

## **Press Release-For Immediate Release**

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### ***Eno Schmidt named CREST Honoree & AFP Distinguished Fundraiser*** **Cupertino Library Foundation President Leads the Way**

**June 15, 2009—CUPERTINO, CA**—Eno Schmidt, of Cupertino, and president of the Cupertino Library Foundation, will be honored June 17 by the Cupertino City Council as a CREST awardee for taking extra steps to help the community. In addition, Schmidt has been named a Distinguished Volunteer Fundraiser by the Association of Fundraising Professionals Silicon Valley Chapter. He will be honored at their annual Silicon Valley Philanthropy Day event November 20, 2009.

Schmidt, Cupertino Library Foundation Board officer since 2001 and president since 2007, has brought an enhanced level of leadership to the Board, and to carrying out their mission to provide resources and support to the Cupertino Library. During his tenure, over \$2.7 million dollars has been raised for projects such as the furniture and fixtures (FF&E) for the new Library in 2004; Silicon Valley Reads 2008 and 2009; the Art Wall Displays; and the self-check machines, among others. Schmidt and his Board have recently secured over \$50,000 toward the Teen Room enhancement—*The Third Place*—now in progress.

"During these economic times," reflects Schmidt, "it is especially important that the Cupertino Library Foundation offer a *Life-Line* to the adults, youth and children of our community. We have ambitious projects in front of us that will give evidence to our belief in the Cupertino Library as the centerpiece for invaluable resources in our wider community."

#### **About the Cupertino Library Foundation**

The Foundation's Vision for the Cupertino Library is to encourage life-long learning and self-improvement, so that library users of all ages may become more knowledgeable and better informed, more enlightened and more proactive members of the community. The Foundation envisions the Cupertino Library as a World-class Public Library Facility for:

- ◆ Self-Education
- ◆ Children's Services
- ◆ Information Access
- ◆ Research
- ◆ Recreational Reading
- ◆ Technology
- ◆ Business Resources
- ◆ Diversity in Collections, Services and Programs

“I have seen a step-up in activity from the Cupertino Library Foundation in this past year,” says Orrin Mahoney, current mayor of Cupertino. “The Library is one of our City’s showcase assets, that’s for sure.”

**About the Cupertino Library**

The Cupertino Library has 2,600 visitors daily, and over 2.8 million items checked out annually. The Santa Clara County Library System, of which Cupertino Library is a recognized leader, has been ranked #1 or #2 nationally over the last decade by Hennen’s Public Library Ratings (“HAPLR”). For more information, please see the Library Foundation’s website <http://cupertinolibrary.org/foundation>.

“We are pleased to have Eno Schmidt and the Cupertino Library Foundation be recognized among the premier volunteer fundraisers here in Silicon Valley,” said Christine Jeffers, CFRE, president of Association of Fundraising Professionals Silicon Valley Chapter. “Their ethical standards and results reinforce our AFP SVC standards, as do the other awardees which we will celebrate this November.”

**About AFP SVC**

The Association of Fundraising Professionals Silicon Valley Chapter (AFP SVC), chartered January 5, 1985, consists of over 300 members working to advance philanthropy through advocacy, research, education, and certification programs.

AFP SVC is part of a larger, international organization, with over 30,000 members in 197 chapters in the United States, Canada, Mexico, and China. AFP believes that to guarantee human freedom and social creativity, people must have the right to freely and voluntarily form organizations to meet perceived needs, advocate causes, and seek funds to support these activities.

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