

## HTFL CONNECTION Giving Tuesday Edition

December 1, 2020



### **On this Giving Tuesday, we share our Annual Appeal letter with you.**

This annual appeal letter is like one you haven't received before because this past year is like one we have never experienced before.

As you know the Covid-19 pandemic required us to physically shutter the library for many months. This severely affected our fundraising efforts and significantly reduced our revenues. We recognize that governmental benefactors such as the commonwealth, the county and the township are also facing financial constraints as a result of Covid-19.

So, we are respectfully asking each of you to contribute to this year's annual appeal as much as you possibly can, so we can resume the levels of service we have provided pre Covid-19. If you haven't contributed in the past, we hope you will do so this year. And if you have contributed in the past, we hope you will continue to do so, perhaps, digging into your pockets a little bit more.

Although it was a tough year for all of us, we are proud that we were able to retain our staff without resorting to layoffs or furloughs; thanks to the Library receiving a Paycheck Protection Program (PPP) loan from the U.S. Small Business Administration (SBA).

This unexpected time presented the library staff with the opportunity to participate in a variety of continuing education trainings and workshops, thereby returning with amassed sharpened technological skills to provide a higher level of support to our patrons.

We also saw this as an opportunity to adapt much of our programming for adults, teens and children to a virtual platform through ZOOM, our Facebook page and YouTube channel. We were able to reach a record number of people through our incredible programs, such as: Kick'in Cooking in Quarantine, Lunchtime with a Librarian, Herb Corner, Storytimes for all ages, Choose Your Own Adventure Game, Book Buffet, and Animal Crossing.

The stats tell the story of how important your library is to the community and how resourceful we have been in trying to meet your needs. Through our virtual programs this year, we have reached 81,824 people with 782 programs.

We look forward to the time when we can combine our newly expanded virtual presence along with our in-house programming to provide an even greater opportunity to serve our community

Your tax deductible gift has a direct impact on our ability to fulfill our mission. On behalf of the Staff and the Board of Trustees, we thank you for your thoughtful consideration, and your gift to the Annual Appeal for the Haverford Township Free Library.

Sincerely,

Sukrit Goswami  
Library Director

Phil Goldsmith  
President, Library Board of Trustees

[Donate Today!](#)

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