June 2020

Dear Supporter,

Thank you for your ongoing support of the Stanislaus Library Foundation, as a Library Hero!

You have supported our Stanislaus Library Foundation and its mission to support library programs and services above and beyond the basic funding structure provided by county sales tax dollars. We give thousands of dollars each year to provide important library services for children, teens, adults, senior citizens, veterans, and all library customers. These programs and services benefit all 13 branches, providing our community with invaluable resources.

2020 has brought us a pandemic, and along with it, much uncertainty. The Library has changed many of its points of service, and the Foundation is proud of the Library staff members. They are working as hard as ever to serve the people of Stanislaus County, although the ways that they are doing so are changing. During this time, your Libraries have:

• Ensured that digital materials such as eBooks and eAudiobooks, an extremely important resource for customers, are available (see Fund a Need, next page);
• Observed the use of Cloud Library eBooks and eAudiobooks increase 77% in April, compared to February. Hoopla digital materials checkouts increased by 51% over the same period (also our Fund a Need on the next page);
• Established a digital services library card, with an online application, so that new customers began using digital materials right away;
• Provided no-contact pick up of library materials, doorstep delivery of materials for older residents, and telephone reference; and,
• Implemented virtual story times and book clubs, including establishing a regular Saturday feature, “Ask a Librarian!”

Libraries are moving toward a gradual re-opening with a reimagined service model that reduces the risk of exposure for both staff and the public. Demand for digital materials and virtual services are expected to remain high even after libraries reopen. Check the Library website if you are not yet acquainted with the Cloud Library or Hoopla.

Meanwhile, there are concerns for the economic slowdown’s impact, since sales taxes account for 90% of revenues. The Library anticipates a 15% decrease in revenues for this fiscal year, which translates to a loss of $1.7 million. While the picture for next year is less clear, it is anticipated that total revenues will continue to decline.
How can you, our Library Heroes help? While it was a difficult decision, the SLF decided to cancel our annual Party at the Library and Author’s Gala this year, due to COVID-19 concerns. Although we won’t be gathering in person, our mission has not changed and your continued support is more important than ever!

Here are 5 ways you can continue to be a Library Hero and look to the future:

1. Become a monthly donor
   It can be hard to think about a large one-time donation in these uncertain times. Monthly giving can be a way to give smaller amounts spread out over time.

2. Help us “Fund A Need”
   Last year, our Fund A Need event at the Gala raised over $14,000 for children’s books. This year, the libraries have a great need to increase their access to e-books. Designate your donation for “Fund a Need” and let’s try to surpass last year’s outstanding donations!

3. Donate the cost of your Gala ticket
   Tickets for our Gala cost $140 last year. How many tickets did you buy? How much might you have donated at the event itself? Even without a group event, you can still support the libraries as generously as before.

4. Catch an on-line event
   Learn about on-line events yet to be scheduled, such as, author readings, on our Facebook page. Like/Follow/Share

5. Sign up for our e-mail list
   Send us your e-mail and we’ll send you updates on any upcoming events and how your donations have supported our work.

It's easy to donate!

- **Website:** stanislauslibraryfoundation.org. Click on How You Can Help and scroll down to the DONATE button. There is an option there for monthly giving.
- **By Mail:** Use the envelope included with this letter to write a check or provide your credit card information.

Sincerely,

Jane Manley, SLF President

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