MISSION
Mobilize the Madison community to continuously improve, promote and support Madison Public Library.

VISION
Equip Madison Public Library with robust resources to deliver outstanding services, facilities and programs that meet the Madison community’s needs.

CORE VALUES
COMMUNITY
Engage the community as stakeholders for the library system

INTEGRITY
Demonstrate transparency in how gifts are used to support the library

ADVOCACY
Champion what is best for the library and the community

LEADERSHIP
Act as visionaries in advancing the library

STRATEGIC GOALS
FUNDRAISING
The foundation provides stable, consistent support to the library for ongoing and new initiatives.

DIVERSITY, EQUITY AND INCLUSION
The foundation is a socially just and antiracist institution, and diversity, equity and inclusion is considered in foundation decision-making.

PR AND COMMUNICATION
Community members know that the foundation funds and advocates for Madison Public Library.

PROGRAMMING AND VITAL SERVICES
The foundation provides innovative programming for donors and supports expanded library services.

FOUNDATION BOARD OF DIRECTORS
Susie Younkle
PRESIDENT
Heather CleFisch
VICE PRESIDENT
Ron Bote
TREASURER
Phil Plourd
ASSISTANT TREASURER
Tanya Salman
SECRETARY
Allen Arntsen
IMMEDIATE PAST PRESIDENT
Ryan Browne
Sheila Conroy
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Eve Galanter
Libby Gerds
Noel Goeddel
Jeanne Grist
Joe Hankey
Jennifer Hannon
Nathan Houdek
Chris Hughes
Christopher Jaye
Tom Kuplic
Jillana Peterson
Rajesh Rajaraman
Francesca Rodriguez
Gene Williams
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 OF DIRECTORS
Eve Galanter
PRESIDENT
Alyssa Kenney
VICE PRESIDENT
Cindy Fesemyer
SECRETARY/TREASURER
Ald. Juliana Bennett
CITY COUNCIL MEMBER
Lisa Hempstead
MMSD REPRESENTATIVE
Jair Alvarez
Michael Ford
Jaime Healy-Plotkin
IMMEDIATE PAST PRESIDENT
Jolynne Roorda

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
Grants to library: $684,163
Loyal Friends giving 5+ years: 295
Digital collection funds raised: $128,920
Artists engaged through the Bubbler: 44
Book Festival members and benefactors: 171
Endowment balance: $7,484,363, a 10.18% increase over 2019
Pinney endowment contributions: $78,350
Data citation:
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.

Foundation 2020 Financials:

Foundation Revenues:
- Contributions: $1,134,580
- Fundraising events: $228,607
- Investment income: $8,071
- Special events: $228,607
- Investment income on assets held at Madison Community Foundation*: $487,678
- Other income: $7,397
- Foundation: $1,955,189

Foundation Expenses:
- Administration: $211,943
- Wisconsin Book Festival: $156,178
- Grants: $684,163
- Capital campaigns: $374,458
- Fundraising: $330,069

Supporting Services:
- Contributions: $1,134,580
- Special events: $228,607
- Investment income: $8,071
- Investment income on assets held at Madison Community Foundation*: $487,678
- Other income: $7,397

*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.
**Library 2020 Financials**

**Library Revenues**
- Fines & fees: $90,710
- Grants: $1,060,821
- Other: $34,843
- Endowment: $6,000
- City of Madison library appropriation: $19,163,604

**Library Expenses**
- Salaries & benefits: $12,993,201
- Supplies: $329,012
- Purchased services, miscellaneous: $491,852
- Debt retirement: $3,045,046
- Library books, media & databases: $1,113,881
- Facilities: $1,199,721
- Dane County Library System contractual services: $1,690,795
- LINKcat online computer operations: $613,662
- South Central Library System contractual services: $342,550
- LINK contractual services: $404,255
- Dane County Library System contractual services: $1,189,090

**Library Cards**
- Issued: 8,141
- Virtual: 3,489

**Materials**
- Checked out: 1.9 million+

**FINE-FREE EFFORTS**
- Cards unblocked: 3,478
- Accounts cleared of fines: 33,503
- Project completed in April 2021

**CURBSIDE**
- Appointments: 139,171
- Items checked out: 508,431

**Fines & Fees**
- Checked out: 508,431 items

**OverDrive Use**
- Checkouts: 594,513

**Debt Retirement**
- Amount: $3,045,046
YEAR IN REVIEW

2020 began with a bang — the momentous occasion of Pinney Library’s grand opening and gala. But almost overnight, COVID-19 forced all Madison Public Library locations to close. Although spring was a season of uncertainty and fear for our community and our world, the library staff’s dedication, ingenuity and flexibility kept patrons informed, entertained and hopeful throughout the year. From a phone reference line to curbside service to Bubbler partnerships with artists that helped illustrate and document pandemic experiences, the library adapted and thrived despite the state of flux. The Library Board adopted a fine-free policy in August to boost equity and access even amid a reduced anticipated 2021 budget. Madison Public Library Foundation responded to changing library needs with unique fundraising campaigns, matching gifts and grants to provide vital supplementary funds.

Pinney Library’s bicycle pavilion was filled with sturdy, personalized bike racks, thanks to donors who sponsored them through the foundation’s Rack Raising campaign.

The libraries played an important role in the elections throughout the year. They served as sites for in-person absentee voting, absentee ballot drop-off and voter registration. Library staff also assisted the City Clerk’s Office in processing absentee ballots.

A Sequoya Library staff member answers the phone reference line, which was staffed daily.

Many patrons took advantage of the library’s curbside service for their favorite books, movies and other materials.
After more than seven years of community conversations, planning and construction, Madison Public Library celebrated the grand opening of the new Pinney Library. The new, expanded library showcases many special features, including several sustainable elements that make Pinney our ‘greenest’ library. There’s an outdoor space adjacent to our youth area, our first drive-up book return, a dedicated early learning area and diverse installations by local artists. Unfortunately, the community has had to wait to fully explore and enjoy this community resource that they helped inspire. We’re looking forward to the reopening and welcoming everyone back in 2021.

– GREG MICKELLS, LIBRARY DIRECTOR

“After more than seven years of community conversations, planning and construction, Madison Public Library celebrated the grand opening of the new Pinney Library. The new, expanded library showcases many special features, including several sustainable elements that make Pinney our ‘greenest’ library. There’s an outdoor space adjacent to our youth area, our first drive-up book return, a dedicated early learning area and diverse installations by local artists. Unfortunately, the community has had to wait to fully explore and enjoy this community resource that they helped inspire. We’re looking forward to the reopening and welcoming everyone back in 2021.”

– GREG MICKELLS, LIBRARY DIRECTOR

PINNEY LIBRARY GALA AND GRAND OPENING

On February 29, guests of Love the Library: A Grand Opening Gala for Pinney Library got the first glimpse of the new east side facility. Supporting the event were Presenting Sponsors Monona Bank and Nimick Forbesway Foundation; Sustaining Sponsors Lauer Realty Group, Madison Gas & Electric Foundation, Woodman’s Markets and Stephen D. Morton; and numerous other businesses and individuals. The event raised nearly $92,000 for the new library. An endowment campaign featuring a challenge gift from Madison Community Foundation brought in more than $78,000 last year.

The Pinney Library Grand Opening took place on March 12 with a ribbon-cutting ceremony attended by city officials, library and foundation staff, and community members. Situated in the Royster Corners development on Cottage Grove Road, the new library includes a large children’s area; the PlayLab, an interactive space that supports early literacy through child-directed play; a community room that seats 100; local art and handcrafted seating areas; a bike pavilion; and a drive-through book drop.

Community members walk through the doors of the new Pinney Library at the Grand Opening on March 12.

Kids enjoy child-directed play in the PlayLab

Madison Public Library Foundation board members Gene Williams [left] and Ron Bote [right] with volunteer Seth Braddock at the Pinney gala.

One silver lining to the pandemic was that many more Madisonians discovered our virtual collections as a result of having to close our doors. We’ve seen great increases in checkouts and new users this year, and made even more eBooks, audiobooks, magazines, newspapers and databases available to users at home thanks to $125,000 in gifts that Madison Public Library Foundation quickly raised at the pandemic’s onset. The digital collection really expands library services right into patrons’ homes whenever they need them.

– MOLLY WARREN, LIBRARY COLLECTION MANAGER

Although Madison Public Library locations closed in March, library staff worked hard from their homes to make sure patrons could still access a wide variety of library resources. Almost immediately following Wisconsin’s Safer at Home order, the library shifted from a physical collections and programs mindset to digital collections and virtual programming. In late March, the library launched its Library @ Home website resource page. Thanks to a $128,000 Digital Resources Fund Drive campaign launched by Madison Public Library Foundation in March and an annual fund grant of $50,000, the library significantly expanded its eBook and audiobook collections through OverDrive, and added newspaper and magazine subscriptions. David Hall & Marjorie Devereaux, Lau and Bea Christensen, and the foundation’s Board of Directors pooled their digital resources gifts for a match of $45,000.

When Wisconsin’s Safer at Home order went into effect, countless library staff at all levels took on a variety of tasks outside their traditional roles in order to serve the Madison community in the most impactful way. Much of this flexibility happened behind the scenes, so in an effort to capture these stories, the Bubbler partnered with local illustrators and posted weekly on the library’s social media with the hashtag MPLHelpingHands. The MPL Helping Hands project was paid for with a foundation annual fund grant that allowed the Bubbler to pay artists, many of whom lost income during the pandemic.

The library’s Bubbler program and the City of Madison teamed up to launch #LookForwardMadison in March. This arts-fueled social media campaign demonstrated how community members supported each other during the pandemic with an eye toward positivity, inclusion and resilience, and how the community could look forward to a time when people can be together. Look Forward was funded with a foundation grant, and collaborators included Madison Arts Commission and Art & Sons.

The library led the Stories from a Distance living history project to gather and share peoples’ personal pandemic experiences. Sharing stories from community members helps to document the unique and unprecedented time in Madison’s history. A foundation annual fund grant partially covered project costs.
Our staff worked hard to pull together so many new services at the beginning of the pandemic, from curbside service to an online library card application. We found new ways of doing things safely while still providing our customers with a steady stream of library books and other materials to support online learning, personal growth and much-needed entertainment.”

– MARGIE NAVARRE SAAF, BORROWER SERVICES MANAGER

**SERVICE ADAPTATIONS**

Madison Public Library services evolved as it became apparent that the pandemic was here to stay for a while. Staff began to field calls on a telephone reference line that was open daily, and a Madison Public Library Foundation annual fund grant covered the cost of Zendesk customer service software that helped staff efficiently handle patron requests. A foundation grant also funded a Zoom software subscription for staff to communicate via video conferencing.

In May, the library began to offer curbside service appointments to get materials safely into borrowers' hands. Materials were quarantined upon their return. Patrons were able to schedule appointments for computer use beginning in early summer.

**ALICIA ASHMAN REMODELING**

With the libraries clear of patrons, it was the perfect time to tackle some remodeling projects. Alicia Ashman Library was in need of renovations, which were planned even before COVID-19 surfaced. Improvements included:

- new seating and furniture
- a new teen area
- relocation of the print/copy center
- several repainted areas
- a self-service holds area with self-checkout machines
- newly installed Wi-Fi and other wiring that will allow for future technology upgrades

The renovations were funded in part with Madison Public Library Foundation endowment dollars and Friends of Alicia Ashman Library contributions.

**WIRELESS PRINTING**

The foundation secured a $3,500 Alliant Energy Foundation grant that allowed the library to begin offering remote printing services. Library patrons are 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.

Alicia Ashman Library underwent renovations in the spring and reopened in June.
The 2020 Wisconsin Book Festival was understandably different from any previous iteration. After hosting seven in-person events early in the year, we quickly adapted to the new conditions and launched a robust approach to virtual programming. The virtual setting required us to engage a moderator for each event. We used this as an opportunity to involve many people with Wisconsin connections in order to drive home the festival’s Wisconsin nature.

The festival ended 2020 with 70 programs; seven of those were in person at the beginning of the year. More than 11,500 people attended events, with an average of more than 175 attendees per event — a higher average than in-person events typically yield. The three-day celebration in mid-October offered 16 conversations with 20+ authors. The festival also gave away 1,625 books during the year.

Literary Hub, a website for book lovers around the world, recently recognized festival Director Conor Moran for providing strong leadership within the book festival industry.

Lead support for the festival comes from Signature Sponsor Marvin J. Levy, Presenting Sponsor Pleasant T. Rowland Foundation, and Festival Sponsors National Endowment for the Arts and American Girl’s Fund for Children.

“The 2020 Wisconsin Book Festival was understandably different from any previous iteration. After hosting seven in-person events early in the year, we quickly adapted to the new conditions and launched a robust approach to virtual programming. The virtual setting required us to engage a moderator for each event. We used this as an opportunity to involve many people with Wisconsin connections in order to drive home the festival's Wisconsin nature.”

— CONOR Moran, Wisconsin Book Festival Director
THE BUBBLER

In addition to the MPL Helping Hands and Look Forward projects (see page 15), the Bubbler team found creative ways to keep Madisonians and its partner artists engaged. When the Bubbler couldn’t host artists-in-residence in the libraries, it fostered conversations with them about the pandemic’s impact on their work. These discussions helped inform the Bubbler’s engagement process, especially in planning how to reach and support families in need of creative learning outlets.

The Bubbler worked with artist and graduate student Madison Weist for the Post-It Possibilities project — a fun, interactive guide of more than 50 art projects that one can do with a stack of Post-Its, and small enough to fit in an envelope so it could be easily mailed. The project was the perfect fit for those staying safer at home and needing an expressive outlet. Bubbler artist Rebecca Vickers created an informative zine, produced in English and Spanish, that outlined the library’s available services.

Lead Bubbler funding was provided by Scooter Software, Madison Arts Commission and Dane Arts.

“"The relationship-building part is the easier part; my ability to work with kids and connect with them hasn't changed. It’s the technical stuff that’s harder, like working on a beat. It is hard to coach a kid on writing their rhymes online. But it is all relatively new, and we're learning as we're going.”

- ROB FRANKLIN, BUBBLER MEDIA INSTRUCTOR

MAKING JUSTICE

The Bubbler’s Making Justice program, led by Teen Services Librarian Jesse Vieau and assisted by Bubbler Media Instructor Rob Franklin (Rob Dz), developed innovative ways to reconnect with incarcerated and at-risk teens in the system who found themselves even more isolated than before. Zoom workshops replaced in-person learning, and over time, participants became more comfortable with the format. Artists Emida Roller and Shiloah Coley worked with teenagers at the Dane County Juvenile Court Shelter Home and the Dane County Juvenile Detention Center in the summer to bring youth ideas and voices to the blank concrete walls surrounding the Shelter Home’s driveway.

Madison Public Library Foundation gifts made it possible for Making Justice to pay artists who presented 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 lead donors included Epic Systems, Scooter Software, The Capital Times Kids Fund, and the Leila & Mickey Straus Foundation.

Teens work on the mural outside the Shelter Home.
FINE FREE

Madison Public Library demonstrated its commitment to equity and literacy when its Library Board voted in August to eliminated overdue fines and stop using a collections agency. In 2019, library staff reviewed data on borrowing trends, cardholder trends, use patterns of other fine-free libraries and revenue generated by overdue fines. It became clear that overdue fines, and the blocked library cards that often result from fines, disproportionately affected libraries serving neighborhoods with lower incomes and higher percentages of residents of color.

“We know that some library customers are unable to check out library materials due to fines, and in keeping with our commitment to equity and access to public libraries, we felt that this was the right time to eliminate overdue fines and the use of a collection agency. We made this decision during a particularly difficult budget discussion, but now more than ever, public libraries are valuable community assets that should be available for all.”

– JAIME HEALY-LOTKIN, MADISON PUBLIC LIBRARY BOARD PRESIDENT, AUGUST 2020

So You Want to Talk About Race?

So you want to talk about race

by Ijeoma Oluo

was the most checked-out item from the digital collection in 2020.

RACIAL JUSTICE

Last summer, as the Madison community and beyond demanded change and condemned violence and racism toward people of color, Madison Public Library and Madison Public Library Foundation issued statements about the important role that libraries play in dismantling systemic racism. The library kept patrons informed of educational books and resources in its collection for those wanting to learn more about racial equity, and it used social media and email communications to highlight black authors.

The Wisconsin Book Festival offered many virtual events featuring authors of color and racial equity-themed books. The foundation also provided funding for the library staff to attend virtual professional development training on the topics of racial justice, equity and inclusion.

DREAM BUS

The Dream Bus was instrumental in providing outreach services and library materials during the pandemic. The mobile library — a collaborative effort of Madison Public Library, Madison Public Library Foundation and Dane County Library Service — maintained access to the library collection for populations lacking easy access to a physical library. The bus schedule was coordinated to align with Madison Metropolitan School District’s free lunch pickup sites in five neighborhoods. Although patrons couldn’t board the bus, a rotating crew of librarians stood outside it and distributed library materials — including book-filled We Read summer reading program bags provided by Madison Public Library Foundation and Steve Stricker American Family Insurance Foundation. Dream Bus lead donors included the Irwin A. and Robert D. Goodman Foundation, Pleasant T. Rowland Foundation, Oscar Rennebohm Foundation, Roots & Wings Foundation and Alliant Energy Foundation.
I’m incredibly proud of our donors, staff and volunteers who all made 2020 as successful as possible. When we couldn’t have our spring Lunch for Libraries with Mark Bittman in person, our team almost seamlessly transitioned it into a live-stream program. Our volunteers and staff did the same ‘out of the box’ thinking for our fall Ex Libris fundraiser — which, ironically, ended up in a box. We’re so grateful for our thousands of donors who care so deeply about our mission and our libraries.

– JENNI JEFFRESS, MADISON PUBLIC LIBRARY FOUNDATION
MADISON PUBLIC LIBRARY LOCATIONS

Alicia Ashman Library
733 North High Point Road
608.824.1780

Central Library
201 W. Mifflin Street
608.266.6300

Goodman South Madison Library
2222 S. Park Street
608.266.6395

Hawthorne Library
2707 E. Washington Ave.
608.246.4548

Lakeview Library
2845 N. Sherman Ave.
608.246.4547

Meadowridge Library
5726 Raymond Road
608.288.6160

Monroe Street Library
1705 Monroe Street
608.266.6390

Pinney Library
516 Cottage Grove Road
608.224.7100

Sequoya Library
4340 Tokay Blvd.
608.266.6385

GET IN TOUCH

201 W. Mifflin Street
Madison, WI 53703
phone: 608.266.6300
website: madisonpubliclibrary.org
email: reference@madisonpubliclibrary.org

#madisonpubliclibrary

DONOR LISTS

Madison Public Library Foundation limits its donor recognition to Tribute gifts made in honor or in memory of loved ones. To view Tribute gifts, visit mplfoundation.org.

ABOUT THE ILLUSTRATOR

Rodney Lambright II is an animator, illustrator and story artist who currently works as an animator and producer at PBS Wisconsin. He has worked in many different mediums, including animation, documentaries and video games. His main focus is using art as a vehicle to express unique perspectives and experiences through various innovative mediums.

DESIGN

by Georgia Rucker