



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: MARCH 23, 2021**

**FROM: LIBRARY DEPARTMENT      WARD: ALL**

**SUBJECT: DONATION FROM THE RIVERSIDE PUBLIC LIBRARY FOUNDATION  
RIVERSIDE KIDS READ CAMPAIGN FOR 1,000 BOOKS BEFORE  
KINDERGARTEN PROGRAM – SUPPLEMENTAL APPROPRIATION IN THE  
AMOUNT OF \$37,000**

## **ISSUE:**

Accept \$37,000 donation from the Riverside Public Library Foundation Riverside Kids Read campaign for 1,000 Books Before Kindergarten Program and supplemental appropriations.

## **RECOMMENDATIONS:**

That the City Council:

1. Accept the donation from the Riverside Public Library Foundation in the amount of \$37,000 for the 1,000 Books Before Kindergarten Program; and
2. Upon receipt of the donation and with at least five affirmative votes, authorize the Chief Financial Officer, or his designee, to record an increase in estimated revenues and expenditures in the same amount as the donation into Grants and Restricted Programs Fund Library Gift & Trust account to pay for the 1,000 Books Before Kindergarten Program.

## **BACKGROUND:**

The City Charter requires all City funds, including private donations, be deposited into the City Treasury. All Gift Fund expenditures are paid from a General Fund expenditure account after the City Council considers the necessary appropriation. Gift Fund Donations are held in a Library Minor Gift Fund pending appropriation to the General Fund.

## **DISCUSSION:**

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. 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 program will launch in Fall 2021.

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

**FISCAL IMPACT:**

The total fiscal impact is \$37,000. City Charter Article XI Section 1104 requires that affirmative vote of at least five members of City Council to authorize a supplemental appropriation. Upon Council approval, an increase will be made to the Grants and Restricted Programs Fund Library Gift & Trust revenue account 5145001-374222 and expenditure account 5145001-450201.

Prepared by: Erin Christmas, Library Director

Certified as to

availability of funds: Edward Enriquez, Chief Financial Officer/City Treasurer

Approved by: Moises Lopez, Deputy City Manager

Approved as to form: Kristi J. Smith, Interim City Attorney