, job seekers, inventors, and nonprofits take flight. In addition to expert librarians, the BRIC provides Philadelphians free access to specialized databases, workshops, and professional development opportunities to create personal and organizational growth.

But this fiscal year, it was the BRIC's turn to grow. **In April 2019, the center moved from the Second Floor of the Parkway Central Library into one of the building's newest public spaces, where it now spans over 8,200 square feet.** The expansion includes co-working spaces and meeting rooms equipped with state-of-the-art presentation displays. One BRIC service area that has particularly benefited is the Patent and Trademark Resource Center (PRTC), which offers tools and guidance for inventors, organizations, and individuals looking to patent an invention or trademark a logo.

"The new BRIC allows us to offer a greatly increased range of programming for inventors and businesses interested in patents, trademarks, and other intellectual property," notes Sharyl Overhiser, Library Coordinator at the BRIC and the Philadelphia PRTC Representative. "With so much more square footage and better audiovisual resources, we can even hold events simultaneously. I can conduct a one-on-one patent and trademark appointment in a meeting room or at the dedicated patent and trademark computer while we host free legal office hours for intellectual property, at the same time that a class is presented on a different BRIC topic." ♦

In the new BRIC's first two and a half months of operation:

- **The BRIC welcomed almost 3,000 entrepreneurs, nonprofits, inventors, and job seekers who registered in the new space**
- **Visitors reserved rooms over 150 times for collaborative work, meetings, and interviews**

“THE MOST  
PRECIOUS  
THING I HAD  
THEN IS THE  
MOST PRECIOUS  
THING I HAVE  
NOW—MY OWN  
CURIOSITY.”

—TA-NEHISI COATES

inspiring curiosity



## Developing Our Programs, Our Staff, and Local Talent

Hatching Innovation, the Free Library's internal granting and project development initiative, supports creative ideas generated from staff at every level of our organization. Designed to touch upon our strategic plan objective to "encourage staff to experiment, explore, and challenge the status quo," it encourages employees to dream up forward-leaning programming and services and turn their ideas into reality.

**During fiscal year 2019, Hatching Innovation received 45 submissions and funded 17 of them—a 37% funding rate, the project's highest yet in a fiscal year.** "We were thrilled to be able to support so many of this year's excellent proposals," says Nate Eddy, Strategy Coordinator in the Strategic Initiatives department, which oversees the project. "It not

only expands our programmatic offerings, but also allows us to develop our staff members, who become talented project managers as they learn the ins-and-outs of data collection and assessment practices over the course of their grant period."

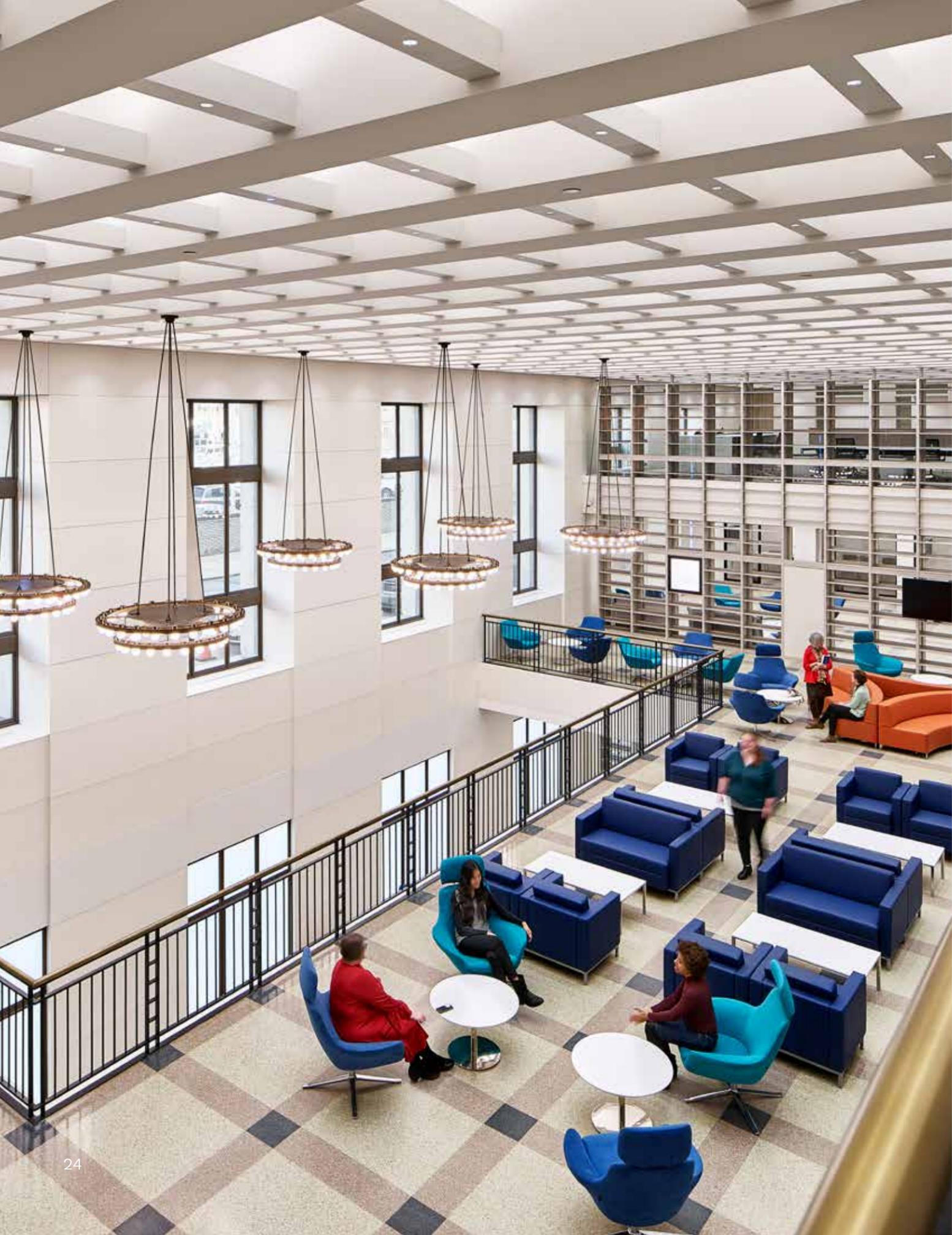
Among this year's funding awardees were an animation and stop-motion film club for kids at Joseph E. Coleman Northwest Regional Library, a podcasting series about life in the Fairhill neighborhood, and a program that invites teens on field trips to local cultural institutions. Particularly popular is Open Mic Night @ the Nicetown Café, a monthly open mic event at Nicetown-Tioga Library. This popular series, which aims to expose and build audiences for local artists, was proposed by Dawn Silva, Municipal Guard at Nicetown. ♦



“This is my neighborhood library—I realized that this community houses a lot of talent. We wanted to give the people a platform to showcase the many gifts that they possess.”

— Dawn Silva, Municipal Guard at Nicetown-Tioga Library





## Reimagined: Fostering Dialogue and Discourse

Walk through the main entrance of the Julian Abele–designed Parkway Central Library and you’ll notice not just the majestic Beaux-Arts architecture of the lobby, but also the low, pleasant hum of voices. Follow them and you’ll find yourself just beyond the building’s grand staircase in an open, light-filled atrium, buzzing with thoughtful conversation, aha-moments, and laughter. It’s the sound of ideas.

In April 2019, this space—The Robert and Eileen Kennedy Heim Center for Cultural and Civic Engagement—opened as part of the Reimagined Parkway Central Library. **A new home for intellectual discourse, grassroots problem solving, and spontaneous gatherings, The Heim Center is a place where Philadelphians can gather to plan a better world.** Occupying over 7,200 square feet, its open-floor-plan layout presents a unique opportunity for new forms of civic engagement, creating an active hub for both the impromptu meeting and diverse programming curated by the public and the Library’s Division of Cultural and Civic Engagement.

“The Free Library has always been a place for individual exploration, where people can bring their curiosity and leave more informed,” says Andrew Nurkin, Deputy Director for Enrichment and Civic Engagement. “At The Heim Center, we’re connecting the dots between those personal experiences and expanding our understanding together. The conversations, learning, artmaking, and listening that have happened collaboratively in this space since April have been truly inspiring.” ♦



During its first two and a half months of operation, The Heim Center hosted **over 500 events, meetings, and Huddle Room reservations.**

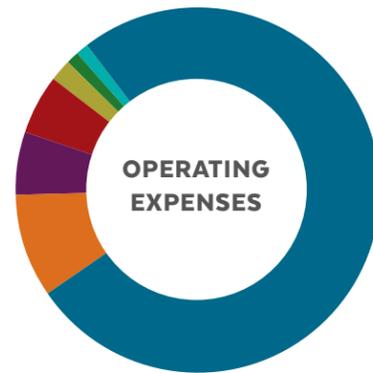


# FINANCIAL HIGHLIGHTS

FREE LIBRARY OF PHILADELPHIA | FISCAL YEAR JULY 1, 2018–JUNE 30, 2019

## OPERATING SUPPORT AND REVENUE\*

City General Fund	\$42,596,496
State Grant Funds	\$7,686,305
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$50,282,801</b>



## OPERATING EXPENSES

Salaries and Benefits	\$39,696,400
Library Collections and Materials	\$3,746,345
Facility Leases, Furnishings, and Maintenance	\$2,642,490
Technology Purchases and Support	\$2,483,493
Training and Other Professional Services	\$970,819
Office Supplies, Postage, and Printing	\$341,291
Other Expenses	\$401,963
<b>TOTAL</b>	<b>\$50,282,801</b>

\*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.

# FINANCIAL BACKGROUND

FREE LIBRARY OF PHILADELPHIA FOUNDATION | FISCAL YEAR JULY 1, 2018–JUNE 30, 2019

## 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 reflect 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.

## CONSOLIDATED STATEMENTS OF ACTIVITIES

FREE LIBRARY OF PHILADELPHIA FOUNDATION AND SUBSIDIARY | FISCAL YEAR JULY 1, 2018–JUNE 30, 2019

OPERATING SUPPORT AND REVENUE	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	2019 TOTAL	2018 TOTAL
Grants and contributions	\$2,856,104	\$7,739,278	\$10,595,382	\$9,391,369
Federal and state grants and city capital	467,303	659,681	1,126,984	11,052,418
Contributions: Central Library Campaign	-	6,077,616	6,077,616	3,995,117
Fees and library services	550,754	345,215	895,969	489,834
Fines and lost books	147,812	-	147,812	148,978
Sale of books and publications	114,580	-	114,580	35,912
Program revenue	219,685	-	219,685	306,818
Admissions	23,225	-	23,225	32,379
Other income	569,204	42,168	611,372	516,659
Dividend and interest income	10,650	-	10,650	1,293
Long-term investment return designated for operations	281,819	1,468,904	1,750,723	1,711,970
Net assets released from restriction	24,297,386	(24,297,386)	-	-
<b>TOTAL OPERATING SUPPORT AND REVENUE</b>	<b>29,538,522</b>	<b>(7,964,524)</b>	<b>21,573,998</b>	<b>27,682,747</b>
<b>OPERATING EXPENSES</b>				
<b>Programs and library services</b>				
Public programs	6,194,837	-	6,194,837	5,942,005
Collections and preservation	221,206	-	221,206	134,331
Technology	283,090	-	283,090	321,699
Facilities renovation	1,918,783	-	1,918,783	7,945,577
Central Library capital renovation project	16,554,606	-	16,554,606	11,389,868
<b>Total Program Services</b>	<b>25,172,522</b>	<b>-</b>	<b>25,172,522</b>	<b>25,733,480</b>
<b>Supporting services</b>				
Administration	1,862,296	-	1,862,296	2,027,162
Fundraising	2,893,489	-	2,893,489	2,543,384
<b>Total Supporting Services</b>	<b>4,755,785</b>	<b>-</b>	<b>4,755,785</b>	<b>4,570,546</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>29,928,307</b>	<b>-</b>	<b>29,928,307</b>	<b>30,304,026</b>
<b>CHANGE IN NET ASSETS FROM OPERATIONS</b>	<b>(389,785)</b>	<b>(7,964,524)</b>	<b>(8,354,309)</b>	<b>(2,621,279)</b>
<b>NON-OPERATING SUPPORT AND GAINS (LOSS)</b>				
Grants and contributions to endowment	-	321,859	321,859	190,245
Long-term investment return (loss) in excess of return designated for operations	(700)	(151,487)	(152,187)	940,849
Collection items purchased	(44,663)	(9,903)	(54,566)	(65,650)
<b>TOTAL NON-OPERATING SUPPORT AND GAINS (LOSS)</b>	<b>(45,363)</b>	<b>160,469</b>	<b>115,106</b>	<b>1,065,444</b>
<b>CHANGE IN NET ASSETS</b>	<b>(435,148)</b>	<b>(7,804,055)</b>	<b>(8,239,203)</b>	<b>(1,555,835)</b>
<b>NET ASSETS - BEGINNING OF YEAR</b>	<b>6,984,896</b>	<b>48,801,662</b>	<b>55,786,558</b>	<b>57,342,393</b>
<b>NET ASSETS - END OF YEAR</b>	<b>\$6,549,748</b>	<b>\$40,997,607</b>	<b>\$47,547,355</b>	<b>\$55,786,558</b>

## CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

FREE LIBRARY OF PHILADELPHIA FOUNDATION AND SUBSIDIARY | FISCAL YEAR JULY 1, 2018–JUNE 30, 2019

ASSETS	2019	2018
Cash and cash equivalents	\$3,604,738	\$4,589,631
Grants and contributions receivable, net	14,175,062	17,398,246
Fines and other receivables	904,296	1,683,539
Inventory	81,495	83,440
Prepaid expenses	102,283	137,336
Property and equipment, net	3,693,488	3,759,009
Investments	36,898,680	37,001,566
Beneficial interest in life insurance	38,936	37,425
<b>TOTAL ASSETS</b>	<b>\$59,498,978</b>	<b>\$64,690,192</b>
<b>LIABILITIES</b>		
Line of credit	\$7,995,930	\$4,100,000
Accounts payable and accrued expenses	3,392,030	4,235,026
Accrued payroll and related liabilities	449,376	437,779
Split-interest liabilities	114,287	130,829
<b>TOTAL LIABILITIES</b>	<b>\$11,951,623</b>	<b>\$8,903,634</b>
<b>NET ASSETS</b>		
Without donor restrictions	6,549,748	6,984,896
With donor restrictions	40,997,607	48,801,662
<b>TOTAL NET ASSETS</b>	<b>\$47,547,355</b>	<b>\$55,786,558</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$59,498,978</b>	<b>\$64,690,192</b>

**EXECUTIVE STAFF**

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