



City of Arts & Innovation

Board of Library Trustees

TO: BOARD OF LIBRARY TRUSTEES **DATE: JUNE 25, 2018**

FROM: RIVERSIDE PUBLIC LIBRARY

SUBJECT: RIVERSIDE PUBLIC LIBRARY FOUNDATION UPDATE

ISSUE:

Receive a report on the 2018 Annual Campaign of the Riverside Public Library Foundation.

RECOMMENDATION:

That the Board of Library Trustees receive and file this report on the Annual Campaign of the Riverside Public Library Foundation.

BACKGROUND:

The Riverside Public Library Foundation raises funds to ensure the excellence of library services for Riverside Residents. Riverside Public Library Foundation's directors and officers are all volunteers. The Foundation relies on donations and fundraising events for support.

DISCUSSION

Each year the Riverside Public Library Foundation (Foundation) conducts an annual fundraising campaign. The annual campaign consists of four phases:

- Phase 1: Solicitation of major donors (\$250 and above). Major donors are listed on the Foundation website at <http://riversidelibraryfoundation.org/> and on posters in all city libraries (Attachment).
- Phase 2: Personally contacting and mailing fundraising materials to donors who have previously supported the Library Foundation; presentations to Service Clubs; and participation at Chamber of Commerce events and mixers.
- Phase 3: An annual fundraiser mailer to Riverside Residents and Businesses to introduce them to the project for the current year's Annual Giving.
- Phase 4: A second mailer to prior donors who have not responded to the Phase 2 or 3 mailings.

The 2018 campaign is titled "Art Lending Library: Art for ALL". Funds raised will assist the Library in purchasing quality reproductions of famous art, original art pieces depicting the City of Riverside, posters prints, framing for collection pieces, and protective bags for loaned pieces. Library customers will be able to check out this art free of charge to hang at their home, office or classroom. All pieces will be framed and ready to hang.

FISCAL IMPACT:

There is no fiscal impact associated with this report.

Prepared by: Erin Christmas, Interim Library Director
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Attachment: Poster