

DALY CITY PUBLIC LIBRARY ASSOCIATES

2020 Annual Report

Funds raised from events and grants in 2020 were given to the Daly City Public Library for the following:

February 10: \$25,000

– from Carl Gellert and Celia Berta Gellert Foundation to partially fund the Public Use Computer Upgrade Project

July 1: \$3,000

– from Danford Fisher Hannig to go towards the Summer Learning Program

July 10: \$3,500

– from Philanthropic Ventures to go towards purchasing Chromebooks and Wi-Fi hotspots to be available for checkout

September 9: \$1,750

– from Kaiser Permanente and DCPLA members to go towards the Summer Learning Program

November 19: \$10,220

– \$5,000 from funds donated by DCPLA members, donors, and sponsors to purchase 30 Playaway Launchpads and 25 additional USB replacement cords
– \$5,220 from Town of Colma to go towards our circulating technology grant for purchasing additional Chromebooks and Wi-Fi hotspots to be available for checkout

Total grants given to Daly City Library in 2020:

\$43,470

Dear Friends of DCPLA,

When I entered 2020 as DCPLA's new president, I was full of hope and excitement: we had momentum with a new crop of directors ready to continue the tradition of helping our libraries through community events. In March 2020, with our signature St. Patrick's Day luncheon ready to launch, the world halted due to the worldwide pandemic. We cancelled our luncheon and all other events for the year, and the libraries closed. We had to rethink, regroup, and re-energize. We adapted to a virtual world. Despite these challenges, through generous grants and donations, we raised over \$76,000 in 2020.

As the Daly City Public Library began to open slowly with popular curbside service, we realized that our diverse community was hungering for that missed connection with our libraries and all that they offer. We donated funds toward additional Chromebooks and Wifi hotspots, as well as Playaway Launchpads focusing on the needs of young children and their families. In October we launched the Daly City Youth Poet Laureate program, the first of its kind in San Mateo County, and we planned for DCPLA's 10th Anniversary online event set for April 2021.

Thank you to our forward-thinking Board of Directors and especially to Executive Director Victoria Magbilang, who hit her stride this year, her second

year on the job. Her vision has guided us through this challenging period in bringing more awareness to how vital our libraries are.

All the best to my successor as DCPLA president, the amazing Brian Dossey. Like me, Brian grew up in Daly City and spent a lot of time at our libraries. He isn't a very busy guy – only the City Manager of the Town of Colma. Under his capable leadership, we look forward to a stronger DCPLA in the year to come.

Our libraries are essential. With the continued support of our members, our major donors, and our partners in the business community, the DCPLA looks forward to reconnecting with you in-person.

Warmest Regards,

Rosie Tejada
2020 DCPLA Board President



The mission of the Daly City Public Library Associates is to raise private funds to supplement public funding of the Daly City Public Library. This mission is accomplished by developing community, civic and business support for fundraising, advocacy, and innovative programs that benefit our diverse community and promote greater awareness of the Library's valuable resources.

Our support complements, but does not supplant, the City's responsibility for funding the Daly City Public Library's operations.

2020: A Year We Won't Forget

As we're all aware, 2020 was a year unlike any other.

While we started 2020 with plans to continue our annual St. Patrick's Day Luncheon, by March, it became evident that the COVID-19 pandemic would force us to think of new and imaginative ways to continue to serve our community.

With all of the planning and the vast majority of the preparation completed, we made the difficult decision to postpone the luncheon days before it was scheduled to take place on March 12.

However, we were still committed to raising funds and pivoted our thinking. We tentatively rescheduled the luncheon to June 3. But as that date approached, it was obvious that a large in-person event would still not be feasible. With the help of her two teenagers, DCPLA Executive Director recorded the St. Patrick's Day raffle drawing on June 20 in her backyard, which was shown on YouTube.

Raffle prizes included a 50" HDR Smart TV donated by Teresa Proaño and Duggan's Serra Mortuary, an Irish tavern-themed gift basket donated by Molloy's Tavern, a beautiful planter box donated by Two Birds Artistry and

retired DCFD Fire Chief and DCPLA member Bob O'Donnell, an Apple Watch donated by Republic Services, a FitBit donated by Dan Duggan of Duggan's Serra Mortuary, and gift cards to local restaurants donated by DCPLA Board of Directors, Daly City Library and Recreation Director Joseph Curran, and City Manager Shawna Maltbie.

Thanks to the support of our members, donors, and sponsors, we were able to raise over \$14,000 at the virtual event.

As the summer went on and the pandemic showed no signs of abating, we decided that it would be impossible to hold our second annual event, Crazy About Cars.

In-person events have traditionally been the lifeline of DCPLA, and the loss of revenue caused by the pandemic had the potential to be devastating to our operations. However, in May we were fortunate to be awarded a grant of \$20,000 from the San Mateo County Strong Fund at Silicon Valley Community Foundation, helping us to cover our operating expenses for the near future. We thank the foundation for recognizing the important role that our public libraries play in our community.

Without the funding opportunities provided by our traditional St. Patrick's Day Luncheon and Crazy About Cars events, we shifted our focus to securing grants to pass along to the Library.

In February, we presented Mayor Glenn Sylvester with a check for \$25,000. This generous grant from the Carl Gellert and Celia Berta Gellert Foundation, the largest grant DCPLA has ever received, helped to fund the Public Use Computer Upgrade Project, replacing computers provided to the Library by the DCPLA in 2012, which had become outdated.

In July, we gave two more grants to the Library, \$3,000 from Philanthropic Ventures Foundation for Chromebooks and Wi-Fi hotspots and \$3,500 from the Danford Fisher Hannig Foundation to go towards the Summer Learning Program.

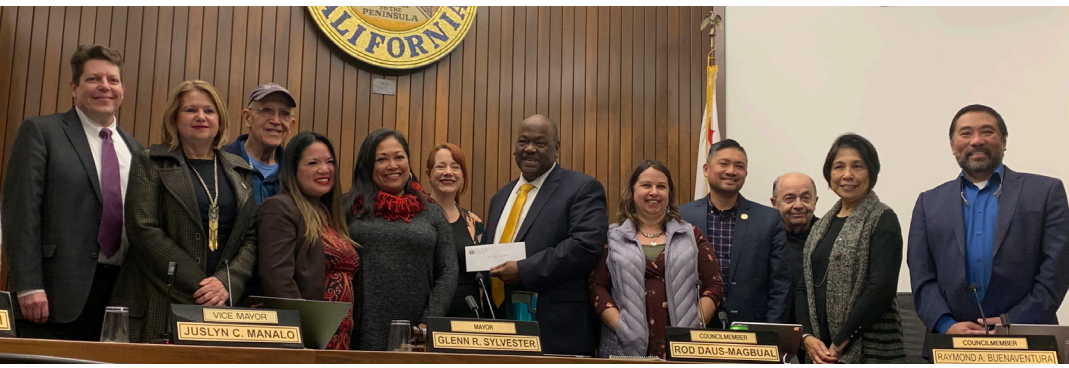
In September, we provided additional Summer Learning Program funding with a grant of \$1,750 from Kaiser Permanente along with funds from DCPLA reserves.

Our last grant of the year was in November, when we presented a check for \$10,220 to the Library. \$5,220 was due to a generous donation from the Town of Colma to purchase additional Chromebooks and Wi-Fi hotspots for checkout by library card holders. To expand upon the ongoing Circulating Technology Grant, DCPLA also donated \$5,000 to the Library to purchase Playaway Launchpads. Funding for this grant was thanks to the support of our members, donors, and sponsors.

With communication to our members and other donors during the pandemic mostly limited to online technology, we expanded our social media outreach, which already included Facebook, with new Instagram and Nextdoor accounts.

Victoria and Eden Magbilang recording the St. Patrick's Day raffle in their garden, with a view of Daly City in the background.





Grant presentation to the City Council of Daly City on February 10, 2020. From left: DCPLA Director Mark Johnson, Councilmember Pam diGiovanni, DCPLA Director Bill Lex, Vice Mayor Juslyn Manalo, DCPLA President Rosie Tejada, DCPLA Executive Director Victoria Magbilang, Mayor Glenn Sylvester, DCPLA Director Monica Devincenzi, Councilmember Rod Daus-Magbual, DCPLA Director Spencer Holeman, DCPLA Director Eloisa Briones, and Councilmember Ray Buenaventura.



Not only is social media a great way to keep in touch with our supporters, but it also provides an opportunity for fundraising through campaigns such as Giving Tuesday and Facebook birthday fundraisers. Thank you to our supporters who designated us as their nonprofit to receive funds from their birthday fundraisers, to all who donated to the Giving Tuesday fundraisers, and to Facebook for providing these vehicles for fundraising.

We also took this opportunity to update and redesign our website. The Board of Directors would like to thank Matt Sedik, who generously donated his time to redesign and build our new website.

While brainstorming ways to continue to be active in our community even while sheltered in place, we came across the National Youth Poet Laureate Program, created by Urban Word NY. We realized that, by starting our

own competition to name the first Daly City Poet Laureate, we would also set a precedent by hosting the first Youth Poet Laureate program in all of San Mateo County. We are excited about this opportunity to engage Daly City teens and appreciate our partnership with Urban Word and our Daly City Public Libraries in providing this beneficial program to our community.

As part of the program, we held a free Zoom poetry workshop, hosted by San Mateo County Poet Laureate Aileen Cassinetta. The workshop was open to any teens who were interested in learning more about the craft of poetry and received a very good turnout.

2020 may go down in history as a stressful and tumultuous year, but we will also remember it as one where our community showed what we're made of by banding together to support each other and to keep our citizens safe.

DCPLA Launches Program to Choose the First Daly City Youth Poet Laureate

We are proud to announce the launch of our Daly City Youth Poet Laureate program. In partnership with the National Youth Poet Laureate Program by Urban Word and Daly City Public Library, the program celebrates teen poets who live or attend school in Daly City and exhibit a commitment to artistic excellence, civic engagement, leadership, and social justice.

The Youth Poet Laureate receives:

- \$5,000 award
- VIP status to represent Daly City at community events between May 2021 and May 2022
- Publication of 5 poems in the National Youth Poet Laureate annual anthology

Applicants must meet the following criteria:

- Reside OR attend school in Daly City
- Be between the ages of 13 and 18 years old by the application deadline
- Serve as Laureate for the program year, May 2021–May 2022

For additional information, email Victoria Magbilang at info@dcpla.org or call (415) 596-8194.

Grant Spotlight: Playaway Launchpad



Playaway Launchpad is a pre-loaded tablet that is built for circulation. Launchpads are curated with collections of learning apps, videos, and comics grouped by age and ready to play right off the shelf. With a one-touch reset feature and universal accessibility, they are the easiest way for libraries to circulate digital media.

THANK YOU TO OUR 2020 DONORS!

We owe our success to the generous support of our community.

\$5,000 and above

Town of Colma
Gellert Foundation
Silicon Valley
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Foundation

\$2,000-\$4,999

Danford Fisher
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DALY CITY PUBLIC LIBRARY ASSOCIATES

**a local public foundation that
supports community literacy**

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www.dcpla.org

DCPLA is a recognized public charity
with non-profit 501(c)(3) status.
Federal tax ID# 27-3262898

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