



Foundation

MADISON PUBLIC LIBRARY

SPRING/SUMMER 2021

A newsletter from
Madison Public
Library Foundation

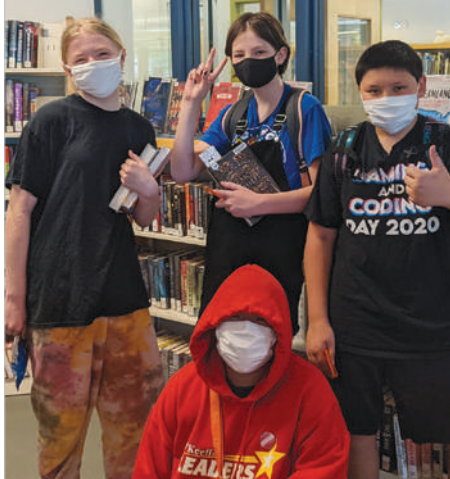
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to the Public**

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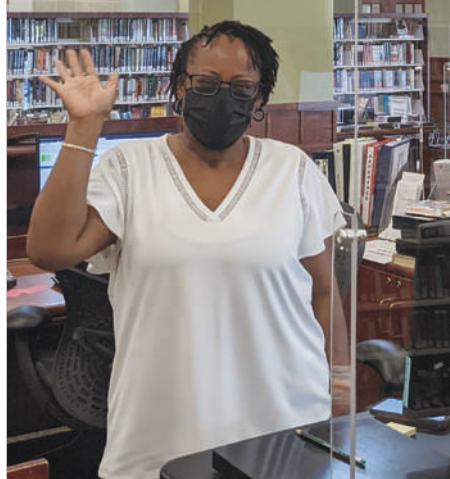
**Library Offers
Outdoor
We Read
Activities**



Teens at **Lakeview Library** were excited to browse the collection and check out items again.



A toddler picks out a book at **Meadowridge Library**.



Staff at **Alicia Ashman Library** were ready to welcome patrons back into the building.

Joyful Reopening for Nine Libraries



Madison Public Library welcomed more than 4,000 eager patrons through the doors of its nine locations on May 24 as it reopened its facilities to the public for the first time since mid-March 2020.

“I found out that the libraries were opening again on the 24th, which is today, and I was super excited, so I’ve been counting down the days since, like, a month ago, probably, until I could come back,” Camryn Marthaoer, a high school junior preparing to graduate early and start at Grand Canyon University in the fall, told the *Wisconsin State Journal* in a May 25 article. “I was really happy because reading is, like, what makes me super happy.”

Librarians and library staff were equally pleased to see familiar faces and to serve patrons in person. Youth Services Librarian Rebecca Millerjohn, who was working at Sequoya Library on reopening day, joined Digital Services & Marketing Manager Tana Elias and Community Engagement Coordinator Annie Weatherby-Flowers on WORT-FM Community Radio’s *A Public Affair* show to talk about the reopening experience.

“It has been kind of feeling like an ongoing party,” Millerjohn said on WORT shortly after the reopening. “We have had a lot of children and families in through the space. The number one request I’ve had

this morning from people with armloads of books is, ‘We need a basket!’ It’s been really amazing to see kids and families I haven’t seen in over a year.”

With the exception of Monroe Street Library, all locations are open 10 a.m.–6 p.m. weekdays, and noon–5 p.m. Saturdays. Monroe Street Library is open Mondays, Tuesdays and Fridays from 10 a.m.–6 p.m. Available services include:

- in-person browsing and self-serve holds pickup
- public computers, internet, printing and copying
- reference assistance and help with resources
- returns
- online collections and programs
- study room use, available by reservation
- limited seating and Wi-Fi use

The library will follow Public Heath Madison Dane County guidelines and not require masks for patrons. Staff will be required to wear masks through June 12. Visit madpl.org for evolving information on the return to full library services.

It has been kind of feeling like an ongoing party. ... The number one request I’ve had this morning from people with armloads of books is, ‘We need a basket!’”

— **Rebecca Millerjohn**, Youth Services Librarian



A patron browses the *Too Good to Miss* collection at **Hawthorne Library**.



Pleasant weather allowed families to explore the outdoor programming space at **Pinney Library**.

Summer Is Action-Packed for Library’s We Read Program

Madison Public Library is offering several new ways for local residents to participate in *We Read/Nosotros Leemos* — its year-round, all-ages community celebration of reading — this summer.

We Read programs will move outdoors with grab-and-go mini-maker kits created by Bubbler artists, storytimes in Madison parks, activity-packed Serendipity Saturdays at several neighborhood libraries, and more fun at partner locations.

Beginning June 12, stop at your favorite library to pick up official *We Read* items, including a tote bag to fill with titles from the library’s collection. Adults can ask librarians about book club kits to read with

friends, and they can share what they’re reading using the hashtag #WeReadMadison.

The Dream Bus will spread the word about *We Read* as the library on wheels makes its way to 14 recurring locations each week throughout the summer. It also will be stationed outside Breese Stevens Field during Forward Madison FC soccer games on June 12, July 24, September 11 and October 30. Visitors can sign up for library cards, browse materials outdoors and pick up swag. There will even be limited-edition “We Read in a Flock” stickers available to symbolize the library’s partnership with Forward Madison.

Madison Public Library Foundation, the Steve Stricker American Family Insurance Foundation, and Dick Goldberg and Lisa Munro provided funds for *We Read* programming and supplies.

Visit madpl.org/weread for a complete schedule of activities.



Madison Public Library and Forward Madison FC partner to promote the *We Read* program. At a recent game, fans could sign up for library cards, peruse materials outdoors and pick up free promotional gear.



Gifts Sought for Hawthorne Library Improvements

Hawthorne Library on the city’s east side is in need of updates, and Madison Public Library Foundation is accepting donations to fund them.

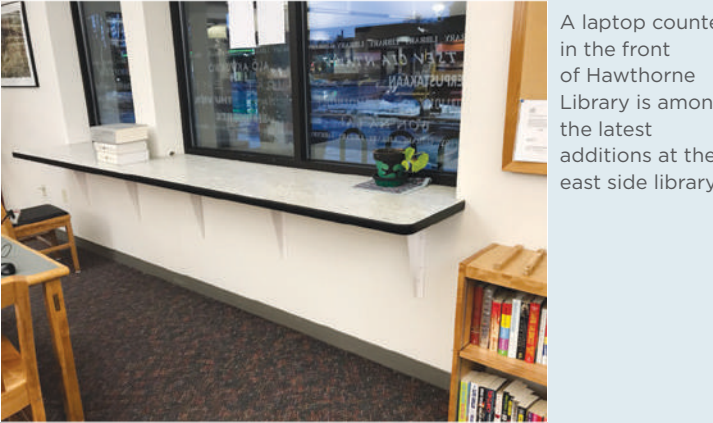
With a renewed lease in place, the property’s landlord recently replaced the carpet and repaired the walls, with painting to take place this summer. Madison Public Library is investing in a new LED lighting system and completed some small construction improvements, such as a new laptop counter in the front of the library, a new book drop and removal of part of a wall in the children’s area to allow entrance of more natural light.

The foundation is raising private funds to support further renovations and to replace worn furnishings. Planned work includes:

- moving and rewiring the computer stations
- adding eight new patron chairs with desk pull-outs to replace well-worn seating
- purchasing a new multi-seat desk station for the family computer
- providing durable furnishings for the library’s teen space
- buying a new office desk
- adding seating and shelving in the staff’s work room

Anticipated costs for these improvements are \$32,000. There are three ways to make a contribution:

- visit mplfoundation.org/give, select “other” when designating your gift, and enter “Hawthorne remodeling”
- mail a check to the foundation office
- contact Executive Director Jenni Jeffress at 608.266.6318



A laptop counter in the front of Hawthorne Library is among the latest additions at the east side library.

“As we witness fast-paced growth on Madison’s east side and continued development of the East Washington corridor, it is more imperative than ever to invest in Hawthorne Library. Our neighborhood needs a well-equipped, connected, comfy library to welcome old and young alike.”

— **Jillana Peterson**, Hawthorne Library neighbor and foundation board member

Reindahl Imagination Center Architect Selected, Urban Planner Hired

This spring, the City of Madison authorized Joseph Lee & Associates, LLC, to provide architectural, engineering design and construction administration services for the Imagination Center at Reindahl Park, located near the intersection of East Washington Avenue and Portage Road on the city’s northeast side.

Nearly five years ago, the library began a two-years-long planning process that identified the northeast side as an area in need of a public library. A scoping study led by Library Planner Kevin Englebert and completed in March 2020 provides a detailed report following 112 conversations by library staff and 425 community members of different ages, experiences and backgrounds. Based on the discussions, Madison Public Library is calling the new library and transformational space the “Imagination Center” because it didn’t want to limit what kinds of resources it may provide, which could include child care, a community kitchen, outdoor seating and program areas, and more.

Participants in the library-led conversations expressed the need for a “civic anchor” facility where community members can gather, learn, interact and express themselves culturally. The center also will encourage holistic health and expand economic opportunities for library visitors via workforce development skills and robust technology infrastructure.

Book Festival Earns Grant, Plans Fall In-Person Events

For the third consecutive year, the National Endowment for the Arts granted the Wisconsin Book Festival \$10,000 to help cement its reputation as one of the top literary festivals in the country. The grant will allow the festival to attract and host award-winning authors for free, public events.

Spring Season Wraps Up | The festival presented 28 virtual events this spring. May events included several big names, such as 2020 Democratic presidential candidate and U.S. Senator Elizabeth Warren, whose touching conversation about her book *Persist* with Democratic Party of Wisconsin Chair Ben Wikler elicited laughter and tears from the audience; graphic memoirist Alison Bechdel; and *New York Times* best-selling novelist Kevin Kwan, author of the *Crazy Rich Asians* trilogy. Spring kids’ events featured local author and illustrator Kevin Henkes for *Billy Miller Makes a Wish* and former *American Girl* magazine editor Andrea Debbink for *The Wild World Handbook*.

Watch past events at wisconsinbookfestival.org.



More than 1,300 people watched the Wisconsin Book Festival’s Elizabeth Warren program.



Reindahl Park has served as a location for Madison Public Library’s Wild Rumpus children’s play-focused programming in the past.

Because the area’s residents include a significant number of immigrants and youth, transportation was an important consideration. The Imagination Center will be located next to a planned Madison Metro Bus Rapid Transit stop.

Design sessions and additional community engagement around the project will begin this summer under the direction of new Library Planner Rynn Kerkhove, in cooperation with the City of Madison Parks Department. Kerkhove, a former planner for the City of Omaha, Nebraska, was hired in May. Visit madpl.org/reindahl for more information.

The City of Madison allotted funds for design of the Imagination Center in its 2022-23 budget cycle. Construction will be funded with a combination of public dollars and private donations secured by Madison Public Library Foundation.

To learn more about private funding of the Imagination Center, contact foundation Executive Director Jenni Jeffress at jjeffress@mplfoundation.org or 608.266.6318.

Fall Preparations | Wisconsin Book Festival Director Conor Moran is busily planning a return to in-person programming this fall. He’s working with library staff, authors and publishers to create a well-rounded event schedule of stand-alone events, as well as a fall weekend celebration in October. The festival will announce the schedule in August; watch its social media or sign up for its e-newsletters at wisconsinbookfestival.org for updates.

THANKS, 2022 SPONSORS!

SIGNATURE SPONSOR: Marvin J. Levy

PRESENTING SPONSOR: Pleasant T. Rowland Foundation

FESTIVAL SPONSORS: National Endowment for the Arts, American Girl’s Fund for Children

FESTIVAL PATRON: Cheryl Rosen Weston Estate

CONTRIBUTING SPONSORS: The Bass Family, Friends of the University of Wisconsin-Madison Libraries, MG&E Foundation, Stafford Rosenbaum LLP, University Research Park

EVENT SUPPORTERS: A Room of One’s Own, Great Dane Pub & Brewing Co.

Interested in becoming a sponsor or in making a gift to support festival programming? Visit wisconsinbookfestival.org/give to learn more.

YOUR GIFTS IN ACTION

Matching Gifts Attract 66 New Sustainers

New Challenge This Summer for First-Time and Returning Donors

Madison Public Library Foundation kicked off a campaign on Library Giving Day (April 7) that ran through the end of April to recruit new Sustainer — aka monthly — donors. Thanks to a generous matching gift from Tom DeChant, Paul Gibler and an anonymous donor, the foundation finished the month with 66 new contributors who committed \$1,364 per month, or \$16,368 — including the matching gifts — over the next year! This effort nearly doubled the total amount of recurring gifts the foundation receives each month.

Sustainer giving is an efficient way for the foundation to manage donations because it provides a reliable stream of income and

requires less fundraising management than one-time gifts. Sustainers tend to stick with the organizations they support for a long time, and they enjoy the ability to support Madison Public Library’s efforts to build literacy, lifelong learning and connections on a daily basis.

Beginning in June, a \$10,000 matching gift from Lau & Bea Christensen is available for any first-time and returning annual fund donors. If you know someone who loves the library but may not know about the foundation’s work, please direct them to mplfoundation.org to learn more!

Foundation Introduces New Mission, Vision, Strategic Plan

The Madison Public Library Foundation board of directors worked with a strategic planning consulting agency this year to develop new mission and vision statements, identify core values and set strategic goals for the next three years.

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.

Virtual Lunch for Libraries Raises \$80,000+

Madison Public Library Foundation hosted nearly 600 guests for its second virtual and 10th annual Lunch for Libraries fundraiser featuring comic thriller writer Carl Hiaasen on May 25.

Wisconsin Book Festival Director Conor Moran appeared in conversation with Hiaasen, whose wit and candor delighted the audience. The event raised more than \$80,000 that will support Wisconsin Book Festival programming and Madison Public Library youth literacy efforts.

Special thanks to Presenting Sponsor BMO Harris Bank, the fundraiser’s many other sponsors, Co-Chairs Tanya Salman and Barb McCarthy, and the planning committee for making the event possible!



Many guests, including Rob Stroud (right), watched the live-streamed program with friends while enjoying lunch.

2020 Tribute Donations List Online

If you made a contribution to Madison Public Library Foundation in 2020 in honor or in memory of a loved one, visit mplfoundation.org/give to view the list.

EVENTS & HIGHLIGHTS



2020 Annual Report Online

Although the COVID-19 pandemic forced the closure of Madison Public Library last spring, it provided the opportunity for staff to reimagine its services and find alternative means for patrons to access collections and services. Learn more about the library's efforts in 2020 and how Madison Public Library Foundation supported them in our 2020 joint Annual Report.

Highlights include:

- the Pinney Library gala and grand opening in March 2020
- the transition to digital resources and curbside service at the pandemic's onset
- the Wisconsin Book Festival's highly successful virtual programming, which included more than 60 author events
- the Madison Public Library Board's adoption of a fine-free policy in August
- the loyalty of foundation donors, who rolled with the changes in Lunch for Libraries and Ex Libris fundraisers, and who contributed to digital resources, Giving Tuesday and year-end matching gift campaigns

Visit mplfoundation.org to view the report.

Friends Groups Support Go Big Read

When it became apparent that Madison Public Library's Friends groups would have to cancel their annual Book Club Café spring fundraiser, some of the groups came together to support UW-Madison's *Go Big Read* program in its place.

Monroe Street Library League, Friends of Meadowridge Library, Friends of Pinney Library, Friends of Sequoya Library, and Friends of Goodman South Madison Library



each gave \$300 to Madison Public Library to purchase copies of Yaa Gyasi's *Transcendent Kingdom*, this year's book selection. These dollars will also support book club kits that may be checked out beginning this fall at the libraries.

Madison Public Library works to extend UW-Madison's popular *Go Big Read* program into the community. Gyasi's novel explores issues of race, immigration, science, faith and family.

Transcendent Kingdom is available for checkout in print, large print, book on CD and Playaway formats, as well as downloadable in eBook and audiobook formats on OverDrive.



Popular Librarian's Picks Service to Continue

The Librarian's Picks service in strong demand at Madison Public Library will remain available to patrons, with plans to refine it for the post-pandemic world in the near future.

Created last year when patrons were limited to borrowing materials from a specific library, Librarian's Picks is a concept similar to the streaming service Pandora: Patrons describe what kinds of books, music or other materials they seek, and librarians carefully curate an assortment of available items. The library asks for patience in fulfilling requests in the coming weeks as staff simultaneously handle in-person service. Visit bit.ly/librarianspicks to request a Librarian's Picks bag online.

Library Art Bike Unveiling June 10

Madison Public Library and Madison Public Library Foundation will sponsor a bicycle in Madison BCycle's Art Bike Program, which aims to raise awareness for and bring attention to important causes in our communities.

The BCycle Art Bike Program will have 28 bikes and four BCycle stations featuring 20 pieces of artwork that represent local artists and local causes. The library's *We Read* literacy program-inspired bike is being designed by former Bubbler Artist-in-Residence Emily Balsley, who continues to be a frequent arts partner with the library. The library and foundation will fund the artist's design fees.

An Art Bike Unveiling will be held Thursday, June 10, from 4:30–6:30 p.m. at Garver Feed Mill on Madison's east side. Leading up to the event, BCycle will feature a sneak peek of the Art Bikes on its social media. Following the June 10 Art Bike Unveiling, the Art Bikes will be sent out into the field to be publicly used.



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MADISON PUBLIC LIBRARIES

Alicia Ashman 733 N. High Point Rd.
Hawthorne 2707 E. Washington Ave.
Lakeview 2845 N. Sherman Ave.
Meadowridge 5726 Raymond Rd.
Monroe Street 1705 Monroe St.

Pinney 516 Cottage Grove Rd.
Sequoya 4340 Tokay Blvd.
Goodman South 2222 S. Park St.
Central 201 W. Mifflin St.

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