

**TO:** Angela Calvillo, Clerk of the Board of Supervisors

**FROM:** Mary Hudson, City Librarian's Office

**DATE:** August 23, 2013

**SUBJECT:** Accept and Expend Resolution for SFPL Grant

**GRANT TITLE:** Friends of the San Francisco Public Library – Annual Grant Award

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Attached please find the original and 4 copies of each of the following:

Proposed grant resolution; original signed by Department, Mayor, Controller

Grant information form, including disability checklist

Grant budget

Grant application

Grant award letter from funding agency

Ethics Form 126 (if applicable)

Contracts, Leases/Agreements (if applicable)

Other (Explain):

**Special Timeline Requirements:**

**Departmental representative to receive a copy of the adopted resolution:**

Name: Mary Hudson

Phone: 557-4235

Interoffice Mail Address: Public Library #41

Certified copy required Yes

No

(Note: certified copies have the seal of the City/County affixed and are occasionally required by funding agencies. In most cases ordinary copies without the seal are sufficient).

**File Number:** \_\_\_\_\_  
(Provided by Clerk of Board of Supervisors)

**Grant Resolution Information Form**  
(Effective July 2011)

Purpose: Accompanies proposed Board of Supervisors resolutions authorizing a Department to accept and expend of in-kind gifts, services and cash grant funds.

The following describes the grant referred to in the accompanying resolution:

1. Grant Title: Friends of the San Francisco Public Library Annual Grant Award, FY 13 – 14

2. Department: Public Library

3. Contact Person: Mary Hudson Telephone: 557-4235

4. Grant Approval Status (check one):

Approved by funding agency

Not yet approved

5. Amount of Grant Funding Approved or Applied for: Up to \$720,000 of in-kind gifts, services and cash monies.

6a. Matching Funds Required: \$0

b. Source(s) of matching funds (if applicable):

7a. Grant Source Agency: Friends of the San Francisco Public Library

b. Grant Pass-Through Agency (if applicable):

8. Proposed Grant Project Summary: The Friends of the San Francisco Public Library (Friends) is a non-profit organization that advocates, fundraises, and provides critical support for the San Francisco Public Library and related literary and educational programs. This grant allows the Library to provide direct support for a variety of public programs and services. The types of programs and services supported by these grants include: Youth Programs, Adult Programs, Collections, Staff Development, Marketing and Public Relations, and Innovation Programs.

9. Grant Project Schedule, as allowed in approval documents, or as proposed:

Start-Date: July 1, 2013 End-Date: June 30, 2014

10a. Amount budgeted for contractual services: \$0

b. Will contractual services be put out to bid?

c. If so, will contract services help to further the goals of the Department's Local Business Enterprise (LBE) requirements?

d. Is this likely to be a one-time or ongoing request for contracting out?

11a. Does the budget include indirect costs?  Yes  No

b1. If yes, how much? \$

b2. How was the amount calculated?

c1. If no, why are indirect costs not included?

Not allowed by granting agency  
 Other (please explain):

To maximize use of grant funds on direct services

c2. If no indirect costs are included, what would have been the indirect costs? There is not an indirect cost plan and we do not have an estimate of what these costs would be.

12. Any other significant grant requirements or comments:

**\*\*Disability Access Checklist\*\* (Department must forward a copy of all completed Grant Information Forms to the Mayor's Office of Disability)**

13. This Grant is intended for activities at (check all that apply):

Existing Site(s)                       Existing Structure(s)                       Existing Program(s) or Service(s)  
 Rehabilitated Site(s)                       Rehabilitated Structure(s)                       New Program(s) or Service(s)  
 New Site(s)                       New Structure(s)

14. The Departmental ADA Coordinator or the Mayor's Office on Disability have reviewed the proposal and concluded that the project as proposed will be in compliance with the Americans with Disabilities Act and all other Federal, State and local disability rights laws and regulations and will allow the full inclusion of persons with disabilities. These requirements include, but are not limited to:

1. Having staff trained in how to provide reasonable modifications in policies, practices and procedures;
2. Having auxiliary aids and services available in a timely manner in order to ensure communication access;
3. Ensuring that any service areas and related facilities open to the public are architecturally accessible and have been inspected and approved by the DPW Access Compliance Officer or the Mayor's Office on Disability Compliance Officers.

If such access would be technically infeasible, this is described in the comments section below.

Comments:

Departmental ADA Coordinator or Mayor's Office of Disability Reviewer:

Marti Goddard

(Name)

Access Services Manager

(Title)

Date Reviewed: 8/23/2013

Marta B. Goddard  
(Signature Required)

Department Head or Designee Approval of Grant Information Form:

Luis Herrera

(Name)

City Librarian

(Title)

Date Reviewed: 8/22/13

Luis Herrera  
(Signature Required)

March 11, 2013

Luis Herrera  
City Librarian  
San Francisco Public Library  
100 Larkin Street  
San Francisco, CA 94102

Dear Luis,

On behalf of the Board of Directors of Friends of the San Francisco Public Library, we are writing to request that the Library submit its annual proposals for funding for Fiscal Year 2013-2014, up to \$720,000 for the year. In order to meet our funding schedule, please submit your proposals to Friends by Thursday, April 29, 2013. The Library Support and Evaluation Committee will review the requests and make its recommendations to the full Board at their meeting on May 17, 2013 after which we will notify you of their decision.

The Board's Library Support and Evaluation Committee seek proposals that satisfy the following program goals:

- Increase visibility and outreach in the neighborhoods
- Engage the community in both traditional and innovative ways
- Address community priorities and needs
- Enhance the abilities of Library staff to serve the public
- Consider important issues of the day and the Library's role in supporting them

With these goals in mind, we ask that you prioritize your requests within the following funding guidelines:

#### **A. Traditionally Supported Programs**

Funding up to \$298,300 for programs and projects. Proposals should cover programs in the priority funding categories of:

- Children and youth programming
- Programs & exhibitions
- Professional development, staff training and refreshments
- Deborah Doyle Educational Opportunities Grant
- Friends Library Support Fund
- Programs necessitated by branch closures and renovations, including funding for bookmobiles, outreach and improvement and/or expansion of online services.

## **B. Grants to Branches and Innovation Grants**

Grants to branch libraries consist of two components:

1. Grants to Branches. In keeping with your request for the current fiscal year, we will once again designate a lump sum for branch support, to be used as determined by you and your management team. We understand that as with last year, the funds will be used to encourage cross-branch programming and will be applied where it is most needed within the system to create more efficient planning with greater impact city-wide. The total for this category is **\$13,500**.
  
2. Innovation Grants. A total of **\$20,000** has been designated to fund Innovation Grants. Our goal is to support effective, innovative and creative ideas and priorities for services that may be implemented on a wider scale. We would like to see programs that meet the following priorities:
  - Demonstrate collaboration with other branches or city agencies (for example, a program connected to schools or parks, or one that leverages resources among branches).
  - Works in cooperation with programs offered by non-profits or community groups.
  - To leverage this investment, we would especially like to see plans that include matching funds, volunteers or other in-kind contributions.
  -

Our further funding priority will be for projects that engage the community with the Library and seek to improve Library usage. Programs that have previously received grant funding through this category for more than one year are not eligible.

## **C. Donor Designated Funds**

A total of **\$309,800** is available from Donor Designated Funds for the fiscal year.

This category of support is funded with donations that have been purposely restricted by library donors. These donations have been raised by a variety of means, including efforts by members of the library staff, efforts by Friends, and through unsolicited gifts. The amount of money available for any project is based on the stated purpose of the established fund and the total amount available at the time of the request. However, in order to best manage our resources, we would appreciate your developing an estimate of your planned expenditures for the year.

Please note that, as Friends acts solely as a fiscal agent for these funds, they do not require a proposal to release. Please use the Restricted Funds Application form. Available fund balances as of 6/30/13 will be sent to the City Librarian. Friends' Controller will track all requests to ensure accurate funding levels and will issue checks for less than \$10,000 within 30 days of receipt and checks for more than \$10,000 within 90 days of receipt.

We encourage Library staff to utilize these funds for current projects and to draw down on them as needed rather than rely on new income sources unless the funds are being held for a specific future project. Friends will supply regular biannual reports on fund balances to aid with budget planning.

**D. Friends Initiatives**

- Funding up to **\$53,400** to publish a monthly library publication "*At The Library*" including design and printing costs for the publication.
- Funding up to **\$25,000** in support of "San Francisco Reads: One City, One Book".

The Board and staff of Friends of the San Francisco Public Library look forward to collaborating with the Library in supporting the vital and successful programs and services that you provide to the City, both at the Main Library and in the branches. We thank you for the excellent work you do in making San Francisco a literate, healthy and well educated community. We hope you find this guideline helpful as you prepare your proposals.

Thank you,



Scott C. Staub  
Executive Director

Cc: Sophie Ziegler, Chair, Library Support and Evaluation Committee

				<b>Friends Grant Funding Requests</b>	
				<b>2013/14</b>	
<b>Traditionally Supported Programs</b>					
<b>Children &amp; Youth Services</b>					
	General Systemwide Programming				\$38,000
	Summer Reading Programming				\$58,500
	Teen Services				\$28,000
	Book Buddies				\$1,300
	Effie Lee Morris Program				\$2,500
					<b>\$128,300</b>
<b>Public Affairs/Friends Initiatives</b>					
	Community Relations/Promotions & Marketing				\$25,000
	Exhibitions & Programming				\$70,000
	Volunteer Services Recognition Event				\$4,000
	Collection Development Discretionary Fund				\$2,000
	At the Library				\$53,400
	One City, One Book				\$20,000
					<b>\$174,400</b>
<b>Library Support Fund</b>					
					<b>\$35,000</b>
<b>Grants to Branches</b>					
					<b>\$13,500</b>
<b>Innovation Grants</b>					
					<b>\$20,000</b>
<b>Professional Development</b>					
	Educational Opportunities				\$30,000
	Staff Recognition Event				\$2,000
	Staff Holiday Party				\$5,500
	Training Refreshment Fund				\$1,500
					<b>\$39,000</b>
<b>Proposal Requests - Subtotal</b>					
					<b>\$410,200</b>
<b>Donor Designated Funds</b>					
	Proposals not required.				<b>\$309,800</b>
<b>TOTAL FUNDING REQUEST</b>					
					<b>\$720,000</b>



July 1, 2013

Luis Herrera  
City Librarian  
San Francisco Public Library  
100 Larkin Street  
San Francisco, CA 94102

Dear Luis,

On behalf of our Board of Directors, I am pleased to inform you that Friends of the San Francisco Public Library has approved funding for all of the requests you submitted for Fiscal Year 2013-2014.

Included in this total is \$298,300 in direct funding for programs that we have traditionally supported in the past, along with new initiatives, discretionary funding for staff development and consulting, grants for branch libraries and grants for innovative programs throughout the system.

We are pleased to let you know that we have approved the Innovation Grants as you requested, at a total of \$20,000. We trust that this will help you reach your goal of "meeting the Library's need to strategically advance creative ideas and priorities for services that may later be implemented on a wider scale". We are particularly happy that your staff has worked so strategically to focus on programs that will benefit the system as a whole.

We further agree to your suggestion that the Grants to Branches funding, totaling \$13,500, to be used in alignment of the Library's diversity and programming priorities to provide consistent and targeted support for key initiatives.

In addition to the Traditionally Supported Programs, the Grants to Branches and the Innovation Grants mentioned above, we have included \$78,400 for Friends Initiatives, which will support "One City, One Book" and the publication of *At the Library*.

In addition to the direct grants mentioned above, \$309,800 is available through donor designated funds which Friends holds in trust for your use. We will appreciate getting your estimate of the amount you plan to use and the estimated timeline for expenditures



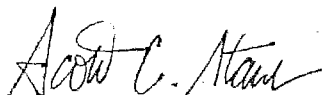
when you are able to develop it. Please recall that we are asking for quarterly estimates for use of these funds to enable us to calculate our cash flow needs.

Funds granted in this cycle have become available at the beginning of the new fiscal year, beginning July 1, 2013. We appreciate the assessment and reporting that you and your staff did during the course of the past year to help measure and reflect their impact, both on the library and on the community which it serves. Information such as this helps Friends seek future funding of these programs, and also gives our Board and donors a clear and compelling picture of the effects of their generosity.

We look forward to working with you to strategize on how to build sustainability into vital programs that would otherwise not be offered and to focus attention on your excellent staff and the wonderful work they do. Additionally, to enable us to raise the funds needed to support this work, we ask that Friends be acknowledged on all materials developed through our funding as well as at programs in the libraries, and that we continue to receive any evaluations or other measures of the programs that are produced. This information will help us tremendously to make the case to funders that libraries are a sound investment of their philanthropic dollars.

Thank you for this opportunity to support our city's greatest public assets – our libraries. We look forward to an exciting year!

Best regards,



Scott C. Staub  
Executive Director

Cc: Sophie Ziegler, Chair, Library Support Committee

SFPL Grant Funded Program Proposals FY 13/14  
 Friends of the San Francisco Public Library  
 CYS

Program/Project Title	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning; 2) Digital Strategy; 3) Youth Engagement; 4) Strategic Partnerships; 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
Children's General Programming	<p>The Summer Reading Program (SRP) was initially designed to encourage young readers to maintain or improve reading skills over the summer months, when it has been documented that without such encouragement or exposure to culturally rich activities, a learning gap occurs for children in lower socio-economic levels that cannot be made up during the school year. The program also helps foster a positive ongoing connection with the library and provide regularly scheduled arts, literacy and science based programs free of charge in every neighborhood in San Francisco throughout the summer. However, acknowledging the fact that summer reading is important for other age groups as well, SFPL has expanded the program. A SRP for teens was developed several years ago and one for adults began three years ago. In 2011 it was determined that we could have the greatest impact on summer reading habits by combining all age groups into one program under the direction of the Children and Youth Services division with support from members of the adult services staff of the Main and Branches, thus raising public awareness of the importance of reading for all ages and encouraging families to read together. The program has been branded as SummerRead SF and we propose to continue the all-ages program in FY14 with continued emphasis on engaging families and individuals of all ages in reading and participating in literacy, cultural and scientific activities at their neighborhood libraries over the summer. In addition, we will continue the online registration and participation component for those who wish to join this community of readers, but are less able or willing to come in to the library.</p>	<p>1) Almost all of the programs contain elements of literacy and learning: author programs; puppet and storytelling; music and song; even programs such as magic shows and juggling shows often have a story basis that the performer works from. Art programs can include writing, and also address arts literacy, likewise for science programs. All programs can be supported by materials from the library's collection. A priority for Fall 2013 will be STEM-based science programs in concert with the Bay Area Science Festival.</p> <p>2) The programs presented by Children's Services are by their nature geared to youth engagement. They are designed to attract children, classes and families into the library where they can become aware of the other resources the library has to offer.</p> <p>3) Children's Services collaborates with many community organizations to present programs both in the library system and out in the community, such as SF Ballet; Kidquake; SF Girls Chorus; SF Shakespeare Festival; Poetry Inside Out (Center for the Art of Translation); Mission Learning Center; KQED Education; Jumpstart; Nuestros Niños and the other organizations we work with to put on the annual Día de los Niños/Día de los Libros event; Young Audiences of Northern California; and SF Trolley Dances supporting strategic partnerships.</p> <p>4) The programming is rich in cultural diversity throughout the year, in the background of the performers, the type of programs they present and the audiences in attendance. We also have special festivals for Latino-Hispanic Heritage Month, Chinese New Year and Black History Month supporting diversity in programming.</p>	<p>1) Children, caregivers and parents know that the library is a place they can come to experience arts, literary and science based programming at no charge.</p> <p>2) San Francisco arts organizations know that the library is an agency with whom they can collaborate on arts education programming projects.</p> <p>3) Children and families attend free arts related programs in their neighborhood, at the local branch library.</p> <p>4) While attending programs, these groups become more aware of and familiar with the other services their neighborhood library has to offer.</p> <p>Attendance figures are collected and reported for all programs.</p> <p>Librarians get feedback from parents, children and caregivers about the programs they provide.</p>	FY 14	\$42,000 including programming provided by organizations for no (or greatly reduced) fees.	\$70,000 (includes \$58,500 through Traditionally Supported funding and additional funds to be requested through Temporarily Restricted funds). The use of restricted funds is necessary to fund the planned increase in teen programming as well as the adult programs as the SRC now covers all age groups.
	<p>SRP supports the following SFPL Strategic Priorities: Literacy &amp; Learning - the most basic purpose of the program is to encourage San Franciscans to read. It encourages younger readers to practice and enhance their reading skills by offering an opportunity to read for pleasure and prizes. This year prizes will be limited to the choice of a free book or experiential prize (pass to museum, aquarium, Cal Academy of Sciences) thus reinforcing the summer learning priority. By including teens and adults, it provides a positive family reading activity where older readers serve as an example to younger readers and creates a cross generational community of readers. Youth Engagement is promoted on two levels. First, young people are actively involved in the reading program by logging their hours and ultimately succeeding in reaching a reading goal. Second, children 11-16 assist SFPL staff in running the program by helping participants register, log their hours and select and receive their prizes. For many, this is their first "job" where they learn about the expectations of work through this volunteer opportunity. Strategic partnerships continue to be a vital part of SRP. SFPL will work with the California Library Association on the two statewide summer reading outcomes: participants belong to a community of readers and library users; and at least two sites will target an underserved group to participate in the SRP. In addition, we are collaborating with CLA through a Packard grant for Portola, Bernal Heights and Western Addition Branches to increase collaboration to reach out to these communities through summer program centers. Other partnerships are also a strong component of the program. Many community attractions and organizations provide programs or prizes free or at reduced rates, including the SF Giants, Aquarium of the Bay, California Academy of Sciences and more. Diversity in Programming is reflected in the variety of programs offered for children, teen and adults. Programs from musical events to science and dance to storytelling provide a wide array of diverse program options. In addition, programming reflects the rich cultural diversity of our City (examples from include: henna design, origami, Chinese-American author Millie Lee, Native American stories and hoop dancing to name a few).</p>	<p>The goal is to enroll 1,000 adults, 800 teens and 16,000 children. Anticipated outcomes include: 1) San Franciscans will read during the summer; 2) Children, teens, adults and families will visit the library during the summer months and view it as a place for programs and activities for people of all ages; 3) Children, teens, adults and families will be exposed to free arts, literary, science and culturally diverse programming in their neighborhoods; 4) Teens will view the library as a safe, inviting environment; 5) Teens and teen volunteers will be engaged and gain work experience, bolster their confidence and sense of responsibility and form a closer connection with the library and staff through the KidPower program; 6) Parents and caregivers of young children will become aware of the importance of reading aloud as well as learning about other ways to foster early literacy skills; 7) Other community organizations are made aware of the importance of continued reading during the summer and the role of the library in helping to achieve that; 8) Each branch and various units at Main will develop one way to create a Community of Readers per the State library outcomes and 2 sites will participate in a pilot project to target an underserved group in their area; 9) Statistics are gathered on the number of readers enrolled, how many complete the program, how many volunteers participate, how many volunteer hours are worked, how many programs are provided and how many people attend those programs; 10) Evaluations and public feedback are collected and used to plan the FY 14-15 program.</p>	<p>June 1 - August 11, 2013</p>			

Program/Project Title	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning; 2) Digital Strategy; 3) Youth Engagement; 4) Strategic Partnerships; 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
Teen General Programming	<p>The funding allows for programming aimed specifically at teens, ages 12-18. These special programs are distributed throughout the library system (including the Juvenile Justice Center), with audience size ranging from 10 to 300, depending on the performance or presentation. Themes addressed are youth development, social issues, digital learning, cultural enrichment, creative arts, and educational needs. This grant supports and enhances the existing teen program offerings around the City: Bayview \$1,500; Chinatown/North Beach \$3,000; Excelsior/Glen Park \$3,000; JIC \$1,500; Log Cabin \$1,500; Mission \$1,000; Ortega \$1,000; Portola/Visitacion Valley \$2,000; Richmond \$3,000; West Portal/Parkside \$1,500; Main Teen Center \$3,000; Potrero \$1,000; Bernal \$1,000; OCYS Centralized \$4,000; special contests and central events \$2,000 (Teen Read Week, Teen Winter Read, Teen Tech Week, Earth Day, Gay Pride, Hive Digital Fest).</p>	<p>1) The programs supported by the Friends attract teens to the library, giving staff the opportunity to interact with a traditionally underserved population who may not have home access to literacy and learning tools. Teen programs open doors to new library users, creating lifelong learners in our community. 2) Through public programs, Teen Services librarians interact with community organizations and schools, meeting teenagers where they are, both in person and virtually, rather than waiting for them to come to the library. Teens are on the cutting edge of digital learning, such as gaming, online challenge games, new music, filmmaking, and audio production. The planning of a new digital learning lab at the Main Library will involve youth at every stage of the process, fully positioning the library as a hub of emerging learning technologies. 3) Teen programs will attract neighborhood teens to participate and engage with other youth in recreational and academic pursuits within the library setting where they will have access to collections and services. Author visits to schools will highlight the library as a community resource. Publicity for all events will call attention to teens and their families to be aware of the library as an enjoyable place to spend time. 4) The City has made concerted efforts to support healthy youth engagement, development, and violence prevention. Working together, sharing resources with schools and community-based organizations will allow the library to play a pivotal role in the City's campaign to support teens in and out of school time so they have alternatives to being on the streets by participating in exciting and interesting activities. 5) Programs for teenagers, along with intergenerational programs that involve teens, address the need to reach out to diverse age groups and involve an underserved age group in library activities. Additionally, many of the collaborating organizations specifically address the needs of at-risk, lower income youth, or youth in ethnically diverse populations. Teens who participate in library programs reflect the diversity of San Francisco.</p>	<p>It is our goal to have thousands of teenagers (12-18) throughout San Francisco benefit from these programs (a population of over 40,000). The Friends-funded programs have made a vital impact on library services to teens. We hope to provide at-risk youth with meaningful, creative and informative activities. These programs will cultivate positive experiences of the public library for a traditionally under-served segment of the community, resulting in increased library visibility, outreach, usage and service throughout the city. In addition, library staff will be given the opportunity to interact positively with teen patrons, improving library service in general. Evaluations are taken post-program through online and print surveys, as well as through contact with educators and youth services providers.</p>	FY 14	\$28,000	\$28,000
Book Buddies (BB)	<p>Book Buddies (BB) program provides services to hospitalized children through visits from trained volunteers who read to and interact with children. These visits provide comfort and connection, while introducing the children and their families to quality children's literature, modeling the importance of reading aloud and increasing awareness of the resources and services of the SFPL.</p>	<p><b>Literacy and Learning and Youth Engagement:</b> The volunteers are reading library selected books to children who would not otherwise have this service. Children are engaged in an enriching activity with a caring person, giving the opportunity to form a bond around the pleasure of sharing books. The BB volunteers are ambassadors of SFPL to the children and their families. <b>Strategic Partnerships:</b> We partner with the member hospitals in this program, and we use volunteers recruited from the community who are in turn parts of other communities (including businesses). Diversity in Programming: Children from all backgrounds are served.</p>	<p>1) Each participating hospital has the services of library recruited and trained BB volunteers to read to the children in their pediatric sections. 2) Children's hospital experiences will be brightened through the connection made with a caring non-medical adult as well as through the escape and diversion that a good story provides. 3) Families who may not be familiar with the concept of reading aloud with their children become aware of this and see how to do it. 4) Volunteers who wish to contribute to their community in a way that involves reading and children have the satisfaction of being able to do just that. The BB Advisory Board is continually evaluating the effectiveness of the program and how it is being run. The Board consists of the Library's Children's Programming Specialist, the Child Life Specialists from the participating hospitals who work directly with the BB volunteers and the children, and the Library's Volunteer Program Coordinator. The Board meets regularly to assess aspects of the program; plan annual in-services programs; initiate new projects and make changes. Child Life Specialists work with the BBs and the children and family clients. They receive feedback from the volunteers, kids and parents, and can observe how effectiveness of the program.</p>	FY 14	\$1,500	\$1,300

SFPL Grant Funded Program Proposals FY 13/14  
 Friends of the San Francisco Public Library  
 CYS

Program/Project Title	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning; 2) Digital Strategy; 3) Youth Engagement; 4) Strategic Partnerships; 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
Effie Lee Morris Lecture	<p>The Effie Lee Morris Lecture is an annual event initiated in 1997 by the San Francisco Chapter of the Women's National Book Association (WNBA) in collaboration with SFPL. The lecture explores the idea of viewing children through their literature. It also presents the opportunity for the Bay Area Community to hear noted children's authors and or illustrators discuss their diverse work.</p>	<p>The lecture engages the audience to read the various works of the speaker. Past speakers have been authors/illustrators with an established repertoire of award winning children's literature. The 2013 lecture continued in collaboration with the WNBA as co-sponsor and featured Eve Bunting, author of more than 240 books, including Caldecott winner <i>Smoky Night</i>. Other community partnerships have varied depending upon the selected speaker. The lecture promotes diversity by selecting authors/illustrators which represent the Bay Area's melting pot. The lecture and exhibit generate circulation of the speaker's work. It also introduces a new generation of readers to the best in children's literature and allows children, parents and care givers to explore the Historical Children's Collection</p>	<p>Attendance statistics are collected and reported for every program. Publicity/marketing of the program will be increased by using traditional methods and by utilizing technology to reach a broader audience. Circulation of the speaker's work is increased by creating an exhibit of his/her work which is viewable 60 days prior to the program. The exhibit is housed outside the Children's Center which attracts children and adults to request more titles by the speaker. Displays of the speaker's work are also placed within the Children's Center which again sparks the interest of the reader to seek more titles by the speaker. Feedback from the program attendees. Librarians get feedback from children and adults about the program they attended. Feedback from the Friends Store on the sales generated by the program.</p>	FY 14	\$2,500	\$2,500
<b>Total</b>						<b>\$128,300</b>

Friends of the San Francisco Public Library 13/14  
Public Affairs/Programs Exhibitions/Friends Initiatives

Program/Project Title	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning 2) Digital Strategy 3) Youth Engagement 4) Strategic Partnerships 5) Diversity In Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
Public Relations	The Public Relations grant supports the library's marketing and promotional efforts to reach out to the community. Funding is used to support library participation in heritage street fairs and festivals such as the Russian Festival and the Chinatown Families Economic Resource Fair. Monies are also used for signage, marketing collateral, photography, promotional efforts and advertising around the Branch Library Improvement Program, Summer Reading, the Tricycle Music Fest, Library Open Hours Public Engagement Process, Banned Books Week, and other exhibitions, collections and key program and outreach initiatives. Funds also support periodicals and museum memberships for library staff.	The Public Relations grant supports outreach and increases library visibility around all five strategic priorities. Our marketing efforts engage the community in both traditional and innovative ways to inform them about library programs and services, such as traditional forms of press releases and advertising along with additional efforts online with new calendars and social media tools. These funds also enable staff to participate in diversity festivals, attend museums and support outreach on behalf of patron satisfaction. In addition to the priorities mentioned, we use our PR efforts to draw attention to issues such as increased library usage and the importance of libraries to the community.	We anticipate our public relations efforts will result in increased public awareness of library programs and initiatives. We evaluate all efforts based on media and community response, increased attendance at events and increased circulation of materials, and general public awareness of library activities.	FY 13-14	\$25,000	\$25,000
Exhibitions & Public Programming	The goals for FY 2013-14 are to reach out to San Francisco's diverse and vibrant communities through exhibitions and programs. The public programming funds will continue to be used to support key initiatives including robust summer reading programming for adults, 50+ events, and programs that highlight heritage months and community interests for each branch. We have created a more equitable distribution system for programming funds that provides more clarity and improves planning for programs at the branches and Main Library centers. In addition, new thematic and coordinated programs will be developed that support the library's strategic priorities while reflecting neighborhood demographics and community partnerships. The Affinity Centers will continue to host a diverse selection of exhibits, including our continued partnership with AfroSolo, along with planned exhibits and related programs in 2013-14 that will explore the cultural heritages of Mexico, Japan & Ukraine and the Filipino history in San Francisco.	The exhibitions and programs presented by our office supports Literacy & Learning by offering patrons new and different ways of accessing information and supporting training programs, classes and workshops. By our very nature, the Office of Exhibitions & Programming creates Strategic Partnerships and Diversity In Programming. We work with a wide variety of organizations and individuals in partnership to create these events, bringing in different viewpoints and sharing library resources with communities that might not otherwise have a public voice. Among the upcoming exhibitions are: Breaking Barriers which highlights the achievements of African Americans in Tennis sponsored by the American Tennis Association. Friendship in a Time of War – The Story of La Benevolencija in Sarajevo: focuses on the stories of communities that came together in Sarajevo during the war in the 1990s. A Little Piece of Mexico: featuring post cards of Mexico from 1890 - the revolution of 1910. It features post cards from the collection of San Francisco poet laureate Alejandro Murguía. Line Drives and Lipstick: traveling exhibit focuses on the history of women in baseball. Forbidden City: This exhibit tells the fascinating story of Chinese night clubs in San Francisco from 1920s- 1960s. We will work to secure strategic partners to help with the program planning and community outreach. Public Programs – In addition to related programs around exhibits, we will continue successful events such as the Radar Reading series which is co-sponsored with the James C. Hornell Gay & Lesbian Center; Open Books – which features a diverse collection of authors. Also the ITVS – Independent Lens film series which also features a wide range of independent films on a broad range of topics. We will also continue to support the Northern California Book Awards which honors the best in fiction, nonfiction, children's literature, translation and other categories. This is one of the biggest events the SFPL hosts each year. All of these events reach out to diverse audiences.	We will continue to host a variety of intriguing and thought-provoking public programs and exhibits that reflect the cultural diversity of San Francisco. We will evaluate the program based on attendance figures, gate totals (where applicable), media coverage and patron feedback.	FY 13-14	\$65,000	\$65,000

Public Affairs/Programs Exhibitions/Friends Initiatives

Program/Project Title	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning 2) Digital Strategy 3) Youth Engagement 4) Strategic Partnerships 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
<p>Volunteer Services Recognition Event (Annual Luncheon) - SUGGESTED TITLE CHANGE TO: Volunteer Programming and Appreciation</p>	<p>The Volunteer Program works to increase visibility and outreach by creating a sustainable volunteer program that is able to engage library users and others throughout the city. The program provides support to library staff by offering volunteer assistance for a variety of tasks and public programs. By identifying tasks that support library staff, volunteer programming enables library personnel to continue addressing capacity-building ideas and initiatives. The volunteer program allows each branch library to broaden its reach into the neighborhood community by engaging with community members directly. The program addresses community needs by providing valuable job and education and job training skills for adults and teens. It also links community members back to the services of SFPL. The Volunteer Program has placed and currently manages 124 volunteers. The Volunteer Program has created several sustainable programs (Conversational Language Learning, Books-To-Action Grant program, Legal &amp; Financial Book Clubs), helped with numerous events and activities, and created several partnerships including an ongoing partnership with the California State Library's 'Get Involved' initiative, which seeks to mobilize volunteers in all California libraries.</p>	<p><b>Literacy and Learning:</b> Created opportunities for language learning, financial literacy classes, legal literacy and a writer's workshop. Provided and created opportunities for volunteers to share various expertise with the library's general public. <b>Digital Strategy:</b> The Volunteer Program has added capacity to the Digital Strategy by supplying numerous volunteers to computer classes throughout the library system. Engaging several new volunteers this year and starting 1 new class. The Volunteer Program has also worked to create systems for the Teen Computer Corps program (formerly Teen Teaching Seniors) and recruited/placed Teen volunteers throughout the system. The Volunteer Program also provided a volunteer to transcribe archived library footage to increase access to those with disabilities. <b>Youth Engagement:</b> The Volunteer Program has worked to integrate systems for the Teen Computer Corps program (formerly Teens Teaching Seniors), which offers Teens the opportunity to share their technological expertise with seniors. The Volunteer Program has also worked to place numerous volunteers in the Homework Help program throughout several branch locations. The Volunteer Program also co-sponsors the Teen Appreciation Event with Teen Services. <b>Strategic Partnerships:</b> The Volunteer Program Coordinator created and forged over 20 partnerships within the first year. The most aligned partnership has been with the California State Library's 'Get Involved' initiative, which seeks to engage skilled leadership volunteers in all California libraries. This partnership has resulted in grant opportunities, local library partnerships and the creation of workshops and seminars. <b>Diversity In Programming:</b> The Volunteer Program has brought to the library several individuals that did not know their work could be highlighted using the library's resources. In addition to sponsoring a film screening/ panel discussion at 3 libraries, the Volunteer Program has partnered with the African American Center, the Art, Music and Recreation Center and the International Center to bring programming to their departments.</p>	<p>The anticipated outcome is to bring in new volunteers, additional library users, create ownership and increase support of library programs and services. The goal of the Volunteer Services program will be to continue offering programs that it has started, support and appreciate existing volunteers and new volunteer programming that reaches the library's strategic priority goals.</p>	<p>FY 13-14</p>	<p>\$4,000</p>	<p>\$4,000</p>
<p>Collection Development Discretionary Fund</p>	<p>This project allows SFPL to the flexibility to purchase titles that are urgently needed or difficult to source with CCSF purchase orders. Particularly as we move more heavily into digital formats, it can be hard or impossible to obtain certain materials sold from websites that do not accept purchase orders.</p>	<p>In its FY12 expenditures, this project supported all five of the FY13 strategic priorities. For instance, we were able to purchase copies of a history of the Chinatown YMCA (community partnerships), fostering good will and obtaining needed San Francisco history books; we were able to purchase books needed quickly for staff for a teen digital center planning event, assisting both our digital strategy and youth engagement needs; purchase a small amount of eContent for eReaders to be used by staff for training purposes, furthering our digital strategy; purchase some music cds from local bands at area event and purchase titles needed quickly to support library programs. Furthering diversity in programming.</p>	<p>Each year that we have had this fund, the diversity of the individual purchases demonstrates a pattern of working with community organizations to obtain needed materials difficult to source with City purchasing rules and purchasing for use in important library programs and initiatives.</p>	<p>FY13</p>	<p>\$2,000</p>	<p>\$2,000</p>
<p><b>Sub-Total</b></p>						<p><b>\$96,000</b></p>

Friends of the San Francisco Public Library 13/14  
Public Affairs/Programs Exhibitions/Friends Initiatives

Program/Project Title	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning 2) Digital Strategy 3) Youth Engagement 4) Strategic Partnerships 5) Diversity In Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
<p><b>At the Library Newsletter</b></p>	<p>The <i>At the Library</i> newsletter is produced each month, providing an important publicity vehicle to highlight the many programs, events, collections and services at our libraries. The publication also provides an important service for all patrons and library staff by printing a complete monthly calendar of adult, teen and children's events at all branches and the Main Library. The monthly newsletter also highlights our many social media initiatives, along with diverse neighborhood programs, exciting literary events, bookmobile services, our innovative Green Stacks programs, and now an increased focus on collections and services, providing a way to highlight the important work of our collections staff and service resources for patrons. A full page each month is dedicated to Friends events and initiatives. The newsletter is produced in an eight-page tabloid format with four additional pages produced two to three times per year to support the enhanced calendars and articles for summer reading programs and the additional events around fall literacy programs and national library week in the Spring. The publication is widely read and has a print circulation of 12,000. It is mailed to all Friends members and distributed to all branches and the Main, plus taken to various street fairs and festivals at which library staff participate. <i>At the Library</i> is also offered as an online publication on the Library's Web site and linked from the Friends' Web site.</p>	<p>As an outreach and marketing vehicle, the newsletter's content supports and increases Library visibility around all five strategic priorities. Every effort is made each month to focus the newsletter on SFPL's literacy related activities, eResources, children and teen programs, new innovations and partnerships, and our varied and exciting monthly programming.</p>	<p>The newsletter serves to drive awareness and, ultimately, attendance for Library sponsored programs and events. Our success is evaluated by general public awareness of Library programs and increased attendance at programs and circulation of library materials, as well as through the continued readership and interest in the newsletter. Currently the ATL has a print circulation of 12,000. However, there could be more additional readers who view it online from our home page. Our goal for next year is to supplement the print newsletter with a user-friendly online newsletter for key audience groups such as families.</p>	<p>FY 13-14</p>	<p>\$53,400</p>	<p>\$53,400</p>
<p><b>One City One Book</b></p>	<p>The ninth annual citywide book club will feature discussions, readings, special events, and school visits centered on a local interest title which the selection committee is still in the process of finalizing. The goal and purpose of the program is to encourage members of the San Francisco community to read the same book at the same time and then discuss it in and uncover its themes throughout the city. By building bridges between communities and generations through the reading - and most importantly the discussion of one book - we hope to make reading a lifelong pursuit and to build a more literate society.</p>	<p>The One City One Book program engages with all of SFPL's current strategic priorities 1) Literacy &amp; Learning: The cornerstone of OCOB is encouraging adults and teens to read and learn together, to bring the solitary act of reading into a place for sharing and public engagement. 2) Digital Strategy: OCOB has always been forward-thinking in terms of engaging the digital audience through social media- we have a Facebook page and Twitter account; have run unique online contests, have partnered with blogs and other popular websites to promote the program and encourage online dialogue. 3) Youth Engagement: Public high school engagement is central to OCOB and we will again aim to have author visits to high schools this year. We provide supporting print materials and free reading lists and curriculum. 4) Strategic Partnerships: Ongoing partnerships for OCOB include Bay Area bookstores, high schools, local companies, media and more. 5) Diversity in Programming: Every year we develop unique and diverse programming that ties in with the books themes - book discussions, film screenings, craft events, programs at partner organizations.</p>	<p><i>One City One Book</i> builds community spirit through shared reading and discussion experience; provides engaging programs to diverse neighborhoods, communities and schools; provides a creative resource for new and established book groups and readers; builds stronger partnerships between the library and literary organizations and bookstores; creates greater visibility for the library through marketing materials, ads, billboards, street banners and vehicle decals; and provides increasing recognition of the OCOB program and its sponsors and supporters. Every year, more than 10,000 teens and adults participate in the program, along with over various sponsors and partners. We anticipate continued participation and engaging of new audiences in 2013. We evaluate success by looking at book circulations, book sales, program attendance, online participation and word-of-mouth feedback.</p>	<p>Spring 13 - Book selected. Initiation of media, school &amp; bookstore sponsorship and partner relationships. Summer 2013 - Public announcement. Sept/Oct 13 - Marketing materials &amp; ads, website goes live. Programming commences &amp; continues throughout fall.</p>	<p>\$25,000</p>	<p>\$25,000</p>
					<p><b>Sub-Total</b></p>	<p><b>\$78,400</b></p>
					<p><b>Total</b></p>	<p><b>\$174,400</b></p>

SFPL Grant Funded Program Proposals FY 13/14  
 Friends of the San Francisco Public Library  
 Library Support Fund/Branches/Innovation

Program/Project Title	Branch or Agency	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning 2) Digital Strategy 3) Youth Engagement 4) Strategic Partnerships 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Amount Requested from Friends
Library Support Fund	City Librarian	The Library Support Fund enables the city librarian to provide funding for operational support, special projects and library initiatives that are not funded through the city's budget process. In the coming year, we anticipate continued support for the leadership development program; the teen learning network associated with the ongoing planning for the Teen Center; and community outreach projects that foster civic engagement. The fund also supports professional development including conference attendance, travel and association membership.	SFPL continues to develop a cohort of leaders that are helping transform the organization into a premier urban library. Their work is focusing on responding to community priorities for library service. The community profiles are demonstrated success of the commitment to outreach and civic engagement. The projects and initiatives planned for the coming year directly support the library's five strategic priorities with an emphasis on youth engagement and digital strategy.	This coming year we anticipate the implementation of the recommendations of the Literacy and Learning Focus Team, significant progress on the learning network and Teen Center, as well as the progress on implementing the recommendations from the initial community profiles. Success will be measured by an increase in partnerships, the number of recommendations implemented and assessing the engagement of the teen advisory group in the learning network and Teen Center planning.	FY 2013/14	\$35,000
Grants to Branches	Branches	Grants to Branches traditionally supported Branch Library programs, services and initiatives that are not funded by the city's budget process. These grants are essential in sustaining an array of library activities that support SFPL's five strategic priorities: 1) Literacy & Learning; 2) Digital Strategy; 3) Youth Engagement; 4) Strategic Partnerships; and 5) Diversity in Programming. 10 of 27 branches have donor restricted funds available to finance non-city budgeted programs and initiatives. The remaining 17 branches that do not have donor restricted funds and the mobile outreach services will be allocated \$750 per location which can be used to support programming and other needs in the branch. This may include covering the cost of speakers, events, refreshments, community performances or meetings, and exhibits. Branches are encouraged to collaborate and partner with other branches, community-based organizations and other departments with similar goals and objectives to leverage resources. Branch librarian staff will develop and plan programs and initiatives to determine how funds would best be used to support a particular branch in consultation with the Chief of Branches, who provides oversight.	Grant to Branches proposals will strategically advance creative ideas and priorities for services that may later be implemented on a wider scale. These projects will support the library's strategic initiatives and priorities; engage the community in both traditional and innovative ways; address community priorities and needs; demonstrate collaboration cooperation and partnership with other branches, city agencies, and programs offered by non-profits/ community groups.	Outcomes will include branch specific programs, service, and initiatives that support the library's strategic priorities. Each branch will provide an array of diverse program to support community needs. Each proposal will include Program/Project Title; Branch(es)/Agency; project description and purpose; How proposed project supports one or more library priorities; outreach, visibility, community engagement, etc.; anticipated outcomes; program evaluation; timeline; cost of project; and amount requested from Friends.	FY 2013/14	\$13,500
Innovation Grants	Systemwide	Innovation Grants allow the library to strategically advance creative ideas and priorities for services that may later be implemented on a wider scale. The library will provide details on the specific projects for FY 13/14 in July 2013. As examples, last year's innovation grants included: School Age Program Kits; Teen Media Learning Lab Pilot; and Webcams for Deaf Services.	As in previous years, this year's Innovation Grants will support all of the library's Strategic Priorities.  8/23/2013	Outcomes to be determined with specific program approval.	FY 2013/14	\$20,000
						\$68,500



SPFL Grant Funded Program Proposals FY 13/14  
 Friends of the San Francisco Public Library  
 Professional Development

Program/Project Title	Branch or Agency	Project Description and Purpose	Please indicate how your proposed project supports one or more of the following Library Strategic Priorities: 1) Literacy & Learning 2) Digital Strategy 3) Youth Engagement 4) Strategic Partnerships 5) Diversity in Programming	What are your anticipated outcomes? How will you evaluate whether the program has been successful?	Timeline	Total Cost of Project	Amount Requested from Friends
Educational Opportunities Committee (EOC)	Human Resources	The EOC grant is the primary source of funding enabling SPFL staff of all classifications to attend professional workshops, seminars, conferences, courses for continuing education, etc. All library employees (except administration) are eligible for assistance to attend events that are relevant to their work and which benefits the library. The grant pays for registration costs and partial travel and lodging costs.	The EOC Grant supports all of the above, especially enhancing the abilities of the Library staff to serve the public by providing training/knowledge/perspectives in every area of library services. These outside learning opportunities are critical for keeping the library current on trends and innovations that affect the public in broad areas such as literacy efforts, appropriate uses of technology, teaching children and youth, creating collaborations within the community, and honoring all types of diversity. In addition, training in structural areas such as management improvements, conservation and preservation, and library accessibility for visually/physically impaired are also supported.	The outcome is that Library staff will successfully enhance their knowledge, abilities and skills in performing the duties. EOC funding is tracked by keeping records of what training Library staff is attending and requesting feedback on their experience. Thus far in FY 13, EOC funds helped 142 staff members from all classifications and locations participate in various workshops, seminars, conferences, etc.	July 1, 2013-June 30, 2014	\$30,000	\$30,000
Annual Staff Recognition Awards	Human Resources	The annual Staff Recognition Awards is an event that honors excellence in service to individual or groups of staff members. Held every spring, this recognition invites all staff to join in a celebration of employee achievements for the year. These awards motivate and inspire staff to maintain high levels of excellence in public service and behind the scenes.	Staff Recognition Awards address all of the Library priorities, recognizing staff excellence in every area of service. By acknowledging the outstanding performance of individual staff members and teams of co-workers, the library encourages staff to do their best while reaffirming their appreciation for all staff. This results in more concern for all aspects of library work, but especially when it concerns working with the public.	The outcomes of the Staff Recognition Program are a highly motivated staff, concerned with excellence in service and the understanding that staff's work is acknowledged and rewarded by Administration and co-workers. The quality of the event, itself, is also evaluated for effectiveness, appropriateness and positive staff feedback.	May 14	\$2,000	\$2,000
Staff Holiday Party	Human Resources	The Staff holiday Party is the major annual staff-centered social event where library staff renew relationships, celebrate the holiday season and end another year of dedication and hard work.	This event helps to motivate staff and reinvigorate their efforts to provide excellent service to the community, contributing to the accomplishment of all Library priorities. The annual Staff Holiday Party brings together 250+ current and retired staff, along with Friends of the Library, to socialize and enjoy a pleasant evening of food and refreshments as an acknowledgement of the contributions they make to the library all year long.	We expect that the immediate outcome of this event is an enjoyable evening for staff in a congenial and relaxed atmosphere and, long-term, a recognition that they are valued for their commitment to serving the public. The evaluation of effectiveness is the staff's verbal and written expressions of appreciation, and the continual high levels of participation in this event.	December 13	\$5,500	\$5,500
Training and Refreshment Funds	Human Resources	The Training and Refreshment Fund provides refreshments during library training sessions. Refreshments help to create an environment that is conducive to learning.	In order to maintain high quality service to the public in all priority areas, staff must stay abreast of new trends, procedures and services in the library field. By providing a small amenity at some of the training sessions, as well as at some Gen PL meetings, in the form of simple refreshments, staff remains more attentive to the training and more appreciative of management's efforts to keep them up to date.	Refreshments help to create a more welcoming and comfortable environment, conducive to learning. Training events are evaluated with feedback forms at the end of each session, and the successful implementation Library priorities, along with the introduction of new methods within the libraries also act as evaluations of the training program.	July 1, 2013-June 30, 2014	\$1,500	\$1,500
						Total	\$99,000