

# The BOOKMARK

Newsletter of the Redwood City Library Foundation

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## Message from the Library Director New Initiatives, Partnerships & Expansion: Making a Difference in our Community



Derek Wolgram, Director  
Redwood City Public Libraries

After almost a year in my position, I am delighted to report that the Library continues to implement innovative projects to benefit people of all ages in our community. The Baby Bay installation at the Downtown Library is complete, thanks to the tremendous support of the Foundation. We're not done building early literacy environments yet – we plan to incorporate early literacy development into the upcoming renovation of the Fair Oaks Library in 2016.

We are partnering with the California State Library to offer Career Online High School, an online program through which participants get an accredited high school diploma by taking courses and working with online support staff. We're doubling our investment in eBooks this year to expand our online collections in response to over 57,000 eBook checkouts last year, a 34% increase. We are hiring new staff to expand service hours at the Schaberg and Fair Oaks branches, as well as a new children's librarian to enhance family programming throughout RCPL and a new division manager to oversee Customer Experience, which includes both front-line customer service and technology initiatives. Both Library staff and support groups like the Foundation have been actively focused on community outreach to be everywhere in the community and make sure everyone is aware of our services that connect our community through literacy and learning.

I am incredibly grateful for the leadership and support of the Library Foundation, and I look forward to ongoing collaboration to really make a difference in enhancing this incredible community.

The mission of the Redwood City Library Foundation is to increase financial support for the library's services, collections and programs.

Help us raise money to install  
Early Childhood Learning Centers in  
Fair Oaks and Schaberg Libraries

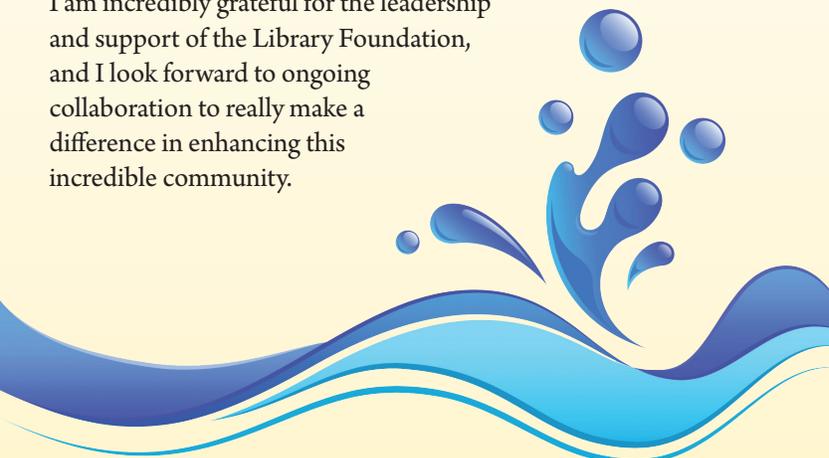
We need you to help us reach  
our \$500,000 campaign goal!

We have already raised \$269,000, and **you** can put this campaign over the top. Your end-of-year donation will make a difference in improving literacy rates in our community.

Please send your donation in the  
envelope included, or donate online at  
[www.redwoodcitylibraryfoundation.org](http://www.redwoodcitylibraryfoundation.org)

## Dive in to Baby Bay! Play, Read, Talk & Sing: Learning for Little Ones

Families love the newly created Baby Bay – a welcoming learning playground for our youngest patrons. Located in the Downtown Library, Baby Bay offers a wealth of interactive and imaginative play options, with bilingual prompts parents can use to keep their child engaged. Baby Bay provides a space where babies, toddlers, and preschoolers can safely learn by exploration and discovery using all of their senses.





150 YEARS

## DID YOU KNOW?

The Redwood City Public Library (RCPL) is celebrating its 150<sup>th</sup> anniversary this year! The Library was founded in 1865, two years before Redwood City was incorporated.

RCPL traces its roots to a humble, privately funded, second story reading room over the Times-Gazette newspaper office on Main Street

In 1889, the prototype of the Redwood City Library Foundation – Redwood City Library Association – was formed. It's purpose was to establish a public library that was supported by municipal and private funding.

In 1905 the Library moved into its first permanent home, built with generous support from the Carnegie Foundation. The Carnegie Library building was severely damaged in the great earthquake of 1906, less than a year after it opened. After its restoration, it served Redwood City until 1939 when it was replaced by the Jefferson Library, funded in large part by a city bond.

In 1988, the Library moved into its current downtown location at the corner of Jefferson and Middlefield, a structure built in 1925 as Old Fire Station Number 1.

As the city grew, so did the demand for Library services. The Redwood City Public Library opened its Schaberg branch in 1957, followed by the Fair Oaks branch in 1974 and finally the Redwood Shores branch in 2008.

Want to learn more?

Visit <http://redwoodcityhistoryroom.com>

*Compiled from sources in the Local History Collection at the Redwood City Public Library.*

## Starting Them Young Super Saturday Celebrates the Library's Kindergarten Patrons

Kindergarteners and their family members poured in last spring for KinderCard Super Saturday, filling the Downtown Library with over 1,000 event-goers who enjoyed games, crafts, a spin on Turny, the prize wheel, and four shows with magician Phil Ackerly. Each child received a free book and goody bag. Balloon sculptures were provided by Chiquy Boom and Mr. Lalo. "Wild Thing" greeted everyone and provided plenty of photo opportunities.

KinderCard Super Saturday is the culmination of the annual KinderCard campaign, which provides every kindergartner in Redwood City a library card application and a classroom visit from librarians. Sixty classrooms are visited in the two weeks before Super Saturday, and over 500 library cards are hand-delivered with a high-five and a cheer. And, of course, every kindergartner receives a Super Saturday party invitation.

Super Saturday is a community affair. Volunteers, including Boy Scout Troop 149, are an essential part of the day. They provide enthusiastic support with games and crafts.

The next KinderCard Super Saturday will be on March 12, 2016, from 10:00 am to 1:00 pm. There are few events as fun as this one, both for the public and for the Library staff. A library card is the "essential tool for starting school," and RCPL invests substantial time and effort each year to make sure every kindergartner in Redwood City has their own.



## A Day to Remember

### Redwood City's Annual Day of the Dead Celebration Just Keeps Growing

Redwood City celebrated the Day of the Dead (*Día de los Muertos*) in Courthouse Square on November 1. The Redwood City Library Foundation and *Círculo Cultural* have been co-sponsors of this annual event since 2012. This year the San Mateo County History Museum joined forces.

In 2011, Redwood City's first *Día de los Muertos* celebration drew 400 visitors. This year's Day of the Dead festival attracted over 5,000 celebrants who enjoyed live music, an altar contest, a festival procession down Broadway and various activities for children. Library Foundation and DPR Construction volunteers distributed hundreds of free books to children.

## DID YOU KNOW?

The first North Fair Oaks Festival took place in 2000 and attracted about 1,500 visitors. Each year the Festival continues to grow, with this year's attendance topping 40,000!

## NFO Festival Makes Its Mark

### Fifteen Years of Community Building

In August, the Redwood City Library Foundation again participated in the North Fair Oaks Community Festival, a full-day, free event, featuring entertainment, arts and food. This year, attendees enjoyed live music and shows on two performance stages, a parade, a raffle, the annual Queen of the Festival scholarship award ceremony, a San Jose Sharks mobile street hockey clinic, a San Jose Earthquakes soccer clinic, wall climbing, pony rides and a petting zoo.

This wildly popular event not only brings families and communities together, it also educates residents about local programs and services. Ryan Anderson and Taylor Dawley from the Foundation's Youth Literacy Council, and Ravi Punj from shopKick, had a blast while kids spun the wheel, received a prize and got free books.



Volunteer Ravi Punj giving out prizes.



## DID YOU KNOW?

The Day of the Dead is a unique festival with deep multicultural roots. Centuries before Europeans conquered the New World, the Aztecs viewed death as a transition to the next stage of life, and celebrated it during a month long summer festival. When Europeans – many of them Spanish Roman Catholics – arrived in Central America in the 16<sup>th</sup> century, they brought with them the tradition of celebrating All Soul's Day. Spanish traditions eventually melded with those of the New World into *Día de los Muertos*, celebrated on the first two days of November. Families remember and celebrate their deceased ancestors and relatives during this time. The deceased are honored in various way, including visiting the cemetery, cleaning headstones and adorning graves with flowers and candles.

At home, many families build special altars in memory of deceased loved ones. Altars, ranging from the rustic to the extraordinarily elaborate, include objects loved by or associated with the life of the deceased, including favorite foods and other goodies.

## Celebrating the Birth of Baby Bay



On October 3, 2015, the Delta Kappa Gamma (DKG) California chapters of Beta Rho and Gamma Omega jointly toured and evaluated the brand-new Baby Bay and Early Childhood

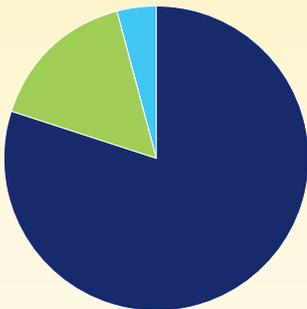
Learning Center structures in Redwood City's Downtown Library. DKG is an organization of women educators that promotes professional and personal growth and excellence in education. Teachers met with Children's Librarian Jacky Averill to discuss the Library's award-winning programs and provide feedback on future steps to enhance the literacy of all Redwood City children. Jacky explained the background of these early learning structures, and the thought processes children develop through their use. Rouslana Yaroslavsky, Executive Director of the Redwood City Library Foundation, and Elaine Stern, DKG member, led brainstorming groups to develop strategies for expansion, using the positive response and momentum from the newly launched learning structures.

## Our Current Programs

Your gifts promote literacy in our community through these programs:

- Early Childhood Learning Centers in the Fair Oaks Library and Schaberg Library
- Early Literacy programs for families with young children
- Books for families
- Writing Cats and Dogs – a creative writing program for children that builds awareness about homeless animals

## What Your Donations Supported in 2014-15



- Early Childhood Learning Structures, Downtown & Redwood Shores Libraries = **\$101,768**
  - Laptops & iPads for Children, Fair Oaks Library = **\$20,102**
  - Early Childhood Outreach/Free Books for Families = **\$4,500**
- TOTAL = \$126,370**

## Save the Dates Upcoming Events

### KinderCard Super Saturday

March 12, 2016, 10:00 am – 1:00 pm  
Downtown Library

### Kermes & Dia del Niño

Sunday, April 24, 2016, 11:00 am – 3:00 pm  
Fair Oaks Library

### 3<sup>rd</sup> Annual "Wild, Wild West" Spring Fundraiser

Saturday, April 30, 2016  
Stay tuned for details on our new surprise venue!



You can donate on May 3<sup>rd</sup> to the Redwood City Library Foundation through SV Gives. On this day, your donation may be matched by corporate donors:  
<http://svgives.razoo.com/story/Redwood-City-Library>

**Redwood City Library Foundation**  
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#### Ex-Officio:

Rouslana Yaroslavsky, *Redwood City Library Foundation*  
Derek Wolfram, *Redwood City Library*



**Redwood City  
Library Foundation**

More than just books

[www.rclfdn.org](http://www.rclfdn.org)