



# News

www.saclibraryfoundation.org

Oct. – Nov., 2013

**Focus.** The Sacramento Public Library Foundation board and staff along with the Library leadership have created a five-year strategic plan to focus the Foundation's energies and resources and through that focus have a measurable and positive impact in Sacramento County.

The first step of the process focused on creating a vision and a succinct vision statement. For the next five years, "The Foundation will increase endowments and total revenues to fund programs that promote children's literacy."

From this vision, and our current mission statement, strategies for Program, Fiscal Management, and Leadership were developed. Over the next five years we will focus our operational efforts on increasing total annual revenues with an emphasis on funding children's literacy programs, developing approaches to increased funding for Foundation operations, and enhancing the capacities of leadership, particularly in the area of fundraising.

This year we will establish a new endowment specifically for children's literacy and continue to expand our fundraising efforts for Summer Reading programming. We will develop an advisory group, participate in fundraising training, and hire an additional staff member.

It's going to be a busy and exciting next few years as we make a measurable and positive difference on behalf of Sacramento's children.

## fo-cus

1. main emphasis: concentrated effort or attention on a particular thing
2. area of concern: an area of concern, responsibility, or investigation

**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*



# Summer Reading Results .....

The results for Summer Reading are in and the library has done a fantastic job of increasing the total number of children 0-17 who signed up (24,603), the total number of children 0-17 who finished the program (10,897), and the total number of books read (107,527)! How does that compare to last year? It's a 30% increase in sign-ups, a 23% increase in finishers and a 119% increase in books read! Christie Hamm, Manager of Youth and Community Services and the Library's summer reading program, along with front line Branch staff, deserve our recognition.



Of particular importance is the number of children between 0-12 reached. Because reading at grade level by the 3rd grade is so important, reaching kids early and establishing positive summer reading habits is critical. A study conducted by the Dominican University and funded by the Institute of Museum and Library Services stated, "Parents of children enrolled in the public library summer reading program reported that they would enroll their children in a summer reading program at the library again, made more visits to the public library with their children, and read more books to/with their children over the summer. "

This past summer, with your support, the Foundation was able to give the Library \$100,000 and next summer we hope to increase that support so the library can increase participation.

How does this impact the summer slide? Each of these kids erased a year of the summer slide in their education and is starting this school year where they left off last June, and in many cases, is starting a little ahead. It is clear that our Library is a significant tool in Sacramento's literacy solution, and with philanthropic support, can make a significant and positive difference. This past summer, with your support, the Foundation was able to give the Library \$100,000 and next summer we hope to increase that support so the library can increase participation.

Watch for Summer Reading success stories in future editions of *Foundation News*.

# Poll on Renewal of City Parcel Tax .....

## **Guest Article: Advocacy Update**

**Pauline Grenbeaux, Chairperson, Library Education and Advocacy Committee  
Friends of the Sacramento Public Library**

**Mary Ellen Shay, Board President  
Sacramento Public Library Foundation**

Good news and bad news was shared at a briefing on September 11, 2013 at the Colonial Heights branch about a library poll conducted recently in the City of Sacramento. The poll identified what City voters valued about their libraries and how much they would be willing to pay to support them. After listening to a presentation of the data by Jim Moore, who conducted the poll, and hearing from strategic planner Jeff Raimundo, it is clear that there isn't an easy solution to the current funding dilemma and library tax renewal.

The current combination of the general fund contribution from the City's budget (approximately \$7.6M) and the Measure X assessment passed in 2006 (approximately \$4.5M) is insufficient to support the city library branches at their current level. At the time the assessment passed in 2004 there were 9 branch libraries in the city and now with branch additions in the Valley Hi/ North Laguna and Pocket areas, there are 11. As well, in 2010 a new 22,278 sq.ft. North Natomas branch was opened, replacing a much smaller ~ 1,000 sq. ft. branch. The library has had to use reserve funds

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to keep the 11 branches operating at their current level of service but that reserve is nearly depleted. If the city is to have fully funded, 7 day a week library service and up-to-date materials, more resources than the present general fund and tax assessment allocation is needed.

*(continued page 3)*

*(Parcel Tax continued)*

Here are some of the highlights that emerged from the poll:

- Sacramentans really like and value their libraries.
- Sacramentans feel that the library is particularly important for children and digital access.
- Libraries are considered a “medium” priority for voters whereas police and fire services are considered high priorities.
- More than 2/3 of those polled are willing to renew the current special library assessment at its current level (approximately \$29).

Getting 2/3 support to increase the current assessment will be difficult. Whatever tax is eventually put before the voters – a renewal, an augmentation, or an increase – it will require the support of everyone who values the library. We will continue to review projections and assess options about what is possible, in our talks with the Library administration and City representatives. We need to determine the best path by the end of the year.

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



Nancy Stockman, secretary of the Board of Directors of the Sacramento Public Library Foundation, knows that focus is essential to completing any project. Her 37 years of experience in management in six agencies of the state government have given her a perspective on getting people and organizations to complete projects. Essentially, she says, a group must identify what it wants to accomplish,

the resources available (people, money and time), and how success will be measured. Without careful planning and training of personnel for engagement in the task, organizations don't succeed. She urged the recent strategic planning sessions for the Foundation to help the Library in its larger mission and now the Foundation has narrowed and fleshed out its plan to support children's literacy activities in the Library.

People need training and education.

Nancy started with an interest in psychology in college and added business to those studies as she also worked for a large State Department. There she developed a management training model for employees focusing on managing people and then the nuts and bolts of the job. Later, in a push to diversify the workforce, she worked on a model of identifying promising people statewide, inside and outside the Department, to nurture and develop their talent. Her wide and varied experience in management has led her to appreciate the need for development of human resources. People need training and education.

This leads back to a focus on the Library and support for children's literacy by the Foundation. People who can't read or perform in school start far behind the starting line of their peers. Disadvantaged children need to be helped and Nancy believes that the Library can use the private support that you give to train and aid those children (and their parents) to succeed.

## Why Reading Matters .....

**by Nancy Lawrence**

At the Sacramento Public Library Foundation, board members see reading as the value we can support above all other functions. As the library grows as a center for technology and information and a center for community, the basic function is reading. You can't use the technology without being able to read – so far. We suspect that it will always be that way in spite of ever smarter technology that reads and talks to us (help me, Siri!). That's why we keep talking to you about ways to use the library to deliver literacy skills to our children and our most vulnerable populations.

...board members see reading as the value we can support above all other functions.

Literacy is clearly the basis for a sustainable and satisfying life. People who cannot read cannot function in school and certainly will have great trouble holding jobs or being the kind of informed citizens a democracy demands. Only 37% of our students are at grade level in the Sacramento.

Imagine being a child who sits in kindergarten and is clueless about alphabets and the vocabulary of other students. As that child is beginning to

learn, others have moved ahead. By the third grade, a decent reader can learn from the books and computers before him; he can take the tests presented to him. The child who is still below that grade level in reading faces a struggle every day. Where does that child find the will to continue the struggle?

The Foundation believes that our libraries can help avoid that grim future. More books and new ways of delivering those resources to children are part of our hope for the community. The libraries are willing but need our help. Your support will make a difference!

 **Become our Friend on Facebook -- Sacramento Public Library Foundation**

# Thank You!

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

Harry Griffith Estate

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

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Peter Dolgenos

Ralph & Marjorie Koldinger, M.D.

The Avid Reader

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

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Terry Poxon

Karol Rhody

Betty Snyder

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Sylvia Zeiss

## Named Endowments

Boxer Family

Friends of the Sacramento

Public Library

Indru & Pramila Kriplani Trust

Alex Law Memorial Fund

George J. & Olga Suffal

Contributions received July 13 thru

September 13, 2012

## Endowment Gifts Last Forever

It's simple and easy to leave a bequest with the Foundation. We have three endowments – Books & Materials, Children's Literacy, Sacramento Room – where you can leave your bequest support. A gift to one of these endowments will last forever. Here is an example of the wording you can use for your estate plan.

"I bequest (*the amount or percent*) to the Sacramento Public Library Foundation's (*choose endowment name*) Endowment. This endowment is managed by an investment policy and spending policy which I have included. I further want all interest payments from my estate gift to be used to (*purpose of endowment*) and therefore enhance the Sacramento Public Library's ability to serve the community. The tax identification number of the Sacramento Public Library Foundation is 68-0029756."

We are happy to provide you with our investment and spending policy to include in your documents. Members of our Legacy League receive invitations to donor recognition events. Because we conduct an annual audit, you can be sure your support is directed in accordance to your estate plan.

If you need a trust, a will, a power of attorney, or other estate planning documents then attending one of these workshops, conducted by Murphy Austin Adams Schoenfeld, will be invaluable.



MURPHY AUSTIN  
ADAMS SCHOENFELD LLP

### Estate Planning Workshops 2013

Please RSVP at 916-264-2711 for the workshop time and location of your choice.

Oct. 10..... 5 p.m.-6:30 p.m. .... Valley High/N. Laguna, 7400 Imagination Parkway, Sacramento

Oct. 23..... 1 p.m.-2:30 p.m. .... Rancho Cordova, 9845 Folsom Blvd., Sacramento

Nov. 6..... 2 p.m.-3:30 p.m. .... Arden-Dimick, 891 Watt Ave, Sacramento

Nov. 12 ..... 6 p.m.-7:30 p.m. .... Belle Cooledge, 600 South Land Park Drive, Sacramento