



THE SANTA CLARA CITY LIBRARY FOUNDATION AND FRIENDS

FALL NEWSLETTER

2024

Summer Adventure brings choice to readers of all ages

Summertime is funtime! Who doesn't have fond memories of life slowing down a little bit during the hottest months of the year, doing what we want, maybe visiting somewhere new, eating treats like ice cream or watermelon, and generally having a good time?

The Santa Clara City Library's Summer Adventure program is a set of activities, including reading, designed to give anyone's summer a little bit of structure while still putting what you want to do at the center. Read a book. Go swimming. Help a neighbor. The Foundation and Friends and the Library want as many people as possible to



enrich their lives in the ways that make sense for them. Best of all, none of the activities cost money, so everyone in the community can afford them.

And the events this year were stellar. Adults could learn to write nature poetry or taste Vietnamese teas. Teens could learn about money management. Children and families could come to any of ten different concerts across all three branches. Over 8,000 people attended these concerts, performances, workshops, and more!

This year, 3,100 people signed up for the reading challenge. They made the choice to spend their summer with the Santa Clara City Library, in the way that worked best for them.

The Foundation and Friends is proud to continue to support this important literacy program.



PLEASE DONATE

60,000+ books are donated to the Santa Clara City Library Foundation and Friends every year. It takes over 100 volunteers to sort and sell them, to raise money for the Santa Clara City Library.

What happens to the donated books?

Books come in from the library and from our community. The librarians take some for the collection, and we sell the rest to raise money for library programs.



A Message from our Executive Director

By JoAnn Davis

Dear Friends,

What a spring and summer we've had! We thanked both our amazing volunteers and the library's in February. You helped us set a record for Library Giving Day donations in April. And you came to Librarypalooza at the beautiful Triton Museum of Art in May; thank you to both our sponsors and Olivia Allen-Price of KQED for helping make it a wonderful night.



In July, we welcomed three new board members: Lee Broughman, Dr. Barbara Kempeny, and Keith Stattenfield. We also elected the new Executive Committee: Kathy Betts, President, Nancy Toledo, Vice President, Ken Young, Treasurer and Janet

Arsenault, Secretary. I look forward to working with this dynamic and committed team.

The library was able to host three exciting programs:

- **Summer Adventure** registered over 3,000 children, teens and adults for the popular summer reading program. Thank you to KeyPoint Credit Union and Mission City Community Fund whose support bolstered the Foundation's contribution.

- The **Library @ the Park** and **Lunch at the Library** summer programs reached a combined 1,600+ children and their families at Montague Park and school sites throughout Santa Clara. Thank you to the California State Library for providing grants to support these programs.

Looking forward, we're excited for Comic Con to return in October! Central Park Branch Library will be transformed into a festival celebrating graphic novels and pop culture. We hope you will join our community at this free, family-friendly event.

Finally, I want to thank our individual and corporate donors. Your generosity is incredible! These donations along with the proceeds from our book sales are critical to our operation and ability to support the Santa Clara City Library.

So again, thank you! We are so grateful for your support.

Warm regards,

JoAnn

Donating Beyond Cash Contributions

Your commitment to fostering a love of literacy, knowledge, and community is the cornerstone of Santa Clara City Library Foundation and Friends' success. In the spirit of empowering your generosity, we would like to introduce you to the world of non-cash charitable contributions.

Gift of Stocks

Why it's advantageous:

- When you donate stocks or other appreciated assets that you've held for more than a year, you can avoid capital gains taxes that would be due if you sold the assets.

How to give:

- Contact your financial advisor or broker to initiate a transfer.
- Inform us of your gift so we can provide proper acknowledgment for your generosity.

Qualified Charitable Distributions (QCDs)

What is a Qualified Charitable Distribution, or QCD?

- A QCD is when you donate to a non-profit, like the Santa Clara City Library Foundation and Friends, directly from your IRA.

How to make a QCD:

- Direct your IRA plan administrator to transfer funds to the Santa Clara City Library Foundation & Friends.
- Ensure that the distribution is made directly to the Foundation to qualify as a QCD.



Grants from Donor Advised Funds (DAFs)

What is a Donor Advised Fund?

- A Donor Advised Fund is a separate account that you set up with a sponsoring organization, like Fidelity, Vanguard, or other financial institution. You place assets like cash or stocks in the account for a potential immediate tax benefit.

You tell the DAF administrator where you'd like those funds to be donated, like to the Santa Clara City Library Foundation and Friends when you're ready to give.

How to recommend a grant:

- Advise your DAF sponsor to direct a grant to the Santa Clara City Library Foundation and Friends.
- You can designate the grant for a specific purpose or allow us to apply it where the need is greatest.

Donating a car or other vehicle

Why you should consider donating an old car or other vehicle

- This is an easy way to dispose of a vehicle that you're no longer using
- You could end up contributing more than you would with cash

Continued on next page

PHOTOS FROM LIBRARYPALOOZA 2024



Donating Beyond Cash Contributions continued

How to give:

- Call Donate for Charity, our partner for vehicle donations at 866-392-4483. They will arrange to pick up your vehicle, sell it, and donate the proceeds to the Santa Clara City Library Foundation and Friends.
- Inform us of your gift so we can provide proper acknowledgment for your generosity.

Each method of giving is unique and offers different benefits that may align with your personal financial and philanthropic goals. We recommend consulting with your financial advisor or tax professional to determine the most



advantageous way for you to support the Santa Clara City Library Foundation and Friends.

Your contributions, regardless of form, are invaluable to us. They enable us to continue our mission of supporting literacy, learning, and the Santa Clara City Library - a mission that truly transforms lives.

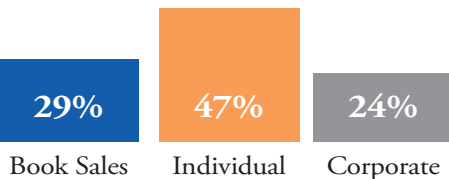
Thank you for your unwavering support and for considering these meaningful ways to enhance your impact. Should you require further assistance or information about these giving opportunities, please do not hesitate to reach out to us at director@lovethelibrary.org, or visit our website at LoveTheLibrary.org.

Your support creates a legacy of learning and literacy that benefits our entire community. Thank you for considering these impactful ways to contribute to our cause.

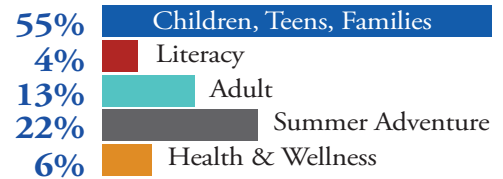
Corporate and Foundation Donors



Where the money comes from



Where the money goes





Library @ the Park strengthened Santa Clara!

It's not easy for everyone in Santa Clara to get to a library branch. Library staff saw a service gap in a particular neighborhood in Northern Santa Clara. They set out to work with the neighborhood, Parks and Recreation, and other community partners to close that gap.

Library staff got funding from the California State Library's LSTA Inspiration grant to get started. They hosted meetings, conducted surveys, and talked to community leaders starting in October 2023.

Library @ the Park was the result! There were five community events during June 2024 at recently-renovated Montague Park. These provided opportunities for academic, cultural, nutritional, and STEAM education. Events included magic shows, petting zoos, STEM free play, and so much more.

Not only did this create a series of events and classes for the neighborhood, it also built bridges to the community, Santa Clara City Library, and Parks and Recreation. Library @ the Park truly helped make our city stronger!

THE SANTA CLARA CITY
LIBRARY FOUNDATION
AND FRIENDS



2936 Homestead Road
Santa Clara, CA 95051
(408) 615-2936

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Why should you come to the Santa Clara City Library Comic Con on October 12?



are always a ton of kid- and family-friendly crafts, events, and panels. You will see people cosplaying characters from across popular culture. The Santa Clara City Library Comic Con is a great place to share your fandom with your family.

It is a great introduction to the magical world of comic cons. Our Comic Con is a great

It's family friendly. The Library works hard to have activities at Comic Con for all age groups. There



way to experience this popular event. Maybe you've never been to one before and you want to experience one. Maybe your kids want to go. This is a great way to see if they're for you.

Graphic novels can reach the most reluctant readers. The Santa Clara City Library Comic Con celebrates stories of all kinds, especially graphic novels. The Library wants everyone to find a story they enjoy and encourage reading in every format.

It celebrates creativity. Creativity is an important skill, and Comic Con celebrates that! There are cosplay contests and crafts including DIY mini comics, drawing workshops, and friendship bracelets.

It's free! Comic Cons can be expensive to attend. And we understand why - it's a lot of work to put one on. But having it at the public library ensures that everyone can celebrate their creativity and favorite pop culture.

Join your community! The Santa Clara City Library brings together community icons like Francisco Jiménez, The Charles M. Schulz Museum as well as local artists, authors and performers. Join us at the Central Park Library on Saturday October 12 from 10am to 4pm.

YOU CHOOSE

Would you rather get our twice-annual newsletter electronically? Email director@lovethelibrary.com with the subject line "send me the newsletter electronically"