

# The Neighborhood Library Campaigner

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## Special points of interest:

- Our Excelsior Library Campaign finished \$600,000 over goal!
- About 3,000 people came to the Mission Bay grand opening party in July.
- Stay tuned for Sunset and West Portal opening information.
- Coming in 2007: groundbreakings in Ingleside and Portola.
- Our youngest NLC committee member is 16 — see inside!

## Welcome to the Neighborhood Library Campaign!

Across the city, we are working with communities to improve our wonderful branch libraries – and we couldn't do it without you. This newsletter will fill you in on the unique and exciting campaigns we are conducting in your neighborhood.

As part of the campaign, several branches are offering commemorative bricks as an honor or memorial. Families, local business, school groups and library lovers of all stripes are purchasing bricks to support and commemorate their favorite branch. These individ-

ual bricks, small yet significant, help complete the grander task

Through programs, events, classes, readings and performances, through all of its resources and offerings – and certainly through this vital branch improvement program – the library continues to define what is great about San Francisco. Friends is honored to help make it happen – and honored that you are joining us.



Rea Campbell and Donna Bero

at hand. In the same way, each branch library – with its individual culture, audience and gifts to the community – contributes to the larger picture of the city's library system.

Stay tuned for exciting times ahead!

Rea Campbell  
Chair, Board of Directors

Donna Bero  
Executive Director

## Grand Opening of the Mission Bay Branch Library

This past summer, Mission Bay officially became a San Francisco neighborhood when the Mission Bay Branch Library opened its doors. On July 8, 2006 the branch became the 27th branch of the San Francisco Public Library and the first new branch in San Francisco in 40 years.

Mayor Gavin Newsom, City Librarian Luis Herrera, Friends Executive Director Donna Bero, former Mayor Willie L. Brown Jr., Supervisor Chris Daly and many other officials cut the ribbon celebrating the grand opening of the branch; the first public community gathering place for the burgeoning new Mission Bay

neighborhood.

The new community has spent the past two years raising funds and awareness for the branch. From author events to walking tours to baseball forums, the Mission Bay Branch Library Committee has done a tremendous job in promoting the new branch.

*Continued on page 5*

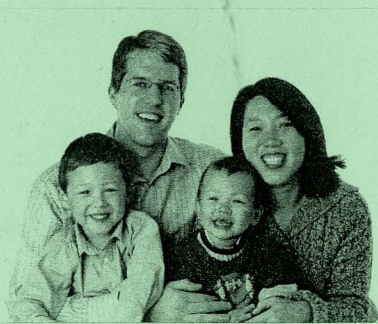


**Donor Spotlight: The Voorhis Family**  
**West Portal Library Campaign—Children’s Area**

We moved to this neighborhood after the birth of our older son because we wanted to live in a place that had the feel of the suburbs but the convenience of the city. We love that we can ride our bikes in the streets, borrow sugar from our neighbors and still walk to the Muni and the library! As parents, we want our children to enjoy, but also feel responsible for, being part of a larger community. This is one reason why we give to our library. Another reason we give to the library is because our whole family shares a love

of reading. By supporting the library, we help share with our community something that we value as family.

*Steve is a money manager at Dodge & Cox. Grace is a former venture-capitalist and now a stay-at-home mom and community volunteer. She sits on the boards of KIPP Bay Area, the Break-through Collaborative, and the St. Francis Homes Association.*



**The Voorhis Family**

*Grace and Steve are the proud parents of Robby (5) and Harry (2).*

**Donor Spotlight: Carlota Del Portillo**  
**Glen Park Library Campaign—Children’s Area**

I own a home in the Glen Park area. My children grew up here and we utilized the library. The greatest gift one can give anyone is access to an excellent education and libraries are a part of it.

Libraries are the "equalizers" in a democracy because it is through education that most of us have an opportunity to make the American Dream a reality for each of us. When I came from Puerto Rico to the United States at age 12, I spoke no English and bilingual education was not offered in the New York public schools. After listening for a couple of

semesters, I eventually began to catch on and understand what was being said but I could not speak the language. I was able to get through middle school with the help and guidance of a librarian, a good dictionary, and my ability to borrow books from the public library.

When I became aware of the plans to build a new library in Glen Park I had to be a part of it, as a way of "paying back" and contributing to my neighborhood and my city. I will continue to support the Glen Park

Library Campaign each year. I want to make sure that it will continue to have an excellent Children’s Reading Area.

*In addition to being a generous donor to the Glen Park Library Campaign Committee, Carlota has also generously donated her*



**Carlota Del Portillo**

*time to the campaign over the last three years as a campaign committee member. Carlota is currently the Dean of the Mission Campus of City College of San Francisco and served as a member of the SFUSD Board of Education for 8 years.*

*“Libraries are the ‘equalizers’ in a democracy because it is through education that most of us have an opportunity to make the American Dream a reality for each of us.”*

**Western Addition Reading Center Now Open**

On August 19, 2006, children, teens, parents, and seniors from all over the Western Addition came together to celebrate the official closing of the Western Addition Branch Library to begin its long awaited renovations. The crowd braved the foggy August weather and enjoyed great food, entertainment, and speeches from local dignitaries. Over 300 hundred people joined the celebration and indeed there was a lot to celebrate.

As neighbors in the Western Addition eagerly await the completion of the renovations of the branch, they will be able to enjoy an unprecedented level of interim services designed to minimize the impact of closing a much loved



**Carl Winters, the Kalimba King, performs at the Center’s opening fete.**

neighborhood institution in a neighborhood with many challenges and few services. Selected portions of the hugely popular and highly utilized Japanese language collection will be housed in the newly created International Languages Collection located in the lower level of the Presidio Branch Library.

A newly established Western Addition Reading Center located at the African American Art and Culture Complex will augment Bookmobile Service in the neighborhood. The reading center was established through a partnership between the San Francisco Public Library and

the San Francisco African American Historical and Cultural Society.

The turnout at the Reading Center’s opening party bodes well for the success of this innovative partnership.

**Western Addition Temporary Services**

**International Languages Collection**

Located in the lower level of Presidio Branch Library at 3150 Sacramento Street between Baker and Lyon Streets

Tuesday	11 – 9
Wednesday	1 – 9
Thursday	11 – 6
Friday	1 – 6
Saturday	10 – 6

**Western Addition Reading Center**

Located in the African American Art and Culture Complex at 762 Fulton Street (at Webster), 2<sup>nd</sup> Floor

Tuesday	10 – 6
Wednesday	1 – 6
Thursday	1 – 6
Friday	1 – 6
Saturday	1 – 6

**Bookmobile**

Located at the corner of Post and Steiner streets, next to the Hamilton Recreation Center, on the following days:

Tuesday	10:30 – 1:30
Wednesday	3 – 7
Friday	1 – 5

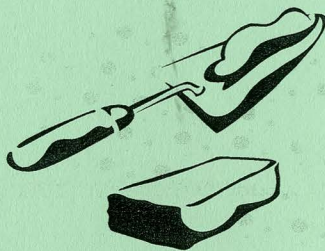


"We had brick orders rolling in through fax, mail, and e-mail everyday."

### Engraved Bricks a Smashing Success!

From the streets of Noe Valley to cocktail parties in the Marina, engraved brick sales have proven to be a fantastic fund-raising tool for a number of neighborhood library campaigns. For a \$250 donation, people can have their names or names of family members engraved on a brick which will then be set in a prominent area in front of their branch library. So far, West Portal, Marina, Noe Valley, and Portola branch libraries will have engraved bricks. They make great gifts for family members and children are enthralled with seeing their names set in

stone outside their favorite neighborhood institution. The West Portal Library Campaign sold a whopping 73 bricks in under 5 months. The Marina Library Campaign sold out of bricks after a story about the campaign and the engraved bricks was published in the Marina Times. "We had brick orders rolling in through fax, mail, and e-mail everyday," beamed Marian Chatfield-Taylor, who heads up the Neighborhood Library Campaign. Engraved bricks are still available for the Noe Valley and



Portola Branch Libraries. Engraved bricks may be available at other branch libraries depending on the space available at each specific branch. Stop by West Portal Branch Library to see engraved bricks that have been installed and stay tuned for more news about engraved bricks at your branch library.

### Yes, I Want to Support My Branch Library!

Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

*All gifts of \$1000+ will be recognized on a permanent plaque in your new branch.*

Please accept my **donation** of \$ \_\_\_\_\_ for the \_\_\_\_\_ Branch

#### Payment

Cash/Check enclosed      Visa      MasterCard      American Express

Account No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

*In publications and honor rolls, I wish my name to read as follows:*

**Thank You**

### Mission Bay Branch Library (cont'd from page 1)

They far exceeded their \$100,000 goal and energized the neighborhood in anticipation of the opening.

Located at the corner of 4th and Berry Street on the channel, the new branch is approximately 8,000 square feet in size and occupies the ground floor with an entrance on 4th Street and a view of the channel on the south side. In addition to the library, the building also houses an adult day health program, senior housing units, nonprofit office space, retail

storefronts, and a large community meeting room.

The Mission Bay Branch's collection includes 34,000 books, CDs, DVDs and other materials. A children's area, furnished with colorful furniture and stocked with a diverse collection of new books, will cater to the growing number of families moving into the neighborhood. Materials in large print and a state-of-the-art large print reader to assist



**Opening day crowd**

visually impaired patrons are also available.

*A big thank you to the Mission Bay Branch Library committee for their dedication and hard work in making this new branch possible!*

*The Mission Bay Library will have 34,000 new books, CDs, DVDs, and other materials.*

### We're reaching for the Stars!



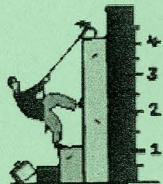
**Excelsior —**  
We did it!! Our campaign finished \$600,000 over goal.

**Glen Park, Sunset, West Portal, and Marina —**  
We've almost reached our goal but we still need your help!

**Mission Bay—**  
We did it!! The branch is open, but there's still time to give.

**Noe Valley and Western Addition —**  
Half way there!

**Richmond and Anza, Portola, Potrero, Ingleside and Bernal Heights —**  
Just getting started — join us!



### Committee Member Spotlight : Belle Yan Portola Library Campaign Committee Member

Lowell High School, Age 16  
Interests: Mock trial, reading, politics, community service



**Portola Librarian Rosalind Chang (left) with Belle Yan**

The Portola Branch, in a way, is a second home to me. Since moving to this neighborhood, I've spent much of my time here. It was here that I developed my interest in reading and community service. In fact, it was at this branch where I had my first volunteer job as a Kid Power in fifth grade, and I've continued this summer work ever since. I know all of the staff at this branch. Not only have they helped me with my academic work, they have also encouraged me to be the best that I can be.

Helping out in this campaign will allow me to branch out from my small world and give back to the community and library that has done so much for me. At times, my peers and I take advantage of public libraries but we never fully understand what it takes to keep them operating. Being in this campaign not only teaches me what it takes to have a successful branch, I can also teach my peers about it too.





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Rosalind Chang  
Portola Branch Library  
2450 San Bruno Ave  
San Francisco, CA 94134

Our mission is to create, steward, and support a superior, free public library system in San Francisco. We are committed to raising the standard of excellence of our libraries by funding programs and services beyond what is allocated in the City's budget. We believe in free and equal access to information for all.

## Contact Information

### Executive Director

Donna Bero  
[Donna.Bero@friendssfpl.org](mailto:Donna.Bero@friendssfpl.org)  
626-7512 ext 118

### Development Director

Amy Sollins  
[Amy.Sollins@friendssfpl.org](mailto:Amy.Sollins@friendssfpl.org)  
626-7512 ext. 120

### Neighborhood Library Campaign Capital Campaign Manager

Marian Chatfield-Taylor  
Noe Valley, Glen Park, Marina, Richmond  
[marian.ctaylor@friendssfpl.org](mailto:marian.ctaylor@friendssfpl.org)  
626-7512 ext. 103

### Neighborhood Library Campaign Organizers

Christine Leishman  
Western Addition, West Portal,  
Sunset, Ingleside  
[christine.leishman@friendssfpl.org](mailto:christine.leishman@friendssfpl.org)  
626-7512 ext. 101

Tina Tom  
Portola, Potrero Hill  
[tina.tom@friendssfpl.org](mailto:tina.tom@friendssfpl.org)  
626-7512 ext. 106

Claire Kells  
Bernal Heights  
[claire.kells@friendssfpl.org](mailto:claire.kells@friendssfpl.org)  
626-7512 ext. 107