



ANNUAL REPORT

2009

Celebrating Today...Preparing for Tomorrow

As we reflect on the first decade of the new millenium, we celebrate significant changes to the Library scene in Shasta County. The construction of the new Redding Library, the change in governance and financing with the creation of a joint city/county library system, and the successful outsourcing of library administration to Library Systems & Services, LLC brought improvements in library services that citizens had dreamed about for decades.

In the three years since the new Redding Library opened, the demand for library resources and services has continued to increase. More than 80,000 Shasta County residents now have library cards and an average of 800 new cards are issued each month. In 2009, over 550,000 items circulated in the Redding, Anderson and Burney libraries.

As we enter the second decade of the new millenium, we celebrate these accomplishments but understand that our work has just begun. As a community, we continue to rank in the bottom third of state-wide funding for libraries and we still have a collection that is about half the size it should be for our population. We are relying on our public funding from the State Library Fund, the County of Shasta and the Cities of Redding and Anderson to fund operational costs for basic library services. With constantly growing demand in a

troublesome economy, our challenge is to overcome funding and collection deficits and ensure the Library remains a vibrant and vital resource for our community. A library without current and relevant materials rapidly loses its value to its citizenry. We know it takes the collaborative efforts of the public and private sectors to make this happen.

The Shasta Library Foundation is actively working to enhance the public library as a community resource by building an endowment that SUPPLEMENTS the public support of the Shasta Public Libraries



are now able to accept online donations. The site now features a comprehensive explanation of the Endowment Fund and the variety of options available to provide financial support for the Library's ongoing sustainability.

www.shastalibraryfoundation.org
info@shastalibraryfoundation.org

and by funding special projects. Our immediate goal is to fund an endowment that supports the Library's collection development needs - approximately \$4 million. Thanks to the generous gifts from citizens in our community who agree with the importance of sustaining the Library, we have made significant progress toward this goal.

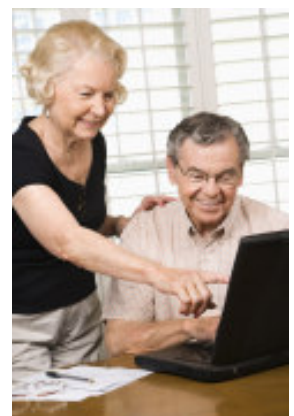
By providing a permanent source of income for the Library, endowment gifts leave a legacy that will enrich our community and create life-long learning opportunities for all of us.

Visit Us Online

Please check out the Shasta Library Foundation's redesigned website.

In addition to a new look and feel, we

We also have begun sending e-news to our supporters about upcoming events and hope you will take advantage of this paperless form of communication. If you would prefer to receive all correspondence from us electronically, please just send us an email at our new address to let us know your preference.



Message from the Board of Directors

We are grateful for the affection and support people in our community have for our public library and the generosity of our donors as we work to make sure the Library remains a treasured resource for future generations.

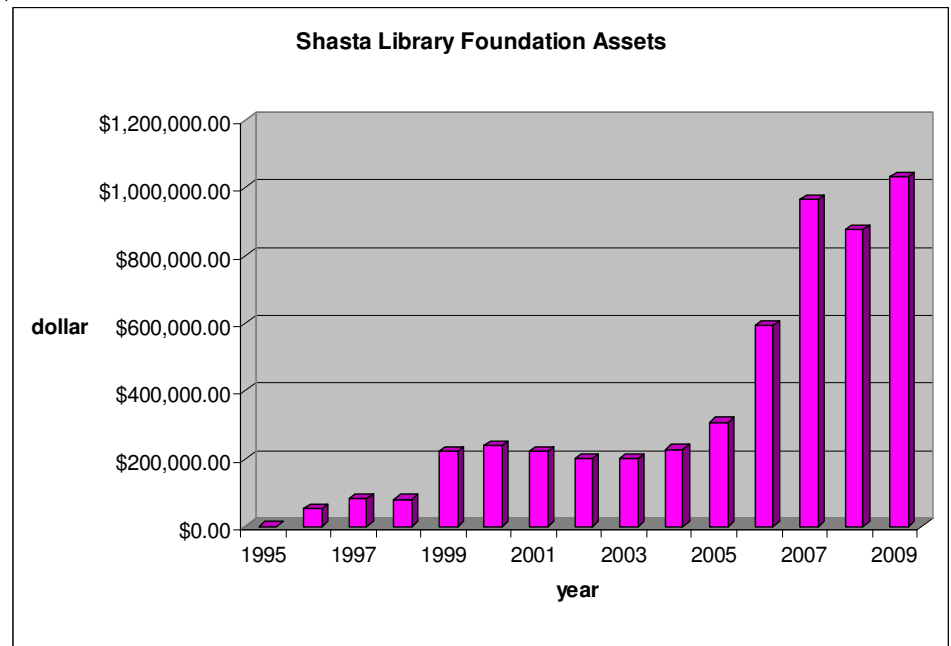
We want to assure our donors that we take our stewardship responsibilities very seriously. With an economy in turmoil, we carefully and constantly monitor the resources under our care.

As an organization, we have moved toward investment strategies that mirror the experience of successful, well-established national foundations. The Foundation's investment portfolio is managed by Robert Brennan of Financial Network, with close oversight by the Foundation's Finance Committee comprised of qualified individuals representing the financial and legal sectors. Our funds are conservatively invested in publicly-traded companies to meet long-term investment objectives and capital preservation requirements. After a tumultuous 2008 which saw a 13% loss, we are pleased to report that our Endowment Fund and Book Fund had investment returns of 22.5% in 2009.

The Foundation currently has cash and pledged assets of just over \$1 million - a 416% increase from the \$200,181 in assets at the end of 2003, and a reflection of the importance of the Library to our community.

The Board of Directors has implemented financial safeguards for income and expense transactions that protect the daily movement of the resources under our care. We carefully review the financial status

of the organization on a monthly basis. We are ever mindful of our fiduciary responsibilities to our donors and the public that entrusts us to work for financial security for the Library. We work to maintain low administrative overhead - almost 90 cents of every dollar goes directly to support for the Library. We are committed to our efforts to "sustain the Library's future" and leave a legacy of which we can all be proud.



Statement of Financial Position: December 31, 2009

ASSETS

Cash - General Fund	\$ 92,896
Investments	
Book Fund (restricted)	\$ 134,658
Endowment Fund (restricted)	\$ 649,189
Pledges	\$ 155,268
Inventory	\$ 780
 Total Assets	 \$1,032,791

LIABILITIES

Accounts Payable - General Fund	\$ 6,357
Net Assets	
General Fund	\$ 248,944
Book Fund	\$ 134,658
Endowment Fund	\$ 649,189
 Total Liabilities	 \$1,032,791

Complete financial statements available upon request.

Ways to Give

The Shasta Library Foundation raises funds to support library services and resources in a variety of ways and, in 2009, received over \$125,800 in new donations and pledge payments from hundreds of donors.

Events:

- For the second year, the Shasta Library Foundation was the recipient of “**Life is Short: Eat Dessert First**” sponsored by the Record Searchlight. Several hundred people enjoyed decadent desserts provided by local bakeries, and supported the Library through a silent auction and raffle.
- In August, library supporters all over Shasta County ate at local hamburger joints in our first “**Burgers for Books.**” This was such a popular event, plans are underway to eat burgers for books every year!
- Planning began in 2009 for a signature event for the Library. Mark your calendars for “**Taste of Spain**” to be held on Saturday, October 16, 2010 at Mercy Oaks. It’s an opportunity to dine on tapas, enjoy sangria, be entertained by flamenco dancers, visit the mercado and support the Library’s live and silent auction - right here in Redding. Each year, we will visit a different country and enjoy the cuisine and culture of our international neighbors.

Public Appeals:

- Our supporters generously respond to **mailed requests** for contributions throughout the year and participate in **eScrip**.
- **Memorial and tribute gifts** allow us to recognize loved ones with donations to the Endowment Fund or with the purchase of a book for the Library. Tributes for beloved pets are also available.
- A “**Bucks for Books**” receptacle has been placed in the Redding Library to accept cash donations by library patrons. Of the proceeds, 2/3 go to the Friends of the Redding Library to immediately purchase new books for the Library and 1/3 goes to the Shasta Library Foundation’s Book Fund to provide collection development funds for the future.
- The “**Long Live Literacy**” campaign is designed to personally contact potential donors to let them know how important their support is to the Library’s endowment fund and that every individual contribution makes a difference for generations to come.

Large Donations: The Shasta Library Foundation continues to host receptions in private homes and to make personal appeals to communicate the educational, economic, and public health impact of library services and resources to our community and the importance of an endowment fund to sustain those services and resources. Most large donations are multi-year pledges of support.

Leave a Legacy...Make a Difference in the Lives that Follow

The Legacy Society honors those individuals whose bequest to the Endowment provides support for the Library in perpetuity.

In 2009, the Shasta Library Foundation was the beneficiary of a generous bequest from the **Peggy D. Masden Trust** to purchase large print books for the Redding Library today and in the future.

According to Richard Opp, her nephew and trustee of her estate, “*Peggy Masden loved to read. She had macular degeneration and*

could only read large print books. She wanted part of her estate to go to the Library so others with visual impairments could also enjoy reading.”

Those who leave a planned gift to the Shasta Library Foundation receive permanent recognition in the Redding Library. We honor the following members of the **Legacy Society**:

- Elizabeth Hyatt Trust
- Norma C. Benoit Trust
- Peggy D. Masden Trust



**Charitable bequests
can support the public
library forever.**

Donors: Our Most Valuable Resource

Donors who make cumulative contributions of \$5,000 or more are permanently recognized on the Shasta Library Foundation wall at the entrance to the Redding Library. We appreciate our donors who have qualified for this recognition with their cash contributions:

Literary Society

(gifts from \$25,000 to \$49,999)

- Charles & Ellen Chain*
- Mary Lou Nutley*
- In Memory of Lester & Martha Rea by Bob & Lori Rea McDaniel
- Steve Ramie Trust – Kit Hamblin, Trustee*

Book Society

(gifts from \$10,000 to \$24,999)

- Carl & Lupe Arness C. Arness Family*
- Sue Asbill*
- Kate & Jaxon Baker
- Dugan & Terry Barr*
- F.M. & Dorothy Brunemeier*
- Carol Fielding*
- John & Betty Fitzpatrick*
- Ken & Sally Gifford*
- Philip G. Haigh & Mary R. Haigh*
- Rick & Pamela Hill*
- Missy McArthur & Rob Milton*
- Barbara & Kelly Pierce*
- Jim & Sandy Pope & Family*
- Redding Bank of Commerce*
- Redding Rancheria*

- Diantha Reynolds & Family*
- Robert R. Roberts Memorial Foundation*
- Dr. Terry & Bev Rust & Family*
- Shasta Association of Realtors*
- Paul & Deborah Smiddy*
- Richard & Mary Stimpel*
- Mike & Nueme Wells*
- Wells Fargo Bank*
- Sally Wells*

Society of Scholars

(gifts from \$5,000 to \$9,999)

- Dennis & Sherrill Bambauer*
- Thomas E. Daniel, M.D. & Paula A. Daniel*
- Harry Daniell
- Rod & Sandy Dole - Harrison's Marine*
- Don & Doreeta Domke*
- The Eigenman Family*
- William W. Evans, D.M.D., M.D. & Family*
- Diane & Lou Gerard*
- J.W. Wood Co., Inc.*
- Bruce & Debra Kittrick
- Ron & Karina Lapp & Family*
- Ron Largent*

- Gloria & Lee Lopez*
- Dr. Leon C. & Donna J. Nelson*
- Nielsen and Struve Families
- Archer & Eve Pugh*
- Ronald E. Reece, M.D.*
- Ron & Carole Reynolds*
- Judith & Lee Salter*
- Dave & Andrea Scott*
- Shasta Regional Medical Center*
- Al Shufelberger*
- Robert, Jana, Rob & Whitney Small*
- Lyle & Jeannie Tullis
- Richard Van Ness in memory of Linda R. Peterson*
- Steven L. & Nancy E. Williams*



*Members of the Founders' Circle

With Gratitude

Listed below are contributions of \$100 or more received by the Shasta Library Foundation between January 1 and December 31, 2009. We respect the wishes of donors who want to remain unnamed, acknowledging them in our "anonymous" recognition. We thank all donors for their continued and generous support.

Alpine Drive-In, Inc.
 Anonymous
 Chris & Diane Andrews
 Dorothy Arel in memory of Gary Arel
 Carl & Lupe C. Arness Families
 Margaret Arthofer
 Mike & Robbi Ashby
 Stephen H. Baker & Susan Cresto Baker
 Rudy & Margaret Balma
 Dennis & Sherrill Bambauer

Jim & Marlys Barbosa
 Bartels Giant Burger
 Karen Bennett
 Rich and Jane Bergstrom
 Bob & Janice Brennan
 Dawn Brooks in memory of John Brooks
 Jeff Brown
 Robert & Mary Burger
 Burger Time
 Richard & Mary Burns

George & Betty Caria
 Jim Ceragioli in memory of Judith R. Ceragioli
 Gene Chapin
 Dr. David & Claudette Civalier
 David & Mary Jane Cross
 Damburger, Inc.
 Thomas E. Daniel, M.D. & Paula A. Daniel
 Harry Daniell, M.D.
 Gene & Vivian Dawson

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Dr. Lang M. Dayton in memory of
L. Lang Dayton
Edwin & Lorraine DeGraff
Kevin & Betty Dempsey
Delaney and Reece Denham
Dick & Betty Dickerson
Rod & Sandy Dole, Harrison's Marine
Don & Doreeta Domke
Edelweiss German American Club
The Eigenman Family
Michael Eisenback
Barbara Enochian
Bill & Kathleen Evanhoe
William Evans, D.M.D., M.D. & Family
Dr. Bruce & Shelly Farrell
John & Betty Fitzpatrick
Sandra Fox
Gene's Drive-In, Inc.
Diane & Lou Gerard
Giff's Steakburger
John & Norma Haner
Robert M. Hansen, M.D., and Kathryn A.
Svoboda
Rick & Pamela Hill
Lauris 'Pat' Hiner
J.W. Wood Co., Inc.
Steven & Karen Jahr
Mike & Danine Jasumback
Elaine Kavanaugh & Larry Butt
Dr. Bill & Dene Kipp
Bruce & Debra Kittrick
Kohl's Cares for Kids
Dave & Deb Lanford
Ron & Karina Lapp & Family
Ron Largent
Dr. Rush & Hollie Lenroot
Lorraine Lewis
Roger & Janel Longnecker
Gloria & Lee Lopez
Rose Marie Mancasola
James & Kathleen Mannion
John & Michelle Martin Streeby
Dave & Shirley McGeorge
Robert & Marcia McKenzie
Dr. Charlie & Judy Menoher
Adam & Vicky Morgan
Bob & Sandie Morrison
Lin Moss in memory of Emilee Crane and to
honor Judy Smith
Theresa Muth & Maggie Redmon
Dr. Leon C. & Donna J. Nelson
Mary Lou Nutley
Dennis & Peggy O'Lea
Jason & Jana Parker
Dr. Bill & Francie Parr

Peggy D. Masden Trust
Russ & Anne Peterson
Scott & Vickie Philben
Ray & Shannon Phillips
Eugene & Marlys Poch
Jim & Sandy Pope & Family
Ann Przybyla in memory of Happy Warren
& Reva Coon
Archer & Eve Pugh
Lloyd & Eleanor Ralston
Susan Ralston
Record Searchlight
Redding Realty - Richard Downs
Ronald Reece, M.D.
Emilie Reedy
Ron & Carole Reynolds
Robert R. Roberts Memorial Foundation
Gary Sachtler
Judith & Lee Salter
Ernest & Lou Ann Sandoval in memory of
Earl Blomquist
Nona Schaeffer
Joshua & Bethany Schmidt
Dave & Andrea Scott
Scripps Howard Foundation
Sharrah Dunlap Sawyer, Inc.
Al Shufelberger

Fred & Carol Skill
Bill & Mary Stegall
Helen Stratte
Jennifer Sunde
Connie Sundquist
Dr. Dan & Evelyn Suther
Joe & Pat Tallerico
Howard & Donna Taylor
The McConnell Foundation &
Saddleback Medical Group in memory
of Thomas Dykes
Brad Tillson, Tapas Downtown
Jerry & Nadine Tucker
Lyle & Jeannie Tullis
Richard Van Ness in memory of Linda R.
Peterson
Col. Gary E. Layton & C.J. Van Ryte-Layton
M. James & Carolyn Warnemuende
Mike & Linda Warren
Sally Wells
Bob & Charlene Williams
Raymond E. Williams
Steven & Nancy Williams
Nance Wood
John & Karen Yoast
Emily Young

Please notify us of any unintentional errors or oversights so we may correct our records.



There are now 80,058 people in Shasta County with library cards. There are 50,000 visits each month to the Redding Library alone, over 11,000 reservations monthly for the public computers, and 550,273 items circulated in 2009. Your support has made a difference for every one of these people.

Thank You.

Endowment Funds: The Gift that Keeps on Giving!

The Shasta Library Foundation Endowment is a permanent, county-wide fund whose principle is never used and whose earnings provide additional, long-term income for the Library.

The Foundation's goal is to raise \$4 million for the Endowment Fund. All donations to the Endowment may NEVER be spent - only a percentage of the EARNINGS can be used to provide funds for the Library. As the Endowment Fund balance increases, its earnings - the resources available to enrich the Library by supplementing (not replacing) other funding sources - will also increase.

People are often confused about the role of the Friends of the Library and the Shasta Library Foundation. The Foundation works in close partnership with the Friends of the Libraries in Redding, Anderson, and Burney to meet the present and future needs of the Library. The main difference is that while the Friends spend funds as they are raised, the Foundation is restricted in the amount that can be

spent. In a household analogy, the Friends are the checkbook and the Foundation is the savings and retirement plan.

The Foundation secures grant funding to help the Library address immediate needs. In 2009, \$11,000 was received from the Scripps Howard Foundation to support the Family Literacy Program.

The Foundation had \$5,900 in endowment fund earnings in 2008 that were eligible to be spent in 2009 (this represented 25% of the earnings; the remaining 75% of the earnings was reinvested). Because the Library was still spending the \$1 million that was raised as part of the capital campaign for collection development, the \$6,946 in 2008 Book Fund earnings was reinvested.

The Foundation meets annually with representatives of each of the three Friends of the Library organizations (Redding, Anderson, and Burney) and Library administration to review all unfunded library priorities. This past year, the Foundation funded some

Gifts to the Endowment Fund are the gifts that keep on giving: your contribution is invested and only the earnings are used...over and over and over! Your donations make a difference today and for generations to come.

critical equipment needs including Vocera Communication Badges for librarians to more effectively staff the various areas of the Redding Library; Thermal Receipt Printers used for check-out and tracking holds; and a new Photocopy Machine for the Anderson Library.

The economic recycling of earnings from the Endowment Fund is a very effective long-term solution to providing revenue to sustain the Shasta Public Libraries in Redding, Anderson, and Burney.



Knowledge allows us to spread our wings.



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