

2024 OPPORTUNITIES TO GIVE



FLAGSHIP FUND

Annual Fund

Goal: \$625,000

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 23, 2024

Goal: \$100,000

Sponsorships beginning at \$1,250

600 attendees

Madison Public Library Foundation's 13th annual luncheon will take place at Monona Terrace and feature Tommy Orange, author of the breakout hit *There There*.

He'll discuss his new novel, *Wandering Stars*. 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 and Madison Public Library literacy efforts.



Ex Libris: Local Flavor

November 8, 2024

Goal: \$100,000

Sponsorships from \$250-\$5,000

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 14th celebration.



LIBRARY PROGRAMS

Youth Programs

We Read

Goal: \$31,500

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, the *We Read* card game, the annual Youth Voices Writers Contest, summer program supplies, baby songbooks, staff T-shirts, and more.



Dream Bus

Goal: \$58,000

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.



LIBRARY PROGRAMS

Youth Programs

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. Priority events for summer school in 2024 include Hmong New

Year, Reach Dane Angel Tree, The Empty Stocking Club, RISE Book Fair for early childhood educators, summer school book giveaways, the Black Girl Magic conference, back-to-school events, and Barbershop Books.



Parents as First Teachers

Goal: \$13,000

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.



Youth Delivery Program

Goal: \$25,000

In 2023, the library's Youth Delivery Program provided regular delivery of library books to 39 different classes and child care sites across Madison, serving approximately 706 kids. The library circulated 4,852 books, including both English and Spanish language materials. Currently, this program is offered in partnership with Madison Reading Project, whose volunteers deliver all the books to providers monthly. In 2024, 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.



LIBRARY PROGRAMS

Educational Programs



Wisconsin Book Festival October 17-20, 2024

Goal: \$200,000

Madison Public Library will host the 23rd edition of the Wisconsin Book Festival, featuring nearly 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 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 Takeover

Goal: \$17,000

Library Takeover is a platform created to support communities by making their ideas happen at the library! By providing space, time, and resources for community members to host their own events, the library hopes it will not only have fun, exciting events, but that it will 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 2024, the library will host up to three cohorts (each with three to four 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 the cost of events.



LIBRARY PROGRAMS

Wellness Programs

Live Well @ Your Library

Goal: \$5,000

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. In 2023, the library worked with local organizations including Be Well Madison, Meadowood Health Partnership, All of Us UW



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 helped 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: \$10,000

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 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 2024, the library and Meadowood Health Partnership will collaborate on community dinners, and the library will partner with 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. The library also intends to replace the kitchen's existing oven with an energy-efficient model.



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 nontraditional classroom spaces around Madison. Gifts to the BubblER support artists, innovation, art, and maker-based programming, including:

Making Justice

Goal: \$50,000

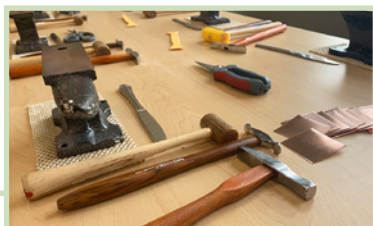
The staff and artists of Making Justice provide at-risk and court-involved teens with opportunities to participate in art-based learning experiences. During workshops and artist residencies, teens are encouraged to express their own narratives in a productive, creative manner while building relationships with local artists and other community partners. Making Justice collaborates with the Dane County Juvenile 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: \$14,000

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 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. 2024's first artist, Grace Olson, will focus her residency on the theme of family, both given and chosen.



We Read BubblER Artist Residencies

Goal: \$20,000

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 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

Bubblor Programs



Our Town Everywhere

Goal: \$22,000

The library will continue this unique portrait-making initiative in the first half of 2024. A team of about a dozen artists and library staff will connect with and lead Madisonians of all ages in libraries, parks, shelters, and other community spaces to create and contribute their own stamped self-portrait. Since this program started in 2023, community members have created 697 unique portraits, and the library has partnered with 54 local organizations. During the second half of 2024, the Bubblor will work with a team of artists to curate these images in multiple exhibitions and installations that highlight the imagination and diversity within our community. Exhibitions will be located throughout Madison, in our libraries, and at community spaces like Madison Senior Center. Contributions will cover portrait-making sessions, image printing, curator stipends, and supplies.

Thurber Park Residency

Goal: \$3,750

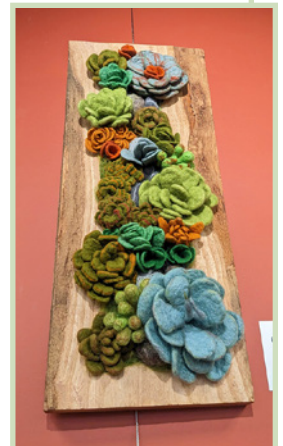
The Thurber Park Artist Residency is a partnership between the City of Madison and the Bubblor. This multi-month residency provides private studio space for a selected artist to develop their own art practice and invite the community in to experience the art-making process. Along with activating this 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. In 2024, artist Ash Armenta will explore the theme of kites and kite-making, as well as the idea of a community kite library. In addition, another artist may be selected to create a permanent art piece for the new Reindahl Library.



Exhibitions + Exhibiting Artists

Goal: \$18,500

Madison Public Library locations host a variety of rotating art exhibitions in dedicated spaces throughout our 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.



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

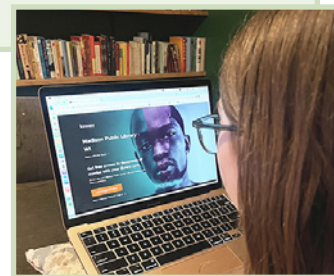
work throughout the community. In 2024, the library is prioritizing the following collection segments: high-demand titles, graphic novels for all ages, and video games.



Kanopy

Goal: \$65,000

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 2023, Madisonians watched more than 1.6 million minutes of quality streaming content. Contributions will support renewal of the library's annual license.



OverDrive/Libby

Goal: \$50,000

Patron use of the library's online collection has increased considerably in the past five years — particularly since 2020, when the pandemic limited access to physical materials. In 2024, 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 24,000 unique users in 2023 with 13,000 weekly checkouts and 60,000 active holds. This increased use has come with a challenge of addressing wait times, which average 60 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 means that 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.



Popular Material Purchases

Goal: \$25,000

Foundation contributions are used to purchase nearly three times as many copies of high-demand titles such as *Lessons in Chemistry*, *Demon Copperhead*, and *Happy Place* 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 2024, staff are looking to expand classic and future classic titles by BIPOC and LGBTQ+ authors at all locations to ensure that patrons all over the city have a better chance of seeing themselves reflected in their nearest library's collection — regardless of that library's size. Adult classics, graphic novels, adult nonfiction, and video games are other content areas that the library will prioritize this year.



LIBRARY RESOURCES & INFRASTRUCTURE INITIATIVES

Library Internship

AASPIRE Internship

Goal: \$4,400

Affirmative Action Student Professionals In Residence, or AASPIRE, is a City of Madison-hosted internship program designed to provide underrepresented 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 Dream Bus, Imagination Center at Reindahl Park planning efforts, development of profiles for neighborhood libraries, and user engagement campaigns.



Programming Technology

iPads & iPad Animation Stations

Goal: \$28,700

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, film editing and recording, audio recording and editing, and photography programs, among others. 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 and animation stations will allow program participants a better user experience and also help staff keep devices up to date.



Gaming Laptops

Goal: \$21,000

Lakeview Library has a strong youth computer gaming following, and Youth Services Librarian Janelle Cox runs a weekly Minecraft group with consistent attendance. The library's current laptops are outdated and often fail while kids are playing, posing challenges for both the children and Janelle. A set of updated laptops will allow this program to run successfully and will also offer the opportunity for additional gaming groups.

GET IN
TOUCH



Foundation

MADISON PUBLIC LIBRARY

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

Conor Moran at cmoran@mplfoundation.org
or 608.266.6318.

You may also give at mplfoundation.org
or send donations to:

Madison Public Library Foundation
201 W. Mifflin Street
Madison, WI 53703
608.266.6318