

# FRIENDS OF THE OAKLAND PUBLIC SCHOOL LIBRARIES

ANNUAL REPORT  
FOR 2019



# DIRECTOR'S STATEMENT

After leading our organization from its inception in 2012, FOPSL's executive director, Kari Hatch, retired in April. Her dedication and thoughtful leadership resulted in the rebuilding of 26 Oakland Unified School District libraries, the creation of our Elaine Wells Books Kids Want to Read grant fund, the passage of an OUSD Board of Education Policy calling for libraries in each District school, and the creation of the Ann Mayo Gallagher Scholarship fund to encourage teachers to become Teacher Librarians. We are grateful that Kari continues to support FOPSL with her expert counsel.

I was excited to take the reins from Kari in May after two years working for FOPSL as program coordinator and development director. Before working for FOPSL, I spent over 20 years working in the brokerage industry and founded my own non-profit, Good Cents for Oakland in 2005. In 2010, I reopened the library at Sankofa Academy, an OUSD school in North Oakland, and managed that library for five years. The importance of a quality school library really resonated after my years serving students in Sankofa's library.

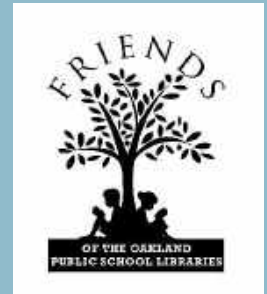
I am pleased to present this report of our 2019 accomplishments.

**DAGMAR SEROTA**

Executive Director



Kari Hatch and Dagmar Serota



## MISSION

To ensure every Oakland public school student has access to a quality school library.

## FRIENDS OF THE OAKLAND PUBLIC SCHOOL LIBRARIES

5945 Johnston Drive  
Oakland, CA 94611

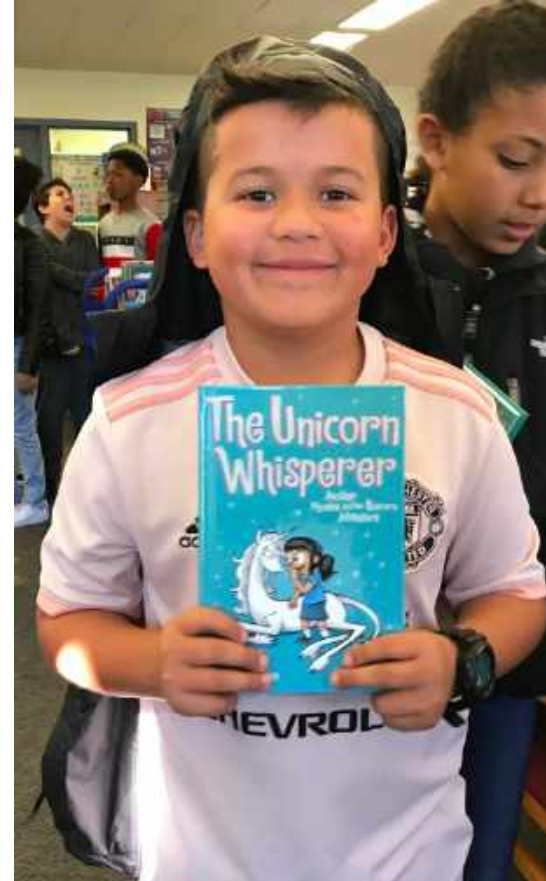
[www.fopsl.org](http://www.fopsl.org)

# 2019 PROGRAM HIGHLIGHTS

## ELAINE WELLS BOOKS KIDS WANT TO READ GRANT

Named for our founding board member, Elaine Wells, the **Books Kids Want to Read** grant was designed to provide library staff with a way to keep their library collections attractive and enticing to their students. We know that the more kids read, the better readers they become. With only 36% of OUSD students reading at grade level, we need students to love their libraries and books.

Now one of our most important programs, this grant fund has grown from just \$5,000 four years ago to \$19,000 in 2019. With those funds, we were able to provide \$1,000 grants to 17 under-resourced Oakland public schools with an average student poverty rate of 82%. The grants helped 8,200 students experience the joy of new library books.



"The smiling faces tell it all.  
Thank you so much!"  
Christine Quan, Library Technician



"This feels like Christmas!  
Literally what my students said  
when they unpacked the box."  
Samantha Solomon, Librarian



"The students LOVE the new books,  
particularly  
the Spanish and Arabic speakers."  
Robyn Daniels, Librarian.



# PROGRAM HIGHLIGHTS

## NEW 21ST CENTURY LIBRARY GRANTS

We invested \$5,000 to launch a \$250 rolling mini-grant program for school libraries in fall 2019. School libraries offer more than a room full of books -- they provide a place to learn how to find information, a haven from the playground, and a space to meet to discuss books or join a club. With our mini-grant, library staff can purchase technology or buy materials for clubs and programs.

In 2019, library staff used our grants to purchase Chromebooks so students can search the library catalog themselves, check out their own books, and use library-curated web-sites during "Lunchtime Library." Other grants were used to buy art supplies and books, so students can participate in the California Young Reader Medal Program.



## NEW LIBRARY ADVISORY COMMITTEE

Many Oakland Unified School District and public charter schools serving Oakland's most vulnerable students do not have school libraries. In 2019, FOPSL set a goal to develop programming to provide library services to public schools without libraries and to demonstrate the value of libraries and the services they provide. The Library Advisory Committee is our newly formed panel of experts who are providing invaluable insight and guidance in creating this programming. We thank them for their support.



### **Amy Breed**

*Instructional Librarian, The College Preparatory School*

### **Gina Kessler**

*Librarian, St. Mary's College of California*

### **Andrea Kneeland**

*Library Media Specialist, Holy Names High School*

### **Michael Nicholoff**

*Librarian and Instructional Designer*

### **Liz Price Patel**

*Head Librarian, Redwood Day School*

### **Samantha Solomon**

*Teacher Librarian, Calvin Simmons Campus, OUSD*

### **Sarah Vital**

*Business Librarian, St. Mary's College of California*

# PROGRAM HIGHLIGHTS

## ANN MAYO GALLAGHER SCHOLARSHIP

Teacher-librarians are the most credentialed members of the teaching community because they hold two credentials, one as a teacher and one as a librarian. Research demonstrates that student literacy rates rise when their schools have libraries managed by a teacher-librarian. The Ann Mayo Scholarship was created to encourage teachers to earn a library credential.



Samantha Solomon

Last year, we were honored to provide a scholarship to Samantha Solomon, who decided to pursue her teacher-librarian credential after six years as a classroom teacher. Now, Samantha is the teacher-librarian at Oakland Unified's Calvin Simmons Campus, serving both high school and middle school students. Samantha's years in the classroom gave her valuable insight into how to best collaborate with teachers and support student achievement. Samantha tailors the user experience in her library, soliciting student and teacher feedback to ensure the library is focusing on the needs of the school community.

## FOPSL VOLUNTEERS IN ACTION

FOPSL was founded by volunteers, and they remain at the heart of our organization. Many school library staff hold 18 or more weekly library classes while also supporting teachers. That leaves little time for them to maintain their libraries. FOPSL volunteers are there to help with regular library maintenance tasks, including taking inventory, removing out-dated, inaccurate books from the shelves, and keeping books in order.



# OPERATIONS HIGHLIGHTS

In 2019 FOPSL raised a record amount of funds in support of our programs for Oakland public school libraries. Our fall fundraising event and end-of-year mailing not only raised more money than they had in previous years, but also increased the number of individuals supporting FOPSL.

We were delighted to add two new board members, Ellen Snook, a non-profit marketing and communications professional and Dick Anderson, a healthcare industry professional. Please see their profiles, below.

We launched our new web-site in September, featuring information about the importance of school libraries, school library trends, and resources for library staff, educators, and parents.

We also improved operational efficiencies by switching to a new donation processing service, hiring a professional payroll service, contracting with the Oakland Education Fund to manage the registration requirements for FOPSL's in-school volunteers, and purchasing Chromebooks to expand our volunteering capabilities.

## BOARD OF DIRECTORS

Charles Rath III, M.D.  
*Chair*

Thomas Kaun  
*Vice Chair*

Elaine Wells  
*Secretary and Treasurer*

Dick Anderson  
Ann Gallagher  
Kathy Poly

Nancy Rowell  
Ellen Snook

Shelby Solomon  
Natalie van Tassel



### ELLEN SNOOK

Ellen brings more than 25 years of corporate public relations/marketing and nonprofit communications experience to FOPSL. She has worked for public relations firms in Chicago and San Francisco. In 2008, she became director of communications for the nonprofit Women's Initiative for Self Employment. Since leaving Women's Initiative in 2013, Ellen has provided communications consultation for nonprofits including Opportunity Fund, BizWorld.org, and the Sierra Club.

### DICK ANDERSON

Dick Anderson, retired, worked for Kaiser Permanente for 31 years, serving as VP, corporate director of Medical Economics, Marketing, and Health Policy functions. Dick also served for three terms on the Federal Physician Payment Review Commission, and has served as Chairman of the Greater Oakland YMCA as well as a long-standing board member of the Alpine Peaks Homeowner's Association.



# FINANCIAL OVERVIEW



In 2019, FOPSL raised a \$109,000 to support its work, a record for the organization. This was in part because of our successful fundraising for our flagship program, the Elaine Wells Books Kids Want to Read grant fund, and also our successful fall fundraiser and year-end fundraising.

We ended the year with a surplus of \$32,000. We are thankful for this financial cushion given the economic uncertainty the Covid-19 pandemic poses, and what we believe will be an even greater need for books in Oakland public school libraries. Looking ahead, we anticipate that our expense ratios will continue to improve in 2020, because in May 2019 we no longer paid a part-time development director.

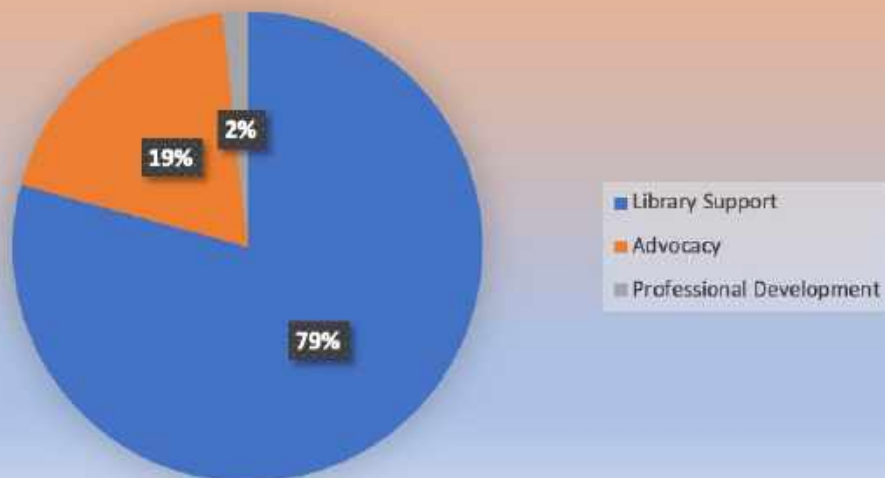
## INCOME SOURCES

Individuals	68,516	63%
Businesses	11,029	10%
Foundations	25,000	23%
Other Income	4,898	4%
	<hr/>	<hr/>
	\$109,443	100%

## EXPENSES

Programs	57,782	75%
Administration	7,241	9%
Fundraising	12,216	16%
	<hr/>	<hr/>
	\$77,239	100%

## Program Expenditures



## LIBRARY SUPPORT

includes:

- Books Kids Want to Read grants
- Other book purchases
- Literacy programming
- Library supplies
- Library staff stipends
- Volunteer equipment
- Volunteer clearance fees

# THANK YOU

We are grateful to the many foundations, businesses and individuals that made generous donations to Friends of the Oakland Public School Libraries in 2019.

These contributions are critical to support our work and help ensure every Oakland public school student has access to a quality school library.



## FOUNDATION AND BUSINESS DONORS

Amazon Smile Foundation

Apple, Inc.

The Cathedral of Christ the Light

E.G. Righellis D.D.S., Inc.

Escrip

Gannett

Genentech

Intel Corporation

Kate Family Foundation

PG&E Campaign for Community

Quest Foundation

Rogers Family Foundation

Temple Sinai People of the Book Project

Village Market

## FALL EVENT DONORS

Ace Garden Center - Alchemy Studio - Carlene Anderson Kitchen Design - Aunt Mary's Café - Bakesale Betty - Ellen and Patrick Becherer - Bellanico Restaurant and Wine Bar - Cole Coffee - Joanne Coyne - Drake's Brewing Company - Noriko Enderle - La Farine - Freight and Salvage - Greystone Hotels - Hall Wines - Hive a Place to Bee - Hopscotch - Lisa Kissinger Kaplan - Thomas Kaun - Kokkari Estiatorio - Monica and Jim Lent - Lucky Supermarkets, Montclair - Ray Marshall - Mitama - Christine Moriuchi - Kathy Poly - Steven and Elizabeth Rosenberg - Leslie Rossman - Safeway Montclair - Dagmar and Gil Serota - SF Jazz - Star on Grand Terry Shames - Ellen Snook and Richard Croghan - Terrace Café - Trader Joe's, Lakeshore - Allison Wells - Elaine and Richard Wells - Catherine Wendling - Wisteria Rockridge



Please accept our apologies for any errors or unintentional omissions.



# THANK YOU



## INDIVIDUAL DONORS

Noemi Alvarado and Mark Davis - Carlene and Richard Anderson

Janet Arnold and Michael Rubin - Nancy Auker - Howard Backer - Mac and Taylor Barnett

Bruce Barron - Valerie Barth - James and Hebe Beard - Ellen and Patrick Becherer

Bryn Bettelheim - Donna Blanchard - Gabriel Block - Srinivas Bobba - Anne Bodel

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Kari Hatch and Jonathan Sykes - Rosann Haugen - Patrick and Sandra Hayashi

Mary Gage Herman - Carolann Hinkle - Adrienne and Warren Hogg - Eric and Linda Horodas

Eileen Ingenhron - Dennis and Pat Iverson - Joy and Jonathan Jacobs - Jane James

Morten Jensen and Maria Wolf - Buddington and Deloras Jones - Thomas Kaun

Nonie and Jeff Kent - Anne and Patrick King - Molly Kitamura - Andrew Kivel - Jane Kreider

Dorothy Kunz - Jonathan Landy - Suzanne Lape - Patricia and David Larsen - Hai Le

Jean Lepkowski - Monica Ley - Kim Loda - John Loeser - Albert and Tina Longfield - Harriette Louie

Please accept our apologies for any errors or unintentional omissions.

# THANK YOU



## INDIVIDUAL DONORS

John and Margaret Maloney - Monica and John Marcone - Daniel and Cheryl Marks

Kay Martin and Ken Hillier - Michael Mayo - Edward and Adeline McClatchie - Janice McClure

Catherine McLane - Bill McLean - Rachel Medanic and David Watt - Donald and Virginia Meyer

Adam Miller - Robert Moke - Christine and Morris Moriuchi - Joan Moses - Karen and Tim Murphy

Barbara and Jonathan Newhall - David and Patricia Newhouse - Laura Novak - Diane O'Hara

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Jim Wambach - Cassandra Warren - Anita Watkins - Kathy Weiner - Elaine and Richard Wells

William Wexelblatt - Mark Whatley and Danuta Zaroda - Dawn Wheeler - Elizabeth Whitehouse

Sharon Wicher - Anne and Douglas Wick - Audrey Wick - Patrick Wilson - Stephanie Woodbury

Judy Zollman and Marty Glick

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