2022 OPPORTUNITIES TO GIVE

Foundation
MADISON PUBLIC LIBRARY

FLAGSHIP FUND

Annual Fund
Goal: $585,000

The annual fund is the backbone of Madison Public Library Foundation. It is the foundation’s primary means of promoting and supporting Madison’s library facilities, services and programs. In addition to funding operations, annual fund contributions are the main source of funding for our grant program. In recent years, contributions have supported Sunday hours at neighborhood libraries, teen interns, early childhood literacy programs, expansion of collections and job training. Every year, 10% of annual fund proceeds is invested in the foundation’s permanent endowment, which provides stability and longevity for library support.

EVENT SPONSORSHIP

Lunch for Libraries: May 16, 2022
Goal: $86,250
Sponsorships from $1,250–$7,500
600+ attendees

Madison Public Library Foundation’s 11th luncheon will take place at Monona Terrace. This annual event is an opportunity for community members who are committed to our libraries to come together to celebrate, support and invest in the future of our libraries. All proceeds benefit the Wisconsin Book Festival and Madison Public Library youth literacy efforts.

Ex Libris Vol. XII: November 4, 2022
Goal: $75,000
Sponsorships from $250–$5,000
525 attendees

Hosted at Central Library, Madison Public Library Foundation’s annual fall fundraiser is a tasting event with a twist! Local breweries and chefs pair their creations for a tasty evening of fun. Live music, a silent auction, a raffle and more make this energetic event memorable.
LIBRARY PROGRAMS | Youth Programs

One Book at a Time
Goal: $16,675

Research indicates a big reason that children from low-income families fall behind their peers in literacy skills is the lack of access to books. While the library’s ultimate goal is to turn all children into library users, one way to make initial contact with kids and families is to go to events outside the library and provide children with free, high-interest books to jump-start their desire to read. This program allows the library to provide targeted outreach to the city’s most under-resourced children, and provide them with high-quality books that interest them and that they get to keep.

Priority events for book giveaways in 2022 include The Empty Stocking Club, Juneteenth, Middle School Summer School book giveaway, and Art Lit Lab Youth Book Club.

Dream Bus
Goal: $32,933

Launched in April 2019, the Dream Bus is Madison’s mobile library, visiting multiple underserved Madison neighborhoods each week. Each stop lasts 30-60 minutes. Visitors can apply for library cards, browse and check out library materials, return items, place and pick up holds, use free Wi-Fi and attend pop-up programs. In addition to its regular schedule, the Dream Bus also appears at community events around Madison, reaching a wider audience and increasing awareness among neighborhood residents. Gifts to the Dream Bus support collections, vehicle maintenance, supplies for pop-up art and literacy activities, and signage.

Parents as First Teachers
Goal: $25,000

Parents as First Teachers is a partnership between Madison Public Library and Dane County Public Health, aiming to foster early childhood literacy in low-income families. Public Health nurses visit the homes of low-income families with newborns (0-2), offering an early literacy course prepared by librarians and leaving early literacy kits with families. For many children, these are the first books in their home collection. Nurses also coach parents on how they could incorporate literacy activities into daily routines. In 2022, the library is looking to expand its reach with additional partners and projects, providing books in multiple languages, as well as literacy kits.

Home Child Care Delivery Service
Goal: $21,000

In 2021, the Home Child Care Delivery Service provided regular delivery of library books to 25 in-home day care providers, serving approximately 160 kids. The library circulated 2,850 books, with Spanish language materials making up over half of that total. Currently, this program is offered in partnership with Madison Reading Project, whose volunteers deliver all the books to providers monthly. In 2022, the library hopes to expand delivery sites and increase the Juvenile Spanish Language collection to have the capacity to include the best books that global publishers have to offer.
Wisconsin Book Festival
October 13–16, 2022
Goal: $220,235
This year is the 20th anniversary of the Wisconsin Book Festival, which hosts more than 100 free author events in Madison each year. In addition to the four-day celebration in the fall, the Festival Event Series maintains a year-round schedule, with two author programs each month. Most events are hosted at the Central Library. The festival draws a regional audience, with more than 15,000 people attending author talks, performances and related activities throughout the year. To ensure that author events are available and accessible to a wide array of communities, the festival partners with UW-Madison, area schools, and local arts and humanities organizations for support and outreach. The festival’s media partners include Madison365, Wisconsin Public Radio and Isthmus, which maximize visibility for festival events.

Native American Storyteller-in-Residence
Goal: $6,000
Funding needed by June to secure fall program launch
The Native American Storyteller-in-Residence program is intended to cultivate a relationship with Ho-Chunk and Indigenous people in Madison, promote intercultural understanding, and educate the greater community about local Ho-Chunk and Native history. More than 700 people of all ages participated in live and asynchronous programs from October-December 2021, and survey feedback indicated appreciation and interest in learning more from storytelling. The residency is also a platform for promoting the knowledge and expertise of a BIPOC (Indigenous) Storyteller. 2022 plans include continuing some of the introductory education that Andi Cloud delivered in 2021 and expanding into other topics identified by feedback from both past program participants and Ho-Chunk Gaming. The selected storyteller might develop a community project throughout their two-month residency, and/or deliver talks and workshops, outdoor walks, one-on-one consultations and any other type of engagement opportunity that meets our shared goals.

Library Takeover
Goal: $15,000
Library Takeover is a platform created to support communities to make their ideas happen at the library! By providing space, time and resources for community members to host their own events, the library hopes that it will not only have fun, exciting events, but that it will also set the stage for future programming that involves and reflects all of Madison. Library Takeover specifically looks for event ideas from community members who do not typically have access to resources for big community events. In 2022, the library will host up to three cohorts (of 3-4 members), providing the space, time and resources to make their ideas a reality. Funding supports marketing to potential applicants, event planning boot camp for cohorts, honorariums for community mentors and bootcamp presenters, stipends for cohorts/event producers and cost of events.
Meadowridge Kitchen
Goal: $2,000

The Meadowridge Library is situated in a neighborhood where homelessness, low job security, food insecurity and increased need for health resources are common. To support Meadowood and Orchard Ridge residents, the Meadowridge Kitchen provides a variety of food-related programming. For example, it hosts cooking classes for all ages led by local chefs and nutritional health specialists, including Kids’ Chef Lily Kilfoy and Paul Tseng from the Willy Street Co-op. The kitchen also provides snacks and meals for kids and teens, including sack lunches, after-school snacks, and meals during events like the Community Read and the Get Down Party. In addition to providing local residents with free, healthy food, the kitchen gives staff at the library and community center a chance to meet residents, sharing information about services and resources.

LIBRARY PROGRAMS | Bubbler Programs

The Bubbler at Madison Public Library is a hub for creative expression and hands-on learning that offers 300+ varied opportunities for artists and community members to connect in meaningful and impactful ways. While there are dedicated spaces for arts and making within our library system, Bubbler programs often extend throughout the community. Artists and experts, together with library staff, offer workshops and programs in neighborhood libraries, community centers and non-traditional classroom spaces around Madison. Gifts to the Bubbler support artists, innovation, and art and maker-based programming in the library, including:

**Artist Residencies**
Goal: $20,000

During a residency, local artists typically focus their work around interactive passive projects, workshops and classes with the public or targeted groups, and broader collaborative efforts between artists and collectives. In the past, workshops have ranged from broad topics like community problem-solving or personal identity to skill-based learning via woodworking, papermaking, beat-making and scientific illustration. Workshops and studio hours see 300-500 participants each month.

**Exhibitions + Exhibiting Artists**
Goal: $5,000

Madison Public Library locations host a variety of rotating art exhibitions in dedicated spaces throughout their buildings. These range from the main Diane Ballweg Gallery (on the third floor of Central Library) to an art display wall within Alicia Ashman’s collection. Visual art in libraries is a tool for storytelling, creative expression and social justice. Funds support the infrastructure of the exhibitions, as well as stipends for exhibiting artists.
Arts in the Alley at Hawthorne
Goal: $2,000
_Funding needed by June 1 to secure fall programming & February to secure summer programming_

In 2017-18, the City of Madison invested in a community mural project to activate the mall space behind Hawthorne Library and the city and county’s Public Health building. Taking advantage of this designated space, the staff at Hawthorne Library foster family and community engagement in this outdoor area by providing community programming such as art activities, outdoor movies and music. Arts in the Alley specifically serves youth programs, including those at East Madison Community Center and Salvation Army.

Making Justice
Goal: $35,000

The staff and artists of Making Justice provide at-risk and court-involved teens with opportunities to participate in art-based learning experiences. During workshops and artist residencies, teens are encouraged to express their own narratives in a productive, creative manner while building relationships with local artists and other community partners. In 2021-22, Making Justice staff are working with Juvenile Court administrators to prepare a plan for a community programming partnership if the state moves to a satellite youth prison location in Dane County when Copper Lake and Lincoln Hills close. Making Justice, along with other community partners, would engage young offenders with local people and resources so that they have opportunities to meaningfully grow before they return to the Madison community.

Thurber Residency
Goal: $6,000

Founded in 2019, the Thurber Park Artist Residency is a partnership between the City of Madison and the Bubbler. This multi-month residency provides a private studio space for an artist to develop their own art practice by working to create a public art piece for the City of Madison, and inviting the community to see and experience the art-making process. Along with activating this space, the artist will run intentional hands-on programming for the community, leading workshops and open studio sessions for the public and targeted groups.

Library Collection

Madison’s library buildings serve as community and cultural centers, providing physical access to collections that equip patrons with the tools they need to explore themselves and their world. Shared collections are important for sustainability, expand due to specific community needs, and preserve history. They are markers for entertainment and literacy, transcending the walls of our buildings when they go home with patrons to continue their work in homes throughout the community. Madison Public Library continuously seeks to expand its collection on an ongoing basis, utilizing any funds designated for library collections.