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OAKLAND
2016 NOV 22 AM 9:42

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Gerry Garzón
Director of Library Services

SUBJECT: Library Grant from the Kenneth Rainin
Foundation for Children's Books

DATE: November 21, 2016

City Administrator Approval

Date:

11/21/16

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution Authorizing The City Administrator To Apply For, Accept And Appropriate Grant Funds From The Kenneth Rainin Foundation In The Amount Of \$55,000 For The Period January 1, 2017 To December 31, 2017 For The Purchase Of Books For The Oakland Public Library's Children's Literacy Programming Fund.

EXECUTIVE SUMMARY

Adoption of this resolution will allow the City Administrator or her designee to apply for, accept, and appropriate \$55,000 in grant funds for the purchase of children's books to be distributed through multiple Oakland Public Library (OPL) programs, including but not limited to: Día (Diversity in Action) events, Books for Wider Horizons preschool graduation giveaways, Summer Reading, Winter Bingo, and Share the Love outreach collection distribution.

BACKGROUND / LEGISLATIVE HISTORY

OPL raises \$100,000 or more per year from private funding sources for the Children's Literacy Programming Fund to pay for the non-personnel costs of its programming for children, including Summer Reading, Winter Bingo, and the Books for Wider Horizons preschool story reader volunteer program. These programs support early literacy and promote a love of reading through a range of services, including initiatives that create access to books and stories for children who may not otherwise have adequate access.

The Kenneth Rainin Foundation has granted funds to OPL in the past for similar purposes. Since 2014, the Foundation has generously supported OPL's purchases of new giveaway books.

The Kenneth Rainin Foundation is a private family foundation dedicated to enhancing quality of life by championing and sustaining the arts, promoting early childhood literacy and supporting research to cure chronic disease. Collaboration and innovation are at the heart of all its

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programs. Its vision is guided by the belief that change is possible through inquiry, creativity and compassion.

ANALYSIS AND POLICY ALTERNATIVES

OPL depends on private funders to offer engaging programs for young readers at all 16 branches and the Main Library throughout the year. In addition to the Kenneth Rainin Foundation, major donors include Friends of the Oakland Public Library, The Bernard Osher Foundation, Kline Family Foundation, Stocker Foundation, Matson Foundation, Union Pacific Foundation, William G. Gilmore Foundation, Fentons Creamery, and Hellman Foundation.

The Kenneth Rainin Foundation has a particular interest in ensuring that books are distributed to children throughout Oakland. With grant funds OPL will purchase 14,000 children's books to be distributed as Summer Reading and Winter Bingo prizes, at Diversity in Action program events, to preschoolers served by trained volunteers from OPL's Books for Wider Horizons program and at other venues and events.

If the Council chooses not to accept the grant funds, the designated programs for these funds will have fewer books to distribute.

FISCAL IMPACT

There is no direct fiscal impact on the City's General Purpose Fund. Funds received will be deposited and appropriated to the Oakland Public Library Trust Fund (7540), Organization 61313, in a project or projects to be assigned.

PUBLIC OUTREACH / INTEREST

No public outreach was conducted or required for the preparation of this report, other than the posting on the City's website.

COORDINATION

The Office of the City Attorney and Controller's Bureau were consulted in the preparation of this report and resolution.

SUSTAINABLE OPPORTUNITIES

Economic: This grant provides support for the Oakland Public Library which offers free programs and services available to all Oakland families to enhance their educational and economic opportunities.

Environmental: No specific environmental opportunities have been identified.

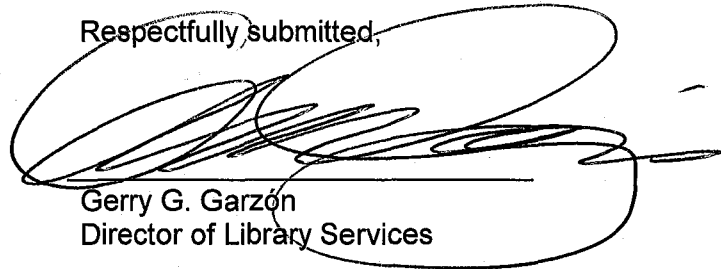
Social Equity: The services of the Oakland Public Library are available at no charge to all residents of all ages to acquire knowledge and develop skills they need to assure equity in educational, employment, housing, and community opportunities.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council adopt a resolution authorizing the City Administrator to apply for, accept and appropriate grant funds from the Kenneth Rainin Foundation in the amount of \$55,000 for the period January 1, 2017 to December 31, 2017 for the purchase of books for the Oakland Public Library's Children's Literacy Programming Fund.

For questions regarding this report, please contact Winifred Walters, Manager, Community Relations, Grants and Development, at (510) 238-6932.

Respectfully submitted,



Gerry G. Garzón
Director of Library Services

Prepared by:
Winifred Walters, Manager, Community
Relations, Grants and Development

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OFFICE OF THE CITY CLERK
OAKLAND

OAKLAND CITY COUNCIL

M. MacFarland
City Attorney

2016 NOV 22 AM 9:42 RESOLUTION No. _____ C.M.S.

Introduced by Councilmember _____

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT AND APPROPRIATE GRANT FUNDS FROM THE KENNETH RAININ FOUNDATION IN THE AMOUNT OF \$55,000 FOR THE PERIOD JANUARY 1, 2017 TO DECEMBER 31, 2017 FOR THE PURCHASE OF BOOKS FOR THE OAKLAND PUBLIC LIBRARY'S CHILDREN'S LITERACY PROGRAMMING FUND

WHEREAS, the Oakland Public Library makes books and other resources accessible to our community based on their interest and needs; and

WHEREAS, research shows that early reading proficiency is a primary indicator of a child's future academic success; and

WHEREAS, the Oakland Public Library supports early literacy and promotes a love of reading through a range of services, including initiatives that create access to books and stories for children who may not otherwise have adequate access; and

WHEREAS, the Oakland Public Library depends on private funders to offer engaging early literacy programs for young readers and their families at all 16 branches and the Main Library throughout the year; and

WHEREAS, on September 23, 2016 the Kenneth Rainin Foundation invited the Oakland Public Library to apply for a grant in the amount of \$55,000 for the purchase of books to distribute to children through multiple programs, including Summer Reading and Winter Bingo; now, therefore be it

RESOLVED: That the City Administrator is hereby authorized to apply for, accept and appropriate grant funds from the Kenneth Rainin Foundation in the amount of \$55,000 for the period January 1, 2017 to December 31, 2017 for the purposes described above; and be it

FURTHER RESOLVED: That the grant money received shall be deposited into the Oakland Public Library Trust Fund (7540), Organization 61313, in project(s) to be assigned; and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized to accept and appropriate additional grant funds from the Kenneth Rainin Foundation for the same purposes within the same grant period without returning to Council.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN, REID, AND PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California