2017 ANNUAL REPORT

MADISON PUBLIC LIBRARY

Foundation
MADISON PUBLIC LIBRARY
MISSION

Madison Public Library provides free and equitable access to cultural and educational experiences. We celebrate ideas, promote creativity, connect people and enrich lives.

VISION

Madison Public Library: your place to learn, share and create.

LIBRARY BOARD

Jaime Healy-Plotkin, President
Megan Jackson, Vice President (January–September)
Philip Grupe, Vice President (November–December)
Eve Galanter, Secretary/Treasurer
Jair Alvarez
Tracy Caradine
Cindy Fesemyer
Barbara Harrington-McKinney, City Council Member
Lisa Hempstead, MMSD Representative
James Igielski, MMSD Representative
Alyssa Kenney
Joseph Rosas

FOUNDATION BOARD

Allen Amtsen, President
Susie Younkle, Vice President
Nancy Pandhi, Secretary
Michelle Kamin, Treasurer
Tom DeChant, Immediate Past President
Gail Ambrosius
Richard Arnesen
Angie Brown
Nancy Carpenter
Heather Clefisch
Sheila Conroy
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Dick Goldberg
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Gail Ambrosius
Chris Hughes
Marnie Hulan
John Icke
Barbara Karlen
Shannon Henry Kleiber
Anne Lucke
Jessica Mac Naughton
Nadine Pfotenhauer

ACKNOWLEDGEMENTS Design: Georgia Rucker • Writing: Tana Elias, Trisha Benson & Amy Mertz • Photography: Shanna Wolf & Erin Moore

ABOUT THE COVER ARTIST Rachal Duggan of RADillustrates was The Bubbler’s artist-in-residence at the Central Library in winter 2018, which she spent drawing and doodling every nook and cranny of the library. You can find her this spring and summer at Monroe Street Library, where her illustration workshops will continue to bring the joys of doodling to the Madison community. Thanks to Rachal for allowing us to use her drawing’s to inspire this year’s annual report design!

Madison Public Library: your place to learn, share and create.
MADISON PUBLIC LIBRARY FOUNDATION

• Grow restricted gifts to increase monetary support for the library.
• Improve fundraising in all areas, with increased investment in the development team to expand money available to the library.
• Build a strategic collaboration with the library to fund innovation, urgent needs and special campaigns.
• Support racial equity and inclusion in library and foundation activities through funding, and staff and board makeup.

MADISON PUBLIC LIBRARY

VALUES

• Learning in all forms
• Diverse perspectives
• Intellectual freedom
• Customer experience

• Collaboration
• Innovation
• Making a difference

STRATEGIC LENS

- **Literacy** is the ability to interpret and understand. It is our purpose.
- **Engagement** encompasses how we connect to the community and build relationships. It is how we do business.
- **Community** includes all of Madison. It is who we serve.
- **Equity** refers to the measures we take to help the people in our community realize their full potential. It is how we serve.
- **Accountability** means we take responsibility for our actions and produce results. It is our promise.
2017 Financial Activities

**Foundation Revenues** $2,520,621
1. Contributions: $1,473,724
2. Special events: $170,717
3. Investment income: $7,763
4. Investment income on assets held at Madison Community Foundation*: $868,417

**Foundation Expenses** $1,456,201
1. Grants: $786,180
2. Capital campaigns: $280,335
3. Management and general: $89,483
4. Fundraising: $300,203

**Agency Endowments**

<table>
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<td>Total:</td>
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Nearly $220,000 from the endowment funds were reinvested into the library and foundation in 2017.

*Please note that the Madison Public Library financial figures listed above are unaudited. The complete audited statement will be available in July.*
YOUR DOLLARS IN ACTION: $173,000

The foundation awards grants each year for efforts that address Madison Public Library’s core strategic focuses: literacy, engagement, community, accountability and equity. In 2017, it supported more than a dozen programs and projects totaling $173,000.

PROFESSIONAL DEVELOPMENT

More than 40 library staff members attended major professional conferences and trainings in 2017. Staff members led presentations on library programs and connected with other professionals from libraries across the country.

EQUIITY COLLECTIONS

Families and individuals living in neighborhoods with higher percentages of low-income households often face increased barriers to transportation and internet access. Equity Collections provide all Madison residents — no matter where they live — with access to the latest, most popular reading and media materials.

EARLY LITERACY COLLECTION ENHANCEMENT


TECHNOLOGY UPDATES

The library’s digital offerings increased, and the overall quality of library computing experiences grew stronger. Ten new laptop computers were purchased for use at public checkout stations at Central and Goodman South Madison libraries. New educational apps were purchased for use by mostly youth on in-house iPads.

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STAFF DAY

Staff Day is an annual tradition allowing library employees the opportunity to connect, share ideas and learn. Breakout sessions engaged staff in important discussions surrounding professional development and patron impact. Staff gained a deeper understanding of the library’s mission and their role in fulfilling it.

ONE BOOK AT A TIME

About 3,000 age-appropriate books featuring characters of color were purchased for outreach events attended by low-income families. Kids can choose books from the collection to begin building a home library.

BUILDING EVALUATION CAPACITY

The library worked with the Wisconsin Women’s Health Foundation to boost the library’s capabilities to measure program results and drive continuous improvement through more effective data evaluation using technology.

MEDIA ACADEMY

Funding for the Bubbler’s Media Lab helped launch the Media Academy, an eight-week summer camp for court-involved teens that took place at Central Library. Media Academy allowed teens to work with music and film professionals to create and publish music for social justice.

PLAYING TO LEARN

The library expanded the frequency and variety of community sites for its Anji Play early learning program, which focuses on play with minimal structure and open-ended materials like blocks, planks and barrels.

MINI-GRANTS

The foundation also issued mini-grants for unexpected needs that pop up throughout the year and don’t require a large amount of money or planning. Some examples of mini-grants include the purchase of DVDs for the library’s collection; the purchase of snacks served during teen computer programming; and costs of A Wild Rumpus outreach play events for children and parents.

BEHIND THE CURTAIN

Dollars supported expansion of Wisconsin Film Festival events to all nine libraries, bringing film programming and cinematic storytelling to those who may not have access to ticketed festival events.

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8
RECORD AMOUNT OF FUNDS RAISED: $1.05 MILLION+

Thanks to the goodwill of local businesses, organizations and individuals, Madison Public Library Foundation asked for and received a record number of gifts — in excess of $1.05 million — for specific projects and purposes in 2017. It paid $503,500 to the library for programs, facility improvements and collections. The remainder will support projects taking place over the next few years. Funds given to the library in 2017 went to the following:

FACILITIES
The Irwin A. and Robert D. Goodman Foundation gave $155,000 toward the development of new teen and children’s spaces in the Goodman South Madison Library. Teens engaged in planning sessions in 2017 to guide the areas’ look and function. The Goodman Foundation also pledged $263,000 at the end of the year for a new Readmobile, which is currently in fabrication and will hit Madison streets in 2019.

COLLECTIONS
The estate of Alicia Ashman made a gift to boost book collections at Alicia Ashman Library. Ashman, a longtime progressive activist and former president of the Madison Public Library Board, died in September 2016. The gift will allow the library to buy book club kits, “Too Good to Miss” titles and adult books.

YOUTH PROGRAMS
Financial support from Scooter Software and the Magic Pebble Foundation supported more than 500 at-risk and court-involved teens through the Making Justice community-based learning program, which includes weekly art workshops and an artist-in-residence element.

The Bubbler maker space program received a gift from Scooter Software to fund Artists-in-Residence, a Madison Community Foundation gift for Beyond the Bubbler, which brings the maker programming into Madison community centers over two years; and support from Schmidt Futures and Google for Making Spaces, which will bring Bubbler programming into Madison Metropolitan School District classrooms through the end of 2019.

American Transmission Co. and CUNA Mutual Foundation gifts went toward Meadowridge Library Kitchen Programs, which included sack lunches, cooking programs for teens, and community suppers.

Stafford Rosenbaum LLP paid for the library to hire a college intern to lead and support nine high school-age library interns last summer. The college internship, coordinated through the City of Madison’s Department of Affirmative Action, is designed for minorities studying public administration.

A gift from John Reindl funded Parents as First Teachers, a collaborative effort with Public Health of Madison and Dane County. The program provided training and outfitted nurses with early literacy packs that included a book, a puppet activity, book suggestions, reading instruction tips and a library card application.
FUNDRAISING EVENTS  TOTAL RAISED: $113,000

Ex Libris Vol. VI: Beer for Brunch
Lunch for Libraries
Rock & Read
Ex Libris Vol. VII
Lunch for Libraries

The Wisconsin Book Festival marked its 15th anniversary in 2017 with a record number of year-round free author events — 113 — and an outstanding lineup of authors, including Margaret Atwood, Jonathan Safran Foer and Scott Turow.

The festival, presented by Madison Public Library in partnership with Madison Public Library Foundation, drew more than 16,000 people to Central Library and other downtown Madison venues for programs featuring children’s, YA, fiction and nonfiction authors, as well as poets and spoken word artists.

A new festival membership program attracted more than 60 people, who donated $100 or more to receive benefits like reserved seating at author events and an invitation to the kickoff festival where the schedule is announced for the upcoming year. The foundation raised more than $120,000 in private donations from event sponsors, Book Fest Benefactors and members.

“This is one of the best parts about living in Madison. Thank you!”

“Thank you for the lively people who put together this festival! Reading is often a solitary activity, and I truly cherish the chance to share it with others. Makes this community ever more rich with culture. Thank you!”

Foundation
Madison Public Library
**2017 Financial Activities**

**Library Revenues** $19,237,622
1. City of Madison library appropriation: $16,915,564
2. South Central Library System contractual services: $337,361
3. Fines and Fees: $404,399
4. LINK contractual services: $454,255
5. Grants: $370,254
6. Other: $124,395
7. Endowment: $20,000

**Library Expenses** $19,136,348
1. Salaries and benefits: $12,352,852
2. Library books, media and databases: $1,046,644
3. Facilities: $1,357,358
4. LINKcat online computer operations: $611,337
5. Debt retirement: $2,745,463
6. Supplies, capital assets: $390,440
7. Purchased services, miscellaneous: $578,811

*Please note that the Madison Public Library financial figures listed above are unaudited. The complete audited statement will be available in July.*
**TESTIMONIALS**

I would like to share my remarkable experience at the Archiving Workshop presented by Muhammad. What impressed me the most is that Muhammad brings his affable manner to serve his fellow citizens while he’s rigorously engaged in learning the technology he’s teaching. Rather than wait until he knows more and has mastered every nuance of technical aspects, he shares his understanding of what’s really important: preserving one’s family legacy. He understands the importance of getting started; he understands the emotions that may surface in such a project; and, he understands the challenges people have to completing such a project. I discovered this workshop quite by accident when perusing Madison Public Library’s website. Now, I have been richly rewarded with new tools to accomplish some important family projects. And, I made a new friend in the process with this remarkable man. He provides a rich example of service from which we can all learn. Quite an inspiration!

— Steve Holtzman, Madison

**PERSONAL ARCHIVING WORKSHOPS**

RESOURCES FOR NEW COMMUNITY MEMBERS

Khurelbaatar and Erdentuya visited Alicia Ashman Library after moving to Madison from Mongolia. They hoped to apply for asylum. They were greeted by a librarian who had lived in Mongolia as a Peace Corps volunteer, and was able to offer up a traditional Mongolian greeting. The couple was pleasantly surprised to hear someone speaking their language, and staff were able to work with them to get the forms they would need to file.

Khurelbaatar and Erdentuya returned to the library a few months later, this time looking for information on how to get a business license. With the help of Google Translator and the city’s translator phone line, they were once again on their way with the applications to move forward in the licensing process.

When they needed help promoting their new handyman business, they again turned to the library. Librarians directed them to Craigslist and other job-finding/listing services. Jobs started to pour in, which later brought them back to the library to research paying taxes on their income. Staff connected them with legal and financial partners, and a translator.

With each trip to the library, Khurelbaatar and Erdentuya’s questions for staff were answered in ways that led them to success. Then Khurelbaatar and Erdentuya’s newest problem wasn’t much of a problem at all: “We have too much work!” They had been getting so many referrals, they couldn’t manage it with their two-person operation and were seeking workflow management solutions.

The couple reported in late 2017 that they were taking classes and planning to convert their handyman business into a construction service.

**BOOK & EBOOK COLLECTIONS**

Carole Thomas, who served as a librarian in Boston for 28 years, says she loves Madison Public Library because she can get almost any book she wants, anytime she wants it. “I grew up in California in a very small country town, and the library was kind of a way to open up to the rest of the world,” she says. “I went faithfully, and it was like a lifeline to me. So I became a librarian, I liked it that much.”

An avid reader who goes through about 100 books per year, Carole says being connected to a larger network of libraries is important.

“It’s active, lively,” Carole says of the library. “The best thing is everything that’s available. I use books and films, and I download e-books. I use it all.”

**TAX FORM ASSISTANCE**

“A longtime patron of Alicia Ashman Library called us a couple months ago to say goodbye. He said he was in hospice care and wouldn’t make it back to the library, and that he’d appreciated his time here and our service. A little while after that, he called again. He said that for his entire marriage to his wife (50+ years), he has always been the one to do their taxes, and that he didn’t want to leave that task to her as long as he was around. But he needed us to send him the forms to be able to do it. So while we don’t offer tax form delivery service to all patrons, we gathered the forms and instructions he’d need, and sent them to him. Over the next couple weeks, he’d let us know if he needed other things, and we were able to get him everything he needed to get them done. So while it’s a sad time knowing he’ll be gone soon, we were pretty touched that he thought of the library as the place to help him do his last labor of love.”

— Librarian, Alicia Ashman Library
Tributes continued

Patricia Kehoe
Martha Nicholson
Thomas Kasper
Patricia Coffey
In memory of Alice
Elsa Leverington in
Jacobsen
Larry Hamlin in memory
Jim & Polly Kuelbs in
Paul Schmidt in memory
M. Heiss
In honor of James
Paul Wertsch in
in memory of
Jeannette Deloya
of Jim Kaiser
memory of John
memory of Ray Hilte
D. Hatch
Rozan & Brian
Julie & Jason Mascitti in
Julie & Jason
Patricia & Chris
Jane Lewis & Paul
Georgia & William
William & Janice
D. Hatch
Deanna Letts
Chuck Kreimendahl
Timothy Hughes
Pamela Dryer
Daniel & Liz Braun
Merl Banks
Matteoni Neurauter
of Pearl Nathanson
of Emma Nathanson
Mosher in memory
of Michael
of Jalen McCullough
of Margarita McCoy
Dorothy McClane
Seyforth in honor of
Sprecher-Galka
M.J. Domenichetti
Heather Mueller in honor
Stewart Macaulay
Barbara Wolfe in
James & Mary Clark
Mary Jo Biebl-Yahnke
Paul Bialecki
Roland Bern &
Robert Schmitz
Reinvention Project
Library

$1,000 – $9,999
Nancy Pandhi &
Magic Pebble
Friends of Sequoya
fund of the Madison
Trust, a component
Arlene Zaucha
Susan Tikalsky
Community Assoc.
Heidi Pankoke
Zeigler
Deesa Pence
Benson
Elizabeth Erickson
Insurance

Anonymous (1)

The Capital Campaign for a New Pinney Library
We recognize the commitment of community members and businesses for donations to the new Pinney Library.

Libraries

$300,000 – $499,999
Ann Ammon
Linda Baldwin
Linda Baldwin
Royce & Rodney
Beverly & Bob
Patricia & Chris
Jane Lewis & Paul
Georgia & William
William & Janice
D. Hatch
Deanna Letts
Chuck Kreimendahl
Timothy Hughes
Pamela Dryer
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of Margarita McCoy
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Beverly & Bob
Patricia & Chris
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Georgia & William
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D. Hatch
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### Special Project or Purpose

The Foundation thanks all donors who contributed to a special project or purpose.

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<thead>
<tr>
<th>Name</th>
<th>Donation Purpose</th>
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### Events

Events to cheer for the donors making contributions to these special projects.

<table>
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<th>Description</th>
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<td>Library C</td>
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## MADISON PUBLIC LIBRARY LOCATIONS

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<tr>
<th>Library</th>
<th>Address</th>
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<tr>
<td>Central Library</td>
<td>201 W. Mifflin Street</td>
<td>608.266.6300</td>
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<tr>
<td>Lakeview Library</td>
<td>2845 N. Sherman Ave.</td>
<td>608.246.4547</td>
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<tr>
<td>Pinney Library</td>
<td>204 Cottage Grove Road</td>
<td>608.224.7100</td>
</tr>
<tr>
<td>Alicia Ashman</td>
<td>733 North High Point Road</td>
<td>608.824.1780</td>
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<tr>
<td>Meadowridge Library</td>
<td>5726 Raymond Road</td>
<td>608.288.6160</td>
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<tr>
<td>Sequoya Library</td>
<td>4340 Tokay Blvd.</td>
<td>608.266.6385</td>
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<td>Hawthorne Library</td>
<td>2707 E. Washington Ave.</td>
<td>608.246.4548</td>
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<td>Monroe Street Library</td>
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<tr>
<td>Goodman South Madison Library</td>
<td>2222 S. Park Street</td>
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