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 Pfotenauer
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

Sam Faulkner, Events Director at A Room of One’s Own, board member Marnie Hulan, Lisa Ryan, and library and foundation board member Jaime Healy-Plotkin at the Wisconsin Book Festival Schedule Launch Party

Foundation board member Tanya Salman at Lunch for Libraries
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

LIBRARY DIRECTOR Greg Mickells speaking at the Goodman South Madison Library remodeling celebration

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
New donors 659
Fundraising event proceeds $131,876
Loyal Friends donors 265
Total donors 2,961
Sustainers 60
Number of gifts 4,232
Grants awarded $154,850
Volunteers 135
Pinney capital campaign gifts 224
Bequests 7
Book Festival members & benefactors 111
Summer Reading Program funds raised $17,164
Pinney bicycle racks sponsored 35

2019 FINANCIAL ACTIVITIES

FOUNDATION 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

FOUNDATION 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>Fund</th>
<th>2019</th>
<th>2018</th>
</tr>
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<tbody>
<tr>
<td>Alicia Ashman Library Endowment Fund</td>
<td>$53,540</td>
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<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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<td>Rosemary Lee Civic Engagement Internship Fund</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>Monroe Street Library Endowment Fund</td>
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<td>Judy P. Olson Book Discussion Kit Fund</td>
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<td>Pinney Library Endowment Fund</td>
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<td>Print Books Purchase Fund</td>
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<td>Elizabeth Moon Proctor Scholarship &amp; Professional</td>
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<tr>
<td>Development Fund</td>
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<td>TOTAL</td>
<td>$6,793,080</td>
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*$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

PROFESSIONAL DEVELOPMENT

Workshops, conferences, webinars and other training events helped library employees grow personally and professionally. Numerous staff traveled to conferences and major literary events, including BookExpo America, the International Book Fair and the Oral History Association Annual Meeting. Others participated in local career growth events like the YWCA Racial Justice Summit. Staff Day facilitated training, team building and conversations among the entire library’s staff.

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

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.

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.

DONORS
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 Lise 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.

GOODMAN SOUTH MADISON LIBRARY REMODELING

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.
THE BUBBLER

The Bubbler, Madison Public Library’s arts- and maker-driven program, offered numerous ways for the community to engage with artists and feed their creativity.

The program hosted six Artists-in-Residence at Central Library, inspiring countless collaborations between Madison’s libraries and local artists — from residencies at other neighborhood libraries to alternative spaces, such as the new art space at Thurer 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 Bubblerian 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.

ROSEMARY LEE CIVIC ENGAGEMENT INTERNSHIP

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.”

PROFESSIONAL DEVELOPMENT ENDOWMENT FUND

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 Another anonymous donor to contribute $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.

DONORS

BUBBLER

Scooter Software

MAKING JUSTICE:

Dane County Cultural Affairs Commission

Epic

Madison Arts Commission

Patricia Meloy

Leila & Mickey Straus Family Foundation

Scooter Software

“From my time as an intern with Trent Miller at the downtown Madison Public Library in the summer of 2014 to my exhibition in the Diane Endres Ballweg gallery during the spring of 2019, I have loved the Bubbler, what it stands for, and the people that make it possible. … Madison Public Library is a beacon, a haven, a gem; a space to rest, learn, and pique one’s interest. The Bubbler program takes seriously 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.”

— Ariel Wood, former Bubbler intern and exhibiting artist

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.”
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.”

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.

“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 Pellecillo, 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.

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

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.

In 2019, the Wisconsin Book Festival hosted 103 events that drew 11,010 people from 24 states. The festival continued to offer author, poet and spoken word events featuring under-represented voices, with a broad range in age, gender, race and sexuality.

Popular events included:
- Real Queer America by Samantha Allen
- Silver, Sword, and Stone: Three Crucibles in the Latin American Story by National Book Award finalist Marie Arana
- For Colored Girls Who Have Considered Politics by Donna Brazile, Yolanda Caraway, Minyon Moore and Leah Doughty
- Little Faith by Nickolas Butler
- The Charlotte Zolotow Lecture featuring Kate DiCamillo
- What My Mother and I Don’t Talk About by Michele Filgate
- The Stakes: 2020 and the Survival of American Democracy by Robert Kuttner
- Inland by Orange Prize winner Téa Obrecht
- Unfollow: A Memoir of Loving and Leaving the Westboro Baptist Church by activist Megan Phelps-Roper
- The Odyssey by Emily Wilson

The foundation distributed more than 1,000 free books at festival events, including 375 to students during school or after-school program visits. The festival also was awarded its first-ever grant: $10,000 from the National Endowment for the Arts (NEA).

SPONSORS
Signature Sponsor: Marvin J. Levy
Presenting Sponsor: Pleasant T. Rowland Foundation
Festival Patron: Cheryl Rosen Weston
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.
Silas Pinney Legacy Society stretches the gift of gratitude to those who plan to leave or have left the foundation a gift, such as an annual fund, which grants the library money for collections, technology, professional development, equity and innovation, and “mini-grant” projects.

SILAS PINNEY LEGACY SOCIETY The society includes all who plan to leave or have left a gift to the foundation, such as a bequest, a charitable gift annuity, stock or life insurance.

ANNUAL FUND Thank you to 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.

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**EVENTS WE’RE HAPPY to all who made our fundraisers successful.**

**WISCONSIN BOOK FESTIVAL**

Festival gifts allowed us to celebrate authors, poets and spoken word artists at 103 free events throughout the year.

**Signs of Approval**

Festival artistic, literary, and community leaders honor the authors, poets and events of the Wisconsin Book Festival.

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Wisconsin’s literary and performing artists receive awards in honor of their accomplishments.

**Honor**

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**The Festival Boosts**

A celebration of the Wisconsin Book Festival's annual contributions to the community.

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A celebration of the Wisconsin Book Festival's annual contributions to the community.

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Financial and other support for the Wisconsin Book Festival.

**WISCONSIN BOOK FESTIVAL OFFERS SPECIAL PROJECT OR PURPOSE**

Your designated gifts supported programs, collections, endowments and more. This document is a part of the Wisconsin Book Festival's 2022 annual report, highlighting events, awards, and sponsorships that contributed to the festival's mission. It includes a list of donors who supported various aspects of the festival, such as programs and collections, and provides a financial overview of the festival's impact during the year. The text acknowledges the contributions of individuals, organizations, and businesses that supported the festival, emphasizing the festival's role in promoting literature and arts education. The report also highlights special projects and purposes throughout the year, including festivals, donations, and sponsorships, showcasing the festival's commitment to the community and its dedication to fostering a love of reading and learning.
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