

# 2023 OPPORTUNITIES TO GIVE



## FLAGSHIP FUND

### Annual Fund

**Goal: \$600,000**

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 fueling operations, annual fund contributions are the main financial source 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 are invested in the foundation's permanent endowment, which provides stability and longevity for library support.

## EVENT SPONSORSHIP



### Lunch for Libraries: April 17, 2023

**Goal: \$102,625**

**Sponsorships from \$1,250-\$7,500**

**600+ attendees**

Madison Public Library Foundation's 12th annual luncheon will take place at Monona Terrace and will feature esteemed writer Emily St. John Mandel, author of *Station Eleven* and *Sea of Tranquility*. Lunch for Libraries 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. XIII: November 3, 2023

**Goal: \$100,000**

**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 our biggest foundation fundraiser of the year. This year will be the foundation's 13th celebration and feature a new theme to be selected this winter.



## LIBRARY PROGRAMS

### Youth Programs

#### We Read

**Goal: \$25,000**

We Read is Madison Public Library's take on the traditional summer reading program, recognizing that people read year-round, in many different ways — with ears, on their phones, consuming graphic novels, reading with a dog, in a group, before bed, while hanging upside-down... and it ALL counts! Unlike the traditional summer reading program, the library wants you to know that reading IS THE PRIZE! The library has partnered with community organizations to create year-round programming including large-scale book distributions, mini-maker kits, outdoor programming, a youth writing competition, and artist-led programming. While the library has secured funding to run We Read throughout 2023, we are currently seeking donors to continue funding the program in 2024.



#### Dream Bus

**Goal: \$53,765**

Launched in April 2019 in collaboration with Dane County Library Service, the Dream Bus is Madison's mobile library location, visiting multiple under-resourced neighborhoods each week. Stops last 30–60 minutes, and visitors can get 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 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, programming supplies, and signage, as well as bus staff salaries.



### Educational Programs

#### Wisconsin Book Festival October 19–22, 2023

**Goal: \$220,235**



The Wisconsin Book Festival will kick off its 21st year in 2023, hosting more than 100 free author events in Madison. In addition to the four-day celebration held each fall, the Festival Event Series maintains a year-round schedule with multiple author programs each month. Most events are hosted at Central Library and recorded for digital viewing. The festival draws a regional audience of more than 15,000 to author talks, performances, and related activities each year. To ensure author events are available and accessible for a wide array of communities, the festival partners with UW-Madison, area schools, and local arts and humanities organizations for support and outreach. Additional media partners, including Wisconsin Public Radio and *Isthmus*, help maximize event visibility.





## LIBRARY PROGRAMS

### Wellness Programs

#### Live Well

**Goal: \$5,000**

Wellness is not just about physical health; it is also about having a healthy mind and relationships. Madison Public Library is committed to helping our communities stay informed through resources and connections. In 2021, the library worked with local organizations including Be Well Madison, UW – Extension, Meadowood Health Partnership, UW’s All of Us Research Program, and Midwest Mujeres to engage the community in wellness conversations and experiences. Events — including blood pressure clinics, acupuncture, nutritional demonstrations, vegetable gardening, yoga, meditation, chair massage, movement therapy, and more — helped the community connect with health care providers of color and receive services. With additional funding, the Live Well program can continue to provide individuals and families with information, connections, and experiences that support making informed wellness changes in their lives.



#### Meadowridge Kitchen

**Goal: \$5,000**

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 works with local chefs and nutritional health specialists to host all-ages cooking classes, 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, offering 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 art, and maker-based programming, including:



#### Making Justice

**Goal: \$50,000**

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. Making Justice collaborates with the Dane County Juvenile Court Detention Center and Shelter Home, Dane County Jail, Neighborhood Intervention Program, GROW Academy, and the Madison Metropolitan School District (MMSD) to plan and schedule events based on youth interests and curriculum needs. Contributions to the program cover artist residencies and mentoring as well as project-related supply costs.



#### Artist Residencies

**Goal: \$20,000**

Since its inception, the Bubbler Room at Central Library has served as a dedicated studio offering library patrons access to free art materials and teaching artists. Each neighborhood library has dedicated art space as well. The library employs local artists within these spaces for extended residencies each year that involve public workshops and classes, interactive passive projects, and broader collaborative efforts between artists and collectives. Past residencies have ranged from broad topics like community problem-solving or personal identity to skill-based learning through woodworking, papermaking, beat-making and scientific illustration. Workshops and studio hours see 300–500 participants each month.



#### Artists-in-the-Libraries Summer Residencies

**Goal: \$30,000**

Throughout the summer, each library partners with a Bubbler-affiliated artist for a three-month residency. This summer program allows the artists to build relationships and connect with the local library community via weekly studio hours and instructor-led projects. Artists use each library's dedicated spaces — such as the Play Studio at Alicia Ashman, Arts in the Alley at Hawthorne, and the Weekly Art Club at Goodman South— for artistic creation. Gifts to this program will cover stipends for each artist and project-related supplies.





## LIBRARY PROGRAMS

### Bubbler Programs

#### Thurber Residency

**Goal: \$6,000**

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



#### 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 Endres Ballweg Gallery (on the third floor of Central Library) to an art display wall above Alicia Ashman Library's material 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.



### 10 years of the Bubbler: A Commemoration

September 2023 will mark 10 years of The Bubbler at Madison Public Library. To commemorate this milestone, library staff plan to kick off a year-long celebration that will look back at the past 10 years while engaging current artists in new projects that celebrate the Bubbler spirit. This special project will include exhibitions, artist residencies, and artist-led projects. The majority of expenditures will be used to cover artist stipends.



## LIBRARY RESOURCES & INFRASTRUCTURE INITIATIVES

### Library Collection Materials

**Goal: Ongoing**

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 throughout the community. Madison Public Library continuously seeks to expand its collection on an ongoing basis, utilizing funds designated for library collections.



### Library Internships

**AASPIRE Internship | Goal: \$6,200**

The AASPIRE Program is hosted by the City of Madison and is designed to provide underrepresented groups on-the-job experience. Students who are engaged in college-level studies with professional work experience receive mentoring opportunities in various city agencies. This year's library intern will work on marketing and community engagement projects including promoting the Dream Bus, planning efforts for the Imagination Center at Reindahl Park, developing profiles for neighborhood libraries, and user engagement campaigns.

**Dream Bus Making & Learning Intern | Goal: \$3,500**

In 2023, the selected Dream Bus intern will be responsible for implementing a series of outdoor, maker-based programs for children and families at multiple Dream Bus locations across the city. Programs may include hands-on instruction such as printmaking, sewing, cardboard construction, or digital technology. The Making & Learning Intern will engage community members in creative opportunities while gaining experience as a community leader and facilitator.



### Programming Technology

**Goal: \$25,000**

Bubbler staff use iPads in many of their programs with teens and children across the city, and the devices are key components of the library's animation programs, film editing and recording programs, audio recording and editing programs, photography programs, and more. Currently, 35 of the devices staff are using have been in circulation for a decade or longer, with some so old that staff have difficulty managing them. Updated devices will allow program participants a better user experience and also help staff keep the devices up to date.

