



City of Arts & Innovation

Board of Library Trustees

TO: BOARD OF LIBRARY TRUSTEES **DATE: JULY 27, 2020**

FROM: RIVERSIDE PUBLIC LIBRARY

SUBJECT: 2019 ANNUAL CAMPAIGN OF RIVERSIDE PUBLIC LIBRARY FOUNDATION - UPDATE

ISSUE:

Receive and file a report on the 2019 Annual Campaign of the Riverside Public Library Foundation.

RECOMMENDATION:

That the Board of Library Trustees receive and file a report on the 2019 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 fund-raising events for support.

DISCUSSION

Each year the Riverside Public Library Foundation ("Foundation") conducts an annual campaign. The annual campaign consists of three (3) 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 to donors who have previously supported the Library Foundation, presentations to Service Clubs, participation at Chamber of Commerce events and mixers, and a fundraising gala event.
- Phase 3: A second mailer to prior donors who have not responded to the previous mailing.

The 2019 campaign was entitled "Riverside Kids Read". Funds raised will assist the Library in

providing early literacy programs. Specifically, funds will be dedicated to a 1,000 Books Before Kindergarten program designed to encourage parents/caregivers to read with their children 1,000 books before entering Kindergarten to ensure the children enter school with a strong foundation in early literacy skills.

This campaign was very successful and raised \$37,000 for the Library.

FISCAL IMPACT:

The fiscal impact of the recommended action is an increase in Library Department revenue in the amount of \$37,000. A report for the acceptance and appropriation of the funds will be brought forward for City Council consideration in the near future.

Prepared by:

Certified as to availability of funds:

Approved by:

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