MISSION
Madison Public Library Foundation promotes and supports Madison’s public library facilities, services and programs.

VISION
Madison Public Library Foundation provides leadership and resources to help develop and sustain a world-class library system.

FOUNDATION BOARD
Susie Younkle, President
Heather Clefisch, Vice President
Ron Bote, Treasurer
Tanya Salman, Secretary
Allen Arntsen, Immediate Past President
Gail Ambrosius
Sheila Conroy
Tom DeChant
Ariel Ford
Noel Goeddel
Dick Goldberg
Jeanne Grist
Jennifer Hannon
Christopher Hughes
Marnie Hulan
John Icke
Christopher Jaye
Shannon Kleiber
Tom Kuplic
Anne Lucke
Nancy Pandhi
Jillana Peterson
Nadine Pfotenhauer
Jaime Healy-Plotkin
Phil Plourd
Rajesh Rajaraman
Natalie Rew
Francesca Rodriquez
Melissa Selinger
Gene Williams

STRATEGIC INITIATIVES
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.

OUR CORE VALUES
- Support
- Leadership
- Integrity
- Inclusiveness
- Advocacy
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
Jair Alvarez, Vice President
Alyssa Kenney, Secretary/Treasurer (January–October)
Cindy Fesemyer, Secretary/Treasurer (November–December)
Eve Galanter
Lisa Hempstead, MMSD Representative
Ald. Barbara Harrington-McKinney, City Council Member
Joseph Rosas
Greg Dunkelberger

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.

OUR CORE VALUES
Learning in all forms
Diverse perspectives
Intellectual freedom
Customer experience
Collaboration
Innovation
Making a difference
**2019 Financial Activities**

**Foundations Revenues** $3,353,431

1. Contributions: $2,259,086
2. Special events: $191,031
3. Investment income: $32,975
4. Investment income on assets held at Madison Community Foundation*: $870,339

**Foundations Expenses** $2,302,518

1. Grants: $981,825
2. Capital campaigns: $586,552
3. Wisconsin Book Festival: $215,896
4. Administration: $147,674
5. Fundraising: $370,571

**Agency Endowments**

<table>
<thead>
<tr>
<th>Endowment Fund</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alicia Ashman Library Endowment Fund</td>
<td>$53,540</td>
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<tr>
<td>Central Library Endowment Fund</td>
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<td>Goodman South Madison Library Endowment Fund</td>
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<td>Hawthorne Library Endowment Fund</td>
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<td>Lakeview Library Endowment Fund</td>
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<td>Professional Development Endowment Fund</td>
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<tr>
<td>Rosemary Lee Civic Engagement Internship Fund</td>
<td>$80,000</td>
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<td>Madison Public Library Foundation Endowment Fund</td>
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<td>Meadowridge Library Endowment Fund</td>
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<td>Mohaupt Fund for the Sequoya Branch Library</td>
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<td>84,810</td>
</tr>
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<td>Monroe Street Library Endowment Fund</td>
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</tr>
<tr>
<td>Judy P. Olson Book Discussion Kit Fund</td>
<td>$14,745</td>
<td>13,365</td>
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<tr>
<td>Pinney Library Endowment Fund</td>
<td>$63,834</td>
<td>49,790</td>
</tr>
<tr>
<td>Print Books Purchase Fund</td>
<td>$109,105</td>
<td>98,928</td>
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<tr>
<td>Elizabeth Moon Proctor Scholarship &amp; Professional Development Fund</td>
<td>$68,296</td>
<td>$ 61,612</td>
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<tr>
<td>Sequoya Library Endowment Fund</td>
<td>$363,800</td>
<td>326,618</td>
</tr>
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<td><strong>Total</strong></td>
<td><strong>$6,793,080</strong></td>
<td><strong>$ 5,947,265</strong></td>
</tr>
</tbody>
</table>

*Investment income earned from assets held at Madison Community Foundation increases endowment funds, which annually support library and foundation staff, collections, facilities and program services.

$225,245 from the endowment funds were reinvested into the library and foundation in 2019.
ANNUAL FUND  This fund includes any contributions that the donor doesn’t earmark for a particular purpose. With these dollars, the library is able to boost collections and technology; offer innovative, equitable programming; help library employees grow in their careers; and serve patrons in many other ways.

TECHNOLOGY
Funds were used for software licenses like Adobe Creative Suite so library patrons can access useful programs that they may not have on their own computer, and to improve patrons’ user experiences across library computers and other equipment based on a consultant’s recommendations and an Access to Independence audit.

COLLECTIONS
The library added hundreds of eBooks, graphic novels, board books, picture books and teen nonfiction titles, as well as audiovisual items.

EQUITY & INNOVATION
These grants introduce underserved people to new technology, culturally diverse library materials, and inclusive library experiences in meaningful ways. Efforts included:
• the Meadowridge Virtual Learning Project, which employed virtual reality-based gaming equipment (through PlayStation) to teach real-world information library concepts to children and young adults
• new World Language Collection titles to better serve non-English and ESL readers
• an out-of-school program model based on the philosophy of True Play
• expansion of the Madison Living History Project to gather and preserve oral histories of people from all walks of life
• Library Takeover, which equipped marginalized groups with funding, staff time and space to design their own events

PROGRAM VENTURE FUND
The Bubbler used the Program Venture Fund to work with a local software company on building an app that will help 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.

MINI-GRANTS
These smaller amounts of money went toward:
• a redesign of the Kidspages youth library newsletter
• community English classes at Goodman South Madison Library
• recruiting new library staff at national conferences
• the weeklong Black Arts Matter Festival, which included performances, a poetry slam contest, a film screening and other events
• an intern position that tracked program attendance and surveyed families to inform future programming
• Celebrating the 10 Avatars (Dashavatar), a celebration of Indian and South Asian heritage with dance performances, demonstrations, art-making opportunities and Indian food
• the Community-Driven Book Club Kits, which supported local authors, promoted discussion, and amplified historically under-represented voices and subject matter
Library, foundation and county officials celebrated the grand opening of the Dream Bus on April 10 — also National Bookmobile Day — at Kennedy Heights Community Center.

The mobile library is a cooperative project of Madison Public Library and Dane County Library Service that brings collections, exterior programming space and free Wi-Fi to five under-resourced neighborhoods weekly: Allied 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 on the bus’s exterior was created by Wisconsin artist Rodney Lambright II.

The Dream Bus is operating on mostly private support for its first four years, with a goal of Dane County and the City of Madison funding it thereafter. In its first eight months, its staff issued 393 library cards and served more than 5,000 visitors who checked out 5,664 items.

“Having a bus on the road underscored just how necessary mobile service is in a city like Madison,” said Dane County Library Service Director Tracy Herold. “We know there are places where it is difficult to get to your closest library branch. It’s important to provide access to materials to people where they are.”

The Dream Bus collection includes:
- fiction, nonfiction, graphic novels and young adult/teen books in English and Spanish
- films and other videos in English and Spanish
- music and audiobooks
- stories told from diverse points of view, and featuring characters of many cultures and backgrounds

Donors and city officials touring Goodman South Madison Library at the remodeling reception

Mayor Satya Rhodes-Conway said she’s pleased that Goodman South Madison Library has become a community hub for its neighborhood. ‘Increasingly, I think that libraries are playing that role in our community — to be gathering places,” she said. “I am so appreciative of Madison Public Library’s embracing that role ... a real place where everybody is welcome, and we serve everyone, and where there are all sorts of interesting things happening.”

A $244,000 gift from the Irwin A. and Robert D. Goodman Foundation made the remodeling possible. Additional support came from David Hall and Marjorie Devereaux, John Reindl, Lau and Bea Christensen, and Madison Community Foundation.

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Dane County Library Service

The Dream Bus 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 and Lisa Munro; Madison Community Foundation; Magic Pebble Foundation; John Reindl; the Pleasant T. Rowland Foundation; and TASC. Multi-year support comes from Madison Public Library Foundation, Madison Public Library, Dane County Library Service and the Oscar Rennebohm Foundation.

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LEAD GIFTS

Numerous individuals, businesses, foundations and organizations helped our libraries meet community needs with contributions to our funding priorities. It was a fantastic year, and many lives were touched by the library’s work.

GOODMAN SOUTH MADISON LIBRARY REMODELING

Goodman South Madison Library got a makeover last spring, celebrated with a reception and open house on May 28. Library, foundation and city officials joined donors and community members to tour the renovated spaces.

Hip-Hop Architect Michael Ford, Engberg Anderson Architects, and local children and teens worked together to revamp the library interior. Improvements included painting; new flooring, lighting and furniture; a new entryway with a one-stop service desk; digital signage; a refreshed group meeting space; a children’s area with new furniture and a LEGO wall; and a dedicated teen space with a recording studio, an iPad bar, and a gaming and movie station.

Mayo
Making Justice writing workshop at the Dane County Juvenile Detention Center highlights included the Urban Bubble youth Services Librarian Jesse Vieau said the year’s program engages at-risk and court-involved teens, the Bubbler’s Making Justice program, which connects with several libraries and local artists — from residencies at other neighborhood libraries to alternative spaces, such as the new art space at Thurber Park. The Bubbler also organized Night Light gallery shows at Central Library and art exhibits at other libraries.

The Bubbler’s Making Justice program, which engages at-risk and court-involved teens, served 1,340 attendees in 127 workshops. Teen Services Librarian Jesse Vieau said the year’s highlights included the Urban Bubble youth art exhibition at Overture Center for the Arts and an intake room mural project led by local artist Jerry Butler at the Dane County Juvenile Detention Center.

Urban Bubble celebrated a full semester of weekly Monday morning art workshops in the Bubbler room at Central Library with the credit recovery students from Madison Metropolitan School District’s Foundations Central classroom located at the Urban League. The students were mentored by Vieau, artist Faisal Abdu’Allah and Media Projects Bubbleanian Rob “Dz” Franklin. The Making Justice program also enlisted the help of Wisconsin artist Audifax for another mural project titled Look Within at the detention center.

DONORS
BUBBLER
David Hall & Marjorie Devereaux
Scooter Software
MAKING JUSTICE
Dane County Cultural Affairs Commission
Epic
Madison Arts Commission
Patricia Meloy
Leila & Mickey Straus Family Foundation
Scooter Software

PROFESSIONAL DEVELOPMENT ENDOWMENT FUND

This year, Madison Public Library will hire its first Rosemary Lee Civic Engagement intern. Lee, who died in 2015, earned the nickname “21st Alder” for her loyal presence at Madison Common Council meetings. After a career in the insurance industry and later at UW-Madison, she spent her retirement attending council and other government meetings, serving on city committees and volunteering at numerous nonprofits.

Lee’s sister, Ellen W. Lee, met with foundation Executive Director Jenni Jeffress and Library Director Greg Mickells in 2018 to explore the idea of an internship in memory of Rosemary. When Mickells mentioned the term “civic engagement,” that “hit the nail on the head for me because that’s what Rosemary’s work was about,” Ellen said. “With the fund, I’m hoping her commitment will be remembered and emulated in the city she loved so much.”

Under the supervision of Library Planner Kevin Englebert, the intern will research and explore ways to offer remote access to and increase engagement in city government meetings, as well as city services at the library’s nine locations. The intern will also help synthesize library data and construct a data visualization platform for the library. These efforts are especially necessary in the midst of the pandemic.

“The timing couldn’t be better,” Ellen said. “Rosemary would be over the moon.”

A new Professional Development Endowment Fund will support career growth opportunities for Madison Public Library staff, Barb Arnold, retired from a long career in administrative and library support positions, made an initial gift to the fund. It was followed by a $4,000 anonymous challenge gift that was matched by library staff. Another anonymous donor then contributed $11,000 to the fund, which will sustain job-related learning among library staff through conferences, workshops and other training.

“I’ve found learning, continuing education and professional development are a critical development of any librarian’s career no matter what their level of responsibility,” Arnold said.

In her own career, Arnold said she met some of her most interesting and helpful colleagues and friends at conferences and other learning events — which do not always need to be library-related. She said she hopes staff will find value in topics like storytelling, public speaking, organizing effective meetings, and connecting with constituents — “not necessary library science, but important to being an effective community service agent wherever you live and work.”

Those who attend professional development events will be encouraged to share what they learn with their fellow staff.
If you live in the Madison area, it’s hard not to recognize the name John H. “Jack” Lussier. Many community institutions — including the YMCA, the Heritage Center and La Follette High School’s stadium — bear his name. The prolific philanthropist, who died in 2018 at age 90, once again added to his legacy when he left a nearly $1 million charitable trust gift to the foundation to support library needs for many years to come.

According to foundation policy, the dollars received last year went into the endowment fund, which is available for future library expenses ranging from collection items and technology equipment to furniture and programming.

Lussier, who was The Capital Times founder William T. Evjue’s nephew, formerly served as the newspaper’s board chairman and as president of The Evjue Foundation — The Capital Times’ charitable arm, which grants millions of dollars to Madison area nonprofits and civic causes each year.

Lussier made a sizable contribution to Central Library’s capital campaign, was a loyal contributor to the annual fund and attended many foundation fundraisers over the years.

“Jack Lussier had a soft spot in his heart for children,” Capital Times Editor Emeritus Dave Zweifel said. “His concern for kids showed up in much of his philanthropy over the years, everything from funding splash fountains at the Y to helping build programs at Madison area community centers, from generous contributions for the Boys and Girls Club to The Capital Times’ own Kids Fund and many more.

“He viewed libraries as key to enriching young people’s lives, places of unlimited knowledge to help them grow into productive and knowledgeable citizens. I’m sure that’s why he included Madison Public Library Foundation among his many bequests. He was always proud of Madison’s libraries and sought to help them grow well into the future.”

JOHN H. "JACK" LUSSIER BEQUEST

Since my dad is 97, I had been thinking about ways I could honor/memorialize him … one day I was at his house — the house I grew up in — and saw the library newsletter. I had asked Dad about donating to the building fund of the Pinney Library, which he did and is probably why he got the newsletter. In any case, when I read the article about the bike racks, I knew right away that this would be the perfect way to honor my dad.”

— Susan Policello, who sponsored a rack for her 97-year-old father, Donald H. Korn

The Capital Campaign for a New Pinney Library helped to transform the facility from its skeleton space at the beginning of 2019 to near completion by December, with only technology installation, décor, furniture and other finishing touches to make before the grand opening events in late February and early March.

In addition to the full interior buildout by Tri-North Builders, Pinney’s geothermal system was installed last summer. It reduces heating and cooling costs by up to one-third, and could help the library reach net zero energy use for its space over the long term.

In the fall, the patio and bicycle rack pavilion were completed. Rack Raising, the foundation’s community-based fundraising campaign, allowed for the installation of 35 personalized bicycle racks on the parking lot side of the library. For a $1,000 gift, donors were able to choose a message or names to appear on a rack.

In November, the foundation kicked off the Pinney Library Endowment Fund Challenge, with Madison Community Foundation committing a $25,000 challenge gift if the foundation could raise $50,000 toward the library’s endowment fund for future needs.

The campaign was successfully completed following Love the Library: A Grand Opening Gala for Pinney Library in late February.

During construction, Pinney continued to serve patrons in its interim location at 211 Cottage Grove Road. Staff also partnered with the Lussier Family East YMCA to offer storytimes, early literacy programs and activities to the Y’s summer camps and preschool programs, and literacy training to camp leadership.

Major gifts to the Pinney campaign last year came from anonymous donors, Jill Ball, Madison Community Foundation, Monona Bank and Nimick Forbesway Foundation.

PINNEY LIBRARY CAPITAL CAMPAIGN

The patio and bicycle pavilion

A group touring the new library in the summer

“Since my dad is 97, I had been thinking about ways I could honor/memorialize him … one day I was at his house — the house I grew up in — and saw the library newsletter. I had asked Dad about donating to the building fund of the Pinney Library, which he did and is probably why he got the newsletter. In any case, when I read the article about the bike racks, I knew right away that this would be the perfect way to honor my dad.”

— Susan Policello, who sponsored a rack for her 97-year-old father, Donald H. Korn.
FUNDRAISING EVENTS

The foundation hosted three highly successful fundraising events throughout the year to benefit the library and the Book Festival.

New York Times best-selling novelist Celeste Ng, author of Little Fires Everywhere and Everything I Never Told You, was interviewed by Madison author Chloe Benjamin at Madison Public Library Foundation’s LUNCH FOR LIBRARIES on May 15. More than 550 people attended the event, which brought in a large share of the privately raised funds needed to support the Wisconsin Book Festival’s free, year-round author programs.

On November 8, EX LIBRIS took on the sports theme Timeout to Tailgate, prompting many of its 530 guests to dress in their favorite team apparel. Thirty-seven local vendors donated all the food and beverages, with many more businesses contributing 145 items and experiences to the silent auction.

Generous sponsorships by nearly 70 businesses, organizations and individuals made each of these events possible.
### 2019 FINANCIAL ACTIVITIES

**LIBRARY REVENUES**  $20,681,750

1. City of Madison library appropriation: $17,703,566
2. South Central Library System contractual services: $395,478
3. Dane County Library System contractual services: $1,144,935
4. LINK contractual services: $404,255
5. Fines and Fees: $335,984
6. Grants: $602,994
7. Other: $74,538
8. Endowment: $20,000

**LIBRARY EXPENSES**  $21,306,199

1. Salaries and benefits: $13,026,440
2. Library books, media and databases: $1,040,746
3. Facilities: $1,227,112
4. Dane County Library System contractual services: $1,537,180
5. LINKcat online computer operations: $623,845
6. Debt retirement: $2,826,376
7. Supplies: $482,606
8. Purchased services, miscellaneous: $541,895

Library figures are unaudited.
In the three decades since its founding in 1983, the SILAS PINNEY LEGACY SOCIETY has provided critical support to the Madison Public Library. We are grateful to all of our members, donors, and partners for their generosity in providing the library with the tools, resources, and support needed to build the public library of the future. We are deeply appreciative of the annual members and donors whose gifts and commitments are essential to making the Madison Public Library a dynamic, equitable, and innovative public service to the community. The Madison Public Library Foundation thanks the following donors for their significant contributions to the library, which make it a vibrant and dynamic community library.

**ANNUAL FUND THANK YOU**
We thank the following donors who contributed to the annual fund, which grants the library money for collections, technology, professional development, equity and innovation, and “mini-grant” projects.

### Patron
- Anonymous (18)
- Carolyn Allen
- John & Anna Scholten
- Anonymous (4)
- Beverly Brindley
- James Carstens
- Carole Star Johnson
- Thomas J. Drew
- Mark & Dorothea Stine
- Carol Steiner
- Richard Chandler
- Todd & Mimi Stadler
- Tom DeChant
- Norman E. Brown
- Jean & Espen Svendsen
- Allowell Friedman
- Susan & Talisey Dickerson
- Dick Goldberg
- Liz & Eddie Hart
- Melissa Heinze
- Anonymous (6)
- Evelyn Allen
- Carol Cameron
- Roger Alpers
- Virginia Albritton
- Joanne Altemose
- James Allan
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- James Altman
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SPECIAL PROJECT OR PURPOSE

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About the Artist  Emily Balsley is a Madison illustrator. Along with the work she has done for books, magazines, murals, puzzles and games, she has created art for Madison Public Library’s Summer Reading Program and the new Pinney Library. She’s active in the local art scene, sitting on advisory boards for various organizations, teaching workshops and spearheading community art projects. She was the Bubbler Artist-in-Residence in fall 2019.

Graphic Design  Georgia Rucker