

The BOOKMARK

Newsletter of the Redwood City Library Foundation

Volume 10, Number 2 • Fall 2010

Foundation Steps Up to Continue Storytelling & Youth Literacy Programs Master Storyteller Chuck Ashton Returns

Through support from the Library Foundation, the Redwood City Public Library will continue its vastly popular storytelling and youth literacy programs that were reduced in the current year's budget.

Chuck Ashton, Redwood City's master storyteller of 23 years who has a huge following with both children and adults, is back this fall. When Ashton announced that he would retire several years earlier than planned as a budget saving tool, a huge outcry was heard around the city.



"I'm glad I can continue part-time," he said, "I guess I wasn't really ready to hang up my spurs."

Ashton provides monthly storytelling at three libraries—Downtown, Redwood Shores and Schaberg—along with many school assemblies and community events. He has read to generations of Redwood City residents and has become one of Redwood City's literary treasures.

A major goal for Ashton is to expand his visits to more schools where he can promote the library to non-users with his stories, songs and puppet shows. He explains, "You can have the greatest library collection in the world, but if nobody knows about it, what good does it do?"

Getting families to read is the heart of his work with the library's literacy projects. His monthly *Families for Literacy* story hour introduces the library to English-speaking, low-literate Redwood City parents with at least one child five years old or younger.

Ashton also provides guidance for the *Kids in Partnership Program*, where high school students tutor first through third graders who are identified as "at-risk" by school staff.

At the Library's annual Trivia Bee in October, Ashton was honored with the "Fueling the Fire of Hope" award for his rare ability to draw children to the library in order to experience the love of literature and lifelong learning.

Welcome back, Chuck!

Benefactors Names Go On the Wall Last Chance to be a Charter Member

Since the Foundation launched its Benefactors' Circle in early 2009, 32 individuals, families, businesses and foundations have joined. Members invest in the future of Redwood City's libraries through an annual gift of \$1,000 or more.

Those who joined the Benefactors' Circle during 2009 or 2010 will be honored as Charter Members. You have until December 31, 2010 to become a Charter Member. Your name, or that of a loved one, will be immortalized on a Charter Members plaque to be installed in the Downtown Library in 2011. Benefits of membership include an annual reception, tour and lunch with a library staff member, and invitations to special events.

If you are a donor who has given \$500 or more this year, but less than \$1,000, we encourage you to contact Georgi Laberge, (650) 780-7045 or glaberge@redwoodcity.org, to discuss raising your annual gift to \$1,000. We'd love to honor you as a Charter Member of the Benefactors' Circle.

Latino Group Partners with Library Foundation Spring Fundraiser Scheduled

The Redwood City Library Foundation is teaming with the Latino Community Council of Redwood City (LCCRC) to raise funds for children's books through an outdoor festival at the Fair Oaks Library on April 9, 2011.



“Gran Kermes” will feature music, ballet folklórico and theater acts. Special games and arts & crafts projects are scheduled for the children. Traditional Mexican food will be available for sale.

Funds raised, largely through sponsorships, will be used to purchase picture books, beginning-to-read books, novels and series for junior readers. Event planners are inviting local non-profits and businesses to secure booths for the event. For more information, please contact Arnoldo Arreola at (650) 207-1777 or amdata@msn.com.

LCCRC is an advocacy group working for the advancement of Latinos and their issues through civic and community engagement. “We are pleased to be joining forces with the Library Foundation to provide educational resources in our community,” said Arreola, chair of the recently-formed organization.

The Fair Oaks Library serves Redwood City's North Fair Oaks neighborhood which is comprised of a largely Latino population of 20,539. It serves as one of the few public spaces in the neighborhood. Since the economic downturn began, usage at this library has increased by 45%.

Message from the Co-President John Blake

If I asked you to define “civilization,” I suspect you would find it difficult. I tried before writing this, and could not do it. The dictionary was little help. Yet we know civilization when we see it—or hear it—or touch it. As, for example, when we attend a concert, or visit a museum, or an art gallery. Or a library.

Try to imagine the Bay Area without these things. Without a library, your local community might be a place with creature comforts (cappuccino, cabernet, etc.) and good fellowship, but something would be missing—a piece of something we call civilization.

For the most fortunate among us, a library is perhaps a convenience, one of several places we could get the “stuff” of civilization: a book, a video or a music CD or access to the Internet. For others, like the residents of Redwood City's North Fair Oaks neighborhood, the library is their principal—or only—access to such things. But for them it is much more.

Besides these typical library services, their library provides tutors for family literacy, support for children to succeed in school, and computers for community use. It serves four schools where 94% of all students are designated socioeconomically disadvantaged. For these people, adults as well as children, their library means opportunity, perhaps the difference between success and failure; it means hope.

The mission of the Library Foundation is fundraising for the Redwood City Public Libraries. For the past year and a half, the Foundation's focus has been the North Fair Oaks Branch of the Library. This branch, which serves the community that most needs a library, is the most poorly equipped. And in the current economic and budgetary climate, government cannot bridge the gap.

To correct this—to transform the North Fair Oaks branch into the resource the community so urgently needs—is the Foundation's first priority. Several articles in this issue celebrate our efforts, in partnership with other civic and business groups, to bring opportunity and hope to North Fair Oaks. We invite you to join us in crowning these efforts with success.

Your End-of-Year Donation Can be Doubled with our \$10,000 Challenge Grant!

Representatives of the David B. and Edward C. Goodstein Foundation have challenged our readers to match their \$10,000 pledge. Every donation made to the Library Foundation through December 31, 2010 (up to \$10,000) will be matched by the Goodstein Foundation.

Your gift of \$100 can become \$200. What a difference this can make! This amount would make possible the purchase of 20 beautiful children's picture books instead of 10. Please take advantage of this generous offer. For your convenience, a remittance envelope is enclosed. To donate online, go to www.rclfdn.org. Thank you.

Noted Children's Author Headlines at Family Day

400 guests converge at Fair Oaks Library

Jose-Luis Orozco, a nationally recognized children's author, songwriter, performer and recording artist was the headliner for a family cultural day at the Fair Oaks Library in August. He has performed before millions of children and his books and music are used by tens of thousands of teachers in America.



The event, sponsored by the Foundation, also included ballet folklorico performances, arts & crafts activities, snacks, and games. Attendees included children, parents, teachers, and grandparents.



The day was underwritten by the Redwood City Cultural Commission, the David B. and Edward C. Goodstein Foundation and Friends of the Redwood City Library.

Hearing Loop in Community Room Enhances Programs for Guests

Over a year's time, hundreds of lectures, music and drama presentations, films and meetings are held in the Downtown Library's Community Room. In the 2009-2010 year more than 1,200 individuals came for these free programs.

Among guests are those who are hard of hearing. Thanks to a grant from the Library Foundation, the room was equipped with a hearing loop in 2004. The local *Shhh Association* endorsed the project and now meets in the community room on a monthly basis.

Attendees at various programs truly appreciate the hearing loop. Beverly Andreozzi, who wears a hearing aid, recently attended a presentation about the flu season with her husband and brother. "With a hearing problem, certain sounds don't come through. The loop brings in those sounds," she said, "We really like coming to programs in this room."

Health-related topics are presented on a regular basis by the medical staff of Kaiser Permanente and the Stanford University Medical Center. Recent topics included skin cancer prevention, diabetes basics, common eye problems, and treatment of ankle arthritis.

"Meet the Author" programs and films that focus on certain themes are also very popular. A monthly *Film Noir* series in 2011 will feature such movies as "Double Indemnity," "The Big Clock" and "Kiss Me Deadly."

Two workshops for those seeking jobs are scheduled in early winter. On December 2, a program on tools for job seekers will be held from 11 a.m. to 3 p.m. and on January 25, a morning program on strategic career change is scheduled. For more information on library events, please check www.redwoodcity.org/library.





Traveling Storytime Flourishes Tenth Anniversary Approaches

Traveling Storytime, which was launched by funds from the Library Foundation, will celebrate its tenth birthday in February. This highly successful program sends trained volunteers to read stories to children in Redwood City daycare facilities. Currently, more than 60 men and women read at 70 facilities on a weekly basis. Since the beginning of the program, more than 100,000 visits by volunteers have been recorded.

A special celebration to honor the volunteers is being planned for mid-February. For more information on Traveling Storytime, contact Jan Pedden at (650) 780-7014.

Your gifts are filling the shelves at the Fair Oaks Library

Look what \$40,000 from the
Foundation bought this year!

Collection	Amount	Quantity
Children's books	\$17,640.81	1,764
Children's media	\$4,447.00	371
Adult books	\$5,912.30	394
Adult media	\$12,845.98	2,190
Total	\$40,846.09	4,719

Save the Dates! Great Events Upcoming

"I Love Children's Books" Fundraiser

Thursday, February 24, 2011

5:30 – 8:00 p.m.

Downtown Library

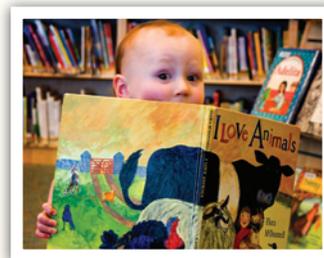
"Gran Kermes" (community festival)

Saturday, April 9, 2011

Noon – 5:00 p.m.

Fair Oaks Library parking area

Co-sponsored by the
Latino Community Council of Redwood City



Redwood City Library Foundation

1044 Middlefield Road • Redwood City, CA 94063

www.rclfdn.org • (650) 780-7045

Officers:

Cheryl Angeles, *Co-President* • John Blake, *Co-President*
Rouslana Yaroslavsky, *Vice President* • Richard Claire, *Treasurer*
Matt Jacobs, *Secretary*

Directors:

Jessica Alvarado, *Hannig Law Firm*
Cheryl Angeles, *Saf Keep Storage* • John Blake, *Hannig Law Firm*
Richard Claire, *San Mateo Community College District (retired)*
Francesca Eastman, *David B. & Edward C. Goodstein Foundation*
Matt Jacobs, *County of San Mateo* • Ron Kardashian, *The Concept Genie*
Nathan Scribner, *City of Menlo Park* • Celia Tanaka, *Provident Credit Union*
Rouslana Yaroslavsky, *Ticket to Travel*

Ex-Officio:

Georgi LaBerge, *Redwood City Library Foundation*
David Genesy, *Redwood City Library*



**Redwood City
Library Foundation**

More than just books.