



21st Century News

VOLUME 2 ■ ISSUE 1 ■ MARCH 2015

Dear Donors,

A lot has happened in the past few months, as you will see as you read the newsletter. We have begun several new fundraising initiatives including campaigns to engage alumni and members of the Groversville School District. We have received the support of officials at the local, state, and federal level and encouragement from the Division of Library Development as we work toward completing the steps necessary to receive the historic tax credits. And we continue to receive the support of the community as is evidenced by the list of new donors. The task of reaching our goal has grown big enough to take two of us to lead the effort. We wish to thank you for all we have managed to accomplish so far and to express confidence that together our efforts will indeed result in a new, 21st century library.

*Betsy and Chris
Campaign Co-chairs*

Groversville Public Library Capital Campaign

58 East Fulton Street
Groversville, NY 12078

518.725.2819
GPLCapitalCampaign@gmail.com
www.groversvillelibrary.org

Join Your Class

Peter Pollak, GHS class of '61, emailed members of his class challenging them to join him in donating to the Library's capital campaign. His message was this. "If 30 members of the Class of 1961 each gave \$2 per week for five years, that's \$15,500, and if 30 members of the classes from 1950 to 2010 each gave \$2 per week, that comes to \$936,000. Your small donation could be part of a group that contributed nearly \$1 million. How cool is that?"

Members of the capital campaign think that is very cool indeed, so Betsy Batchelor, Merry Brown, Bob Galinsky, and Patti Hoye formed an Alumni Committee that has begun a challenge to the classes. The campaign will honor the class that donates the most money and the class that has the most donors. The class of '62 has set the bar. Stephanie Bollam found one member of her class to offer a match for \$1,962 then challenged her classmates to donate in multiples of \$62. So far the class has raised \$6,262.62 with employer-matching gifts of \$324.00 in the works, which will bring their total to \$6,586.62 from 34 donors.

In addition to seeking donations from the classes of '61 and '62, we have volunteers who have helped the committee reach out to the GHS classes of '54, '64, '65, '66, and '70, '71, '72, and '73. We need graduates from both the other GHS classes and Bishop Burke who are willing to start the challenge to their class.

If you are that person or know someone who might be, send an email to GPLCapitalCampaign@gmail.com. If you want simply to donate in the name of your class, make a check out to GPL Capital Campaign, write your class in the subject line, and mail it to:

GPL Capital Campaign
58 E. Fulton Street
Groversville, NY 12078

Together we can do anything!



Photo of Richard Russo by:
PATRICK DODSON/THE DAILY GAZETTE

When I was a kid, the Groversville Free Library, with all its nooks and crannies, its tall stacks and church-like windows, struck me as a place of wonder, and I believed that every book I borrowed contained some of that wonder. I guess I must have thought every town had a library like that. Now, of course, when I return home I realize how lucky we were and are to have one of the most beautiful small libraries anywhere.

— **Richard Russo**
Author & Honorary Campaign Chair



Steering Committee Members

Honorary Chair
Richard Russo

Chairs
Elizabeth Batchelor
Christine Pesses

Lisa Buggeln
Vincent DeSantis
William Fiedler
Patty Franco
Frank Lauria
Robert Maider
John Mazur
James McGuire
Sue McNeil
Jill Thaisz
Ellen Wood

Library Director
Barbara Madonna

Revitalization Efforts Tied Together

The goal of the Library's renovation effort is to revitalize the Library by transforming it into a modern, accessible, information and community center. Through that effort, the Library joins other revitalization efforts in the city, becoming a significant component in the rebirth of Gloversville.

A clear sign of the revitalization of downtown is the success of the Mohawk Harvest Cooperative. The Co-op is planning to build on its success by creating a food processing plant in downtown Gloversville. The plant would provide a stable market for local farmers by purchasing large quantities of their produce. It would then process the produce, creating a line of Mohawk Harvest foods for distribution and sale regionally.

The Co-op inspired the formation of Schine Memorial Hall, LLC, the partners of which have invested nearly \$500,000 to purchase and restore Memorial Hall, the three story, 28,000 square foot architectural gem in which the Co-op and Micropolis Gallery are located. Without borrowing funds, the for-profit LLC has restored and re-opened all three floors of the building and is already operating in the black.

In another development, a Land Bank has been established through the cooperation of NBT Bank and the Gloversville Housing and Neighborhood Improvement Corporation (GHNIC). The corporation has partnered with Fulton County to receive properties taken in tax foreclosure. It has taken title to five properties in the Burr Street/Pine Street targeted area. GHNIC expects to acquire 10 more within the next few months. These properties will be improved thanks to grants from three trusts administered by NBT Bank. In addition, the corporation has received a \$250,000 grant for housing rehabilitation for income-qualified homeowners in a targeted area near downtown. Each of 23 households will receive a \$10,000 grant for housing improvements.

Currently a private developer is working on the restoration of the row of historic buildings on South Main below the Four Corners. Now that the buildings have been structurally stabilized, the developer is rebuilding the interiors to accommodate a mix of residential and commercial uses. He also plans to build a parking garage on the east side of South Main.

After taking a walking tour of downtown, Richard Russo commented that it looked like the stars were aligning for Gloversville. His optimism is echoed by Vince DeSantis, Library trustee, who stated in a recent Gazette article, "You almost can't lose if you have everybody working in the same direction."

Gaining the Support of Public Officials

The Legislative Committee was formed so our local, state, and national legislators can be kept abreast of our capital campaign and will help us secure financial support.

State Senator Hugh Farley and Assemblyman Marc Butler both attended the event in October at the Library during which Richard Russo formally accepted the role of Honorary Chair of the capital campaign. Currently the legislative committee is working with our state legislators for the passage of a bill that will enable the Library to receive over \$2 million in Historic Tax Credits.

On the national level, members of the Legislative Committee and the Steering Committee have met with Senator Kirsten Gillibrand and her North Country Regional Director, Susan Merrill, and followed up with a conference call to the Senator's Washington DC staff. Members of the committee have also met with Senator Chuck Schumer's staff in Albany. Both senators are very enthusiastic about our capital campaign and believe our project is an integral part of downtown revitalization. Congresswoman Elise Stefanik visited the Library in February and is equally enthusiastic. She will be writing a letter of support.

Support from our federal and state representatives strengthens our applications with both allocates and investors for the New Market and Historic tax credits by demonstrating that our project is both worthwhile and viable.

The committee members are Ed Jasewicz, Frank Lauria, John Mazur, Sue McNeil, and Robin Wentworth. Barbara Madonna, Library Director, Chris Pesses and Betsy Batchelor, chairs of the campaign, and Matt Blumenfeld, campaign consultant, have also been involved with the meetings and conference calls with our officials.



Come See *ALL* of the Library

Many of you have seen the restored main lobby and the newly installed windows, but how many can say they've seen the 110-year-old boiler? The first floor of the Library is always open to all, but now we want you to see all three and a half floors. We want you to see the spaces where the planned new children's library and the teen room will be. We want you to reminisce and to imagine what the Library could be if all floors are accessible. We want you to take a tour.

We even have official tour guides. Merry Brown and Patty Franco have guided over forty people through the Library showing them what the capital campaign will accomplish. They've given tours to local officials, administrators, Friends and alumni, state and federal politicians including Assemblyman Butler, Senator Farley, former Congressman Owens, and Congresswoman Stefanik. It was after a tour of the Library following a tour of Gloversville that Richard Russo agreed to be the Honorary Chair of the capital campaign.

But you don't have to be famous or influential to take a tour. Tours are for those who want to see our community revitalized, who appreciate the history and architecture of the library, and who want to see why the capital campaign is a necessity. Tours are for you.

To arrange a tour call Cathy Ellis, manager of the campaign office, at 725-2819.

Celebrating a 100th Birthday With a Donation

February sixth of this year marked the 100th birthday of the Kennedy sisters, Sylvia Rubinstein and Bob Galinsky's mother, Ruth. Ruth served on the Library's Board of Trustees for many years and went on to become the first female president of the Mohawk Valley Library Association. While not as active in the Library as her sister, Sylvia was a strong supporter of Ruth's involvement. Bob could think of no better way to honor the memory of his mother and aunt than by donating to the Library's capital campaign.

Bob's interest in the campaign began when he heard Richard Russo speak at the Library in October. He was particularly taken with Russo's comments about a library being vital for those without Wi-Fi access or the means to buy books or a computer. So he started talking to those in attendance at the speech, learning about the capital project, and he took a tour of the Library.

Convinced that the Library is essential to the community and the needs of the Library are great, Bob decided to respond to what he called a "perfect confluence of things – my mother's birthday, her dedication to the Library, and the campaign" by donating. But he wanted to donate more than he could personally give. So he asked his brothers and cousins, their kids and his to join him in a family donation.

Initially Bob contacted 15 relatives, but that list has grown as he gathers more email addresses. He chose to send an email so that he could include the links to the You-Tube video of Russo's speech ([youtube.com/watch?v=ZN9auVJpZ9E](https://www.youtube.com/watch?v=ZN9auVJpZ9E)) and the Library's campaign page (gloversvillelibrary.org/campaigngeneralinfo/). He also scanned and attached the form the participants would need to include with their donation. His request is simple: "Contribute as much as you can as the need is great, but no amount is too small."

If you think your family too might join together to make a gift to the capital campaign, call Cathy at the campaign office 725.2819 or email her at gplcapitalcampaign@gmail.com and she will help you get started.

Meet Cathy Ellis

If you have called the campaign office, you have talked with Cathy Ellis. If you have sent a donation to the campaign,



you have worked with Cathy Ellis. If you have received mail from the campaign, that letter was probably generated by Cathy Ellis.

Cathy Ellis is the office manager for the capital campaign. Her job is to help keep every piece of the campaign updated and moving forward by doing research, recording data, answering donors' questions, and working with employers who offer matching gifts to maximize donors' contributions. She works closely with Barb Madonna, library director, and Matt Blumenfeld, the campaign consultant, and the members of the steering committee, especially co-chairs Betsy Batchelor and Chris Pesses.

But Cathy wouldn't call what she does "work," nor do her children who tell her she's not going to work; she's going to the Library. That's because they know how much she loves the Gloversville library. Even when she lived an hour away, she would bring her two children to the Gloversville library because for her, this library feels like home. "Just being in the building would bring a feeling of wonder I feel nowhere else," Cathy says.

Part of what she loves about her job with the campaign is receiving cards and personal notes from donors who care about the Library and the project as much as she does. She also finds her work with the campaign to be rewarding. She said she loves being able to do what matters most to her, which she describes as, "helping others and the community I grew up in." She has become very much a part of the Library family.

Capital Campaign Donors ■ June 1, 2014 - February 27, 2015

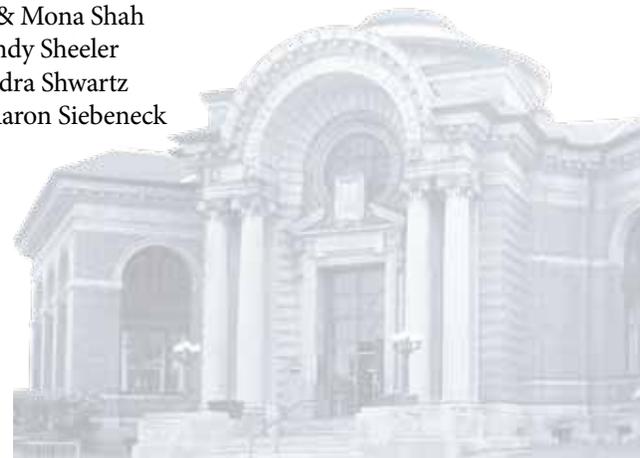
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Enhance Your Donation

Many corporations sponsor Matching Gift Programs under which the corporation matches an employee's or former employee's charitable donation with a contribution. Some of our local matching gifts employers that have contributed to the Library's capital campaign are General Electric, Stewart's, H&R Block and Wells Fargo. A company does not have to be local for it to match donations. One GHS alumnus now working in New Jersey for Eli Lilly, a matching gifts company, has requested a match from them. Right now Cathy Ellis, the campaign office manager, is looking into the possibility of having a \$10,000 pledge matched by a local employer. Each and every one of these matches can add up to a significant amount that the campaign would not otherwise receive and may qualify the donor for more significant recognition.

Applying for matching gifts is not difficult and can usually be done online. Call Cathy at the campaign office 518.725.2819 for assistance or advice.

Thanks to your donations we have raised **\$2,353,229.93** to date!



Kids today go to libraries for more reasons than when I was young. There are the books, sure, but also story hour and many other important services. Libraries are safe places where the mind and imagination can behave recklessly.

— Richard Russo