

Your Gifts in Action

Technology & Collections: \$149,195



Your support keeps the library on the cutting edge! Over the past year, donor contributions funded the library's online streaming database, **Kanopy**, which provides free access to high-quality movies and television shows. The foundation also helped purchase additional copies of popular titles like *James*, *The God of the Woods*, and *The Women* to reduce patron hold times and bought books to expand the library's collection. **In all, your support helped add 4,256 new items to the collection last year.** Outside of books, funding helped add **25 Stop Motion Animation Stations** and **10 iPads** for the Bubbler's arts programming.

Professional Development & Library Memberships: \$35,500



Donor support also helped cover **professional development training** at the library's annual Staff Day which featured a variety of presenters, including the new library director Tana Elias. Additional foundation funding was used to offer **system-wide training on mental health** and allowed some **staff to travel to local and national conferences**. Last but not least, the foundation paid the library's **membership fees for its Urban Libraries Council membership**. This civic institution helps guide libraries and offers best-practices for things like summer reading programs, digital equity, community engagement, and more.

Programming: \$33,500



From arts education to yoga classes, Madison Public Library has a little something for everyone with its wide variety of programming. The foundation has helped cover costs for a range of sessions including **youth cooking, woodcarving, paper basket-making, artist exhibitions, chair yoga, bilingual storytimes, Dungeons & Dragons clubs**, and much more! Funds also covered community **English classes** at two neighborhood libraries. Led by the Literacy Network, these free, in-person classes help adult learners pick up everyday English vocabulary and gain confidence with the language. Last fall's participants represented 11 different home countries.

Marketing & Advocacy: \$5,000



Advocacy and marketing take many shapes and sizes. Last year, staff launched a digital advertising campaign focused on promoting Madison Public Library's three main goals: **increasing visits to library locations, increasing traffic to the website, and encouraging people to sign up for library cards**. The "Libraries Connect Us..." campaign shared how libraries connect individuals to the world, to each other, and to the community at large. The library's marketing team also created a **Spanish-language Facebook page and translated materials** to ensure Spanish-speaking patrons have access to the same information as English speakers.

Mini Grants: \$11,050



Every year, unexpected needs crop up, and the foundation's mini grants program helps the library cover those smaller expenses. From structural reinforcements for the Central Library **book arch**, to a **memorial reception** for the former library director Barbara Dimick and **books for local prison book groups**, donor funds have been used for a variety of purposes. Additional funds supported a **community engagement exposition of local teen art** at Meadowridge, **staff affinity groups**, and **re-labeling the juvenile Spanish collection** to include accessible language on the spines.