



Sacramento Public Library Authority

October 25, 2012

Agenda Item 6.0: Foundation Ad Hoc
2x2 Committee Report

TO: Sacramento Public Library Authority Board Members
FROM: Rivkah K. Sass, Library Director
RE: Foundation-Library Ad Hoc 2x2 Sub-Committee Report

RECOMMENDED ACTION(S): None - Information only.

The Foundation-Library Ad Hoc 2x2 sub-committee met on September 27, 2012. The following members were in attendance: Angelique Ashby, Linda Budge, April Butcher, Nancy Lawrence filling in for Mary Ellen Shay, and Jeanne Peterson.

Vice-Mayor Ashby and Director Budge explained that the 2 x 2 strategy is used by local government entities to work through issues.

The Library Foundation's main objective is to raise funds for the Sacramento Public Library. The Foundation has taken the necessary steps to reduce overhead expenses by reducing staff and streamlining tasks. Currently the Foundation is operating with two (2) full-time employees and one (1) part-time employee.

The Foundation's budget is set based on the prior fiscal year's data, and 95% of its revenues depend on gifts from individuals but indicated that there is no annual fund raising goal.

Priority fund raising events include Authors on the Move, the Foundation's main fundraising event. This event is successful and proceeds are used to fund Foundation operations and special programs of the Sacramento Public Library. There are no other major fund raising events; the Foundation solicits additional donations through direct contact to the Foundation's mailing list. The group discussed the difference between events that raise funds and those for donor cultivation and acknowledgement.

A new project, The Walk for Literacy, has been investigated but is not a library priority at this point. This idea needs to be presented to the Friends of the library and would require regional participation.

Sass shared a document outlining Library priorities for 2012-2014, explaining that these priorities are informed by the Library's strategic plan, and include suggestions on how the Foundation can support the Library.

ATTACHMENT(S)

Attachment A: Sacramento Public Library Priorities 2012-14



Sacramento Public Library

Sacramento Public Library Priorities 2012 -14

2014 Parcel Tax

Our highest priority as a library system for the next two years needs to be building a large core of supporters and donors who really understand what our library system has accomplished, how it stacks up against other library systems especially in the areas of technology, hours, collections and services, what obstacles we face, and what help we need to secure a sustainable future. We know that tax support alone will not deliver the world-class library that Sacramento deserves, and we also know that a successful levy in 2014 will only happen if we begin the work today.

Based on conversations with people who understand the political realities of our community, the best way to accomplish this is to organize a series of small gatherings in people's homes where I can give a brief presentation with an audio-visual component to show what Sacramento Public Library has done to reinvent itself. The presentation would be followed up by dialogue and a request for support from participants to help the Library move toward 2014.

In order to do this successfully, all of us, library leadership, Foundation, and Friends, need to work together to:

- Identify people we would like to reach
- Identify potential hosts
- Schedule events throughout 2013
- Put together a compelling and brief (5 minutes or less) multimedia presentation

I am putting together a small advisory group to help work on this project and I hope that both the Foundation and the Friends will want to participate. As you know, the Friends Leadership, Education and Advocacy Committee has been working hard to hone their skills to prepare us for a successful 2014. It is my profound hope that the Foundation will join us.

Toolkit for the Campaign

- 30-second elevator speech
- Multimedia Library Message – See the Madison Public Library's <http://mynewlibrary.org> website and video spots

Annual Priorities for Foundation Fund Raising

- Summer Reading Program Annual Fund Raising Goal: \$100,000
- Books and Materials Endowment and Fund Raising: \$200,000

I hope you will agree that this is a critical priority for 2013 and 2014, one that is far more important and critical to the library's success than other efforts that will have less impact. Once our tax measures have passed, the library will be a stronger partner in addressing third grade reading scores and the epidemic of children not being successful in school. We will continue our hard work in the area of early literacy and supporting school success but we know we will be more effective if we have the library we need, and that will happen with the passing of the parcel tax initiatives.

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