

Coachella Library: Crafts n' Cuentos Program

City of Coachella

Donation Proposal

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Proposed by:

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Coachella Library

Branch Manager In

The Coachella Library sits in the heart of the City of Coachella. Operated by the Riverside County Library Systems, the Libraries' vision is to enhance the quality of life in our communities.

#### Mission Statement:

Acknowledging the cultural diversity of our communities, the Riverside County Library System, in partnership with these communities, provides lifelong learning opportunities through equal access to informational, recreational, and educational materials.

#### Proposed Project Summary:

The Coachella Library like many other non-profit institutions has been hit hard by the current pandemic we have all been subjected to. Keeping children engaged in reading and learning has always been a challenge, but this year, the challenge has doubled. Children need a full sensory experience when it comes to learning and appreciation of books. Not being able to physically come and select books from our collection, for their enjoyment, has meant that we needed to be even more creative to keep them engaged and still, loving reading and learning.

We as the Coachella Library Team, have come up with a strategy that is helping us keep the children engaged in their reading and enthusiastic about learning. We started to use a pairing system, where the weekly Storytime is paired with a craft that reflects that week's learning objectives. In the short amount of time that we have been offering this program, "Crafts n' Cuentos", we have come to find that children are enthusiastic again about the learning process.

The project that we have named "Crafts n' Cuentos" main purpose is to keep engaging children in reading and taking advantage of local services that are offered to the community at no cost.

We would like to expand the program; however, we lack the funding for it.

The City of Coachella, being mostly a Latino, serves a very large Spanish-only community. The funding that we are seeking, would be used to expand our current Spanish book selection, as well as provide funding for the hundreds of crafts that are going out every month. We need to show the community that a library is an informational tool that is available to them at no cost. We are a resource that they should be relying on.

#### Project Work Plan:

In the short amount of time that I have been with Coachella Library, we have been working tirelessly as a team to spread the word that we are here and that we need help. The library has already begun to send out donation letter requests to many of the businesses in the local area.

This is a community project therefore we feel that the community should be more involved.

The fundraising efforts will continue throughout the year in hopes that we raise enough money to keep this program going. This will be an ongoing process of providing children the services that are needed to keep their focus on reading.

Project Budget and Cost:

Crafts n' Cuentos Project Budget 2022			
New Books for Collection			
Qty	Item	Cost (Avg)	Total Cost
30	Spanish Board Books	\$15.00	\$600.00
25	Spanish ER Books (Easy Reader)	\$15.00	\$500.00
25	Spanish EZ Books	\$20.00	\$600.00
25	Spanish Juvenile Fiction Books	\$25.00	\$750.00
25	Spanish Juvenile Non- Fiction	\$25.00	\$750.00
20	Spanish Adult Fiction	\$25.00	\$600.00
20	Spanish Adult Non- Fiction	\$30.00	\$700.00
200	Manga Series – YA- Young Adult	\$25.00	\$6500.00
	<b>Book Total</b>		<b>\$11000.00</b>
	<b>Craft Supplies</b>		
1	Variety of Arts & Crafts Materials	\$5.00	\$6000.00
	<b>Tables and Chairs</b>		
36	Kids Chairs	\$46.99	\$2000.00
6	Kids Height Tables	\$250.99	\$2000.00
1	Kids Area Rug	\$899.99	\$1000.00
1	Incentives		\$3000.00
	<b>Incentives</b>		
	<b>Tables and Chairs Total</b>		<b>2000</b>
	<b>Book Total</b>		<b>11000</b>
	<b>Craft Total</b>		<b>6000</b>
	<b>Grand Total</b>		<b>25000.00</b>

With the items listed above, this is enough to make anywhere from 1500-2000 take-home crafts, depending on the materials used, etc. This would be enough raw materials to last us about 6 months. Some of the raw materials will be provided by the library.

Since the programs inception, we have already added 130 more children to the library family.

The programs that we offer are diverse in nature and involve the entire families. With participation increasing every week, we need additional furniture to accommodate for everyone.

On the budget plan above, you will see that we need additional seating and tables for the children to have access to a safe work surface. We are constantly coming up with new ways to engage children and these materials would be used help us offer a large variety of them that will make children fall in love with reading and the library again.

Outreach has been mostly word of mouth, digital flyers on all social media platforms, printed flyers, and signage posted all over the branch.

Other funding sources:

The Library has already sent out donation letters to local businesses in search of supply or monetary contributions. So far, we have only received supply donation from a local bakery that are donating their empty egg cartons that are saving us \$14.99 for every 30 donated. Other businesses have donated paper and office supplies that has already been put to good use.

Thank you:

I would like to thank you for taking the time to look over this proposal. The Coachella Library has gone thru a lot of changes in the past couple of months. Positive changes that are making the Library more appealing with diverse programming for the entire family. We are striving to be a gathering place for people of all walks of life. Kids want to come in and do homework and have fun with their friends, families want to come in and participate in programs that are safe, fun and most importantly free. Teens want to have a cool, clean place they can hang out to read or play and lastly, local entrepreneurs, businessmen, love the library as a place to host meeting and conference calls. We are the place to be, and with your help, we can ensure that the Coachella Library continues on this path of growth and development.