



Our free, public Library has been the foundation of our community for over 140 years. We remain steadfast during this time and ready to take on unprecedented needs in our City's recovery. More than ever we need Friends like you to keep giving so the Library can keep giving!

Michael Lambert
City Librarian



National Library Week, April 2020

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Dear dedicated Friend of the Library,

First, let me wish you safety and good health in these challenging and unsettling times.

As Michael says, the Library's treasured value of free access to resources for everyone is the foundation of our community and will continue to be going forward. We have much work ahead for students who have lost educational time, workers who have been displaced from jobs, life-long learners who rely on free materials, and all of us who thirst to reconnect through the Library.

So many of you have asked, "What more can I do for our Library I love?" We are pleased to announce that **every dollar you donate to Friends by May 31st, 2020 will be matched up to \$75,000 in a challenge from Peter Booth Wiley and members of Friends' Board of Directors.**

The Library is here for you now. Even with branches closed, the virtual San Francisco Public Library is serving the community extensively. Thanks to your past generosity and the Library Preservation Fund, the SFPL has what our City Librarian describes as "best in class" digital resources, with such shared assets as:

- A multilingual e-collection of millions of free eBooks, digital newspapers and magazines, and video streaming services
- Professional development courses and job search resources from Gale, Lynda.com, and JobNow
- Distance learning opportunities through the Scholar Card collaboration with SFUSD, Brainfuse, and a new digital application, Beanstalk, that Friends has already purchased for *Summer Stride 2020*
- Sweet Storytime, videos of live picture book readings by Librarians, kicked off last week by City Librarian Michael Lambert and Mayor Breed.

The virtual SFPL is being used at historic levels! According to Daniel Matsumoto, an electronic resources librarian quoted in the San Francisco Weekly on April 8th, *e-resource use is up 50%* and users are signing up for temporary digital library cards as fast as the staff can process them.

Library staff members are also on the front lines of the city's response to the coronavirus pandemic with over 100 Librarians have been activated to work at the Emergency Operations Center, food distribution sites throughout the city, and in COVID-19 contact tracing program at the Department of Public Health.

The Library is here for the future. Friends has a strategic plan for the future of the Library and we stay dedicated to giving the Library what it needs to emerge from this event and thrive in the future. **Friends has always been able to give the Library the resources the City cannot afford and to respond to new needs quickly and flexibly. There are no greater needs than now** – bridging the digital divide, helping navigate safety net resources, and helping families and maintain free access to materials, computers, and programming that they cannot otherwise afford.

When the Library reopens, gradually and carefully at first, we know the demand for all resources will be dramatic. (During the 2008 recession, Library visits increased by 37% and circulation increased by 40%.) We also know that **this unique crisis will require added resources** around health and safety for patrons and library staff. Friends is ready to step up, just like we always have.

And we need you! **We ask you to please consider making a generous donation that will be doubled in this challenge match through May 31st.**

You can also take advantage of **donating online now at www.friendssfpl.org/support** -- and enrolling as a monthly recurring donor.

Understanding that many supporters have been affected by the crisis and may not be able to give at the levels they had before, please consider increasing your donation if you can.

We are so grateful for you and your long-standing support. We look forward to seeing you again at the Library!

In friendship,



Marie Ciepiela
Executive Director

P.S. Friends has a new blog, podcasts, and redesigned e-newsletter! And we realize it is time to make sure we can communicate with you the best way possible – through e-mail. **Please make sure that we have your e-mail by providing it on the reply card. And visit our website at www.friendssfpl.org**

Yes, I want to help meet the \$75,000 challenge match.

I know my gift will be doubled, matched dollar-for-dollar

Here is my contribution for:

\$1,000 \$2,500 \$5,000 \$10,000 \$_____

My check is enclosed, payable to Friends of the San Francisco Public Library

Charge my gift to my: Visa MasterCard Amex Discover

Card Number: _____ Expiration Date: _____

Cardholder's Signature: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

We want to be able to communicate and share with you in the best way possible. **Please update your email in the space provided in this card.**

**HERE FOR YOU NOW.
HERE FOR THE FUTURE.
GIVE FOR YOUR LIBRARY TODAY**

My employer matches my gift: _____

Make your gift online: A one-time, annually recurring, or monthly recurring gift can be made at friendssfpl.org/support



And be sure to visit our website at www.friendssfpl.org

Here are all the ways you can make your gift.

We are always available to meet or talk with you about the impact you can make.

- **Make a personally significant gift.** Use this card or go online at friendssfpl.org/support
- **Make a multi-year pledge.** Call Craig Palmer, Chief Advancement Officer, 415.477.5235 craig.palmer@friendssfpl.org
- **Give a gift of appreciated stock or securities** friendssfpl.org/stock
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