

THE PARTNERSHIP MAKING THE  
EXCEPTIONAL DIFFERENCE

FRIENDS *of the* SAN FRANCISCO PUBLIC LIBRARY

# The Annual Report *for* FY 2016–2017



Stories from  
the community.

A year of making  
exceptional  
differences.

Together.



Dear Friends,

The partnership between the San Francisco Public Library, Friends and you has delivered an exceptional year for our community. Together we harnessed the best achievements of our history, appended new strategies for today, and set a path of financial strength and innovation for the future.

This report is the **story of our Library's achievements**. It is also the **story of lives transformed by the Library**. It is the story of the difference you made through the partnership between Friends and the Library as **Investors, Advocates, and Champions**.

SFPL continues to sit at the top national library systems, garnering national awards for innovation, enjoying refurbished branches with up-to-date technology, and open for more hours of operation than any library system in California. Friends' advocacy work continues to position SFPL to stay at the top. The tax set aside approved by voters twice through Friends-sponsored ballot initiatives provides more than 40% of the total annual operating budget of the Library. And the Friends' annual financial contribution allows the Library the advantage to respond to new community needs quickly, flexibly and effectively.

Even as our beautiful library buildings are filled with people enjoying unique collections, exhibitions, programs, and celebrations, Friends plans for the future, taking nothing for granted. Demand for libraries grows as the cost of living in the city continues to accelerate (recent data from the Pew Research Center indicates record-breaking use of libraries by millennials). Friends is committed to supporting the next five years to support the planned renovation of three more branches (Mission, Chinatown and Oceanview) and run a third ballot initiative to renew the tax set aside in 2021.

This year, Friends mapped our pathway forward: establishing the 2020 Venture Fund, inviting members to pledge significant four year gifts; reviving the Library Laureates Gala as a signature event and reengagement with the literary world; redesigning our book donation and sales operations into the Community Literacy Program (CLiP); and harnessing the power of the Library to promote dialogue and inclusion as a beacon of democracy in challenging political times.

Thank you members, donors and friends as we continue our journey to strengthen, support and advocate for free public access to resources and programs that transform lives and connect us as a community in our libraries.

Sincerely,

A handwritten signature in blue ink that reads "Marie Ciepiela". The signature is fluid and cursive.

Marie Ciepiela  
Executive Director  
Friends of the San Francisco Public Library

# A family's journey of discovery

An adventure story:

Fionn, age 8, and his mother made it their mission to visit all 27 branch libraries.

**Fionn**, Pokemon and joke book lover, enlisted his mother Bonnie to take him to visit all 27 neighborhood branches for summer vacation. They commemorated their journey with a selfie in front of every branch!

“In these trying times, it seems more important than ever that people have more access to information. In every neighborhood there is a library. It's equitable that way. What an amazing resource libraries are, and how they cater to the needs of their neighborhood really beautifully. The books ARE different in different branches and that's because different people are checking them out. And it's all free! That's what's amazing.”

— Bonnie Quinn,  
Book lover and 3rd grade teacher

“Bayview inspired Fionn to check out more books than any other branch.

Visitacion Valley left us in awe. Its beauty is striking.

We wanted to stay and read all day at Bernal Heights.

Mission had the most kids actively reading books.

At Anza the friendly librarians go out of their way to find you just the right book!

Park had a huge music section for the summer of love.

Excelsior is a workhorse library; every table is full, every computer checked out.

Portola has a seed lending library in the old card catalogue where people bring in seeds and take what they want.



We got bok choy seeds from a patron from Chinatown. I am donating my delphinium back to the library.

My favorite branches with my favorite librarians are the ones I use most, Parkside and West Portal.”

## Our Premier Urban Library

Highlights of a year of patron-focused service excellence, literacy and learning, youth engagement, digital strategy and community partnerships.

### The Library by the Numbers

**Circulation:** 10,814,015 books and media

**Visits:** 6,210,525

**Library cardholders:** 428,427

**E-Circulation:** increased eBooks and eMedia 84.2%

**Number of programs:** 17,816

**Program attendance:** 523,175

**Story times:** 4,144

**Neighborhood branches:** 27

**Mobile outreach:** 3 bookmobiles, 1 tech mobile and 640 librarian visits to schools

**Specialized resource centers at the Main Library:**

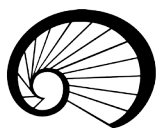
The Mix at the Main, The Bridge at the Main, Veterans Resources Center, Library for the Blind and Print Disabled, and seven affinity centers

### 2017 Library Initiatives

#### Expansion of Branch Library Hours

As of July 2017, all 27 branches and the Main Library are now open seven days a week, adding 85 hours of service and making the SFPL the only library in California to achieve this milestone.

- Seven branches added Sunday hours
- Two branches added Monday hours
- 17.5 full-time librarian positions were added
- The Mix at the Main added 10 hours per week and 3.5 new full-time librarians to work with youth



*San Francisco Public Library*

### Fine Forgiveness

In February, the Library welcomed back thousands of patrons by declaring amnesty for late fees on all returned books and materials, backing the Library's commitment to eliminating barriers and opening access, especially those most in need of library services.

“The Library's fine forgiveness campaign supports the values of equity and inclusion that mirror San Francisco's values.” Luis Herrera, City Librarian.

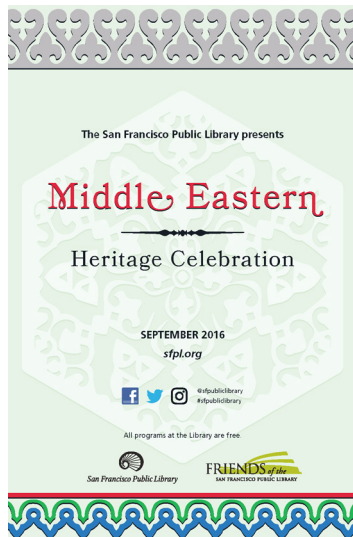


### Scholar Cards

The Library teamed up with the San Francisco Unified School District to provide all 57,000 students with a library card: the Scholar Card. SFUSD families were given accounts to activate a Library card by simply walking into any branch and selecting a special commemorative Library card designed by award-winning local artist Christian Robinson from his book, *Leo* of Chronicle Books, Inc.

### System-Wide Program Themes

In coordination with the SFPL Cultural Awareness Committee, programming for patrons of all ages was designed around four major themes. across branches including exhibitions, author events, film festivals, cooking, dance, art, music, and games.



“I want to commend the Library for the **Middle Eastern Heritage Celebration** program for this month. In this era there is so much strife and bloodshed in that area of the world, it is a great thing to emphasize those positive aspects of the cultures of the Middle East, regardless of the tragedies going on there that distress our souls.”

—Anonymous patron

### The Mix at the Main



**A welcoming story:**  
 “I can be myself at The Mix,” says Davion.

Davion, a sophomore at Galileo High School devours books about history, physics and math and has read virtually every Manga series at SFPL. The Mix is his “home away from home”.

In addition to the book clubs, he participates in the 3D printing design, Biblio Bistro, and sewing programs. While teen life isn’t always easy, Davion relies on the librarians and instructors at The Mix for support and he has made many new friends from all over the city.

“I love the Book Club because I can talk about what’s on my mind with accepting people who listen to me. I also love the Manga Club because I love manga. I love The Mix because it feels like home. I can be myself here. The librarians treat me with respect, like I’m an actual person, always welcoming and very nice.”

# The exceptional difference we make

Friends' philanthropic support is spread throughout all areas of the Library.

## Children, Youth & Family Services

- Friends helped the Library bring 12,731 free programs to over 440,000 children and their families.
- Early literacy and K-5 programs featured special authors, artists and craftspeople at story times, STEM activities, the Tricycle Music Fest, Big SF Playdates, and the 18th annual Dia de los Niños
- Teen programs focused on connected learning, college preparation, work force development and summer internships for teaching STEM activities.
- The 2016 Effie Lee Morris Lecture featured Christian Robinson, 2016 Caldecott Award winner and artist for the SFPL Scholar Cards.

## The Mix at the Main

Over 10,000 teens dropped into the media center for educational programs in video and audio production, coding, game design, college preparation, makerspace, Youth Speaks, and the Board of Advising Youth leadership activities. Friends funds the furniture, equipment and specialized youth service providers.

“The Mix helped me graduate from high school with honors, supporting me and helping me study.”  
Transgender and formerly homeless teen.

## Adult Programming & Exhibitions

- Friends funded 5,087 free programs at the Library to 80,000 adults.
- Special exhibitions included: *Al Mutanabi Street*; *Alcatraz Florilegium*; *Patient No More*, about the disability rights movement; *Everyone Deserves a Home*, portraits of homelessness; *Reclaiming Earth: Works by Women Eco Artists*; and the annual Schmulowitz Wit & Humor exhibit, *Bombs Away: Humor Goes to War*.
- 2017's *One City One Book* Program, featuring Cary Perloff's *Beautiful Chaos: A Life in the Theater*, engaged 500 people in panel discussions, film screenings, book clubs and a special of the ACT costume shop.

## Summer Stride

### A family reading story

This annual summer reading program aimed at reinforcing reading skills over the summer, again partnered with the National Park Service and Chronicle Books for **Read.**

### Explore.Connect.

- 26,731 children and adults tracked their weekly reading, totaling 14,362,444 minutes!
- 32,325 attended 1,135 free programs including STEM activities, film series, and 28 Ranger-lead talks at branches
- 9 free shuttles brought patrons to local national parks, including the two Story Walks featuring two children's titles installed at Mountain Lake and Land's End.
- 63% were first time participants
- 84% were children and teenagers
- 90% read more
- 82% visited a park

“I enrolled my kids in camp this summer but after looking through the Summer Stride Program Guide, I wish I could just send them to the Library all summer!”

— Parent



## Special Collections & Affinity Centers

- Friends helped purchase unique materials that cannot be obtained through the city's purchasing system, including a collection for the Black Comix Arts Festival and books from specialty presses.
- The James C. Hormel LGBTQIA Center endowment supported 75 programs, including the *Queerest.Library.Ever* exhibit, the Radar Reading Series, Lesbians of Color film series, the Lambda Literary Awards and Drag Queen Story Hour.



## Grants to Branches

Twenty-seven branches hosted annual neighborhood festivals and programs in health, wellness, and crafts. 1,375 people attended 82 events, including 22 movement (yoga, tai chi and dance) and 22 craft and cooking series.

**Friends gifted \$1,214,000 in direct support to the Library.**

## Digital Inclusion

Funded in collaboration with Google, Friends' Digital Inclusion Fellow Wenwen Shi worked to increase Library technology offerings and organized the Library's first Digital Inclusion Week, which attracted 882 participants to panel discussions, a tech expo, hands-on trainings, and digital device giveaways.

## Service Excellence & Professional Development

- The City Librarian's Community Learning Tour engaged residents in all 11 Districts about their aspirations for the Library and promoted greater awareness of services citywide.
- Fifty-two Library staff obtained training at conferences, seminars, and continuing education classes.
- Library leadership teams attended annual ALA and CLA conferences participating as thought leaders in the future of libraries at the state and national level.

## Award-Winning Public Relations & Marketing

- The Library leveraged Friends' funds for design and printing of library programs, publicity and neighborhood outreach expenses, and the Discover & Go museum lending pass program.
- The Library was awarded the prestigious Cotton Dana Award from the American Library Association (ALA) for marketing materials for 2016 Summer Stride and the Tech'd Out laptop lending program.

## INVESTORS

# As **INVESTORS**, we power the Library to innovate and respond to new needs.

3,379 members of the community made the exceptional difference through donations and membership.

### The Wiley Innovation Fund

Courtesy of Peter Booth Wiley, this fund grants financial support to librarians for exploratory projects through research, piloting concepts and implementation. The 2017 recipients are Kelly Trahan for Citizen Science bioblitzes in neighborhood branches; Eleana Pulu for refurbishing a “paletero” ice cream vendor cart into a rolling street-level library; Brian Weaver for developing a plan for a Genealogy Center at the Main Library; and Yael Shwartz for the second year of a User Experience Design initiative training Library staff in the UX service design approach for systems changes with increased perspective of patrons .



**“Friends’ members come from all corners of the city. Every gift at every level makes a difference. Thank you!”**

Marie Ciepiela, Executive Director

### Library Love Stories

350 philanthropists and 35 Bay Area writers and poets gathered on April 7th at the Main Library to celebrate Library Love Stories, Friends’ **Library Laureates Benefit Gala**. Hosted by Camilla M. Smith, the event honored Peter Booth Wiley and San Francisco’s first poet laureate Lawrence Ferlinghetti. In an evening of conversation and cause, Friends raised \$320,000 to support the partnership.

### The 2020 Venture Fund

Friends launched the **2020 Venture Fund** to build philanthropic resources for the Library’s needs in the next five years, which includes the renovation of three branches, growth of annual direct funding to the Library and leading the 2021 ballot initiative to renew the library tax set-aside for 15 more years. Donors are pledging significant four-year annual gifts to reach our goal of raising \$3 million, So far, \$938,000 has been pledged.

## Friends' Membership Program



**A Success Story: “Im fairly careful about my charitable contributions,” says Friends' Member Michael Okada. “This one is important to me.”**

“My parents moved to the United States and English was not my first language. I was falling back in my reading classes. My mom was a very determined person so she took me to the Library to the first grade section and she said, “You’re going to read all those books aloud to me.” And I did that. I became a lawyer.”



# As **ADVOCATES**, we ensure long-term funding for a strong Library.

The Advocacy Program draws upon Friends' legacy of success and moves it forward in new times.

## Libraries Deliver Democracy

The "Libraries Deliver Democracy" campaign raised awareness of the fundamental importance of free public libraries as a core feature of our democracy and an inclusive society. Our record-breaking 2017 Big Book Sale was branded by this theme and expanded to include the "Take a Stand for Libraries and Literacy" campaign where 108 supporters purchased table signs to express the importance of libraries in their lives.

## The Library Preservation Fund

We continue to educate the public about the significance of the San Francisco library tax set-aside that is the key to long-term financial and infrastructure health of the Library. In 1994, Friends launched the first ever ballot proposition (Prop E) earmarking funds through a property tax assessment to ensure consistent, designated funding for the Library. Friends again led a successful ballot effort in 2007 (Prop D) to renew the set-aside and we are for renewal in 2021.

## Advocating for the Future of Libraries

Friends keeps the community alert and ready to take action. At the national level, future vigilance is required as the administration attempted, unsuccessfully thus far, to eliminate the Institute of Museum & Library Services (IMLS), the independent federal agency that funds library grants across the country. On the positive side, the California legislature passed SCA-3 (Dodd, D-Napa), giving municipalities more flexibility in approving library construction bonds by lowering the vote required for passage from 66% to 55%.

## The Library Preservation Fund

**A Community Resource Story:**  
**Dianne Filippi led the breakthrough campaign which assured "free" Library access.**



"I was the Chair of the Prop E Campaign in 1994, the first set-aside campaign to stabilize the funding for SF Libraries. It was the most extraordinary experience of my life to help create this stable funding source for all the public libraries in San Francisco, which represented "free access" to all San Franciscans"

Dianne Filippi  
 Former Chair, Friends of the SFPL  
 and Retired Director of SPUR



# As **CHAMPIONS**, we advance the Library's mission for community literacy.

The Community Literacy Program (CLiP) converts used books into higher uses, reduces landfill and raises money for the Library and literacy.

**CLiP** marries the Friends mission to a strategy to meet the market demand for inexpensive used books and makes it easy for people to donate their collections for reuse. Currently CLiP is one of San Francisco's largest sources of used books and the largest receiving center of discarded books on the West Coast.

### **CLiP's goals balance literacy and environmental responsibility**

- Increasing access to low-cost books and media
- Redirecting free books to underserved and low-income communities
- Keeping more than 550 tons of books and media out of landfill and recycling each year.
- Promoting literary engagement through free events
- Raising money for the Library



The Annual Big Book Sale is a one-of-a-kind San Francisco experience where over 10,000 book buyers pore over 500,000 books at the Fort Mason Festival Pavilion for five days of book bargain heaven.



### **Everything begins at the Donation Center**

Located at 1630 17th Street, the Donation Center is the destination for over one million books and media every year. Hundreds of volunteers help staff sort and price all items that are bound for Friends' retail sales venues or as donations to other community organizations. When rare books are discovered, they are offered to the Library for special collections.

## We sell used books year-round at

- The Readers Bookstores at Fort Mason Center and the Main Library Lobby
- \$1 Step Sales every Wednesday at noon on the Larkin Street side of the Main Library
- The Annual Big Book Sale
- Online sales reaching international, foreign language and niche audiences
- Specialty Book Fairs
- The Donation Center - \$1 book sales, comic book sales and the street side kiosk



**Friends raised \$1,265,000 from used book sales.**

## Donations to the community

- Twenty-five rare books were donated to the Library's Special Collections, including Gay and Lesbian Pulp Paperbacks and First Folio Shakespeare from Easton Press.
- \$70,000 worth of books were donated to children and their families at St. Vincent de Paul Reach Out and Read, at the Zuckerberg San Francisco General Hospital Healthy Generations Project School librarians in the SFUSD

## CLiP's Donated Books Initiative

A collaboration story: "Your team made our early literacy campaign thrive."

Eleanor Chung, MD and director of Reach Out and Read Program (ROAR), Children's Health Center, Zuckerberg San Francisco General Hospital.



"The Friends SFPL donated books are always gobbled up from the waiting rooms or from providers! Your team has made our early literacy program thrive for the past year! Very grateful for your help."

TUESDAYS AT NORTH BEACH



Friends also supports SFPL's literary activities by selling authors' books at library events and hosting Tuesdays at North Beach, weekly poetry readings by local poets curated by former San Francisco Poet Laureate, Jack Hirschman.

CLiP is a **green** reuse program diverting 550 tons of books from landfills every year to higher and better uses.

# As **VOLUNTEERS**, we take a stand for libraries and literacy

**Volunteers** are the heart and soul of the Friends. They keep the community alert and educated about Library issues and needs, raise money, keep our bookstores open, and pull off the largest used book sale on the West Coast!



**1,473 volunteers  
gave 25,442 hours.**

## What do volunteers do?

- Sort over one million books and media dropped at the Donation Center
- Work as cashiers at the Readers Bookstores, Step Sales and all other book sale venues
- Assist in the office, events, and speak out as Library advocates.



## Volunteering at Friends Inspired to Build a Library

**A transformation story:** Through Rebecca's efforts, a new library is being built in Gjuihulngan City, Philippines

Rebecca Reyes, a volunteer since April 2013, grew up with a deep love of reading despite not having a public library in her home town in Guihulngan City, Philippines. Inspired by the public libraries she found when she moved to

San Francisco, she teamed up with GASA Charities, Inc., an international NGO, to raise money to build a local library back in her hometown. Not only did community members donate; the local government joined in and they raised enough to

start construction on the library. Rebecca is making sure the library opens with a good stock of books. She has gathered four suitcases bound for the Philippines filled with unsold books from the \$1 Steps Sales.

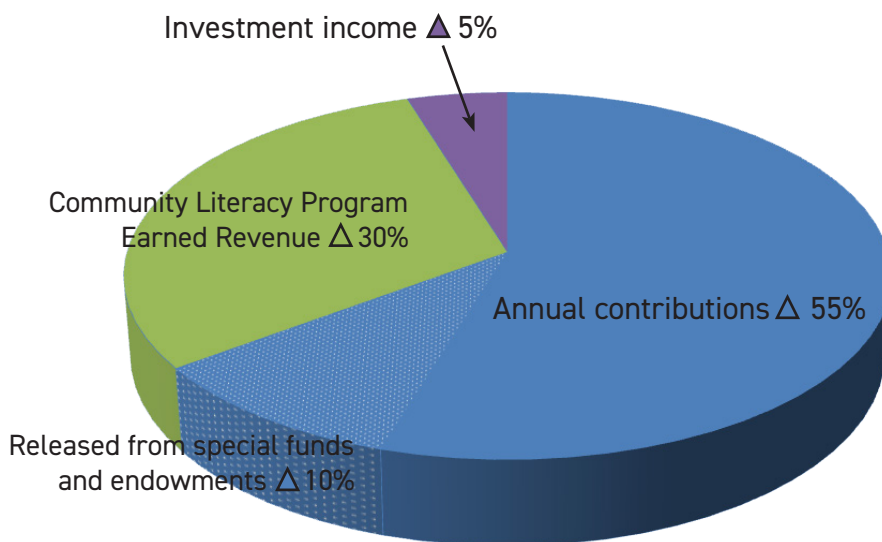
“Right now, I have four big luggage bags filled of the free books I have been getting from each week’s Step Sales where I diligently volunteer. I simply love all the volunteers I work with both at the Wednesday Step Sales and at the Donation Center. The Monday afternoon group is awesome! I have been a volunteer since April 2013, so it’s been more than 4 wonderful years!”



# The Operating Budget for FY18

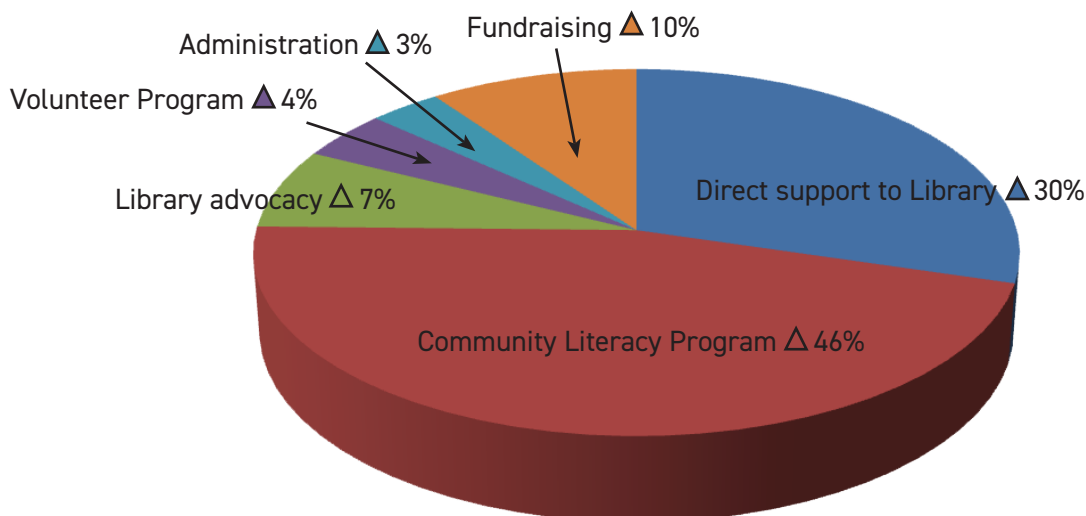
**In** addition to gifting annual financial support to the Library, Friends provides fiscal management, investment services and guidance to the Library for both unrestricted and restricted funds including endowments.

## Sources of Funds



FY17 Operating Revenue: \$4,374,316

## Uses of Funds



FY17 Operating Expenses: \$4,103,353

FY17 audit available upon request.  
 Please contact Bob Daffeh,  
 Director of Finance and Administration.  
 Phone: (415) 477-5228  
 Email: bob.daffeh@friendssfpl.org



THANK YOU!

## Donors and Members

The Board of Directors of Friends of the San Francisco Public Library is pleased to acknowledge the generous participation of these Donors and Members, making the exceptional difference in Fiscal Year 2016/2017.

### Individual Support

#### \$500,000+

Estate of Katharine H. Johnson

#### \$100,000 - \$499,999

Mary Louise Stong Fund

#### \$50,000 - \$99,999

JSY Giving

#### \$25,000 - \$49,999

William & Ruth Isenberg  
Estate of Vicki Rushakoff

#### \$10,000 - \$24,999

Richard Blum & The Honorable  
Dianne Feinstein  
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Simon H. Gibson & Amy Hyde  
Sandra Hess  
Ellen Huppert  
Stephen & Margel Kaufman  
Barbro & Bernard Osher  
Carl Stern & Holly Hayes  
Roselyne C. Swig

#### \$5,000 - \$9,999

Bridget Baskett-Stone & Steve Stone  
Katherine Bella & Jay Harris  
Marie Ciepiela  
Deborah Doyle & Melvin Whartnaby  
Dr. & Mrs. Douglas Goldman  
Elizabeth Klein  
Michael Linn & Cheryl Frank  
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Allan Ridley & Helen McKenna Ridley  
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David Stringer-Calvert  
Mary Voigtsberger  
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#### \$2,500 - \$4,999

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Mark Vogel & William Denebeim  
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#### \$1,000 - \$2,499

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Margaret J. Kavounas  
Elizabeth Kelly & Kieran Kelly-Sneed  
Patricia Kelso

# July 1, 2016 to June 30, 2017

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 Paul Klingenstein & Kathy Bole  
 Sharon Landwehr  
 Victoria Lee  
 Evan & Joan Lewis  
 Gisela Lloyd  
 Frances Lo  
 Dale Low  
 Cecilia Mao & Michael Silva  
 Janet McLeod  
 Katherine & Wesley Mitchell  
 David & Lida Morgenstein  
 Ashley Nutter & Ben Jackson  
 Michael Okada & Pamela Levy-Okada  
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 Craig Palmer & Allen Habel  
 Jenni Parrish & Gerard Clark  
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 Eric Pfeiffer & John Gilliland  
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 Carrie Schwab-Pomerantz & Gary Pomerantz  
 Krute & Timi Singa  
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 Claire Solot & Sinjin Bain  
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 Nancy Thompson & Andy Kerr  
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 Kathe Traynor  
 Dean Truong  
 Robert & Charlotte Uram  
 Jeremy Wall  
 Elizabeth Watkins  
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### \$10,000 +

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 William G. Gilmore Foundation  
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 Laszlo N. Tauber Family Foundation, Inc.  
 Wallis Foundation  
 The H. W. Wilson Foundation

### \$5,000 - \$9,999

Humanist Fund  
 Koret Foundation  
 Alexander M. & June L. Maisin Foundation  
 Morrison & Foerster Foundation  
 PSN Family Charitable Trust

### \$1,000 - \$4,999

A Better Place Foundation  
 Donald & Carole Chaiken Foundation  
 Mary A. Crocker Trust  
 Enterprise Holdings Foundation  
 FThree Foundation  
 James Irvine Foundation  
 Valla Family Foundation  
 Harold L. Wyman Foundation, Inc.  
 Yerba Buena Center for the Arts

### \$100 - \$999

Salesforce.com Foundation

## Corporate & Community Partner Support

### \$10,000 +

Chronicle Books  
 Frameline  
 Las Vegas-Clark County Library District  
 Merrill Lynch Wealth Management

Rolex Watch U.S.A., Inc.

### \$5,000 - \$9,999

Bank of America  
 Bank of the West  
 Dodge & Cox  
 Google, Inc.  
 Midwest Tape

### \$1,000 - \$4,999

BergDavis Public Affairs  
 Briscoe Ivester & Bazel, LLP  
 Community Thrift Store  
 Dandelion  
 Matthews International Capital Management, LLC  
 R & S Erection of San Francisco, Inc  
 San Francisco Association of Realtors  
 San Francisco State University  
 SOHA Engineers  
 Sony Interactive Entertainment  
 Webcor Builders

### \$100 - \$999

Alexander Book Co., Inc.  
 Apollo Stone Imports  
 BAYCAT  
 Bryr  
 El Rio  
 Fontana Film & Video Services  
 Maker & Moss  
 Marin Primary & Middle School  
 Miracle Dry Cleaners  
 Ocean Avenue Dentistry  
 Riordan Sykes McFadden, P.C.  
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 xyza: news for kids  
 Zeldis Research Associates, Inc.

For a full list of donors and members, please visit [friendssfpl.org/about](http://friendssfpl.org/about)

**Friends' vision** is nothing short of powering our libraries to be exceptional centers of 21st century literacy, economic opportunity, community and literary life, with welcoming access to all.

## 2017 Board of Directors

Chair: David Stringer-Calvert  
Vice-Chair: Jay Auslander  
Treasurer: Betsy Klein  
Secretary: Reese Aaron Isbell  
Executive Director: Marie Ciepiela

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Katherine Bella  
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Elizabeth Kelly  
Catherine King  
Annie Lee  
Ashley Nutter  
Sapna Satagopan

Advisory Member: Luis Herrera, City Librarian

Friends of the San Francisco Public Library is a diverse community of individuals, families and institutions who love our San Francisco Public Library and make it exceptional. Our mission is to strengthen, support and advocate for a premier San Francisco Public Library and to advance its mission for a literate and literary community.