



The Need

Cupertino Library Foundation (Foundation) was chartered as a CA 501(c) (3) non-profit in 1994 to fund projects and programs of the Cupertino Library not funded from normal income sources. The Foundation also educates the greater Cupertino community about the role the Cupertino Library (Library) plays in the overall educational, professional and personal development of its residents. The Library can play a pivotal role in the success and vitality of Cupertino. And, we can be proud of its standing: The Santa Clara County Library System has been ranked #1 or #2 nationally over the last decade by Hennen's Public Library Ratings ("HAPLR").

The Foundation's vision for the Library is to encourage life-long learning and self-improvement so that Library users of all ages may become more knowledgeable and well informed, more enlightened and proactive members of the community at large. Many in our community believe more can be done at our physical and online Library to keep pace with technology and current learning styles.

Maintaining a high level of service is expensive. Operational costs not aggregated by library include utilities, maintenance, information systems, technical services, web services, public and circulation management services, bookmobile services, shipping and delivery, training and development, public relations, labor relations, personnel and business office services, computer hardware/software, other equipment and supplies. In Fiscal Year 09 (July 1, 2008 through June 30, 2009), Books and Materials are budgeted for \$777,005 and Personnel \$2,992,386.

Property taxes pay for more than sixty percent of the cost to operate the Library. The Santa Clara County Library is a special district and is entitled to receive a small, designated portion of the property tax paid by all property owners in the County unincorporated area and the nine cities within the Library's service area. The Cupertino Library is part of the Santa Clara County Library and benefits from sharing administrative costs with other Libraries in the system.

While relying on locally generated property taxes and the special library tax for eighty percent of its revenue, the remaining amount comes from the State, fines, and interest income. The State provides motor vehicle in-lieu fees. The State Library also administers an annual per capita award and payments to libraries that extend their services to all residents. Grants are also received for programs such as literacy. Fines and fees paid by Library patrons account for about 3% of all Library revenue.

The City of Cupertino currently pays for extended Library service hours. A Joint Powers Authority has been established to govern the Santa Clara County Library and, with voter approval, to provide additional Library service taxing ability within our area.

However, normal funding sources are being diminished. The Foundation took a leadership role and helped raise \$1.2 million dollars to fund the furniture and fixtures of the new Library, dedicated in 2004, and have funded \$124,000 in projects and programs since that time.

In addition to the funds raised by the Foundation, from time to time the Library receives gifts of money, equipment, books, and time from Friends of the Library, corporations, and individuals. Cash contributions are usually in excess of \$100,000 annually and reflect the community's generous, support and commitment to the Library.

But even all this is not enough for the programs, collections and services to keep up with the accelerating expectations and needs of the greater Cupertino Community. The Cupertino Library has almost a quarter-million items of its collection checked out each month. Weekly, more that 26,000 men, women and children visit the Library, all with varying interests, needs and ethnically diverse backgrounds and languages.

Beginning in 2002, the Foundation received an unexpected legacy gift from a local resident who passed away. Under the terms of that gift, the Foundation was able to establish a permanent endowment and use the earnings from those funds to help fund various programs and projects for the Library.

Since inception, the Foundation has raised more than \$2.6 million to support the Library and in addition to the funding of the furniture and fixtures of the new Library in 2004, recent program and project funding have included another \$124,000 for

- A digital display system in the lobby, allowing the Library to replace some of its traditional static printed signs;
- New CD Bins in order to display better and permit easier access;
- A Hanging Rod system for new art displays in the Library beginning in the Spring of 2009;
- Self-check machines allowing a more efficient check out process for both patrons and Library staff;
- Additions to collections including E-Resources such as the *DragonSource Qikan Chinese Magazine Online*, which now is the second most used database in the entire Santa Clara County Library system; and
- *Silicon Valley Reads* 2008 and 2009.

A great example of a major “win” for Library patrons was the funding of the heavily used Dragon Source database that provides native language access to hundreds of Chinese magazines. This source is widely accessed throughout the County Library System.

It is estimated there will be a **shortfall of \$2,000,000** from preferred projects that have been identified for the 2009 through 2013 fiscal years.

The Solution

The Cupertino Library Foundation Board has worked closely with the Cupertino Community Librarian to prioritize projects and include estimated budgets, based on research and prior experience of the Library Staff.

The priority projects, programs and services for 2009 are:

- ◆ Silicon Valley Reads 2010
- ◆ The Teen Room Refurbishment and Service Enhancement
- ◆ The Display Wall Programs
- ◆ The CWA (California Western Americana) Collection Preservation and Display

- ◆ Technology Enhancements

Cupertino Library Life-line

The Cupertino Library Foundation will continue to be the 'go-to funding source' for those programs and services the Library identifies to enhance and enrich current collections and means of maintaining the location and website as intellectual and educational hubs.

With the current State budget crisis, and an uncertain national budgetary climate, both the public and private sector are experiencing more and more cost shifting. The Cupertino Library Foundation is that lifeline to incremental funding.

The Cost

The incremental costs of unfunded projects, services and programs for 2009 through 2013 is approximately \$2,000,000. Given the current challenging economic environment and the number of projects for which funding is needed, the decision has been made to approach the solution in a two-phased approach. In the first phase, \$500,000 will be raised to address the most urgent projects as identified above. These monies will need to be generated through the generous gifts of major benefactors, foundations, and the community at large who support the vision of the Cupertino Library Foundation.

The Timing

The quiet phase of fundraising for the first phase and the 2009 projects began in October 2008, as planning for Silicon Valley Reads 2009 began. ***Cupertino Library Life-line*** will become a community wide campaign in late spring. In the interim, the Foundation Board is partnering with local service groups, approaching past and potential major donors, and building relationships throughout the area.

The Benefit

Cupertino Library Life-line offers opportunities for instruction, education, enrichment and life-long learning to all area families at all times, 365 days a year.

Based on a benefit study performed on-behalf of the San Francisco Public Library by Berk & Associates in 2007, "for every dollar spent supporting the San Francisco Public Library, the citizens of San Francisco see a return in the range of \$1.40 to \$3.34." Although a similar study has not been completed for the Library in Cupertino, given the conservative nature of the Berk study and the benefits quantified in that study we in Cupertino can expect similar benefits from investing in the Cupertino Library Life-line.

We invite and encourage those close to us to help us invest in our human capital in Cupertino and Santa Clara County. It is the best investment we can make.

Contact us:

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