



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 Member of Friends of the Library,

First, let me wish you safety and good health in these challenging and unsettling times. We care about you as you care about the Library. With your membership renewal anniversary approaching, we extend our deepest appreciation for your generosity and commitment.

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 **your membership renewal this year will be matched dollar-for-dollar 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.

With your membership renewal, you help us keep our Library strong, now and for the future. And double your impact with the challenge match through May 31st!

Membership renewal is easy. You can use returning the remittal form below or make your member renewal donation online at friendssfpl.org/member. We also encourage you to consider enrolling as a monthly recurring member -- a great option offered online. For questions and assistance, please contact Mario Lemos, mario.lemos@friendssfpl.org, or 415.477-5231.

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 membership 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**

Here is my membership renewal. Double my impact!



Your Donation is tax-deductible to the extent allowed by law

I prefer to give ANNUALLY:

- \$40 \$60 \$100
- \$250 \$500 \$1,000 \$_____

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

Renew Online! Go to: friendssfpl.org/support

Other ways to support:

- How can I include Friends in my estate plans?
- My employer matches my gift:

Thank You!

I prefer to give MONTHLY (credit card only):

- \$10 \$15 \$20
- \$25 \$50 \$_____

Please charge my: Visa MC AMEX
 DISC

Name on Card

Card Number

Expiration Date

Signature

Phone Number

E-MAIL address.

Friends does not sell or share e-mails. This is the best way to stay informed and connected!