



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. Even with the Library's enviable rating, many in our community believe more can be done to keep pace with technology and current learning styles—especially for our teens.

The Teen Room is heavily used as a place for studying and meeting. There are approximately 5,000 teens residing in Cupertino, representing approximately 10% of the entire city population, and they comprise a key group within our community. The Teen Room is at capacity during most non-school hours that the Library is open.

Our theme for this project is "The Third Place." We believe home, school and library form a solid base for teens. By providing a "third place" for the Teens, the Library can help encourage these Teens to be life-long learners and productive members of whatever community in which they choose to reside. There is evidence the Teen Room is in need of renovation and re-thinking both as to the optimal use of the space available as well as to the scope of services offered. The planned renovation is focused on greatly increasing the utility of the space and the benefits obtained by the Teens using the Library's many services.

The first stage of the project is research (gathering teen input); it is well underway. With the cooperation of the Fremont Union High School District Office, the local High School Librarians and the Cupertino Rotary Youth Services Committee, paper and online surveys are in the hands of the teens. Focus groups and 1:1 interviews will provide additional valuable input for the consultant who will recommend the final remodel, renovation and service enhancements of the Teen Room.

The Solution

There is much enthusiasm about this Teen Room project from numerous groups in Cupertino and throughout the Santa Clara County Library System. The Foundation is most appreciative of having been chosen as the Cupertino Rotary 2009 Golf Tournament \$25,000 grant recipient as one of the key seed donations for this project. And, the *Friends of the Library* have also pledged \$25,000 to the Teen Room project. The Library Foundation and other community donors will participate to provide the balance of the project money. Perfect partnerships.

The Cupertino Library Foundation Board has worked closely with the Cupertino Community Librarian to prioritize the probable elements, as well as a timeline for the renovation of the Teen Room.

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 projects such as the Teen Room.

With the current State budget crisis, and an uncertain national budgetary climate, more and more cost shifting is being addressed by both the public and private sector. The Cupertino Library Foundation is that life-line to incremental funding.

The Cost

The incremental costs of the Teen Room renovation and remodel are expected to exceed \$200,000. These monies will be generated through the generous gifts of the Cupertino Rotary and *Friends of the Library* (\$25K each); a matching grant challenge to major benefactors; and an appeal to the community at large who support the vision of the Library and the Foundation.

The Timing

The quiet phase of fundraising for the Teen Room project began in November 2008, with the grant application to the Cupertino Rotary. A challenge grant opportunity will be issued first to select major donors in 2009, and a community wide campaign will begin in the fall.

The Benefit

The Foundation and Library partnering with groups such as Cupertino Rotary and the *Friends of the Library* reinforces the strength of community. Enhancing the Library Teen Room will strengthen the tie of Teens to the community of Cupertino as well as help foster life-long respect for learning and self-improvement.

There are many additional Library related opportunities and needs for involvement:

- Service Clubs, such as Rotary, can assist the Library and *Friends* with volunteer hands-on programs.
- Teens associated with Cupertino Rotary *Interactors* (teens) and other service clubs can participate in a variety of volunteer work that will also fulfill community service requirements.
- The Foundation, Library Staff and volunteers can assist with the 2009 Rotary Golf Classic and various *Friends* activities.
- Cultural, educational and vocational volunteer opportunities can be hands-on projects for Rotarians and other Service Clubs at the Library.
- Library staff can speak on a number of topics at Service Club meetings.
- There will be a number of mutually beneficial public relations opportunities. In the current economic climate, combined resources benefit everyone.

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.

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