

# The BOOKMARK

Newsletter of the Redwood City Library Foundation

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## ***Hundreds of Kindergartners Get Library Cards***

### **Kids and Parents Celebrate on Super Saturday**



Happiness is having your own library card. At least that seemed to be the message on Super Saturday, March 12, when hundreds of five and six year olds descended on the Downtown Library with their adults to check out books and DVDs and participate in a myriad of literacy activities.

The children's room was fairly ringing with excited young voices.

More than 1,000 children and adults attended Super Saturday which marks the culmination of this year's KinderCard Campaign. During the year, children's librarians visited 19 Redwood City schools to talk up the library and to distribute library card applications, connecting with over 1600 kindergartners. During the visits, 441 children completed applications and were awarded library cards. Additional children received cards on Super Saturday.

Super Saturday activities included a puppet show and several storytelling stations. Forty-five children read to Ella and Annie, the trained dogs who sit quietly and listen to stories. Teen volunteers made balloon animals for the youngsters, while Boy Scouts in costume entertained as Clifford the Big Red Dog. Each child received a bag of giveaways that included a book.

"The KinderCard Campaign is an excellent way to generate excitement in young children for reading and learning," said children's librarian Cristina Thorson, "In most cases, a love of reading developed early will last a lifetime."

## ***"We Love Children's Books" Event Scores Big***

### **\$41,000 Raised for Books and Media**

With "love" as the fundraising theme for the second year in a row, the Library Foundation staged a highly successful "We Love Children's Books" benefit for the Fair Oaks Library on February 24 at the Downtown Library. The event, attended by 125 guests, netted \$41,000 for the purchase of children's books and DVDs for the Fair Oaks Library.

Guests were treated to tasty tapas, good wine, an inspirational program, and the opportunity to bid on items in both silent and live auctions. Former Redwood City Mayor Jim Hartnett brought his oratory skills into play as the official auctioneer. Master storyteller Chuck Ashton performed for the guests, some of whom may have enjoyed his performances themselves when they were kids visiting the library.



Many families with children turn to their local library to access its services and useful materials. Last year's usage was up by 34% at the Fair Oaks Library, with children's materials being among the highest in demand.

"A major goal for the Foundation is to provide high quality materials that will enable all Redwood City children to become proficient readers by the end of the third grade," said Fran Eastman, chair of the event.

The lead sponsor for "We Love Children's Books" was the David B. and Edward C. Goodstein Foundation. Other major sponsors were the Danford Foundation, Provident Credit Union, San Mateo Credit Union, Stanford University, Kaiser Permanente, Signature Realty, Dennis and Lori McBride and Terri Lyngso.



Last year's love-themed fundraiser, "I Love Books," raised \$30,000 and was used to increase both the adult and children's collections at the Fair Oaks Library.

## ***"Gran Kermes" Raises Funds for Children's Books***

### **Families Flock to Outdoor Festival**

An outdoor community festival on Saturday, April 9, at the Fair Oaks Library parking lot attracted many local families. The "Gran Kermes" Festival, hosted by the Library Foundation and the Latino Commu-

nity Council of Redwood City, was clearly a crowd pleaser with sights, sounds and smells to delight festival goers.

The family-oriented event featured vendor booths, food booths, games and prizes for kids, arts and crafts projects, storytelling, and local groups performing live music, ballet folklorico and drama. All proceeds from sponsorships and activities at the Festival will be used to buy picture books, beginning-to-read books, novels, and series for junior readers at the Fair Oaks Library.



Major sponsors of the “Gran Kermes” were State Farm Insurance, Chavez Supermarket, Danford Foundation, Redwood City Public Library, Mi Rancho Supermarket, the San Mateo County Sheriff’s Youth Foundation, Redwood City Civic Cultural Commission, North Fair Oaks Council, San Mateo Credit Union, JT Graphics, Redwood City Rotary, Alfonso Gonzales, La Hacienda Market, and W.L. Butler Construction, Inc.

Ten non-profit organizations staffed booths where they either provided children’s activities or sold items and donated the profits to the children’s books campaign.

The Fair Oaks Library serves the North Fair Oaks neighborhood including four schools where 94% of the students are designated socio-economically disadvantaged. The library focuses on family literacy, supporting school success, and access to computers.

## ***Benefactors’ Circle Membership Grows*** **Charter Members Honored in October**

More than 40 generous donors to the Foundation will be honored as Charter Members of the Benefactors’ Circle at a special event on October 13, 2011 at Redwood City’s Fox Theatre. The Benefactors’ Circle, which was launched two years ago, will recognize those who joined in 2009 and 2010 as Charter Members. Benefactors support the work of the Foundation with an annual gift of \$1,000 or more.

A permanent plaque bearing the names of Charter Members will be hung in the Downtown Library. The unveiling of the plaque is scheduled to take place at the October event.

Members and guests will be invited to a reception in the theatre to be followed by a presentation by Mary Roach, best-selling author of the popular, and very entertaining, science book, *Packing for Mars*. This will be the kick-off event for “One Book, One Community,” the annual program that highlights one significant book to be read and discussed in cities throughout San Mateo County.

Benefactors’ Circle membership includes acknowledgements in newsletters and on the website, an annual reception, and the opportunity to

have lunch and a tour with a library staff member of your choice.

Those interested in joining the Benefactors’ Circle may make donations by check or by credit card at [www.rclfdn.org](http://www.rclfdn.org). For more information please contact Executive Director Georgi LaBerge at (650) 780-7045 or [glaberge@redwoodcity.org](mailto:glaberge@redwoodcity.org).



## ***Foundation Launches New*** ***“Cards for Kids” Campaign*** **Benefits all Redwood City 5<sup>th</sup> Graders**

To help open the world of books to the youth of the community, the Foundation is launching its new “Cards for Kids” campaign to ensure that every 5<sup>th</sup> grade student in Redwood City and North Fair Oaks has a library card.

During spring 2011, all 5<sup>th</sup> grade classes will be visited by children’s librarians and new library cards will be issued to the students. In addition, any outstanding fines will be waived from students’ existing cards. The program is similar to the Library’s annual, and very successful, KinderCard program that provides library cards to local kindergartners.

Research shows that 5<sup>th</sup> grade is a crucial benchmark for children in deciding to be positively involved in school, in choosing friends, and in staying involved in the community. Using a public library—whether for homework assistance, borrowing books, using computers, attending events, or just as a safe place to be—increases the likelihood of school success.

The Redwood City Library Foundation is committed to funding programs that improve the literacy rate of children in Redwood City and North Fair Oaks. A major goal is to make contact with non-library users and engage them in using libraries to improve the quality of their lives.



## ***Thank you to our generous donors!***

The following individuals, groups and businesses contributed between January 1 and December 31, 2010.

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Of Dick & Patricia Claire's  
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Of Claire Carson  
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Of Hope & Bernard Howard  
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Of Norman Roos  
Camilla Roos  
Of Louise Tarantino  
Cosmo & Jean Tarantino  
Of Peter Theodoropoulos  
Jane Theodoropoulos  
Of Ida L Wong  
Carole Wong & Scott Stingel  
Of Suki Yokoyama  
Ken & Nancy Woo

## Did you know this about the Redwood City Library Foundation?

- Was established as a foundation 13 years ago
- Raised over \$2 million to support our libraries
- Launched the *Traveling Storytime* program
- Established a teen homework center
- Helped fund an interpretive center at a branch library
- Supported the *Dad and Me in the Library* program
- Purchased the entire collection for a new branch library
- Is raising funds to expand the collection at a branch library
- Is providing storytelling/literacy activities in all libraries
- Is supporting youth literacy activities in local schools

Your financial gifts can help keep our libraries strong and vital. Send a check today (remittance envelope included) or donate online at [www.rclfdn.org](http://www.rclfdn.org) (tax ID # 94-3293215). We thank you for your generosity. Contact information: (650) 780-7045 or [glaberge@redwoodcity.org](mailto:glaberge@redwoodcity.org).

**Redwood City Library Foundation**  
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**Redwood City  
Library Foundation**

More than just books.