



**Foundation**

MADISON PUBLIC LIBRARY

**SUMMER 2019**

A newsletter from  
Madison Public  
Library Foundation

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A technology grant will give library patrons access to popular software.



A Program Venture Fund grant will support the creation of an app that will measure Bubbler programming's effectiveness.

Shanna Wolffs, Photography & Styling

## Library Receives \$105,500 in Annual Fund Grants

Madison Public Library Foundation disbursed \$105,500 in grants to Madison Public Library this spring for technology, collections, professional development, events and other projects that enhance the library's service to its patrons.

**Technology, \$25,000** Funds will be used for software licenses like Adobe so library patrons can access useful programs that they may not have ready access to on their own computer. Additionally, the grant will cover the cost of hiring a consultant to draft a multiyear technology plan for the library, allowing it to plan ahead for future technology and to be ready for new innovations.

**Collections, \$20,000** The library will spend collections funds on eBooks. Madison Public Library is part of a statewide consortium which shares resources. Because Madisonians tend to be heavy eBook users, they pay more each year for increases in eBook purchases. Expanding the eBook variety keeps readers engaged.

**Professional Development, \$25,000** More library staff will be able to participate in job skills and career development training. The library will seek out beneficial general workplace training, too, such as social justice conferences, to help employees grow personally and professionally. Engaging staff through training and development helps them become true community ambassadors and effective public servants. Funds will also support the library's annual Staff Day.

**Program Venture Fund: Bubbler Impact, \$15,000** The Bubbler will use the Program Venture Fund to work with a local software company on building an app that helps staff measure the effectiveness and impact of Bubbler programs for kids, teens and other community members. This app will make it easier to collect observational data on things that are hard to measure, such as creativity and engagement.

**Equity & Innovation: Virtual Learning Project, \$15,000** The Meadowridge Virtual Learning Project will use virtual reality-based gaming equipment (through PlayStation) to teach information library concepts to children and young adults. Many of the anticipated project participants are from disadvantaged backgrounds. The Virtual Learning Project will use innovative technology and instructional methods to teach real-world concepts.

**Kidspages Redesign, \$2,000** This mini-grant will pay for a graphic designer to redesign the Kidspages youth library newsletter, as well as hire an intern who will survey families, track program attendance and measure results to determine future programming.

**Community-Driven Book Club Kit, \$2,000** The Community-Driven Book Club Kit mini-grant will encourage support of local authors, promote discussion, and emphasize amplifying historically under-represented voices and subject matter. Funds will cover the purchase of community-selected discussion books, and will encourage authors to contribute discussion questions or other supplemental material for the kit.



Book clubs will benefit from a mini-grant that encourages them to read local and under-represented authors' works.

**Celebrating the 10 Avatars (Dashavatar), \$1,500** A mini-grant will help staff present a celebration of Indian and South Asian heritage. The event will feature a full-size exhibit of the mythological Dashavatar evolution story, plus dance performances, demonstrations, art-making opportunities and Indian food.

## Whole Foods Bag Refunds Total \$1,317.08

Whole Foods Market Madison selected Madison Public Library Foundation to receive grocery bag refunds in January, February and March from shoppers who brought their own bags to hold their purchases.

The store's One Dime at a Time program offers the chance for shoppers to donate 10 cents per bag to a different charity each quarter.

Over the three-month period, the foundation amassed \$1,317.08, which will be used to support Madison Public Library's annual fund. Gifts to the annual fund cover a variety of technology, collections, programs and staff professional development expenses.



## Building Kids' Literacy One Book at a Time

Research shows that lack of access to good books is a key reason why kids from low-income and disadvantaged families fall behind their peers in literacy skills. Children from such families typically own fewer books and other reading materials at home.

Complicating matters further is the fact that many of the popular books these kids do get exposed to don't feature characters of color, or aren't written by authors of color. Minority children and those who don't speak English as their first language need to see characters like themselves and their families reflected in books to relate to the stories and to boost their self-confidence.

One Book at a Time is Madison Public Library's solution to these literacy challenges. This program, which began a few years ago, primarily reaches low-income, black and multilingual young people from birth to high school age, as well as those for whom English is not a first language. These children and teens are given the opportunity to choose brand-new, high-quality books at school and community events to help them begin building a home library, and to jump-start their interest in reading. One Book at a Time also makes inclusion a top priority by selecting diverse books, as well as books in Spanish and Hmong.

"We start early, planning what high-quality books we will purchase that children will love and get excited about," said Madison Public Library Youth Services Manager Tammy Pineda. "We work with library media specialists from Madison Metropolitan School District to get a feel from them on what books kids are talking about and excited to see at school."

In 2017, the library gave away more than 2,700 books, and the number grew to 3,400 in 2018.

Funding the One Book at a Time initiative also allows the library to support community partners such as early child care centers, Head Start, Madison School Community Recreation (MSCR) after-care programs, school family nights and other community events, such as the Elver Park West Fest.

Books are purchased through multiple wholesalers to keep costs as low as possible, averaging \$2.55 per book. High-interest books can cost \$5 each, with bilingual Hmong/English titles averaging \$13.30 each.

In 2019, the library team plans to increase world language offerings alongside featured authors of all identities.



Thousands of books are given away each year as part of the One Book at a Time program.

**How You Can Help** The foundation encourages donations to One Book at a Time. Simply go to [mplfoundation.org/donate](http://mplfoundation.org/donate) and fill in One Book at a Time in the special purpose gift designation box upon checkout. Donations may also be mailed to the foundation office.

## Dream Bus Mobile Library Serving Five Neighborhoods

Do you have fond memories of visiting a public library during your childhood? Signing up for a library card and choosing your own books were a rite of passage. But for many kids right here in our community, going to the library isn't an option or can't happen all that often. Parents or caregivers might work long hours, lack transportation or face other barriers to making the trip.

That's where the Dream Bus comes in. Madison Public Library partnered with Dane County Library Service to bring a mobile mini-library to those with such obstacles.

The Dream Bus offers library collections, exterior programming space and free Wi-Fi to five under-resourced neighborhoods weekly: Allied



Shanna Wolffs, Photography & Styling

Dane County Executive Joe Parisi (center) cuts the ribbon on the Dream Bus on April 10.

Drive, Leopold, Vera Court/Kennedy Heights, Reindahl Park and Park Edge/Park Ridge (near Elver Park). Staff circulate books, provide library cards, fulfill holds and host early childhood activities aboard the mobile library. The colorful, action-packed artwork that decorates the bus was created by Wisconsin artist Rodney Lambright II.

"We visited some schools, which was actually a really exciting part of the project," said Library Assistant Amy Winkelman, who worked previously on the Dane County Bookmobile. "We came out when the bus was new and the shelves were all empty, so we had schools bring their classrooms out. One of my favorite parts when we were doing that was we also asked all the kids for suggestions, as we were purchasing some new books and filling up our collections ... they wanted *Dork Diaries*, *Star Wars* books, books about dogs ... so we dutifully wrote all those down and filled up the bus based on what kids want."

The Dream Bus will operate solely on private support for its first four years, with a goal of Dane County and the City of Madison funding it thereafter. It was funded with a \$263,000 lead gift from the Irwin A. and Robert D. Goodman Foundation. Additional support comes from Alliant Energy Foundation; The Evjue Foundation Inc., charitable arm of *The Capital Times*; Dick Goldberg; Madison Community Foundation; John Reindl; and the Pleasant T. Rowland Foundation. Multi-year support comes from Madison Public Library Foundation, Madison Public Library, Dane County Library Service and the Oscar Rennebohm Foundation.

The Dream Bus costs exceed \$607,000. To make a contribution, visit [mplfoundation.org/donate](http://mplfoundation.org/donate).

Visit [madisonpubliclibrary.org](http://madisonpubliclibrary.org) to view the Dream Bus schedule.

## Interior Buildout Underway, Monthly Tours Available

Tri-North Builders began construction of the Pinney Library space within the Royster Corners development on Cottage Grove Road this spring. Foundation staff are offering monthly tours of the new library to donors. Tour dates are:

- Friday, June 7
- Friday, July 12
- Friday, August 16

All tours begin at 3:30 p.m. Hard hats (available on site) and close-toed shoes are required. The library is located at 516 Cottage Grove Road, Suite 101. Parking is available on Royster Oaks Drive or Pinney Street. Please RSVP to [events@mplfoundation.org](mailto:events@mplfoundation.org) or call 608.266.6318.

The library is expected to be completed and open to the public in spring 2020. Visit [mplfoundation.org/pinney](http://mplfoundation.org/pinney) to view current project photos.

**Buy a Rack, Leave Tracks:** Looking for a special way to usher in the new Pinney Library? Rack Raising is the foundation's community-based fundraising campaign for customized bicycle racks outside the library. For a \$1,000 gift, you'll be able to choose a message or names to appear on a metal U-shaped bike rack outside the library. It's a great opportunity for a family, business, organization or book club, and \$750 of the amount is tax-deductible. Only 64 racks are available, so fill out our order form soon to reserve your sponsorship.



The new Pinney Library front entrance (top) and the library's drive-up book drop (bottom)



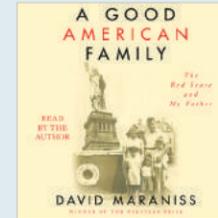
**Volunteers Sought:** Help our team share information about The Capital Campaign for a New Pinney Library and Rack Raising by volunteering at community events this summer. We'll be making appearances at Ride the Drive on June 2 and Wisconsin Bike Week events June 2-8, plus at several festivals later in the summer. Email [info@mplfoundation.org](mailto:info@mplfoundation.org) to sign up.

AT YOUR LIBRARIES

## Three Wisconsin Book Festival Events in May, June

Two history books and one epic fantasy novel will be the focus of Wisconsin Book Festival events over the next month, completing the 2018-19 season as festival organizers prepare for the 2019-20 season that will kick off in late summer. All three will be held in Central Library's Madison Room.

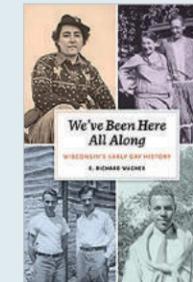
**Tuesday, May 28, 7 p.m.** *A Good American Family: The Red Scare and My Father* by David Maraniss, in conversation with longtime Madison columnist Doug Moe • Pulitzer Prize-winning journalist and best-selling author Maraniss takes an in-depth look at his father to examine the dysfunctional politics of the 1950s McCarthy era in his 12th book. *A Good American Family* captures a period of fear, paranoia and injustice, with World War II veteran Elliott Maraniss at the epicenter of the story.



**Thursday, June 6, 7 p.m.** *The Stiehl Assassin* by Terry Brooks • Presented in partnership with A Room of One's Own Bookstore, Brooks will discuss the penultimate chapter of his *Fall of Shannara* epic fantasy series.



**Tuesday, June 25, 7 p.m.** *We've Been Here All Along* by Richard Wagner • The first of two groundbreaking volumes on gay history in Wisconsin, *We've Been Here All Along* provides an illuminating and nuanced picture of Wisconsin's gay history from 1895 to the late '60s.



Visit [wisconsinbookfestival.org](http://wisconsinbookfestival.org) for complete event descriptions.

## Festival Earns Prestigious Grant for Award-Winning Author Events

The Wisconsin Book Festival was awarded its first-ever grant by the National Endowment for the Arts (NEA) on May 15.

The \$10,000 grant, part of the organization's Art Works II category, will support the festival's efforts to host award-winning author programming. The festival aims to attract a diverse field of authors, poets and spoken word artists to lead free, year-round events throughout Madison.

Art Works is NEA's Arts Endowment's largest category, with projects supported in 13 artistic disciplines and fields that range from arts education to visual arts.

NEA is an independent federal agency that funds, promotes and strengthens the creative capacity of communities by providing all Americans with diverse opportunities for arts participation. Learn more at [arts.gov](http://arts.gov).

### Join Our Festival Membership Program

If you're a frequent Wisconsin Book Festival-goer or have a friend or family member who is, a festival membership lays the groundwork for a VIP experience. For a gift of \$100 or more, members receive an invitation to a fall luncheon just for members and sponsors; reserved seating at up to a dozen select festival events; and the opportunity to purchase pre-signed books by festival authors.

Learn more at [wisconsinbookfestival.org/give](http://wisconsinbookfestival.org/give). Also, mark your calendar for the fall festival celebration October 17-20!



## Short Story: Meet Library Page Mai Neng Thao

**Tell us a little about yourself.** I am a child of Hmong refugee parents. I love traveling and prefer to explore outside of the country more than within. I've been to Thailand, Mexico and Costa Rica, and expect to max out the pages of my passport with various other countries. Some of my best friends in life are my very own family members. Every weekend, it's a tradition for us to gather and enjoy each other's company over food.

**What are some of the most interesting jobs you've had before working at the library?** A few summers ago, I held an education position where I got to teach Hmong literacy for a summer youth program. This was an extremely exciting role for me, as I had never been able to utilize my Hmong in a professional setting before.

**How long have you worked at the library, and what is your role?** I became a Library Page a little over a year ago. My role is to uplift people and bring a smile to their face. Well, that's actually not in my job description, but it might as well be. It's important to be kind to



others to invite positive experiences into my days. Good karma is the way to go.

**What's the best thing that has happened to you this year?** About a year ago, I conducted a study abroad in Thailand to learn about traditional Thai massage. In September, I had the pleasure of seeing Rupi Kaur present her series of poems. It was magical and beautiful. Plus, I spent New Year's in Vegas. It was epic, and that's all I'm going to say about it.

**What do you like to read?** Lately I've been into nonfiction. I am a lifelong learner.

**What's on your bucket list?** It has been an aspiration of mine to become trilingual in Hmong, English and Spanish. I would love to experience the Northern Lights. There is a place in Chile called Magic Mountain that looks exactly like something straight out of *The Hobbit*. Lastly, I desire to climb the Inca Trails of Peru all the way up to the mystical land of Machu Picchu and issue a prayer.

## Lawton, Weatherby-Flowers Honored

Two Madison Public Library staff members received awards recently.

*Library Journal* awarded Madison Public Library Neighborhood Library Supervisor Sarah Lawton the title of 2019 Mover & Shaker - Advocate.

Lawton, who joined the library staff in 2013, received the honor for her role of library representative on the City of Madison's Racial Equity and Social Justice Core Team. She and other team members studied how racial disparities are perpetuated by city agencies, and developed a report that called for incorporating racial equity analysis in developing policies, procedures and programs.

The recommendations resulted in equitable planning for the new Pinney Library, because Lawton co-led and managed the *Tell Us* community conversation initiative to find out what future patrons were looking for in the new library. The project conversations provided the opportunity to cull key library priorities, says Lawton, to whom *Library Journal* referred as an "equity architect." The *Tell Us* project ultimately became the focus of the library's strategic plan for east side libraries.

YWCA Madison will honor Annie Weatherby-Flowers, Madison Public Library's Community Engagement Coordinator, with its Women of Distinction title at a special ceremony on Thursday, May 30, at Monona Terrace. She is one of eight local women who earned the nomination.

In her position, Weatherby-Flowers works to improve recognition and understanding of bias within the library, and works to connect the library to community groups and individuals to inform and improve library service and experiences. She also founded Madison's Juneteenth celebration in 1989, recognizing that the black community in Madison was separated geographically, socially, and economically.



Lawton



Weatherby-Flowers

# EVENTS & HIGHLIGHTS



## Estate & Tax Workshops June 25, October 8

The foundation will host two free workshops this year for those interested in estate planning and tax strategy.

Attorneys Jennifer Hannon and Ryan Van De Hey of Godfrey & Kahn, S.C., will lead “Estate Planning Primer: A Will, A Trust ... What’s Right for Me?” on Tuesday, June 25. Hannon and Van De Hey are members of the firm’s Estate Planning, Estate and Trust Administration Practice Group.

Attorneys Melissa Selinger of Selinger & Brunette, LLC, and Julie Bogle of BDO Madison will present “Developing a Tax Strategy” on Tuesday, October 8. Selinger advises clients on a wide range of estate planning matters, focusing primarily on advanced wealth transfer and tax-saving techniques. Bogle has more than 21 years of experience providing business advisory services for families and closely held businesses, as well as state and local tax consulting services, and income and sales tax audit management.

Both workshops begin at 8:30 a.m. at Central Library and include a hot breakfast. RSVP to [info@mplfoundation.org](mailto:info@mplfoundation.org) or call 608.266.6318.

## Shop Friends Book Sales This Summer

### Friends of Hawthorne Library Book Sale

Thursday, May 30, 10 a.m.–5:30 p.m.

Friday, May 31, 10 a.m.–8 p.m.

Saturday, June 1, 9 a.m.–5 p.m.

Monday, June 3, 10 a.m.–5 p.m.

Books, DVDs and other materials available.

### Friends of Sequoya Library Book Sale

Saturday, June 1 & 15

Saturday, July 6

Saturday, August 3 & 17

9 a.m.–4 p.m.

442 Westgate Mall, next to TJMaxx

Choose from books, CDs and DVDs. Bag sale on select items at 1 p.m.

### Friends of Goodman South Library Book Sale

Friday, June 7, 10 a.m.–7 p.m.

Saturday, June 8, 9 a.m.–1 p.m.

New and used books for kids, teens and adults.

Preview sale from 10 a.m.–noon for Friends members only. Memberships can be purchased at the door. Bag sale all morning Saturday — \$5 to fill a grocery bag.

### Friends of Lakeview Library Book Sale

Friday, June 14, 6–7:45 p.m.

A pre-sale for members of the Lakeview Library Friends’ group. Membership applications available at the sale.

Saturday, June 15, 9 a.m.–3 p.m.

Bag sale 1–3 p.m.



### Friends of Pinney Summer Solstice Book Sale

Friday, June 21, 10 a.m.–7:30 p.m.

CDs, DVDs, and audio books will be on sale. From 7–7:30, leftovers will be free to the public. Sale will be on the side patio; enter through the library.

Rain date: Saturday, June 22, 10 a.m.–4:30 p.m. (free leftovers from 4–4:30)

### Friends of Lakeview Library Vinyl Sale

Saturday, July 20, 9 a.m.–4 p.m.

Music of all formats will be on sale. Lakeview Library will be accepting donations prior to the sale, including records of all sizes (33-1/3, 45, 78, or others) as well as CDs, sheet music, music magazines and anything else music-related.



Shanna Wolffs, Photography & Styling

### Lunch for Libraries Author Ng Delights

**Guests:** *New York Times* best-selling novelist Celeste Ng (left), author of *Little Fires Everywhere* and *Everything I Never Told You*, is interviewed by Madison author Chloe Benjamin (right) at Madison Public Library Foundation’s Lunch for Libraries on May 15. More than 550 people attended the event, which brings in a large share of the privately raised funds needed to support the Wisconsin Book Festival’s free author programs.

## Save the Date for Ex Libris IX

Our team is already warming up for Ex Libris Vol. IX! This year’s theme is “Timeout to Tailgate.” The Madison area’s favorite kitchens will be serving up your favorite game day foods alongside craft beer samples poured by the state’s best brewers.

This fall fundraiser will take place Friday, November 8, from 7–10 p.m. Tickets will go on sale in September at [mplfoundation.org](http://mplfoundation.org). Visit our website to sign up for our email list and receive a digital invitation to Ex Libris!



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## MADISON PUBLIC LIBRARIES

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Hawthorne 2707 E. Washington Ave.  
Lakeview 2845 N. Sherman Ave.  
Meadowridge 5726 Raymond Rd.

Monroe Street 1705 Monroe St.  
Pinney 211 Cottage Grove Rd.  
Sequoia 4340 Tokay Blvd.  
Goodman South 2222 S. Park St.  
Central 201 W. Mifflin St.

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