



## Leadership.

The Sacramento Public Library Foundation has stepped up as a leader in helping to bridge Sacramento's literacy gap and is working with others who are engaged in doing the same. This past year the Foundation has worked to partner with funders and organizations with a literacy focus to find new ways to bring the Sacramento Public Library to communities facing this literacy gap.

The Board and Staff have developed a strategic plan that is focused on three primary fundraising goals. We want to help the Library expand its summer reading programming until 1 in every 5 children is participating. We are developing plans with the Library to fund "literacy vans" that will bring materials and the summer reading program into higher need communities. In order to make sure our efforts are sustained, we are creating a new endowment specifically focused on Children's Literacy that will be capable of funding these initiatives into the future.

The Library is an incredible learning resource with hundreds of programs for children made available throughout the 28 branch system. The Foundation believes that by helping our communities, in particular those in highest need, access the library through information, partnerships, resource allocation, and relationships, we can be part of the literacy solution.

### lead•er•ship

1. ability to lead: the ability to guide, direct, or influence people
2. guidance: guidance or direction

**Mission:** To enhance the Library's ability to serve the community by raising private funds.

**Vision:** The Foundation will increase endowments and total revenues to fund programs that promote children's literacy.

**Our Goals:** Increase total annual revenues with an emphasis on funding children's literacy programs without sacrificing traditional program funding. Develop approaches to increase funding for Foundation operations independent of funds raised for the library. Enhance the capacities of leadership particularly in the area of fundraising.

### Foundation Board of Directors

- President, Mary Ellen Shay
- Vice President, Dan McVeigh
- Treasurer, Patty Fairbanks
- Secretary, Nancy Stockman
- Clark Carter
- Vince Jacobs
- Nancy Lawrence
- Kristan Otto
- Marilyn Park
- Beth Southorn

### Library Leadership

- Library Director, Rivkah Sass
- Deputy Director, Denise Davis

### Foundation Staff

- Executive Director, April L. Butcher
- Database Coordinator, Dejan Zbur
- Newsletter Design: Sheila Grant



### Save the date!

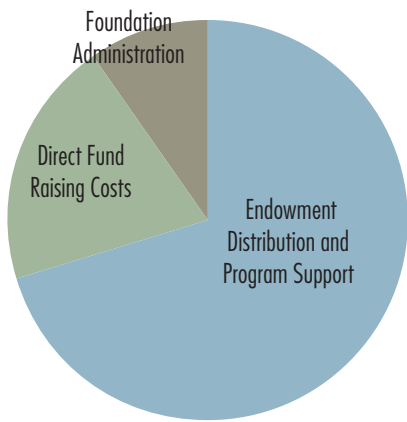
March 8, 2014 5 – 9 p.m.  
Hyatt Regency, Sacramento

Keynotes, Orville Schell and John Delury, authors of *Wealth and Power*.



See back page for more information!

# Financial Overview .....



Each year the Sacramento Public Library Foundation hires an independent auditor to make sure that donor support is used appropriately and to make sure that our accounting and financial policies and procedures meet and exceed financial requirements imposed by the IRS and the California Attorney General. For a second year in a row, Mann Urrutia Nelson CPAs and Associates, LLP has issued an unqualified opinion of the Foundation's financial statements, which means our records are thorough and accurate and your support is being handled professionally.

Where your support went by the numbers.

## Endowment Distributions

Books and Materials Endowment	\$	47,000
Sacramento Room Endowment	\$	46,400

## Library Projects & Programs

Early Literacy Area S. Natomas	\$	7,300
Read & Feed Demonstration Gardens	\$	23,000
Summer Reading	\$	100,500

## Foundation Programs

Author Engagement	\$	125,000
Literacy Partner Engagement	\$	10,000
In-Library Workshops	\$	6,000

## Foundation Operations

Total Foundation Administration	\$	50,157
Total Fundraising Costs	\$	103,530

\* Does not include in-kind expenses

## Endowment Performance (July 1, 2012 - June 30, 2013)

	As of 7/1/2012	As of 7/1/2013	Annual Return *
Books and Materials	\$ 1,093,823	\$ 1,135,811	10.1%
Sacramento Room	\$ 1,116,718	\$ 1,191,651	9.9%

\* Includes Distributions, contributions, and fees

# Highlights of Your Support .....

## Read and Feed Demonstration Garden at Rancho Cordova

The second *Read and Feed Demonstration Garden* broke ground on October 26, 2013 at the Rancho Cordova Branch Library, with dozens of AmeriCorps and community volunteers being supervised by Master Gardener Bill Maynard to get concrete pavers laid and the garden structure complete.

In early 2012 Junior League Sacramento and the Sacramento Public Library Foundation partnered up to create a garden at the Colonial Heights Branch which is located in a



neighborhood identified by the California Endowment as a 'food desert.\*'

Early in 2013 the partnership mounted a fundraising effort to bring a second garden on-line. Thanks to the support of major donors from the Foundation, Wells Fargo, and Junior

League of Sacramento, a second garden is now a reality. At the Rancho Cordova ground breaking, Assembly Member Ken Cooley noted that because Rancho Cordova has lost the Raley's market up the street, there are concerns that the communities along Folsom Boulevard are experiencing a temporary 'food desert' of their own.

Children participating in programs at the Cordova garden have started planting vegetables last month. Jill Stockinger, Branch Supervisor, says "the children are really excited

*(continued page 3)*

*(Highlights continued)*

about growing their own food”. In addition to funding partners, there are volunteers and resource partners in the community that include Soil Born Farms, the Rancho Cordova Adult Garden Club, and Friends of the Library. If you would like to volunteer, call Rancho Cordova through the Library’s central line 916.264.2920.

*\* [http://en.wikipedia.org/wiki/Food\\_desert](http://en.wikipedia.org/wiki/Food_desert). A food desert is an area where affordable healthy food is difficult to obtain, particularly for those without access to an automobile.<sup>[1]</sup> Food deserts are also noted in rural areas and are most likely to be found amid low-income communities.<sup>[2]</sup> Food deserts are sometimes associated with supermarket shortages and food security.*

### **Summer Reading Pilot Partnership a Success**

This past summer, the Foundation partnered with LifeSTEPS, the Library, and the Friends of the Library to pilot a summer reading project targeted at families in affordable housing whom LifeSTEPS already served. The mission of LifeSTEPS is to provide effective educational and supportive services to maximize the strengths of individuals and build resilient communities. Partnering with LifeSTEPS was approached as a pilot to understand what it would take to bring their clients, affordable housing residents, to the Library. For the Foundation, the goal was to learn how the children in this community could be incentivized to complete the summer reading program and, by doing so, stop their own summer slide in reading skills.

The partnership began with an open house at the Library. LifeSTEPS reached out to its residents and other property managers in the area to come to this special event. The Friends of the Library provided refreshments and volunteers. The Library staff created a passport tour with various stations along the

## **Meet Our Board of Directors .....**



Vince Jacobs, Sacramento Public Library Foundation Board member, remembers the library of his youth as a “magnificent” place. He walked to the library in Victoria,

British Columbia, and spent a lot of time reading biographies and adventure stories designed for boys.

That experience helps to explain his commitment, through the Foundation, to Children’s Literacy efforts at the Sacramento Public Library. He sees the modern library as a huge community resource, far greater than Andrew Carnegie’s initial commitment to buildings and collections of books. He also is committed to the idea of reaching out to communities by bringing books and learning to communities with traveling libraries. That van full of books can awaken the interest of children and parents in neighborhoods where books are not a common resource. Money donated can open doors to young readers and our society as a whole will benefit.

Vince is a retired attorney who started as a math major in college, decided he wanted a different career, and taught math for several years before going to law school here at McGeorge School of Law. He practiced as a trial attorney and then went into Family Law. He works now as a skilled negotiator and private judge, an unfamiliar concept. Private Judges are hired by all parties in a trial that is conducted out of the glare of publicity to negotiate a fair settlement for all. We value his mediation and reasoning skills at the Foundation that help us all to focus on getting the best things done for the Library and the community through raising private funds.

(Vince) remembers the library of his youth as a “magnificent” place.

way, and the Foundation provided raffle prizes. When people came to the event and signed up for summer reading (including getting a library card if necessary) they received a Target gift card provided by LifeSTEPS. By the end of the evening, more than 80 people had attended the open house with nearly all of them signing up for summer reading!

All summer, LifeSTEPS promoted the Library’s summer reading program through its own after-school, out-of-school centers, and supported their kids to read for 20 minutes every day. They rewarded kids with prizes and they kept the summer reading program alive for their residents. At the end of summer, the Foundation held a “finishers” pizza party with a

raffle that only those who finished summer reading could enter.

The results of this partnership were tremendous. While the Library achieved a rate of 44% finishing for readers 0-17 years old, the partnership achieved a rate of 66%. The additional 22% was worth the effort and time and tells us that after-school and out-of-school time programs and the Library’s summer reading program make a winning partnership for kids. We are eager to broaden this project and the Foundation is working on building additional partnerships with after school and out-of-school time programs to create further success. Congratulations to everyone who helped make this accomplishment happen.

# Thank You!

## Major Donors: (\$5,000 +)

Diane Utsumi

## Directors Circle (\$1,000 - \$4,900)

Betty Jane Powell  
Spiritual Life Center  
Target Corporation

## Laureates (\$500 to \$999)

William S. & Ada Julia Hunter  
Genevieve & Richard Nauman  
Robert E. & Karen L. Richmond

## Bibliophiles (\$250 to \$499)

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Randy & Patricia Getz  
Donna R. & David L. Harris  
Gary & Cary Hart  
Donald & Leah Humpal  
Kathy B. Lewis  
George E. Peres  
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Scott Rice & Judith J. Friedman  
Eileen & Howard Sarasohn  
Stephen R. & Marilyn  
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Emmott & Mary E. Sutcliffe, III  
Miki Vohryzek-Bolden  
Ted White

## Literati (\$100 to \$249)

49er Ski Club  
Marcia & Arnold Adreani  
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Herbert D. Bennett  
J. Keith Berger & Laura Santigian  
Thomas J. & Amy S. Birtwhistle  
Alexa & Timothy Bowers  
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Dee Contreras  
Dr. C. Alan & Deborah J. Corr  
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Tamara Hill Guensler  
Helen L. Kiel  
Fern Mayer Moore  
Ralph Scurfield  
Nona Segal  
William Silka  
Mary Eleanor Wissmath

## Named Endowments

Boxer Family  
Friends of the Sacramento  
Public Library  
Indru & Pramila Kriplani Trust  
Alex Law Memorial Fund  
George J. & Olga Suffal

Contributions received between  
September 14 and November 13, 2013

## Authors on the Move: Bridges to Other Lands!

Orville Schell and John Delury, co-authors of *Wealth and Power, China's Long March to the Twenty-First Century*, will join us as keynote speakers at the 12th annual *Authors on the Move*. Orville Schell is the Arthur Ross Director of the Center on U.S.-China Relations at the Asia Society in New York and former professor and Dean at the University of California, Berkeley, Graduate School of Journalism. John Delury is an assistant professor of Chinese and East Asian Studies at Yonsei University's Graduate School of International Studies in Seoul, South Korea. We can all be proud of John because he is from Sacramento and this is his first published book!

Our keynote speakers will discuss how they literally bridged the globe to co-author *Wealth and Power* while living on separate continents. Schell and Delury will talk about why they wrote this history from the vantage point of several of China's past leaders' abiding quest for a restoration of national greatness in the face of a 'century of humiliation'. The authors will also tell guests how the book has been received by China's current leader, President Xi Jinping.

*Authors on the Move* is known for bringing together 40 distinguished California authors with their recently published books for an evening of cultural delight! Beth Ruyak of Capital Public Radio's *Insight* will return this year as Mistress of Ceremonies as will auctioneer Pat Hume of David Sobon Auctions. Guests will enjoy a champagne reception, a four-course meal from the Hyatt Regency's farm-to-fork Executive Chef Jason Poole, unlimited wine, the keynote presentation, exclusive dinner table conversations with three authors, and a live auction featuring opportunities to win one-time author experiences. The Avid Reader Bookstore offers all titles for purchase the night of the event. Sponsorship opportunities are available. Tickets are \$200 per person or \$1500 for a table of eight. For more information go to [www.saclibraryfoundation.org](http://www.saclibraryfoundation.org) or call 916.264.2711.



## BRIDGES TO OTHER LANDS



Authors  
on the Move! 2014