



FRIENDS *of the*
SAN FRANCISCO PUBLIC LIBRARY

ANNUAL REPORT JULY 2022 - JUNE 2023

A YEAR OF VICTORY, GRATITUDE, AND LIBRARY PRIDE

Dear Friends,

In this incredible year, Friends secured the future of our beloved San Francisco Public Library, which continues to light the way for San Francisco. We are filled with pride for this historic victory for equity, intellectual freedom, and the essential value of the public library in our civic life. Most importantly, we are filled with gratitude for you, our members and donors. With your support:

- We renewed the *San Francisco Library Preservation Fund* with a record-breaking 83% “Yes” vote on November 8, 2022, giving the Library 25 more years of stable public funding for staffing and infrastructure.
- We raised \$4.4 million in philanthropic support for library programs and upcoming branch renovations.
- We hosted the iconic *Library Laureates Gala* at the Main Library after a four-year hiatus.
- We established the *Friends’ Innovation Fund* to target free library resources to our most vulnerable San Franciscans.
- We welcomed our fifth class of *Brown Handler Writer’s Residents*.

Along with these accomplishments, we continued our traditional annual support by helping the Library fully restore its community programming in four key areas: children and youth, lifelong learning, arts and culture, and library innovation and excellence. With your support, we funded 1,000s of library programs and paid more than 300 local authors, artists, performers, and curators to collaborate with our librarians.

As we celebrate and give thanks, Friends and the Library are already taking on the challenges of the coming years, including renovating the Mission and Chinatown branches, actualizing the Library’s new strategic plan, and fighting for intellectual freedom in alliance with libraries across the country.

Because of you, Friends is grateful and proud. Because of you, Friends is here, forever strong and invested in our public library and San Francisco’s future.

In warm library friendship,



Daphne Li,
Chair of the Board of Directors



VICTORY

LIBRARY PRESERVATION FUND

San Franciscans voted to secure 25 years of public library funding that will ensure a reliable and resilient public library that is ready to meet future needs and challenges.



What is the Library Preservation Fund?

The Library Preservation Fund (LPF) was created in 1994 by advocates at Friends who were tired of chronically inadequate library funding and wanted San Francisco to invest in creating a world-class library worthy of its literary prominence and commitment to social justice. They devised a voter-mandated, funding formula that now secures 92% of the SFPL's annual budget. The third renewal of the LPF, **Proposition F** on the November 2023 ballot, was strengthened further to:

- Guarantee 1,400 weekly service hours system-wide
- Increase the Library Preservation Fund renewal term from 15 to 25 years.



protect our libraries 保護我們的圖書館

VICTORY STATEMENT FROM MAYOR LONDON BREED

"San Franciscans once again show they truly love their libraries. Our libraries play a critical role in strengthening our City's resiliency as community anchor points. With funding guaranteed for the next 25 years, the Library can focus on what it does best, inspiring a love of reading and learning, improving outcomes for our youth, supporting residents in their economic recovery through free educational programming, and providing free and open access to information and Wi-Fi and safe, inviting spaces for residents to gather."

FRIENDS FUNDED 100% OF THE "YES ON PROPOSITION F" CAMPAIGN

Special thanks to:

- Mayor London Breed and Supervisor Asha Safai, primary sponsors of the legislation, and members of the Board of Supervisors who placed Prop F on the November 2023 ballot by unanimous vote.
- Michael Lambert, City Librarian
- John Whitehurst and BMWL Campaigns
- Berg Davis Public Affairs
- Law Office of James Sutton
- Friends Board and Staff
- Everyone who voted yes!

GRATITUDE

RAISING FUNDS FOR THE SFPL

LIGHTING THE WAY FOR SAN FRANCISCO

Thank you for a successful year of raising funds for our exceptional public library. Inspired by last year's theme, your generosity truly did light the way for San Francisco and for our shared mission of equity, inclusion, and free resources for all.

Why you matter! Private funds raised from donations and book purchases play a critical role in the SFPL's formula for excellence, with Friends' annual support strategically making up for what the Library Preservation Fund cannot cover. Friends provides:

- consistent annual funding for Library programs and marketing in every neighborhood
- support for infrastructure projects, including two upcoming multimillion-dollar branch renovations in the Mission and Chinatown
- flexibility for the Library to respond to new needs quickly and to pilot new services
- strategic management of private funds for the long-term needs of the Library

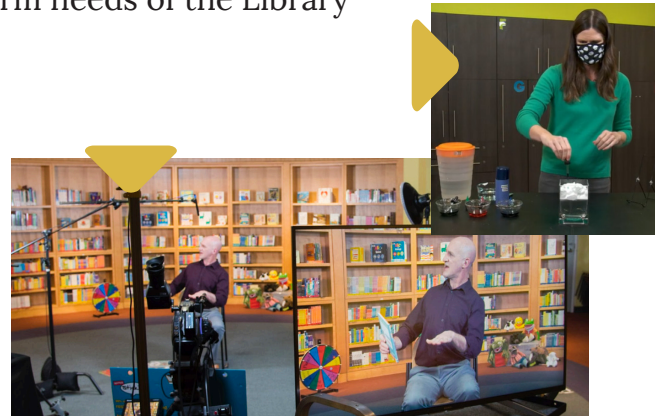
*Friends receives no funding from the City and County of San Francisco.

CONTRIBUTED REVENUE

Friends received 4,800 gifts totaling \$4,428,084 from individuals, foundations, and corporations

EARNED REVENUE

Friends received 4,900 donations of books and generated \$946,880 by selling them to the community



LEGACY GIVING

FREEWILL

Giving from wills, trusts, and estates continues to play a critical role in sustaining the future of the Library. This year, Friends received bequest disbursements totaling \$2,977,680 and added 22 new members who revealed that they included Friends in their planned giving and joined the Mary Louise Stong Society. (Visit FriendsSFPL.org/Stong for more information, including how to create a will or trust for free on FreeWill).

In Memoriam – Dear Friends that we lost

John Baldwin	Suzzane Daneman Cauthen	Josephine Kennedy	Richard Kreisman	Nancy Wakeman
Heidi Chipp	Mary Eloise Halperin	Helen King	Bette Landis	
Marilyn Conrad	Nina Frankel	Laurence Knowles	Wendy Nervi	

CORPORATE PARTNERS PROGRAM

Berg Davis Public Affairs
Briscoe, Ivestor & Bazel LLP
Chronicle Books, Inc.

Cota Capital
Dodge & Cox
eCio

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Morrison & Foerster
PCS technology

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We are excited to welcome additional members this year!

GRATITUDE

RAISING FUNDS FOR THE SFPL

LIBRARY LAUREATES GALA *Raises more than \$500K for the Library*

On April 29, 2023, 350 library lovers joined co-chairs **Roselyne Chorman Swig, Luis Herrera,** and **Poet Laureate Tongo Eisen Martin** at *Library Laureates: Lighting the Way for San Francisco*. We celebrated the Library that cared for us through the pandemic and emerged as a beacon of hope and stability for San Franciscans.

SPEAKER EMERITA NANCY PELOSI

Guests were honored by a special appearance and comments by the Speaker Emerita, a true Library legend.

"It's a pleasure to send my warm regards to Friends of the San Francisco Public Library. As a former library commissioner, [I'm] proud to recognize our distinguished class of Library Laureates, whose work honors the Library's commitment to empowering, enriching, and serving the people of San Francisco."

Pictured: Guests raising their paddles, Marie Ciepiela, City Librarian Lambert, Roselyne Chorman Swig, Speaker Emerita Pelosi, and Mayor Breed.



2023 Library Laureates (pictured below): Jorge Argueta, Polina Barskova, Barbara Berman, Lisa Brown, Rita Bullwinkel, Evette Davis, Cory Doctorow, Tongo Eisen-Martin (*San Francisco Poet Laureate*), Jewelle Gomez, Andrew Sean Greer, Meron Hadero, Katie Hafner, Maggie Tokuda-Hall, Daniel Handler, Meena Harris, Vanessa Hua, Sarah Ladipo Manyika, Tom Lin, Roberto Lovato, Robert Mailer Anderson, Amanda Moore, Susanne Pari, Gary Pomerantz, Nigel Poor & Earlonne Woods, Katherine Seligman, Byron Spooner, Lol Tolhurst, Bonnie Tsui, Alia Volz, Michael Warr, Margaret Wilkerson Sexton, Chun Yu



GRATITUDE CHAMPIONING LIBRARY VALUES

UNITED AGAINST BOOK BANS

Friends joined the American Library Association's campaign against book-banning challenges to public libraries and attacks on programming, such as Drag Queen Story Hour (proudly created here at the Eureka Valley branch!). The ALA documented **1,269 demands to censor library books and resources in 2022**, the highest number of attempted book bans in more than 20 years ago. Please join the campaign and read more at UniteAgainstBookBans.org.



FRIENDS BOOK PROGRAM

Friends' Book Program marries our mission for funding an exceptional public library with meeting the community's demands for donating and buying books to build home libraries. This year,

- 5,800 community members donated books
- \$946,880 was generated through book sales
- 500 tons of books were diverted from landfill and recycle bins

Friends Bookstore at the Main Library is open seven days a week again, with Step Sales every Wednesday.

MEET BRIAN ANG, THE NEW BOOKSTORE MANAGER!



"The Friends Bookstore provides high-quality, inexpensive books for the public to educate themselves and expand their horizons. Books are donated by the public, and their high quality both in condition and content reflects the best of our book-centric community. The Friends Bookstore supports the SFPL by raising funds for programs and resources and in contributing to the library's inclusive and safe space for the public to create community together."

Brian Ang, Friends Bookstore Manager

2ND ANNUAL BOOKSALE BLOCK PARTY

On June 3, 2022, more than 1,000 book lovers filled 17th Street in front of Friends' headquarters to buy \$21,000 of books, enjoy the SFPL Bookmobile, and listen to author readings.



WHERE TO BUY AND DONATE BOOKS

Friends also sells quality used books online and at monthly book events at the Donation Center. For information about donating and buying books please visit FriendsSFPL.org/Books.

GRATITUDE CHAMPIONING LIBRARY VALUES

BROWN HANDLER WRITER'S RESIDENCY

Funded by Lisa Brown and Daniel Handler, the Residency nurtures emerging and established San Francisco-based writers by guaranteeing them free, 24/7 access to a writer's studio at the Friends' office and bringing them into collaboration with the Library for literary activities. This program honors the vital connection between the Public Library and the literary world.



“There would be no libraries without writers--and there would be no writers without libraries. We're very proud to help provide, in a city

increasingly unaffordable to artists, a space in which our local writers can work, to ensure the survival of both.” Daniel Handler



Congratulations to:

Yeva Johnson – poetry

Brendan McHugh – local history and nonfiction

Flávia Stefani – short fiction and translation

René Peña-Govea – young adult fiction and poetry

Sam Santos Julian – illustration and graphic novels

THE PACIFICS

Two young people called Friends to offer their hearts and minds to the Library, and The Pacifics was born! The Pacifics is a vibrant group of young, engaged San Franciscans who are passionate about the Library and who will lead the next generation of its supporters and caretakers. In this inaugural year, The Pacifics co-hosted the Friends' Lounge at the Night of Ideas, curated monthly book clubs to connect young patrons with their branches, volunteered at the SFPL, and spread the word about SFPL's essential services in the city.

If you are a young person or know a young person who might be interested, find out more and get involved at FriendsSFPL.org/Pacifics.



Founders David Maloof and Chloé Moissis (holding the sign in the center front row) are surrounded by new members at a Pacific's Book Club event in March.



LIBRARY PRIDE

FRIENDS' SUPPORT TO THE SFPL

ARTS & CULTURE

Friends' Arts & Culture Fund designates support for Library programs that bring San Franciscans together to celebrate our rich and diverse history, arts, and culture.

NIGHT OF IDEAS

On March 4, 2023, 4,300 San Franciscans spent the night at the Main Library for *Night of Ideas*, engaging with 90 authors, speakers, and performers over six hours on six floors.



ONE CITY ONE BOOK

October 2022 was a blockbuster *One City One Book* month, setting records for circulation and event turn-out related to a single book and podcast by Nigel Poor and Earlonne Woods. The authors bring us inside the lives of people incarcerated in the California prison system and lay bare the inhumanity of an institution in dire need of reform and compassionate care.



DEI PROGRAMS

Throughout the year, 1,000 author readings, book discussions, and workshops created at the Affinity Centers at the Main Library and themed programs system-wide, included:

- 6th Filipino American International Book Festival
- Her Story: Women's History Celebration
- ¡Viva! A Celebration of Latinx Cultures and Traditions
- More Than a Month, Black History Celebration
- SWANA: Southwest Asian and North African Heritage Month
- Chinese American Center programming
- James Hormel LGBTQIA Center programming

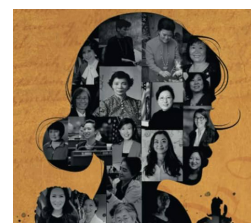
EXHIBITIONS

Thirty-six art and history exhibits featured at the Main and branches, included:

- An Ode to Us: A Celebration of Black Hair
- Global Library Project: Photographic documentation of the role of libraries around the world by Robert Dawson and Ellen Manchester
- The Legal History of Chinese American Women
- The Cockettes: Acid Drag & Sexual Anarchy at the James Hormel LGBTQIA Center

SUPPORTING LOCAL WRITERS AND ARTISTS

Friends pays for the services of over 300 authors, artists, curators, and subject matter experts who collaborate with librarians to produce programs.



LIBRARY PRIDE

FRIENDS' SUPPORT TO THE SFPL

CHILDREN AND YOUTH

Friends' Children and Youth Fund designates support for Library programs that inspire children to read and succeed academically from birth through high school, and into college and first careers.

SUMMER STRIDE

*Literacy is my life, life is literacy...
Every word a child learns changes the world.* – Kevin Walsh, SFPL Patron

SUMMER STRIDE 2022!

Friends' largest investment got even bigger last summer, with expanding partnerships, over 300 free programs for children, parents and adults, and the artwork of Minne Phan!

Summer Stride 2022 artwork was based on Chronicle Books *Harvey and the Collection of Impossible Things* by Garret Weyr, illustrated by Minne Phan

Read, Explore and Learn
閱讀、探索和學習
Lee, explora y aprende



Despite continuing COVID-19 safety protocols for children's services, participation was robust in hybrid formats, reflecting the community's dedication to our children's literacy development.:

- 17,021 patrons signed up for the 20-hour reading challenge, logging 14,727,537 reading minutes
- 11,760 patrons attended 323 programs, with 7,120 children and youth attending 220 events
- Librarians made 445 visits to summer camps and schools, serving 9,968 students, distributing 1,500 Everybody Reads Summer Guides, the reading tracker, and colored pencils.
- The National Park Service hosted eight field trips for patrons to visit the Presidio.
- The Library gave away 65,500 free books to K-12 students, including 8,500 free books delivered to schools across the SFUSD and 37,000 given away at branches.

READING AND LEARNING AT ALL AGES



Storytime and Brain Café

Storytimes and brain-building activities for toddlers every day at every branch.



FOG Readers

One-on-one tutoring for 200 K-12 students



The Mix at the Main

Academic success, career pathways, and technology access for teens and young adults

LIBRARY PRIDE SUPPORT TO THE SFPL

LIFELONG LEARNING

Friends' Lifelong Learning Fund designates support for Library programs that empower residents to enrich and advance their lives.

WORK IT! PROGRAM SERIES

Work It! is a holistic approach to economic success and engagement in civic life. 7,500 patrons took advantage of 350 free workshops, classes, and one-on-one mentoring sessions at the *Bridge at the Main* and branches, including:

- Career development and personal finance management
- Small businesses assistance
- Earning a High School Degree (*Career Online High School*)
- Adult reading and writing skills (*Project Read* adult literacy and ESL)



TECH TIME

Tech Time computer skills programs are essential to economic success. Attendance at computer literacy classes and one-on-one support peaked at 4,230 patrons, a 229% increase from last year.

SF Tech Week, a highlight of the year, took place May 7-13, bringing together two dozen organizations with the Library to provide free technology training and resources around the city in five languages. Among the many workshop offered were:

- Minecraft Tour of Chinatown
- JavaScript for Beginners
- Internet Basics
- Everyday Accessibility: Built in Tools that Help Everyone
- AI and AI Robotics
- Assistance in five languages to enroll households into the Affordable Connectivity Program (ACP),



A crowded email basics class at Visitacion Valley Branch during Tech Week.

Chinatown and Mission Branch patrons come together post-COVID to learn more about what the camera in their pocket can do!

Quotes from SF Tech Week:

"It provided me a foundation to feel less intimidated by new technology."

"SF Tech Week fall, spring, and summer - make it seasonal!!!"

ADULT LITERACY AND ESL

Project Read reaches people all over the world who want to master English and improve overall literacy skills.

- 50 learners met weekly, online and in-person at library branches, for at least six months with trained volunteers who speak 26 languages, including Spanish, Chinese, Vietnamese, Korean, Ukrainian, Turkish, and Arabic!
- An additional 120 patrons participated in ESL classes, forming a dedicated following in the ESL Convo Club, a weekly online practice group.

“E. got a job at the organization where he did job training several years ago. He said he looked in the mirror last week and told himself, 'I'm proud of you, F!' All of the work learning to read and write more confidently has also benefitted his overall confidence as a person. I'm very proud of F!" - SFPL Project Read Tutor

LIBRARY PRIDE SUPPORT TO THE SFPL

LIBRARY EXCELLENCE AND INNOVATION

Friends' Library Excellence and Innovation Fund designates support for the City Librarian's leadership team to pursue strategic initiatives and innovative approaches to library services and marketing.

A BOOK KIOSK FOR TREASURE ISLAND!

To jump-start the SFPL's strategic mobile outreach efforts, Friends purchased a first-of-its-kind automated book kiosk installed at the Island Cove Market on Treasure Island. Residents can now check out and return books directly from the kiosk along with enjoying Library programs through the regular Book and Tech mobile visits. The SFPL plans to install additional kiosks next year in the Hunter's View Housing Project and other locations.



TARGETED DIGITAL ADVERTISING CAMPAIGN

Responding to a 2021 Friends' survey identifying economically vulnerable, socially isolated, and non-library user residents, Friends and SFPL piloted a targeted digital marketing effort to promote the *Work It!* and *Tech Time* programs. With \$80,000 from the Innovation Fund, Friends engaged a full-service marketing firm, 46 Mile, to target zip codes, develop creatives, and optimize reach through ongoing population insights on digital channels. This pilot established a model that continues to be refined for more effective Library outreach.

Zip codes targeted:

Crocker Amazon, Bayview, Hunters Point, Oceanview, Ingleside, Excelsior, Mission, Haight, Tenderloin, and North Beach.

Creatives and channels:

Three videos on YouTube and streaming television

Four audio ads on Spotify and other streaming audio

Display and video on social media platforms

Display ads on news websites, including SFChronicle/SFGate.com

Results:

Awareness: 15,120,000 views across all channels

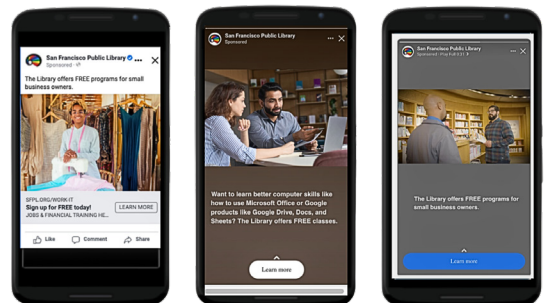
Interest: 352,000 click-throughs to watch ads and videos.
Average monthly visits to SFPL website increased by 13%

Conversion: 54,175 event registrations and event views.

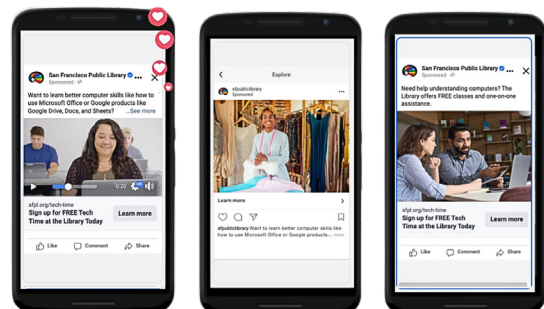
Average monthly program registrations and calendar views increased by 243%

Top Performing Ads:

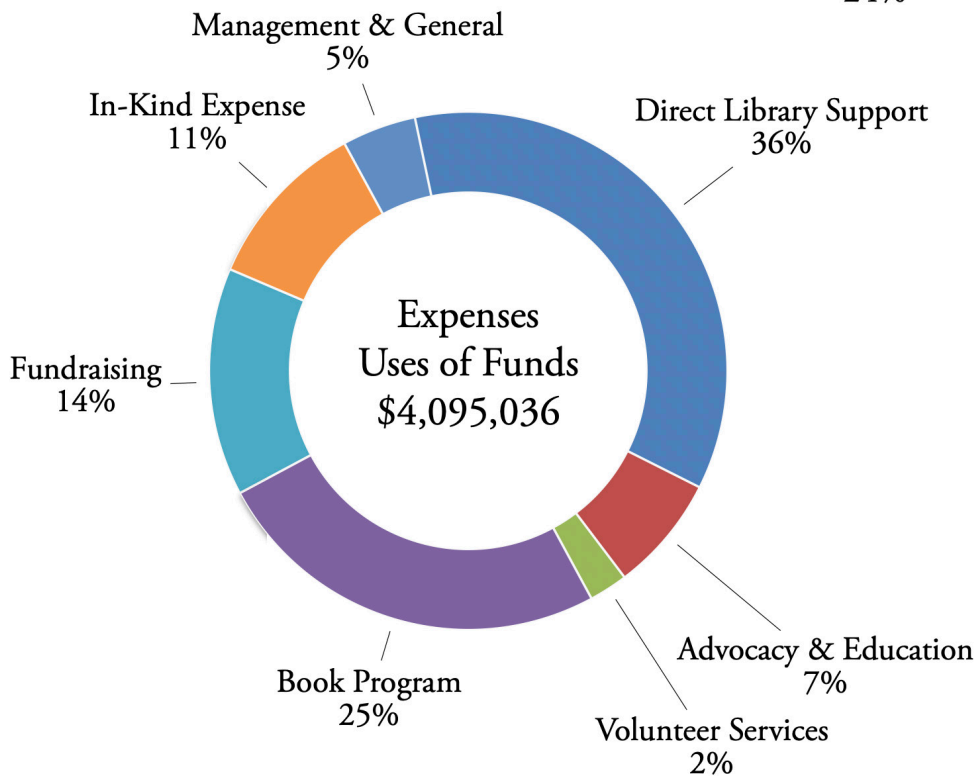
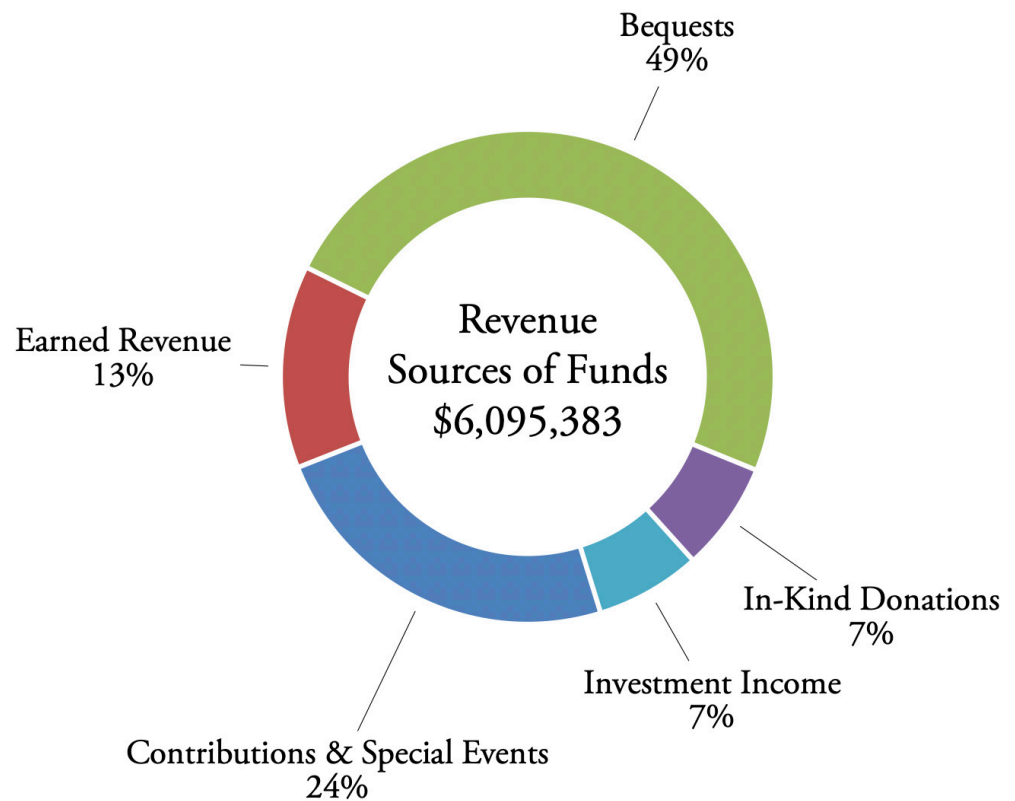
Work it! - The majority of engagements were from females 25-54 at night (after 8:00 pm)



Tech Time - The majority of engagements were from females over 65 at night (after 6:00 pm)



FINANCES



LIBRARY SUPPORT

Library Support totaled \$1,463,114, consisting of direct costs for Library programs, Friends-sponsored initiatives, support for the renewal of the Library Preservation Fund (Prop F), and in-kind costs to Friends. Fiscal year spending by the Library was still lower than average due to continuing COVID protocols in the summer and fall of 2022. Spending accelerated in the winter and spring of 2023, returning to expected levels and continuing into fiscal year 2024. All audits are available at [FriendSFPL.org/Financials](https://friendSFPL.org/Financials) as they become certified.

GRATITUDE OUR DONORS

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(\$50,000+)

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Bette Landis
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Michael Lazarus
Kate Lazarus
Josephine Lee
Lesbians for Good of Horizons
Foundation
Robert Lindsay
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Susan and Jay Mall
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FISCAL YEAR 2022-2023 WAS AMAZING!
THANK YOU.

LET'S CONTINUE FORWARD TOGETHER FOR THE FUTURE OF THE LIBRARY.



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