

2025 OPPORTUNITIES TO GIVE



FLAGSHIP FUND

Annual Fund • Goal: \$675,000

The Annual Fund is the backbone of Madison Public Library Foundation, serving as the 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 grants program. In recent years, contributions have supported new collection materials, technology hardware and infrastructure, library staff training and career development, teen internships, and Sunday hours at neighborhood libraries. Ten percent of annual fund proceeds are invested in the foundation's permanent endowment, which provides stability and longevity for library support.

EVENT SPONSORSHIP

Organizations and community members are invited to support the library through sponsorship of its flagship annual events: **Lunch for Libraries**, the **Wisconsin Book Festival**, and **Ex Libris**.

Lunch for Libraries April 29, 2025



Goal: \$140,000 in sponsorships,
beginning at \$1,500
700 attendees



Madison Public Library Foundation's 14th annual luncheon will take place at Monona Terrace and feature **Abraham Verghese**, author of *The Covenant of Water*. **Lunch for Libraries** brings community members together to celebrate, support, and invest in the future of our libraries. All proceeds benefit the Wisconsin Book Festival.

Ex Libris November 7, 2025



Goal: \$100,000 in sponsorships,
beginning at \$250
550 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 largest fundraiser of the year. This year will be the foundation's 15th celebration.

LIBRARY PROGRAMS • YOUTH

WE READ

Goal: \$23,000

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 in the past, the library wants you to know that reading IS THE PRIZE! The library has partnered with community organizations to create year-round programming, including outdoor park events, a youth writing competition, artist-led workshops, large-scale book distributions to summer school students, and mini-maker kits for youth at neighborhood centers. Contributions will support marketing costs, maker kit supplies, reading journey maps, the annual Youth Voices Writers Contest, summer program supplies, printing and supply costs, and more.



**We Read
Leemos**



Dream Bus

Goal: Ongoing

Launched in April 2019 in collaboration with Dane County Library Service, the **Dream Bus** is Madison's mobile library, visiting under-resourced neighborhoods each week. Stops last 30–60 minutes. Visitors can obtain 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 library awareness among neighborhood residents. Gifts to the Dream Bus support collections, vehicle maintenance, programming supplies, and signage, as well as bus staff salaries.



FULLY FUNDED
IN 2025

One Book at a Time

Goal: \$40,000



Research indicates a primary 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. **One Book at a Time** allows the library to provide targeted outreach to the city's most under-resourced children, and provide them with books that interest them and that they get to keep. The program also provides local educators with selections of books for classroom libraries. Librarians hand-pick fun and inclusive titles they know kids will love.

FULLY FUNDED
IN 2025

Parents as First Teachers

Goal: \$3,000



Madison Public Library's **Parents as First Teachers** program offers early learning and caregiver resources to organizations supporting children ages birth to 5. The project primarily works with community partners who have a home visit or outreach component to their work. Partners such as Public Health Madison Dane County build trusted and critical connections with families who are under-resourced and facing financial, housing, employment, or other life stressors, or who have children with special health needs. The program provides early reading resources — including books, activities, and literacy kits — in multiple languages.

FULLY FUNDED
IN 2025

Youth Delivery Program

Goal: \$25,000



In 2024, the library's **Youth Delivery Program** provided routine delivery of library books to 33 different classes and child care sites across Madison, serving approximately 675 kids. The library circulated 3,957 books, including both English and Spanish language materials. This program is offered in partnership with Madison Reading Project, whose volunteers deliver all the books to providers monthly. In 2025, the library is expanding delivery to several MSCR after-school sites.



Wisconsin Book Festival October 23-26, 2025

Goal: \$200,000

Madison Public Library will host the 24th edition of the **Wisconsin Book Festival**, featuring nearly 100 free author events in Madison. In addition to the four-day Fall Celebration, the Festival Event Series maintains a year-round schedule, with multiple author programs throughout the spring and fall. Most events are hosted at Central Library and recorded for digital viewing. The festival draws a regional audience of 13,000 to author talks, performances, and related activities each year. To ensure 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, as well as individual community members for support and outreach. Media partners, including Wisconsin Public Radio and *Isthmus*, help maximize event visibility.



Library 150th Anniversary

Goal: \$30,000

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

Plans 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, and an exhibit by 150 local artists

Donor contributions will support artist participation, event supplies, and printing costs.



LIBRARY PROGRAMS • WELLNESS

Live Well @ Your Library

Goal: \$5,275



Wellness is not just about physical health; it's also about having a healthy mind and relationships. Madison Public Library is committed to helping our communities stay informed through resources and connections. The library works with local organizations including Be Well Madison, Meadowood Health Partnership, UW's All of Us Research Program, and Standing Still to engage the community in wellness conversations and experiences. Events addressing mental health, fall prevention, HIV, self-care, vegetable gardening, yoga, meditation, chair massage, movement therapy, and more help the community learn about important topics, engage in health-related activities, connect with care providers, and receive services. With additional funding, the **Live Well @ Your Library** 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: \$7,375



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 all-ages cooking classes led by local chefs and nutritional specialists, including "The Kids' Chef" Lily Kilfoy and Paul Tseng from 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, and share information about services and resources.

In 2025, the library will host community dinners and partner with local organizations to offer family-friendly events. Past collaborations have included the City of Madison Police Department; Common Wealth Development; Wisconsin Youth Company; and Urban League Greater Madison to support Friday Youth Game Nights, which facilitate socializing and learning in a safe environment. In addition to programming, the library also intends to replace the kitchen's existing oven with an energy-efficient model.

LIBRARY PROGRAMS • THE BUBBLER



The BubblR 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, BubblR programs often extend throughout the community. Artists and experts, together with library staff, offer workshops and programs in neighborhood libraries, community centers, and nontraditional classroom spaces around Madison. Gifts to the BubblR support artists, innovation, art, and maker-based programming, including:

Making Justice

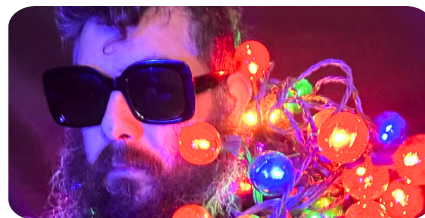
Goal: \$46,200



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 Detention Center and Shelter Home, Dane County Jail, Neighborhood Intervention Program, GROW Academy, and Madison Metropolitan School District (MMSD) to plan and schedule events based on youth interests and curriculum needs. Contributions to the program cover artist instruction and mentoring, as well as supply costs.

Central Library Artist Residencies

Goal: \$12,000



Since its inception, the **BubblR 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 projects, and broader collaborative efforts between artists and collectives. Past residencies have ranged from broad topics like community problem-solving and personal identity to skill-based learning through woodworking, papermaking, beat-making, and scientific illustration. 2025's first artist, TetraPAKMAN, started his residency in September 2024 and will continue until March. His work focuses on giving climate a voice in the community. He sees people as an artistic medium and shares his techniques with them to create community-generated social sculptures.

WE READ BubblR Artist Residencies

Goal: \$8,750



Throughout the summer, each library partners with a BubblR-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 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 • THE BUBBLER

Unidas Por Hilos

Goal: \$3,150



The **Unidas por Hilos initiative** is an artist-run textile project of Latina immigrants in Madison. Local artist Maria Amalia leads the group, and focuses on fostering dialogue and cultural exchange through embroidery. The group has been working at Madison Public Library for several years, and in summer 2025 will center its work around four specially designed community embroidery tables, each hosted by Latina immigrants. These tables will be set up in the library and serve as a collaborative canvas for artistic expression, storytelling, and intercultural engagement. Components of the program will allow for both registration-based and drop-in participation so the community can work on large-scale pieces of stitched artwork. Maria Amalia is well-versed in engaging with public discourse through her art. Her projects, particularly those focusing on the stories of Latina immigrants, are designed to bring often-overlooked narratives into the public eye. She is committed to using art as a tool for social change, encouraging conversations that bridge cultural divides and promote understanding.

Exhibitions + Exhibiting Artists

Goal: \$14,025



Madison Public Library hosts a variety of rotating art exhibitions in dedicated spaces throughout its buildings. These range from the main Diane 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.



Thurber Park Residency

Goal: \$5,250



The **Thurber Park Artist Residency** 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 in to experience the artmaking 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. Resident artist Jennifer Bastian's 2025 exhibition is entitled *Hold & Release*, and focuses on processing grief through textile art. Her workshops include sewing circles, grief-themed sewing workshops, and opportunities to collaborate on larger projects as a community.



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. Every year, the library purchases new books, DVDs, CDs, records, video games, and more to expand our collection and replace popular materials that need to be retired due to high use. Staff make intentional purchases to meet demand and ensure that works span a wide variety of genres and interests.

OverDrive/Libby

Goal: \$53,000

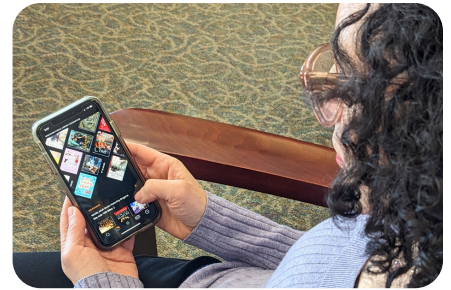


Online collection use has increased considerably in the past five years — particularly since 2020, when the pandemic limited access to physical materials. In 2025, the Wisconsin Public Library Consortium — which manages the **OverDrive/Libby** system — is on track to have its largest number of unique users ever, and Madison Public Library alone had 28,000 unique users in 2024 with 15,000 weekly checkouts and 70,000 active holds. This increased use has come with a challenge of longer wait times, which average 70 days. While very popular titles generally have shorter wait times, the pressure to address the long waits for in-demand items and the high prices for those books mean the library's budget runs out before additional items can be purchased. Supplemental funding will cover the purchase of titles that support library programming, help diversify the collection, and fill holes in series, plus cover the costs of additional licenses to help shorten wait times for a larger number of titles.

FULLY FUNDED
IN 2025

Kanopy

Goal: \$68,500



Kanopy is an online streaming service committed to offering high-quality adult and youth content that educates, inspires, and entertains. Most of the videos and other materials are not available on other streaming platforms. The library's subscription includes unlimited access to Kanopy Kids, featuring curated early literacy programming as well as read-along books, and Great Courses, a collection of lectures on a variety of topics — from literature and health to finance and more. Kanopy regularly adds new content in a broad variety of subject matter and is available to all patrons free of charge. In 2024, Madisonians watched 76,538 videos — a 24.6% increase over last year — and *Past Lives* topped the list as the most streamed movie. Contributions will support renewal of the library's annual license.

Popular Material Purchases

Goal: \$26,500

Foundation contributions are used to purchase nearly three times as many copies of high-demand titles such as *The Women*, *Creation Lake*, and *Intermezzo* to reduce wait times on these books and to rely less on copies supplied by non-Madison libraries. Additional funds also allow staff to replace lost, damaged, and worn copies of classic and core titles for all library locations. It makes a big difference for patrons to be able to find favorite and well-known titles at all locations, rather than waiting for holds to be filled or traveling to another library to find a desired book. In 2025, the library will continue to grow intentional collections that reflect the community as well as specific neighborhood demand at our individual locations.

LIBRARY RESOURCES & INFRASTRUCTURE INITIATIVES

Programming Technology Laptops

Goal: \$34,500



Laptops serve a variety of purposes at the library: Some are used to support programming, such as one-on-one computer support or digital instruction; and others are available for patron checkout for in-building use. High demand and usage takes a toll on machines, and six of the library's nine locations need to purchase a total of 38 new machines and four hotspots in 2025. New devices will allow patrons and program participants a better user experience and also help staff keep devices up to date.

AASPIRE Library Internship

Goal: \$4,650



Affirmative Action Student Professionals in Residence, or **AASPIRE**, is a City of Madison-hosted internship program designed to provide under-represented groups with 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 promotion of the library's 150th year, the Dream Bus, and the Imagination Center at Reindahl Park planning efforts, as well as development of profiles for neighborhood libraries and user engagement campaigns.

GET IN TOUCH

To offer financial support for one of these library efforts, contact:



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Foundation

MADISON PUBLIC LIBRARY

You may also give at
mplfoundation.org/donate

or mail contributions to:

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