



Foundation

MADISON PUBLIC LIBRARY

WINTER 2024-25

A newsletter from
Madison Public
Library Foundation

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to Celebrate
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Let's Celebrate! Madison Public Library Marks 150 Years

On May 31, 2025, Madison Public Library will mark 150 years of service to the community! Beginning in late January, the library — with support from Madison Public Library Foundation — will kick off a yearlong *Celebrating the Past, Inspiring the Future* effort. Plans are in the works, and they include:

- special events in May
- an interactive digital timeline showcasing the library's history
- giveaways of library merchandise
- an outreach campaign, including library card signups, at events throughout the community in September
- history fun facts in the library's email newsletters and on social media
- opportunities to share what you love about the library with a Bubbler Artist-in-Residence, who will create a collaborative art piece made out of community testimonials

"Madison Public Library has been a part of this community since 1875," Library Director Tana Elias said. "The library has been here through some of the most pivotal moments in Madison's history, and we're excited to share many stories throughout 2025 that illustrate how integral the library has always been to the Madison community. We look forward to celebrating this milestone with you and envisioning together what the next 150 years of library service could look like."

Watch for announcements at the official start to the festivities next month at [madpl.org](https://www.madpl.org).



The first branch library in Madison opened in 1913 at 1249 Williamson Street and was funded by Andrew Carnegie; the interior is shown here in June 1925. It quickly proved popular, with its auditorium being used by the community for everything from evening trade school education to gymnastics. After relocation in 1958, this library was renamed Hawthorne through a contest. Today, there are nine locations, with a 10th library — the Imagination Center at Reindahl Park — slated to open in 2026, and the Dream Bus mobile library delivering materials across the city.

150 YEARS MADISON PUBLIC LIBRARY



The library saw increasing interest and investment in other collections, including music, from the 1940s on. Pictured is a child listening to a record at Central Library in the mid-1970s. Today, you can check out vinyl at Central and Monroe Street libraries, or request items through LINKcat.



Although play toys in branch locations had been in place for decades, the mid-1970s saw the advent of Madison Public Library's first circulating toy library designed for young children. Pictured are families at a Valentine's Day storytime at Central Library in 1976. Today, families can enjoy modern play areas at all nine libraries and check out adaptive toys through the Library of Things.

Lost in the Stats: What's Trending at the Library

New to our newsletter this year is *Lost in the Stats*, a recurring feature that will highlight interesting library-related numbers. In this issue are encouraging findings from the Urban Libraries Council's 2024 Library Insights Survey, which provides a snapshot of post-pandemic performance for urban libraries across the U.S. and Canada, including Madison Public Library, from 2022 to 2023. Source: urbanlibraries.org

Number of libraries surveyed: 115

Number of locations: 2,260

Population served by surveyed libraries: 87.5 million

- **11%** percent increase in the number of eResources accessed (with a remarkable 40% increase when compared to 2019)
- **42%** rise in the number of library programs
- **53%** increase in program attendance
- **3%** increase in staffing levels, a return to pre-pandemic levels
- **16%** of libraries started construction of at least one new branch location
- **52%** increase in total room reservations
- **24%** increase in library visits

Your Gift Doubles Up to \$100,000 Through Dec. 31

At the end of the year, many people are taking stock of what's important to them. Take a few minutes to read some of the heartwarming comments donors left when supporting the library through online gifts this year:

The foundation's annual fund supports core library areas, including the collection, technology, programming, staff training and development, Equity and Innovation projects, and mini-grants for smaller projects.

- *We found a \$100 bill on the ground. It seemed right to donate it to our favorite place!*
- *Your support of voting and elections in libraries.*
- *Many of my best social activities happen at Lakeview Library.*
- *To keep open a valuable, free third space.*
- *Libraries are always and forever essential.*
- *My mother's birthday is coming up, and she loved to read.*
- *I requested that the library (re)stock digital copies of a series I enjoy and wanted to contribute to the cost.*
- *Reading is fundamental!*
- *Hearing authors discuss their books, their inspiration, and their process is a wonderful experience!*
- *Everyone should be able to read, and libraries provide the books.*
- *I'm inspired by the critical importance of library access to all.*
- *The Sequoya Library helped introduce me to other new parents and ended up being the place I met one of my currently greatest friends.*



Annual fund gifts support programming at the libraries.

Your past gifts made it possible for the foundation to provide nearly \$200,000 toward the following projects and resources in 2024:

- Kanopy video streaming service
- staff career growth, from conferences to workshops
- books for the Prison Certified Peer Support (CPS) Book Group
- popular books, movies, and music for all ages and genres
- technology upgrades for the Bubbler to work with local schools
- programming, from cooking classes to artmaking
- community English classes in partnership with Literacy Network at Goodman South Madison Library and Meadowridge Library

Private donations of any amount help the library work through access barriers so every Madisonian can enjoy programs and services like these.

Mailed gifts must be postmarked by December 31 to count toward the match. To give, visit mplfoundation.org/donate or mail your contribution in the envelope inserted into this newsletter.



HOLIDAY HOURS

If you need help making a year-end gift, we're here for you! Simply call us at **608.266.6318** or send an email to info@mplfoundation.org between 9 a.m.-4 p.m. Monday through Friday.

Please note that our offices will be **CLOSED** on the following dates:

- Tuesday, December 24
- Wednesday, December 25
- Tuesday, December 31
- Wednesday, January 1

Find holiday hours for the library at [madpl.org/libraryclosed](https://www.madpl.org/libraryclosed)

This month, our foundation asks you to think about your "why" in giving. Whether it's to borrow books, attend storytimes, create with the Bubbler's Artists-in-Residence, or discover new authors at the Wisconsin Book Festival, we hope you'll have many inspirations for demonstrating the value that Madison Public Library brings to your life, and to the lives of so many in our community.

Each contribution to our annual fund before December 31 will have double the impact, thanks to a \$100,000 matching gift from several anonymous loyal donors!

Year-End Smart Giving Tips to Reduce Your Tax Burden

Donating stock to a charity at the end of the year is one of the easiest ways to support a cause you care about. A stock gift can help you avoid capital gains taxes, which allows you to have a greater impact. Additionally, the recipient nonprofit doesn't pay taxes on the gift.

For those who are 70 ½ or older, satisfy required minimum distributions (RMD) by making a gift from your IRA. You can reduce your adjusted gross income and possibly receive the full tax benefit if you're not taking the standard deduction.

Visit mplfoundation.org/donate to download a special form for stock gifts and to find the foundation's EIN, which you'll need when making a gift from your IRA. You may also call **608.266.6318** for assistance.



YOUR DOLLARS AT WORK

Meet Our Four New Board of Directors Members

The Madison Public Library Foundation board recently welcomed four new directors who began their terms in October: **Josh Anderson**, **Manny Figueroa**, **Andrea Shiu**, and **Carla Vigue**.



Josh Anderson

Anderson is a U.S. Marine Corps veteran who grew up in Denver, Colorado. He's Senior HR Business Partner at the State of Wisconsin Investment Board (SWIB) and on the Madison 56ers Soccer Club board. Originally thinking he'd become an English teacher, Anderson is passionate about education and literature. After serving on the HR and *Ex Libris* committees, and sponsoring foundation events, Executive Director Conor Moran invited Anderson to join the board.

Anderson enjoys reading, collecting vinyl, and exploring new places with his family. He lives in Madison with his wife, two children, and dog. He plays several musical instruments and is currently reading *Godwin* by Joseph O'Neill.



Manny Figueroa

Figueroa is from Milwaukee and is the owner of Rusty Dog Coffee. He and his business partners became involved with *Ex Libris* in 2019 as tasting partners, which prompted Figueroa to join the *Ex Libris* Planning Committee and later become Event Co-Chair. Figueroa is also involved with Underdog Pet Rescue, Badger Prairie Needs Network, and Wisconsin Latino Chamber of Commerce.

He lives in Madison with his wife, two children, and Pomeranian. He enjoys running, biking, golfing, and watching Wisconsin sports. He donated a kidney to a family member in 2016, which he considered life changing! He's currently reading *High and Rising*, a biography of the hip-hop group De La Soul, by Marcus J. Moore.



Andrea Shiu

Shiu is from Madison and graduated from UW-Madison with a degree in Human Development and Family Studies. She is the Development Program Director for the Wisconsin Foundation and Alumni Association's Office of Gift Planning. An avid reader and lifetime Madison Public Library patron, Shiu wants to spread her positive experiences to others while serving on the board.

She lives in Madison with her husband, two daughters, and cat. She enjoys reading, baking, and creating art. She most recently read *Piranesi* by Susanne Clarke.



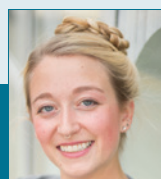
Carla Vigue

Vigue is Director of Tribal Relations at UW-Madison and a citizen of the Oneida Nation. As Director, she focuses on building connections and meaningful relationships for tribal communities. Vigue also is involved with the Clean Lakes Alliance. As someone who loves reading, she and her family find the library to be a place to connect with other library users, participate in programs, and fulfill her love for public service.

Vigue lives in Madison with her husband, two children, and dog. She loves cooking and watching Wisconsin sports. Most recently, Vigue read *The It Girl* by Ruth Ware. She encourages continued support of Native voices.



Bote



Kelly



Plourd



Williams

Thank You to Our Departing Board Members

Madison Public Library Foundation is so grateful to **Ron Bote**, **Jill Kelly**, **Phil Plourd**, and **Gene Williams**, who completed their six-year board terms this fall. Thanks to these four for their years of service, and for helping the foundation improve, support, and advocate for Madison's wonderful library system!

Packers Foundation Grants \$4,000 for Dream Bus

The Green Bay Packers Foundation recently awarded Madison Public Library Foundation a \$4,000 grant that will power Dream Bus mobile library operations.

The Dream Bus — jointly operated by Madison Public Library and Dane County Library Service, with support from the foundation — currently visits 18 underserved areas around Madison and Sun Prairie each week. Visitors can check out books, movies, and other library collection items; use Wi-Fi; pick up holds and return library materials; and sign up for a library card.

The Packers Foundation grant was one of 398

benefiting Wisconsin charitable groups working in the areas of arts and culture, athletics, and education. A total of \$1.5 million was distributed.

"We're proud to award \$1.5 million through our annual Packers Foundation grants this year," said Packers President/CEO Mark Murphy. "We are incredibly grateful for the work the recipient organizations carry out each and every day. The Packers are honored to recognize and support their dedication to positively impacting their communities."

Visit madpl.org/dream-bus for route information.



Former Green Bay Packers running back Dorsey Levens (left) represented the Packers Foundation at an awards presentation in November, where foundation Grants and Development Manager Erin Woodard (right) accepted the Dream Bus check.

Imagination Center Gains Support as Groundbreaking Nears

The Imagination Center at Reindahl Park, a new library and community hub designed to serve the city's northeast side, received two major grants recently. The Imagination Center is a collaboration of Madison Public Library, Madison Public Library Foundation, Madison Parks, and City of Madison Engineering.

Madison Community Foundation announced in November that it will give \$250,000 — the largest amount among its recent round of grants totaling \$1.34 million — toward the project.

The work these organizations do is vital," said Angela Davis, MCF's Director of Grantmaking. "They are providing support to our youth and to our immigrant neighbors. They are working hard to ensure their own financial stability, while trying creatively to meet the needs of the people they serve."

In October, the Wisconsin Department of Administration committed \$4.25 million to the City of Madison for the Imagination Center through the Flexible Facilities Program (FFP). Funded through the U.S. Department of Treasury Capital Projects Fund as part of



Library, foundation, city, and state leaders took part in a press conference to announce the Imagination Center's Flexible Facilities grant from the Department of Administration.

"The work these organizations do is vital. They are providing support to our youth and to our immigrant neighbors. They are working hard to ensure their own financial stability, while trying creatively to meet the needs of the people they serve."

—Angela Davis, Madison Community Foundation

the Biden-Harris Administration's American Rescue Plan Act, FFP grants will fund public facility expansion or improvement projects designed to provide reliable broadband access to local communities, including libraries, community centers, and multipurpose community facilities in order to address critical requirements of digital and broadband access resulting from or exacerbated by the coronavirus pandemic.

"I'm incredibly proud to be working alongside our dedicated state agencies and federal partners to help bolster our public infrastructure, including supporting our libraries and community centers and expanding access to critical services for folks in every corner of our state," Gov. Tony Evers said in a press release announcing the FFP grants, which included 35 projects totaling \$115 million.

Madison Public Library Foundation staff worked on both the Madison Community Foundation and FFP grant applications.

Groundbreaking for the Imagination Center is expected to take place in late spring. Visit madpl.org/reindahl for more information this spring.

Missing Book Festival Events? Spring Season Starts Soon

Are you beginning to plot out your 2025 calendar? Add the Wisconsin Book Festival's spring author events!

While we don't have a four-day extravaganza of author events like we did in the fall, there are numerous stand-alone events to look forward to, beginning in February. Here are some on the schedule:

- Madison author **Christina Clancy** for *The Snowbirds*, in conversation with Chloe Benjamin | **February 5, 7 p.m.**
- UW alum **Nickolas Butler** for *A Forty Year Kiss*, in conversation with Laura Bird | **February 18, 7 p.m.**
- London-based author **Samantha Shannon** for *The Dark Mirror*, in conversation with LaShawn M. Wanak | **March 5, 7 p.m.**
- 2025 **UW Poetry MFA Graduates Reading**, presented in partnership with the UW-Madison Program in Creative Writing | **March 10, 7 p.m.**
- UW alum **Nancy Reddy** for *The Good Mother Myth*, in conversation with Jessica Calarco | **March 11, 7 p.m.**

All events will be held at Central Library in Community Rooms 301 and 302, and are free to attend. This is only a short list of spring events; we expect more to be scheduled, so keep an eye on wisconsinbookfestival.org for the full list!

Thank you to Signature Sponsor Pleasant R. Rowland Foundation and our other many sponsors for supporting the festival throughout the year!



Austin Frerick, author of *Barons*, talks to an attendee at his book signing during the Wisconsin Book Festival Fall Celebration.

A LOOK BACK AT 2024

- presented 89 author events
- attracted 12,879 attendees
- gave away 3,928 free books
- offered three events in Madison schools, reaching 654 students
- hosted 800 guests and raised \$139,000+ at Lunch for Libraries, which supports the festival and youth literacy efforts



EVENTS & HIGHLIGHTS



The *I AM A Man* exhibit includes the work of six artists, including curator Sharon Bjyrd.

***I AM A Man* Exhibit, Events at Goodman South Madison Library Through February**

Visit Goodman South Madison Library through February 28 to view the new exhibition *I AM A Man: The Re-humanization of Black Men*, organized by the Bubbler at Madison Public Library.

This deeply personal reflection on the continued dehumanization of Black men in America is curated by Sharon Bjyrd, a painter and mixed-media artist who took an influential trip to the Dr. Martin Luther King Jr. memorial at the National Civil Rights Museum in Memphis. The experience heightened her awareness of the stark difference in how Black men face life-altering and sometimes life-ending consequences of racial macro-aggression, and propelled her to use her art to re-humanize them.

The exhibit features work from five additional visual artists and draws from the iconic “I Am A Man” slogan, which emerged during the 1968 Memphis sanitation workers’ strike — a protest against the dangerous and degrading conditions Black workers endured.

Join Bjyrd and the exhibiting artists at the library for community conversations, performances from *Da Classroom Ain’t Enuf*, and participatory art opportunities on the following dates:

- **Saturday, January 18**, 1–4 p.m.
- **Thursday, February 20**, 6–7:30 p.m.

Goodman South Madison Library is located at 2222 S. Park Street. The exhibition is available for viewing during open library hours: 10 a.m.–8 p.m. Monday–Friday, 9 a.m.–5 p.m. Saturday, and 1–5 p.m. Sunday.

[Visit the exhibit page on the Bubbler website](#) for more details, including an artist-curated playlist and exhibition press coverage.

Bubbler exhibitions receive financial support from Madison Public Library Foundation, Madison Arts Commission, Dane Arts, and Friends of the Madison Public Library.

Library Superusers Wanted

Do you check out dozens of Madison Public Library items every couple months? Are you a frequent flyer at library programs or routinely in the libraries to use Wi-Fi or other resources?

Madison Public Library Foundation is forming a “superusers” group for those with a record of heavy library use to provide feedback and share stories about their experiences using the libraries and its services, and to play an important ambassador role as the library marks 150 years in 2025. Those who participate must consent to use of their first names and photos in foundation and library promotional materials. Occasional virtual or in-person meetings may be required so we can collect information and take photos.

If you’d like to participate, please email info@mplfoundation.org by **Wednesday, January 8** to let us know! Once we receive your message, we’ll send you a form to complete, along with more details.



Record-Breaking *Ex Libris Vol. XIV* in the Books

Thanks to everyone who joined Madison Public Library Foundation for *Ex Libris Vol. XIV: Local Flavor* at Central Library on November 8! Our fall fundraiser was incredibly successful, and we hope you had as much fun as we did.

Nearly 600 guests joined us to listen to an energetic playlist by DJ Nick Nice, sample bites and beverages from local businesses, and talk about our favorite thing: the library. We raised almost \$115,000 — including nearly \$30,000 in the online auction — that will be essential to supporting Madison Public Library and all of its endeavors.

Thank you to all our guests; the co-chairs and planning committee; the 37 tasting partners who served delicious food and drinks; the many sponsors, including Presenting Sponsor Scooter Software; and Dynae Allice Photography for capturing the lively evening behind the camera. Find the event photo album at mplfoundation.org.

Save the date of **November 7, 2025** for *Ex Libris Vol. XVI*!

All contributions this month will **DOUBLE**, thanks to a \$100,000 matching gift!



**Matching
Gift
Deadline**



SCAN THE CODE to give online, or mail your donation in the enclosed envelope

 **Foundation**
MADISON PUBLIC LIBRARY

201 W. Mifflin Street
Madison, Wisconsin 53703
608.266.6318

mplfoundation.org
info@mplfoundation.org

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.

Executive Director Conor Moran
Contributing Writers Amy Mertz, Ray Kirsch

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

Newsletter Editor Amy Mertz
Newsletter Design Georgia Rucker