

## FAL fundraiser November 2 - 8



We have an exciting new partnership! Books Inc. Alameda has graciously offered Friends of the Alameda Free Library a unique fundraising opportunity. From November 2 through November 8 we will be celebrating "FAL week at Books Inc." During this week, if you shop online using our unique code, available November 1 on our website, Books Inc. will donate 10% of the proceeds of all online sales to the Friends of the Alameda Free Library. If you shop in the Alameda store, just mention you want to participate in the Friends of the Alameda Free Library fund raiser when checking out and Books Inc. will donate 10% to FAL.

Please save the dates for "FAL week at Books Inc." and begin your online and in-person holiday shopping with us. A huge thank you to Hank Hedland and Books Inc. for this wonderful gesture with the promise of future collaborations.

### Stay connected to FAL

To reduce costs, we are now mailing our newsletter quarterly only. To stay updated on all our programs and news, please sign up for our monthly email newsletter by sending an email to [info@alamedafriends.com](mailto:info@alamedafriends.com)

## Online used book sale continues to generate funds for FAL

Our dedicated Used Book Store volunteers continue their hard work of selecting books for our Online Used Book Store. You can now select books from many more categories including popular, current affairs, cooking, children's, young adult, and biographies. If you can't choose, ask for a grab bag of books in your favorite genre. New books are added every week. Order a book you like for yourself, your family, or for a friend. The money earned from these sales help support various programs at the Alameda Free Library.

Books purchased by Thursday are delivered to buyers in Alameda on Saturday by our Green Delivery Service volunteers, Jill and Catherine. Purchasers living outside Alameda can pick up their books on Saturday in the library parking lot (1550 Oak Street, Alameda, 94501) between 10 and 11 a.m. Browse and purchase books at [alamedafriends.com/shop](http://alamedafriends.com/shop)

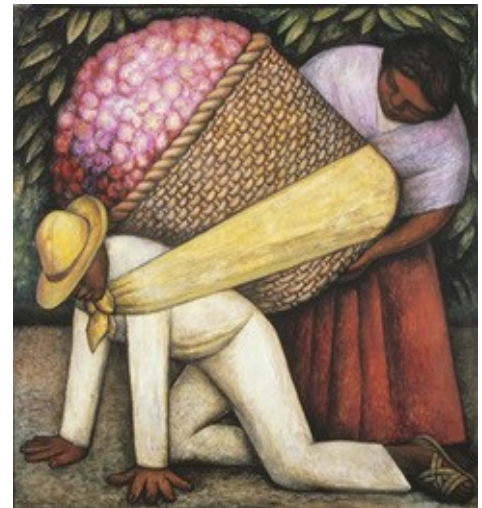




## Art Docent: Diego Rivera November 9 at 7 p.m.

Diego Rivera was one of the big men of 20<sup>th</sup> century art—big physically, in personality, and as an influence on American art at mid-century. His mural style was forged in the Mexican Revolution; in his American murals, he achieved an incongruous synthesis between a reverence for the indigenous cultures of his native land and an appreciation of the American industrial modernity. Overshadowed today by his wife Frida Kahlo, Rivera was a prodigious talent whose commitment to art as a political act continues to resonate. As he said, he didn't believe in God, but he did believe in Picasso.

Avril Angevine is an independent art lecturer who has spoken at the Alameda Library many times. She is a Humanities and English instructor at local colleges, and a museum guide at both SFMOMA and the Oakland Museum. While it is a free event, we do require registration. You may register here: <https://alamedafriends.com/calendar/>



## Author Vanessa Hua November 16 at 7 p.m.



FAL is very excited to bring award winning author Vanessa Hua in conversation with Hank Hedland, manager of Alameda Books Inc., to our Friends @ Home Author series.

Vanessa Hua is a columnist for the *San Francisco Chronicle* and the award winning author of *A River of Stars* and *Deceit and Other Possibilities*. A National Endowment for the Arts Literature Fellow, she has also received a Rona Jaffe Foundation Writers' Award, the Asian/Pacific American Award for Literature, and a Steinbeck Fellowship in Creative Writing, as well as awards from the Society of Professional Journalists and the Asian American Journalists Association, among others. She has filed stories from China, Burma, South Korea, Panama, and Ecuador, and her work appeared in publications including the *New York Times*, *Washington Post*, and *The Atlantic*. She teaches at the Writers' Grotto, Warren Wilson MFA Program for Writers, and elsewhere.

While this is a free presentation, we do require registration. You may register here: <https://alamedafriends.com/calendar/>

Please consider a donation to FAL so we can continue sponsoring these presentations.

To help spread the word about FAL's work, be sure to "like" our Facebook page the next time you're on Facebook. If you click to "get notifications," that ensures you'll see our posts in your news feed. It also helps us if you share our posts to your Facebook friends. [@friendsalamedafreelibrary](https://www.facebook.com/friendsalamedafreelibrary)



## Volunteer extraordinaire: Sita Peddada

Sita (Sailaja) Peddada moved to Alameda in 2008 after completing her PhD at UC Davis on the genetic and molecular basis of Autism Spectrum disorders. Her journey with FAL started when she decided to volunteer in the city she had come to love. Initially she sorted books for the twice yearly used book sales. When our amazing book sale chair Peg Rosen stepped down last fall, Sita stepped up.

It is difficult to comprehend all the challenges of organizing a used book sale that lasts three days and has over 40,000 books to sell. But as Sita tells it in her modest fashion, “most of the volunteers were pros and I learned from them.” Her first sale earned over \$22,000 for the library and she felt very proud of the collective contribution of the whole team.

Then came COVID! As Sita says, “the whole COVID crisis is not just about protecting ourselves, but also our way of life.” So when it became clear that the Friends would not be able to hold our in-person sales for the foreseeable future, Sita and volunteers Nancy Cooney, Peg Rosen, Lisa Mendoza, Tracy Matsuoka, and Catherine Atcheson put their heads together (virtually) to figure out how to continue with this long standing Friends fundraiser. Thanks to Sita and the very hard work of the team, the Friends now have an online used book store. Check out the collection of affordably priced books Sita and her team have assembled at <https://alamedafriends.com/shop/>. The Friends are very fortunate to have many dedicated volunteers working to support our library in Alameda and Sita is among the best.



(L-R) Fred Surh, Nancy Cooney, Lisa Mendoza, Sita Peddada, Caroline Atcheson, Vicki Watson

We record most of our author talks, but copyright issues keep us from recording some of the art docent programs. If you aren't able to attend our webinars in real time, you can enjoy most of them at a later date. Recordings are posted within a few days of each event. Check on our website for the past events we have recorded. You may also go to youtube.com and subscribe to our Friends of the Alameda Free Library channel. Enjoy!

### Message from the President, Karen Butter



In this issue we are featuring our talented book sale manager, Sita Peddada. She managed 2 sales last year and was preparing for our May sale when the country shut down. Within a short period of time Sita shifted focus and started an Online Used Bookstore. We are delighted to have Sita's leadership during this challenging period.

Speaking of books, please read about our Books, Inc. fundraiser.

Kelly Ground has joined us as our Fund Development Manager. Kelly served in a similar capacity for the Belvedere Tiburon Library Foundation for almost 4 years. During that time, she was able to increase their annual giving and coordinated event management, social media, and email communications to donors. She has worked for other non-profits. Please join me in welcoming Kelly to FAL and Alameda!

### Mission: Friends of the Alameda Free Library

- ◆ To provide a variety of ways to contribute to the ongoing services and growth of the Alameda Free Library for the enjoyment and benefit of the entire community.
- ◆ To act as steward for the library and its many services and programs through advocacy, volunteerism, and fund-raising to supplement public funding.

Newsletter Production: Karen Roemer, Karen Manuel

Copy Editors: Kris Matarrese, Peg Rosen

Friends of the Alameda Free Library is a 501(c)(3) nonprofit organization.

Tax ID 23-7437087

P.O. Box 1024  
Alameda, CA 94501  
Return Service Requested

## Coming Events

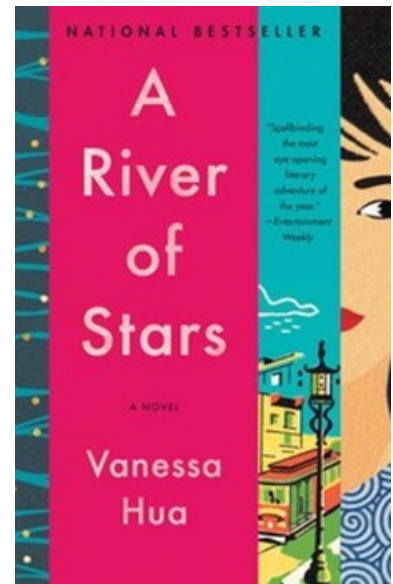
**Nov. 2 - 8: FAL Fundraiser at Books Inc. Alameda**  
In person at Books Inc., 1344 Park St., Alameda 94501. Online at [www.booksinc.net](http://www.booksinc.net) (check our website Nov. 1 for the special code)

**November 9: Docent Talk: Diego Rivera**  
7 p.m. Registration: [alamedafriends.com/calendar](http://alamedafriends.com/calendar)

**November 16: Author Talk: Vanessa Hua**  
7 p.m. Registration: [alamedafriends.com/calendar](http://alamedafriends.com/calendar)

**December 16: Docent Talk: Holiday Hoopla**  
7 p.m. Registration: [alamedafriends.com/calendar](http://alamedafriends.com/calendar)

**January 27, 2021: Docent Talk: Wayne Thiebaud**  
7 p.m. Registration: [alamedafriends.com/calendar](http://alamedafriends.com/calendar)



## Stay in touch!

Information: [info@alamedafriends.com](mailto:info@alamedafriends.com)  
Become a volunteer: [volunteer@alamedafriends.com](mailto:volunteer@alamedafriends.com)  
Donate funds, services, etc.: [donate@alamedafriends.com](mailto:donate@alamedafriends.com)

For the latest information on Friends events and info, check our website: [www.alamedafriends.com](http://www.alamedafriends.com)