



# News

www.saclibraryfoundation.org

October-November 2017

## Vision.

The Library Foundation believes passionately that libraries are the most critical community institutions in securing democracy and literacy for everyone. At the Sacramento Public Library, every adult and child has access to books, computers and much, much more in a public space where they are welcome and safe. The Library can reach into every home. The Library Foundation's vision in helping all children in our community read places the Sacramento Public Library in the center of the literacy solution. The Foundation's focus on children's literacy is a vision for a future where every child can read and every citizen can participate in our democracy.

We continue to invest in the Sacramento Public Library's county-wide Summer Reading Program because we know that not reading in the summer is one of the root causes of literacy deficits for children. This summer, more than 28,000 children participated in Summer Reading, which is huge! Through our branch booster, at our annual Authors on the Move literary dinner and through corporate and community foundations, we are standing up for children's literacy. The Sacramento Public Library stands out in California as a leader in Summer Reading programming and participation and we can all feel proud to be part of the leadership that achieved this positive outcome.

Our vision for children's literacy steered us toward the Walk4Literacy collaboration and has allowed us to broaden our impact toward helping kids reach grade-level reading, as well as meet like-minded providers and supporters. If we are going to succeed at increasing grade-level reading, then we need everyone in the literacy community working together. This year, several Rotary clubs are bringing their passion for literacy to the Walk, which is a great step forward, no pun intended. Our growing collaboration allows us to continuously promote Summer Reading to our partners and help them find ways to bring Summer Reading to their program, as well as bringing their programs to the Library. By working together, we are much more likely to succeed in getting to the root causes of illiteracy and turning the tide on literacy levels for children.

Summer Reading, community collaborations, and continuous expansion are where our vision for every child reading has led us to date. Both the Library and the Foundation are deeply grateful for your support. It matters!

### vi·sion

1. the faculty or state of being able to see
2. the ability to think about or plan the future with imagination or wisdom

- **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.
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# Summer Reading Program Reaches 28,203 Children .....

The results for Summer Reading 2017 are in and once again the Library has done a fantastic job getting children reading! Of children aged 0-17, the Library signed up 28,203 kids, had a historic 16,337 finish the program and reached an astounding 396,697 total number of books read. Library usage increased over these same summer months, displaying Summer Reading's ability to keep families engaged with the Library.

So, how do the totals compare to last year? For children it meant a minor increase in sign-ups, a 5.8% increase in finishers, and a 12.2% increase in books read. In addition, library usage increased a dramatic 16.55% compared to the yearly average. Christie Hamm, Manager of Youth and Community Services, heads up the Summer Reading Program. She attributes the highest number and percentage of finishers ever (58% completion) with changing prizes to make them more motivating, making a timeline adjustment to be more responsive to the calendars of local school districts, and with the decision to opt for a new web platform where parents were able to log the books their children read themselves.

This year the library visited 546 schools and events and 1,250 classrooms to inform 40,994 school-age kids about the Summer Reading Program. The library worked with organizations throughout our community, including the Sacramento Food Bank and Family Services, the Youth Detention Facility, and district School Readiness Camps, and is open to more collaborative partnerships in the future. Christie Hamm and her team of Children's Librarians are working hard on multiple fronts to achieve record breaking totals and to positively impact more children every year.

It is clear that our Library is a significant tool in Sacramento and is a true asset in helping all children retain their grade-level reading skills. With philanthropic support, we are making a significant and positive difference. Because of your support, the Foundation was able to give the Library \$125,000 and we have committed to a continued increase in funding alongside the Library's continued commitment to increase Summer Reading participation for children 0 to 17 years old.

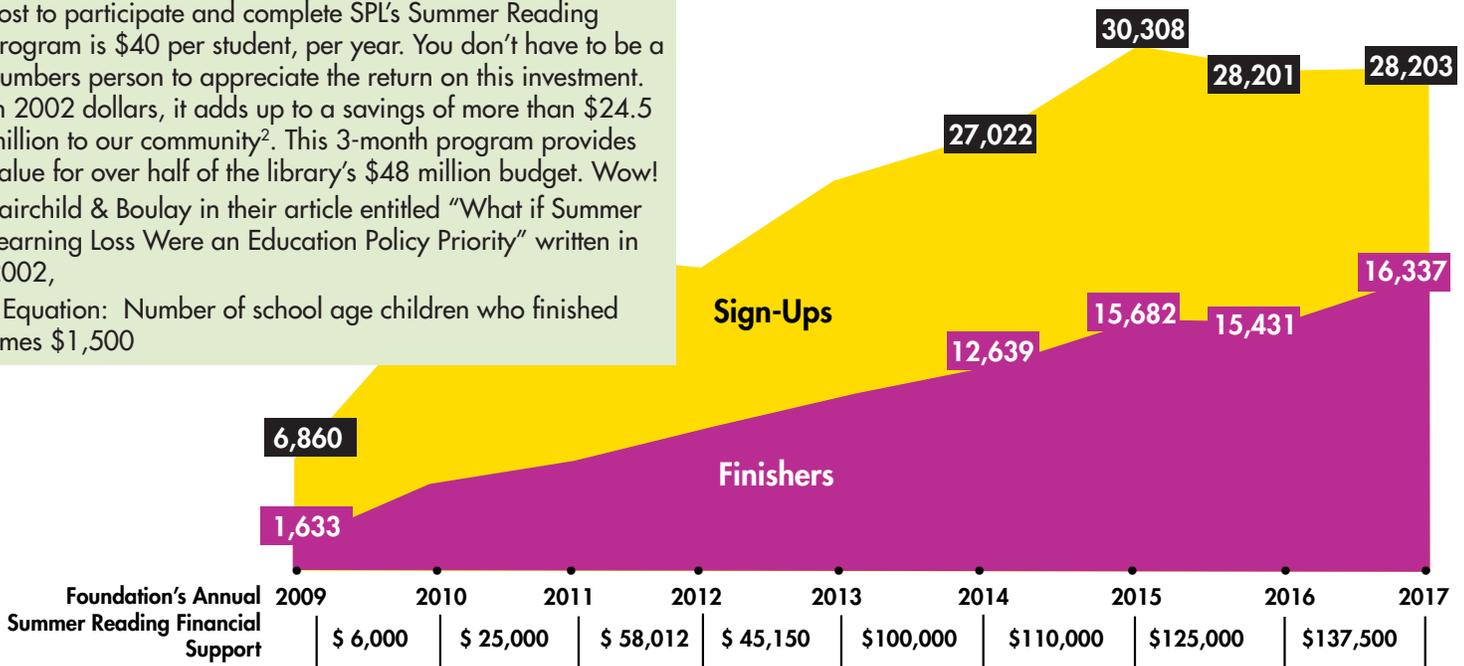
Thank you Sacramento Public Library for getting Sacramento's children reading!



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According to research, the cost of re-teaching forgotten material to students' upon their return to school totals more than \$1,500 per student, per year. In contrast, the average cost to participate and complete SPL's Summer Reading Program is \$40 per student, per year. You don't have to be a numbers person to appreciate the return on this investment. In 2002 dollars, it adds up to a savings of more than \$24.5 million to our community<sup>2</sup>. This 3-month program provides value for over half of the library's \$48 million budget. Wow! Fairchild & Boulay in their article entitled "What if Summer Learning Loss Were an Education Policy Priority" written in 2002,

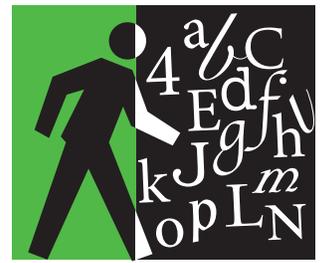
<sup>2</sup> Equation: Number of school age children who finished times \$1,500



Year	2009	2010	2011	2012	2013	2014	2015	2016	2017
Foundation's Annual Summer Reading Financial Support	\$ 6,000	\$ 25,000	\$ 58,012	\$ 45,150	\$100,000	\$110,000	\$125,000	\$137,500	

# Announcing Sacramento's 4th Annual *Walk4Literacy* .....

**Save the date!** The Sacramento Public Library Foundation, 916 Ink, and Teach For America are continuing to join forces to create Sacramento's 4th Annual *Walk4Literacy* and we want YOU, who already support literacy efforts, to join us on **October 21, 2017**.



walk4literacy.org



What is literacy? It's one of the most fundamental tools to fully participate in our democracy. A skill we use without even realizing. The ability to read impacts your ability to navigate the world successfully. When a child can't read, it's a roadblock in life. Not being able to read has a negative impact on a child's confidence and their ability to learn. With 2 out of 3 children not at grade-level reading, and decreasing job opportunities for those who can't read, our entire community is vulnerable to slowing down. Individuals who cannot read cannot fully participate in educational, employment and civic areas of our society.

What is the *Walk4Literacy*? The *Walk4Literacy* is YOUR opportunity to step into a real solution to the literacy crisis facing children in our region. It's YOUR way to step out with other community members, to raise awareness about the fact that 2 out of 3 local schoolchildren CANNOT read at grade level. It's a 4-mile walk taking place on Saturday, October 21, 2017, beginning at McClatchy Park at 9 a.m. and ending at Cesar Chavez Park where the free *Walk4Literacy* Family Festival takes place until 1 p.m.

Last year's *Walk4Literacy* provided \$5,000 in grant funding to 3 nonprofit organizations. This year's target is \$20,000 in grant funding with 100% of every individual, family and student registration going directly back into the community. That's right; it will go back into the community, where it will help more children achieve grade-level reading. We can do much more, much faster with YOU joining the *Walk4Literacy*. YOUR participation in the *Walk4Literacy* really does matter as we create a conversation and additional resources to help today's children learn to read; to help children read to learn. What are you waiting for? Register yourself, your family, your friends and neighbors NOW. Be a leader in building the *Walk4Literacy*. The literacy crisis can be solved, and it needs all of us to get on the same team and play our part in creating the solution.

The cost to register for *Walk4Literacy* is \$35 for adults, \$20 for children and \$60 for a family registration package. Teams of 10 or more and 20 or more receive a discount rate of \$25 and \$20 per person, respectively. Check out our teams online and join or sponsor your favorite, or follow the instructions to create a new team. Walkers will receive a t-shirt and be entered into a raffle for prizes. Register today at: [www.walk4literacy.org](http://www.walk4literacy.org).

We've already received enthusiastic support from generous sponsors including Visions in Education, Golden 1 Credit Union, California State University, Sacramento (CSUS), Murphy Austin Adams Schoenfeld, Downey Brand, Dyslexia Alliance, Greater Sacramento Urban League, Interwest Consulting Group, Mann Urrutia Nelson CPAs, Merry Hill School Midtown, Noble Learning Communities Inc., Sacramento Redevelopment Housing Authority, T. Dogg Studios, Soroptimist International of Metropolitan Sacramento, and University of the Pacific. Step up and be part of the solution! Register today at [www.walk4literacy.org](http://www.walk4literacy.org).

## Summer Reading Boosts Library Usage .....

by Dejan Zbur

Back in June, we explored how the Sacramento Public Library's usage compared nationally. According to the Institute of Museum and Library Services, library usage nationwide increased by 27% between 2000 and 2009 and then began a downward trend in 2010. For the most part the Sacramento Library has mimicked the available national trends of library usage with one big exception: Summer Reading. The Library's Summer Reading Program increased library usage by 16.55% this summer.

The Library's Summer Reading Program is a fantastic, fun, free program available to everyone in the community. Not only does Summer Reading help children hold onto their hard earned academic skills over the summer, it serves as a great marketing effort to increase library usage.

The Summer Reading Program reversed the trends and saw Digital usage (eBooks and audio books) increase by an average of 64.77%, while eBooks grew an incredible 94.8% in July 2017 over the previous year. Digital usage now accounts for 14% of the Sacramento Library's circulation, compared to 8.15% just two years ago. In addition to the increase in usage, this year the Library matched its number of children 0-17 participating in Summer Reading and achieved its largest number of finishers ever despite receiving less money for the program.

Thank you for supporting the Foundation and its strategic mission to improve children's literacy. Your support matters.

# Thank You!

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## Authors on the Move

### March 10, 2018

Sasha Abramsky will be our keynote author for Authors on the Move 2018, held on March 10, 2018 at the Hyatt Regency! Mr. Abramsky will be discussing his recently published novel, *Jumping At Shadows: The Triumph of Fear and the End of the American Dream*.

"Why do we fear infrequent acts of terrorism more than the far more common acts of violence? Why does a disease like Ebola provoke panic whereas the flu (which takes far more lives annually) is dismissed with a yawn?" Sasha Abramsky's accounting of today's political and cultural landscape attempts to address our fears and teach us about ourselves.

Tickets will go on sale November 1, 2017 on our website, [www.saclibraryfoundation.org](http://www.saclibraryfoundation.org). Once again we will have 45 regional authors who will delight guests with their recently published books, a locally farmed 4-course meal, Capital Public Radio's Insight host Beth Ruyak as Mistress of Ceremony and auctioneer Pat Hume from David Sobon Auctions. This event just keeps getting better while creating more and more support for our Library's Summer Reading Program and the Foundation's operations! To inquire further or learn about sponsor opportunities, call April Javist at 916-836-3556 or email at [april@saclibraryfoundation.org](mailto:april@saclibraryfoundation.org).

Authors  
on the Move! 2018



**We are on the phones**, and our phone team includes the entire staff: April L. Javist, our Executive Director, Natosha D. Roberts, our Operations Manager, and Dejan Zbur, our Database Coordinator. We are talking to donors who have lapsed in their giving by a year or more. Engaging with past donors about the work we do with the Library's Summer Reading Program, the Walk4Literacy, and our Children's Literacy Endowment are important to keep the efforts energized and growing. We are thrilled and grateful for our team's consistent dedication and good spirits on Thursday nights!

