



Foundation

MADISON PUBLIC LIBRARY

WINTER 2020-21

A newsletter from
Madison Public
Library Foundation

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\$75,000 Match for Annual Fund Gifts

An anonymous donor committed a \$75,000 match for all donations to Madison Public Library Foundation’s annual fund through December 31. With this gift, every contribution will have twice the impact!



Foundation dollars helped the library transition its checkouts and returns to curbside service this year.

The annual fund supports Madison Public Library collections, programs, services, professional development and training for library staff, and foundation operations. In 2020, the library adapted its use of annual fund grants to safely serve patrons during the pandemic. Dollars were used for:

- **books and other materials** for the library collection
- **new software licenses** for programs like Adobe Acrobat
- **subscriptions** to Zoom’s virtual meeting platform, and Zendesk’s customer support and engagement software
- **digital art and storytelling projects** that engaged local artists through the Bubbler
- **career growth and skills training opportunities for library staff** on topics including safety, social justice and customer service

The anonymous donor is hopeful that the \$75,000 matching contribution will spur others to give.

Every gift goes twice as far!

Visit mplfoundation.org/donate or mail your gift using the envelope inside this newsletter.



Madison Public Library is preparing to offer wireless printing at select locations.

Alliant Energy Foundation Funds Printing Service

Madison Public Library Foundation secured a \$3,500 Alliant Energy Foundation grant that will allow Madison Public Library to begin offering remote printing services next year.

Library patrons will be able to send a print job via the library website or the ePRINTit app to the library location of their choice, where it can be picked up. The library will start piloting this service in the coming months. Watch the library website and social media for announcements.

Four New Members Join Foundation Board

Madison Public Library Foundation’s board of directors has four new members whose terms began in October. The foundation thanks departing board members Melissa Selinger, John Icke and Gail Ambrosius for their service.



Nathan Houdek | Houdek, who serves as Deputy Insurance Commissioner for the State of Wisconsin, was born in Phillips, Wis., and has mostly lived in Madison since his college days at UW-Madison. He and his wife, Sarah, are east siders. “I believe that libraries are one of the most important institutions in any community, and I’m excited to play a small part in supporting our library system in Madison,” he said.

Houdek is a Central Library user and enjoys political biographies, with two of his favorites being *The Rise of Theodore Roosevelt* and *Master of the Senate: The Years of Lyndon Johnson*.

He’s also involved with the Wisconsin chapter of the New Leaders Council and serves on its Advisory Board. “It’s exciting to see how libraries continue to evolve and provide new, innovative services,” he said. “I look forward to seeing what Madison’s libraries look like in the 21st century.”



Ryan Browne | Working Draft Beer Company CEO Browne got to know foundation Executive Director Jenni Jeffress and Foundation Manager Tracy Phillippi through the foundation’s Ex Libris fall fundraiser. “Like attracts like, so I was all in when they invited me to join them with the rest of the board members, who I know will be tops,” the Sequoya Library patron said.

Browne, whose hometown is Colorado Springs, Colo., moved to Madison in 2011. He and his partner, Brittany, have two children: Casper and Dorothy. His favorite book is *Next: New Poems* by Lucille Clifton. “A bit of beer and books is a winning combo,” he said.



Libby Gerds | Gerds is a heavy library user, most often requesting items through Monroe Street Library. Originally from Stillwater, Minn., she is Co-Founder of Groundwork Events and has lived in the area since attending UW-Madison in 2001. “I love the library and have since I was a kid,” she said. “We use every part of the many services (the library) provides, like kids programming and books, digital materials, adult books, music and other collections, voting at the library, and more.”

Gerds is married to Mike Graham, and the couple has two children, Louie (7) and George (5). A self-described voracious reader, Gerds said she’s recently enjoyed *Writers and Lovers* by Lily King and *The Dragons, the Giant, the Women* by Wayetu Moore. She has also served on the board of a nonprofit Madison preschool since 2017.



Joe Hankey | You’ll find Hankey checking out items from Sequoya Library, where he can find two of his favorite titles: *A Sand County Almanac* by Aldo Leopold and *The Beautiful Struggle* by Ta-Nehisi Coates. The Senior Manager of Diversity, Equity and Inclusion at CUNA Mutual Group was born in Los Angeles, attended high school in Racine, Wis., and has lived in Madison the last six years.

He and his partner, Jess, have two kids, Jack (6) and Aneliese (9).

“I admire the role that libraries play in our communities,” he said. “It’s so much more than just access to books, but that alone is so important for the health and equity of our communities.”

Hankey also serves on the Centro Hispano board and is Adopt Ice Coordinator at Nakoma Park.

Donor-Advised Fund Offers Many Giving Benefits

Donor-advised funds (DAFs) are gaining popularity for the advantages they bring to individuals who donate regularly to charitable organizations. Here are some reasons why they could be a worthy tool for you.

Greater tax deductions. When you create and contribute assets to a DAF, you receive an immediate income tax deduction in the year the contribution is made — assuming you itemize your deductions. DAF donors can take a federal income tax charitable deduction of up to 60 percent adjusted gross income on cash gifts and up to 30 percent on stock or other appreciated assets. Additionally, assets in the fund will grow tax-free.

The flexibility to contribute different types of assets. DAFs can accept privately held stock, real estate, alternative investments and other complex assets.

Setting up a DAF is easy. Starting a donor-advised fund involves minimal costs and can happen quickly. The fund is managed by a sponsoring organization.

Simplified recordkeeping and organization. A DAF allows the donor to make all contributions from one place, with one tax form to document all gifts.

Recognition or anonymity. DAF gifts can be disclosed to the charity of your choice, or names may be withheld at the donor’s discretion.

There are a few catches to starting a donor-advised fund: First, a minimum balance is often required, ranging from \$2,500 to \$5,000. Second, there are account administration and investment fees that vary among DAF providers; most are in the range of 1 percent. And last, the DAF provider may require regular giving, such as at least one transaction per year.

To learn more about DAFs, contact your financial advisor or call the foundation office at 608.266.6318.

Library Adjusts Operations

With Madison Public Library’s services often changing based on the current public health orders, here is a breakdown of what’s available as of early December.

New Service Hours | New operating hours at all locations are 10 a.m.–6 p.m. Mondays–Fridays, with Saturday hours remaining noon–5 p.m. In addition, Hawthorne, Goodman South Madison and Meadowridge libraries began offering computer use service from noon–4:30 p.m. Saturdays (computer use is also available at Central Library on Saturdays). Phone service was extended to cover the change; centralized phone line hours are 10 a.m.–7 p.m. weekdays and noon–5 p.m. Saturdays.

“Based on our call and visit data, we know that many customers would like to use the library earlier than 11 a.m.,” said Library Director Greg Mickells. “This hours change will allow for more morning library service appointments, and reduce the number of hours we need to provide curbside pickup service in the dark as we move into winter.”

Libraries remain closed to walk-in service with the exception of computer use by appointment or on a walk-up basis. Library hours will shift again in January when the 2021 Operating Budget goes into effect. Note that the libraries will be closed December 24–27 and December 31–January 3 for the holidays.



Library staff who work on site are wearing masks and following social distancing guidelines as they prepare materials for curbside service.

Curbside Pickup Service | Customers can borrow library materials through the curbside pickup service. Customers can place holds online at linkcat.info or call the library at 608.315.5151 to ask staff to place holds. When customers are notified that their holds are available for pickup, they can call their pickup library to schedule an appointment or schedule online. For all details, visit madpl.org/curbside

Computer Use | Customers can call 608.315.3151 to schedule an appointment to use computers at one of eight libraries (no computer service at Monroe Street Library). Walk-up appointments are also available on a first-come, first-served basis. For details: madpl.org/computers

Other Services | To inquire about or connect to all other library services, call the centralized telephone line (608.315.5151, 888.266.7805 toll free) 10 a.m.–7 p.m. weekdays and noon–5 p.m. Saturdays. For more details: madpl.org/ask

Book Festival Averaging 175+ Attendees per Event

The Wisconsin Book Festival presented 68 author programs in 2020 — seven in person, and the remainder virtually via Crowdcast — to engage readers in our community and beyond. More than 11,500 people attended events throughout the year, with an average of more than 175 attendees per event — a higher average than in-person events typically yield. The festival’s three-day celebration in mid-October offered 16 conversations with 20+ authors, including many award winners.

Festival Director Conor Moran spent late March and April communicating with numerous authors, poets and directors of other book festivals; rebooking events for the virtual format; and investigating the best streaming platform. *Literary Hub*, a website for book lovers around the world, recently recognized him for providing strong leadership to virtual book festivals this year.

All festival events are recorded and available for replay, adding the values of convenience and flexibility. “I don’t see a model for in-person events in the future that doesn’t involved a streaming element,” Moran said.

“This is the most pure and joyful thing I’ve witnessed all year.”
— audience member watching Nikki Giovanni’s *Make Me Rain* event

Another virtual programming benefit is the ability to watch from anywhere. Many who have accessed festival events are from outside Wisconsin and even outside the U.S.

At a time when people are sorely missing physical connection, the festival is successfully responding with safe, accessible opportunities to engage with writers, support their work and celebrate great books.

Visit wisconsinbookfestival.org in January to learn about winter and spring events.



Aimee Nezhukumatathil discusses her latest book, *World of Wonders*, in a virtual festival program on November 11.

“Thank you so much for continuing to hold these events in altered form through the pandemic! The Wisconsin Book Festival is such a wonderful institution.”

— attendee of Charles Yu’s *Interior Chinatown* virtual event

THANK YOU, SPONSORS!

Madison Public Library Foundation privately raises funds from a community of book-loving donors to cover the majority of the festival's budget. We're so grateful to the festival's lead sponsors.

Marvin J. Levy, Signature Sponsor
Pleasant T. Rowland Foundation, Presenting Sponsor
Cheryl Rosen Weston Estate, Festival Patron

Making Justice Programming Ramps Up

Madison Public Library’s work with at-risk and court-involved teens through the Bubbler’s Making Justice program has made significant headway since the summer, with weekly virtual workshops for teens at the Dane County Juvenile Detention Center.

These workshops feature a mixture of local artists and maker groups, as well as Making Justice artists and alumni who have left Madison but can offer workshops remotely. “I feel like a lot of our artists now have figured out how to emphasize the benefits of virtual workshops and offer something that would be more difficult in person,” said Teen Services Librarian Jesse Vieau, who coordinates the program. “I’m constantly impressed by the strength of our team.”

Making Justice’s partnerships with Madison Metropolitan School District (MMSD) and the county’s youth Shelter Home include workshops and instruction on storytelling, graphic design, beatmaking and tattooing.

This winter, Madison Public Library and the Bubbler are offering an internship to a Making Justice alumnus. Artemas (ar-TEE-mas) participated in the program’s Urban Bubble project after he dropped out of high school. Now, he’s pursuing his GED, and his work as a library page and intern for Media Projects Bublearian Rob “Dz”

Franklin will earn him the last credits he needs to graduate. Vieau said he hopes Artemas’s experience will inspire future Making Justice students to recognize the importance of pursuing education, even in difficult circumstances.

In the coming year, Making Justice aims to do more outreach and preventive work — particularly in neighborhoods where court-involved and at-risk youth live. One Making Justice artist is developing projects that older students can take home for their younger siblings to work on while the older kids are doing homework.

Thanks to Madison Public Library Foundation donations, Making Justice can pay artists who present workshops; provide materials and supplies for participants; and offer technology like iPads, computers, webcams and software that wouldn’t otherwise be available at places like the Juvenile Detention Center.



Making Justice engaged youth staying at Dane County’s Shelter Home to create a mural in late summer.

How to Help

To make a contribution: mplfoundation.org/donate (designate the program upon checkout)

To learn more: teenbubbler.org

Libraries Play Important Role in Election

Madison Public Library played a valuable role in the general election. It assisted the City of Madison Clerk’s Office by providing many of its locations for voter registration, early voting, absentee ballot dropoff and polling places. The Dream Bus mobile library also served as an absentee ballot return site. Some key takeaways:

- seven libraries served as locations for in-person absentee voting
- In-person absentee voting ran from Oct. 20–31, and by the end of that period, more than **13,000 absentee ballots** had been collected for the Clerk’s Office
- Four locations were Election Day polling places

Goodman South Madison Gains Two New Librarians

Two new librarians joined the staff of Goodman South Madison Library this year.



Farrah McDaniel, Community Engagement Librarian | An Arkansas native who spent most of her youth and teen years in Ohio, McDaniel graduated from the University of Wisconsin-Madison iSchool in 2015. She then worked at Quincy Public Library in Quincy, Ill., as an Adult Information Services Librarian.

“I came to the library profession late in life, after many years of figuring out what I wanted to be when I grew up,” she said. “I have always enjoyed helping people, and as the last vestige of free space, the public library has the ability to transform lives. I am so grateful to be a small part of that.”

McDaniel’s role will be to connect with the community inside the library through reference assistance, and outside through planning partnerships and work with community groups.



Will Glenn Sr., Teen Librarian | Born and raised in the inner city of Milwaukee, Glenn moved to Madison in 2008. He describes his journey through Madison Public Library as “quite a ride”: He sat on the Library Board, later became a Youth Services Library Assistant, and now the dream has come full circle in becoming the first male African-American Teen Librarian in the Madison system. He was

previously Assistant Director at Meadowood Neighborhood Center.

“Mr. Will” has built relationships with many community partners and has gotten to know Goodman’s teen patrons. He was instrumental in bringing their voice into design of the new teen space. As a Library Assistant, he helped reinvigorate teen programming at the library with “Tween Tuesdays,” “Teen Thursdays” and collaboration with U.S. Rep. Mark Pocan’s staff for his annual art exhibit/contest.

“I am so excited to have Farrah and Will on board,” said Goodman South Madison Supervising Librarian Ching Wong. “Farrah’s enthusiasm and Will’s connections will help build relationships with the people and organizations in the South Madison community.”



Sequoia Library was a busy site for in-person absentee voting this fall.

- Meadowridge Library was the third-most-popular location in the city of Madison for early voting

Thanks to the Clerk’s Office for its incredible hard work in making voting go smoothly in the City of Madison this election, and to the eligible voters who shattered early voting records!



The Dream Bus will deliver items to 23 Madison education sites and community centers over the winter.

Dream Bus Adapts Service

The Dream Bus is partnering with Madison School Community Recreation (MSCR) sites and community centers to make bimonthly book drops at 23 locations throughout the City of Madison this winter.

MSCR school sites will make books available to its students enrolled in on-site education or after-school care. Community centers will make books available to all center visitors to use on site.

The Dream Bus will also accept returns when doing box dropoffs, and it will accept library card applications from facilities and individuals. Cards will either be provided for pickup at the facilities or mailed out.

There will be no service December 24–25 or December 31–January 1, and due to MSCR not having kids on site during winter break, the Dream Bus will not deliver to those locations December 21–January 1.

Although kids can’t browse items or choose titles due to public health restrictions, Dane County Library Service Library Assistant Amy Winkleman fills the Dream Bus with popular materials.

The Dream Bus is a collaborative effort of Madison Public Library, Madison Public Library Foundation and Dane County Library Service that’s designed to create access to library materials for populations facing transportation barriers. The foundation is grateful to the Dream Bus lead and supporting donors that make its operations possible.

Learn more about the Dream Bus at madpl.org.

AT YOUR LIBRARY

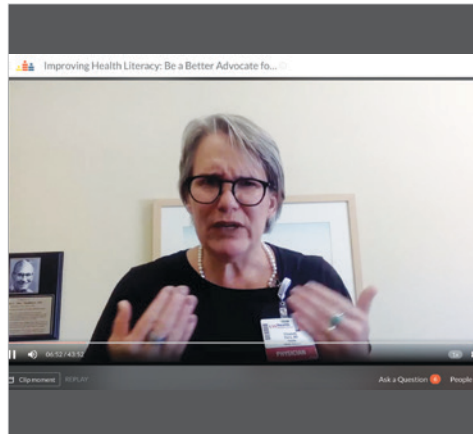
EVENTS & HIGHLIGHTS



10th Ex Libris a Smash Hit

Madison Public Library Foundation successfully turned its annual Ex Libris beer and food tasting fundraiser into a to-go format this fall to offer a safe way to support Madison Public Library. Ex Libris: Box Set Edition quickly sold out of its 400 boxes, which included local beverages, food and drink coupons, food items and other small surprises. The fundraiser brought in nearly \$55,000 before expenses to support library collections, technology, services and other efforts in the coming year.

Special thanks go to Presenting Sponsor Scooter Software; Sustaining Sponsors Exact Sciences, Group Health Cooperative of South Central Wisconsin, and von Briesen & Roper, s.c.; and many other sponsors for their financial support. The foundation is also grateful to silent auction donors, the planning committee, volunteers, and the many businesses that contributed beverages and other items to the boxes.



Watch Workshops Online

Madison Public Library Foundation offered free Educational Series virtual workshops this year. All were archived, so they're available to watch anytime at mplfoundation.org. Each event was live streamed over the lunch hour and featured professionals speaking in their respective area of expertise. Here are the four workshop titles.

- Your Money & COVID-19: Gain Expert Help to Weather the Storm
- Improving Health Literacy: Be a Better Advocate for Yourself & Your Loved Ones
- Estate Planning 101: What You Need to Know
- Women & Wealth

If you were unable to attend, we hope you'll take advantage of these free resources in the winter months.



The urban ash materials used in the Pinney PlayLab were harvested from local trees that fell victim to the emerald ash borer.

Pinney Earns LEED Gold Seal

The U.S. Green Building Council announced last month that City of Madison Engineering achieved LEED Gold certification for the new Pinney Library.

USGBC created LEED to measure and define what green building meant, and to provide a roadmap for developing sustainable buildings. With LEED, USGBC establishes a baseline — a universally agreed-upon holistic system for reducing environmental impact.

Pinney, which was designed by OPN Architects and constructed by Tri-North Builders, Inc., includes the following green features:

- a geothermal system that will reduce heating and cooling loads on the space; with the addition of solar panels in a future phase, the project could be a net zero energy facility over the long term
- a highly efficient mechanical system that provides proper ventilation for improved indoor environmental air quality
- windows and walls that are significantly more insulated than code minimum, reducing the heating/cooling demand
- a raised floor system that allows for flexibility for future library remodels; power and data systems can be rerouted beneath
- efficient LED lighting with sensors
- urban ash ceiling, wall and end panels from local trees harvested due to the emerald ash borer
- low VOC paint and wood finishes

Support Your Library This Holiday Season

As you shop for holiday gifts, keep Madison Public Library and the Wisconsin Book Festival in mind! Here are some meaningful options:

- **Tribute gifts** in honor or in memory of a loved one (visit mplfoundation.org/donate or mail the envelope inside your newsletter)

- **Wisconsin Book Festival memberships** for family members, friends, teachers or other book lovers (purchase at wisconsinbookfestival.org/give)
- **shop at locally owned businesses** that have sponsored or supported foundation and Friends group fundraisers



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MADISON PUBLIC LIBRARIES

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