

FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES

2020 ANNUAL REPORT & THREE YEAR PLAN





ABOUT

The Friends of the Santa Cruz Public Libraries support the Santa Cruz City-County Library System through fundraising, volunteer services, and advocacy. A 501(c)3 nonprofit organization since 1979, the Friends has supported the libraries' role in serving underserved communities, county residents, students, families, and lifelong learners. We support the library through fundraising, advocacy, and promoting volunteerism. Our priorities are fundraising for the library system, support for our chapters, fostering local involvement for branches without Chapters, and accessible and diverse library programs.

The Friends is sustained with the support of donors like you, including primarily public contributions, book sales, and foundation grants.

2020 Board

- Cindy Jackson, *President*
- Bruce Cotter, *Vice President*
- Keith Gudger, *Treasurer*
- Nora Brink, *Secretary*
- Aaron Brandt
- Kate Canlis
- Pete Cullen
- Gail Levine
- Laura Landreth
- Virginia Morris
- Michele Mosher
- Janis O'Driscoll
- Lorraine Sintetos

FSCPL Staff

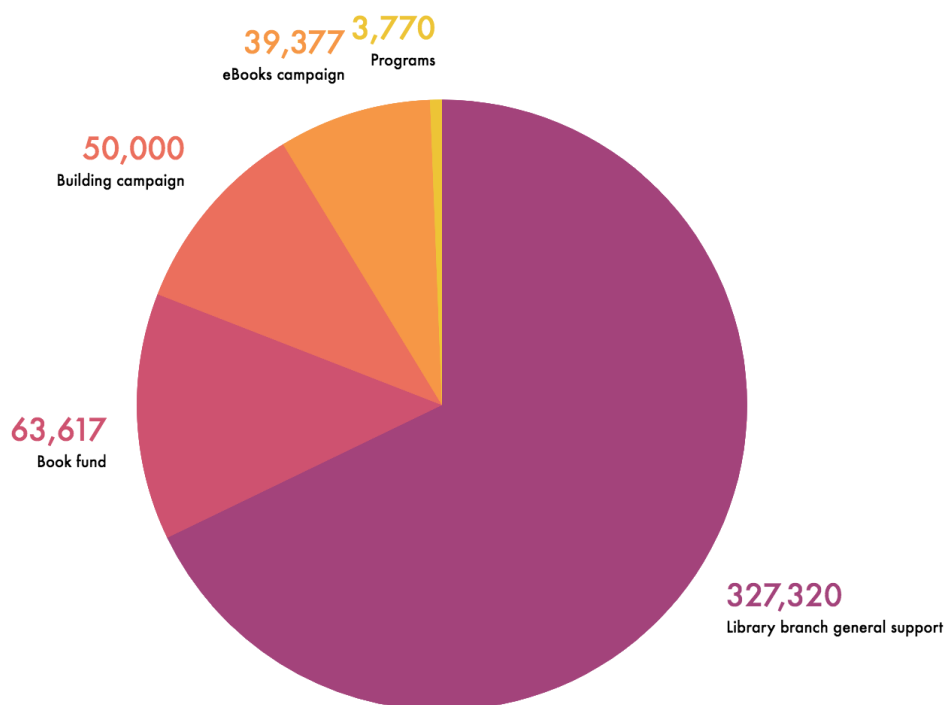
- Martín Gómez, *Interim Executive Director*
- Rebekah Scott, *Operations Manager*
- Grant Simmons, *Community Engagement Coordinator*



YEAR IN REVIEW

In 2020, Friends of the Santa Cruz Public Libraries gave **\$484,176** to the Santa Cruz Public Library system

FSCPL Library Support 2020 (In Dollars)

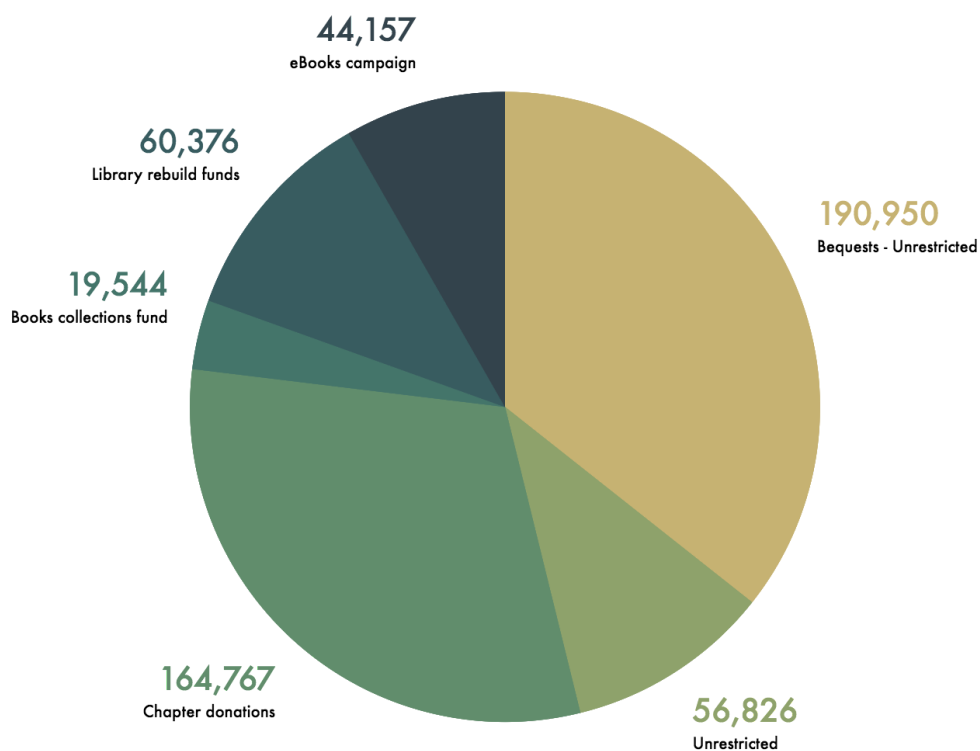


LIBRARY BRANCH GENERAL SUPPORT	67.6 %
BOOK FUND	13.1 %
BUILDING CAMPAIGN	10.3 %
EBOOKS CAMPAIGN	8.1 %
LIBRARY PROGRAMS	0.7 %
LIBRARY STAFF RECOGNITION AND SUPPORT	0.2 %



In 2020, Friends of the Santa Cruz Public Libraries raised **\$536,720** from donors.

Donations to FSCPL 2020 (In Dollars)



UNRESTRICTED (INCLUDING BEQUESTS)	46.1 %
CHAPTER DONATIONS	30.6 %
LIBRARY REBUILD FUNDS	11.2 %
EBOOKS CAMPAIGN	8.2 %
BOOK COLLECTION FUND	3.6 %
OTHER	0.3 %

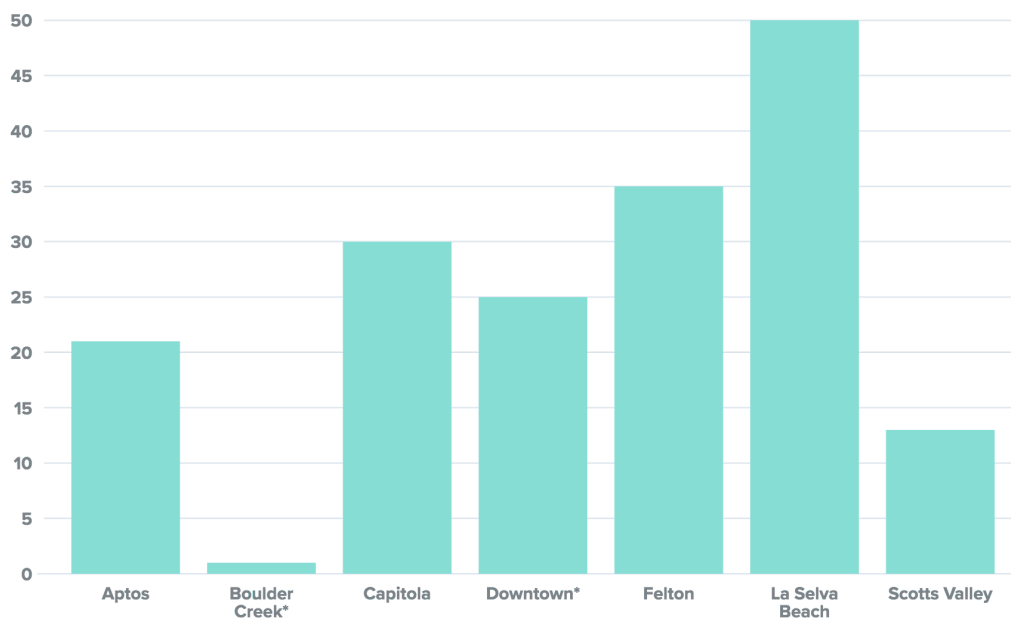


In 2020, the Friends received **over 9,000 volunteer hours** from **almost 200** volunteers for an average of approximately 45 hours given by each volunteer.

- 175 of these volunteers worked on behalf of chapters
- 15 of these were board members

Over **7,500 hours** went towards chapter work and **over 1,500** went towards board and committee work. The highest number of hours volunteered by a single person was **620 hours** over the course of the year by Friends President Cindy Jackson. Thanks Cindy! And thanks to all of the volunteers who contributed their time to make our organization run smoothly.

Volunteers by branch



**Denotes branches that do not have chapters*



Report from our Interim Executive Director

The Friends of the Santa Cruz Public Libraries (FSCPL) is pleased to present the community with its 2020 Annual Report and our plans for the next three years. 2020 was a difficult and demanding year for our country, our state, and our home of Santa Cruz County. Despite the many challenges faced, The Friends is proud to highlight our accomplishments over the past year and to thank you for your part in helping us build a stronger public library system.

Felton Library Friends opened its new library with grand fanfare in February. No sooner did the library open, than the County announced that all Santa Cruz Public Libraries would have to close due to the pandemic. Despite this closure, construction of both the La Selva Beach and Capitola libraries continued in 2020 and are now slated to open in 2021. With major support from the La Selva Beach Chapter, a newly renovated branch library will be previewed to the public late in March 2021. Additionally, Santa Cruz City Council approved plans to move forward with construction of a new Downtown Branch Library as part of a mixed-use facility located at Cathcart, Cedar, and Lincoln Streets. With your help and support, The Friends and its local Chapters contributed major gifts to the Library and our organization made major progress towards better libraries for all.

In 2020, a big part of our fundraising achievement was due to a successful 1:1 matching campaign sponsored by the Monterey Peninsula Foundation. In 2020 we raised over \$150,000 which translated to a \$300,000 contribution to the capital campaign for the Boulder Creek, La Selva Beach, and Garfield Park branch libraries. In 2021, we expect to realize another \$300,000 as we complete the matching effort with another \$150,000.



This year, notable campaigns of the Friends started off with "Our Community Reads", an annual program that featured a community-wide reading of *Patriot Number One* by Lauren Hilgers along with a wide array of presentations from community members. In response to the COVID-19 pandemic, Friends went on to implement "The Resiliency Campaign" that featured panel discussions with community leaders discussing how we can all make our county stronger than ever. In the fall, there was the "The eBooks Campaign" that provided additional funding for library collections and students in need along with a special event featuring author Susan Orlean (*The Library Book*, *The Orchid Thief*, and staff writer for *The New Yorker*) interviewed by Nikki Silva, one-half of the Peabody award winning Kitchen Sisters.



Supervisor Zach Friend, Superintendent Michael Watkins, and Interim Executive Director Martín Gómez in conversation at an FSCPL Resiliency Campaign event



Nikki Silva and Susan Orlean in conversation at Fall's FSCPL event



In 2020, The Friends said goodbye to staff members Marsa Greenspan, Vivian Rogers, and Mary Kopp. We welcomed Grant Simmons as our new *Community Engagement Coordinator* and selected Rebekah Scott as our new *Operations Manager* (who technically started work on the first Monday in January 2021!).

The Board of Directors added two new members in 2020 - Gail Levine, former Bonny Doon School District Superintendent, and Pete Cullen, Realtor at Bailey Properties.

In Fall 2020, the Board met for its annual retreat. This meeting resulted in The Friend's Three Year Plan - a roadmap document that outlines The Friends's goals and challenges for the next three years.

The new year - 2021 - promises to be full of new challenges and successes.

- Martín Gómez, *FSCPL Interim-Executive Director*



Construction on La Selva Beach branch in 2020



THREE YEAR PLAN

Complete ongoing Measure S library branch rebuilding campaign to strengthen the Santa Cruz Public Library system.

- Develop our fundraising strategy and fund our development plan
- Develop and implement advocacy plan to build community support around these revitalized branches
- Complete fundraising for renovations to Aptos, Branciforte, Boulder Creek, Downtown, Garfield Park, Live Oak and Scotts Valley branches

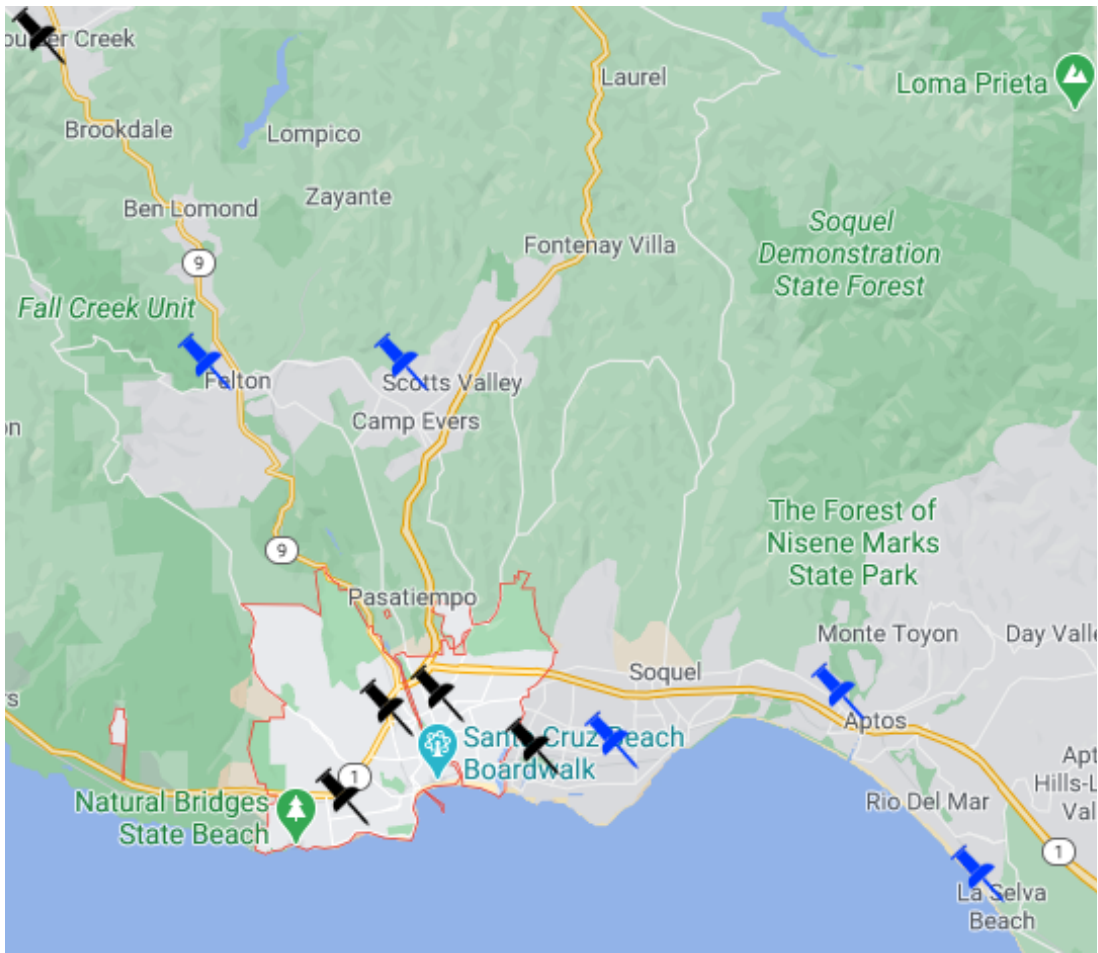


From left going clockwise: Current exteriors of Branciforte, Aptos, and Garfield Park libraries which are in Phase 1 of Capital Campaign



Continue to develop and strengthen our ‘umbrella organization’ role, serving our neighborhood chapters: Aptos, Capitola, Felton, La Selva Beach, and Scotts Valley

- Sustain The Friends support for existing Chapters
- Foster local involvement in communities with branches but no current chapter



Map of Santa Cruz with pins dropped at SCPL branch sites. Blue pins, which represent branches that have chapters, from left to right: Felton, Scotts Valley, Capitola, Aptos, La Selva Beach. Black pins, which represent branches that do not currently have active chapters: Boulder Creek, Garfield Park, Downtown, Branciforte, Live Oak.



Continue to transform The Friends from grassroots organization to more professionalized, structured organization

- Hire new executive director by April 2021
- Expand Board to 18 members
- Establish larger presence in nonprofit network of Santa Cruz County - foster more partnerships and collaborations with similar, local organizations

Build our fiscal health - increase our annual gifts to library to \$1,000,000 / year by 2023

- 50% gain from the year 2019

Develop fundraising capacity

- Streamline systems within The Friends
- Increase reach and visibility across county
- Tap into new streams of revenue and donations

The Friends is ready to embrace the challenges of the coming years. This three year plan outlines the steps to do so and with your support we are excited to maintain and expand on our role serving the Santa Cruz community as an agent of positive change.

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Friends of the Santa Cruz Public Libraries

www.fscpl.org

Our tax ID is 94-2612557

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