

Transformations

NEWSLETTER • FALL • 2016

CHARLOTTE MECKLENBURG LIBRARY
FOUNDATION

A Proud New Literary Tradition

Verse & Vino and EpicFest
November 3-5, 2016



The adage that the third time you do something it becomes a tradition is proving true for *Verse & Vino*. What began as a one-night event has expanded each year to a full weekend of literary activity, featuring history to mystery and everything in between.

Driven by Mission

When the Charlotte Mecklenburg Library Foundation was created four years ago, the board set two priorities: raise private resources from the community, and help raise the profile of the Library. Today, a full weekend of activity responds to both.

In our first year, Foundation staff and board set out to create a large fundraising event. The *Verse & Vino* program blends presentations by award-winning authors with the local flavor of a Charlotte-based emcee. Vignettes from each of the authors' books bring the stories to life in the room, and of course there's the vino, part of the event's branding. The unifying theme of the evening is a shared love of libraries. For this community of readers, the event is a perfect fit, and the first year at the Westin Hotel sold out with 850 attendees. This (third) year we expect over 1,000 guests at the Charlotte Convention Center.

Make it Epic

A fundraising dinner for adults wasn't enough. By year two, our board recognized a need for a free, family-friendly component. As we considered options, longtime supporter Jim Preston came to the Foundation with an idea for a literacy festival for children and teens to honor his late wife Libby, an avid reader. *EpicFest* was born – and named with the help of Jim's grandchildren. The first event, held last year, included visits by nationally-recognized children's authors to 20 CMS schools (and 1400 students), followed by a daylong literacy festival at ImaginOn attended by over 2300 people. This year *EpicFest* expands to include an evening event for teens with young adult authors, and will honor the memory of Libby and Jim. Featured authors and illustrators include Tom Angleberger, Linda Ashman, Nancy Cavanaugh, Matt Myers, LeUyen Pham, Adam Silvera, Tui T. Sutherland, Kathleen Burkinshaw...and more to come!



A Lasting Tradition

With the enthusiastic support of corporate and individual sponsors and the dedication and imagination of Library and Foundation staff, board, and volunteers, our literary weekend continues to grow and achieve the dual goals of fundraising and visibility through a combination of fun and mission.

This year's literary weekend is made possible through the generous support of many sponsors, including:

Verse & Vino

Honorary co-chairs: Katie Belk Morris, board chair of the Belk Foundation and Charles Thomas, program director of the Knight Foundation

Emcee: Sheri Lynch, radio personality and author

Presented by: PNC Bank

First Edition Sponsors: Bank of America, The Charlotte Observer

Bestseller Sponsors: Charlotte magazine, Rodgers Builders

Collector Sponsors: Charlotte Pipe and Foundry Company, CD Spangler Foundation, Charlotte Regional Visitors Authority, The Duke Endowment, Foundation For The Carolinas, Friends Council, Moore & Van Allen, Novant Health, Rinehart Wealth & Investment Advisors

EpicFest

Presented to the Community by: Wells Fargo

Community Partner: Read Charlotte

Imagination Sponsors: National Endowment for the Humanities, The Charlotte Observer

Animation Sponsors: Akers Foundation Inc, American Airlines, Charlotte Hornets, Charlotte Parent, Parker Poe, Publix Super Markets Charities



From the Executive Director

I am excited to share with you our fall edition of *Transformations*.

September marks the Library Foundation's four year anniversary and with your support, we have raised \$5 million to date for the Charlotte Mecklenburg Library and the 1 million+ residents of Mecklenburg County who benefit from Library services.

Your generosity supports programs and services that improve students' academic performance, increase digital literacy and access, provide the lifeline of literacy to our most fragile neighbors,

and so much more. The Library has a long tradition of connecting people – with resources, information, and the larger community. Our core services haven't changed in our 113-year history, but our offerings constantly do as we anticipate the needs of our community, the tools of technology, and the essential role of our Library.

As you will read, there is so much to be proud of....you are transforming lives every day.

Thank you for your friendship and investment in the Charlotte Mecklenburg Library Foundation.

JENNI GAISBAUER, CFRE
jgaissbauer@cmlibrary.org
704-416-0801

The Lasting Impact of Legacy Giving



Every gift to the Library is important and valued, but some provide perpetual support and impact. This year, the Library Foundation received a gift from the estate of Mary Louise Phillips, which was added to the Library's endowment. The gift is designated to continue the services and resources of

the Robinson-Spangler Carolina Room, from the woman who practically built this statewide and regional treasure.

Mary Louise Phillips was a fixture in the Carolina Room from the beginning. A lifelong history and genealogy expert, she was hired in 1955 as Main Library was in the midst of its first major renovation, which included the creation of archival storage for rare manuscripts and documents. In the new space, the Carolina Room became a department and Miss Phillips served as its manager for the next 30 years.

Over that time, Miss Phillips developed a regional history collection that expanded well beyond North Carolina. She also purchased resources that enabled genealogists to follow migratory patterns from across the pond to the original thirteen colonies, all the way to the Pacific. Today the Robinson-Spangler Carolina Room has the largest genealogical collection of any North Carolina public library, and as the collection grew so did its reputation. When she retired in 1985 plans were underway to expand again, and today the collections are processed and stored in a climate-controlled vault. The Carolina Room was renamed the Robinson-Spangler Carolina Room in honor of benefactors Sally and Russell Robinson and Meredith and C.D. (Dick) Spangler, and when the new building opened in 1989

Miss Phillips returned to see the results of her life's work. The staff continue to expand the collection, which today covers all fifty states and integrates old with new as technology enables researchers to reach across the world in search of information.

With this gift, Mary Louise Phillips's dedication to collecting and preserving history is part of her legacy. We are grateful for her support, her commitment to our Library and to future generations of researchers, genealogists, historians and Library users.

The Dewey Circle

Named for Charlotte's first librarian, the Dewey Circle was established to acknowledge the outstanding generosity of friends and donors who have included the Library Foundation in their estate plans. These legacy gifts provide crucial support for the Library for generations to come. Anyone can leave a legacy gift of any size, and there are simple ways to do it. We'd welcome the opportunity to work with you to create a structure that aligns with your passions, and works within your overall estate plans.

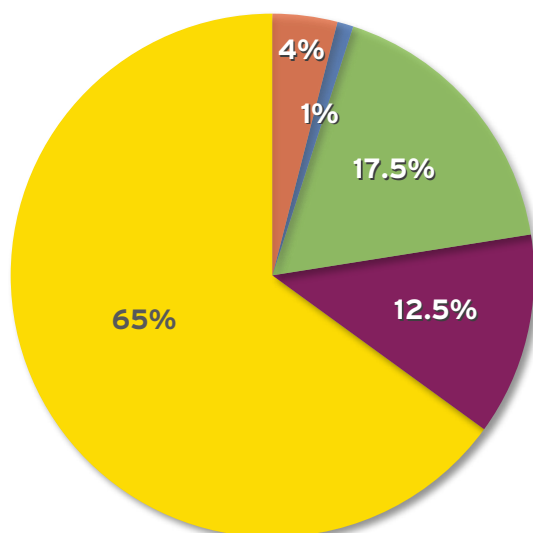
To learn more about the Dewey Circle, please contact Karen Beach at 704-416-0802 or kbeach@cmlibrary.org. All inquiries are handled confidentially and place you under no obligation.



FY 2016 in Numbers

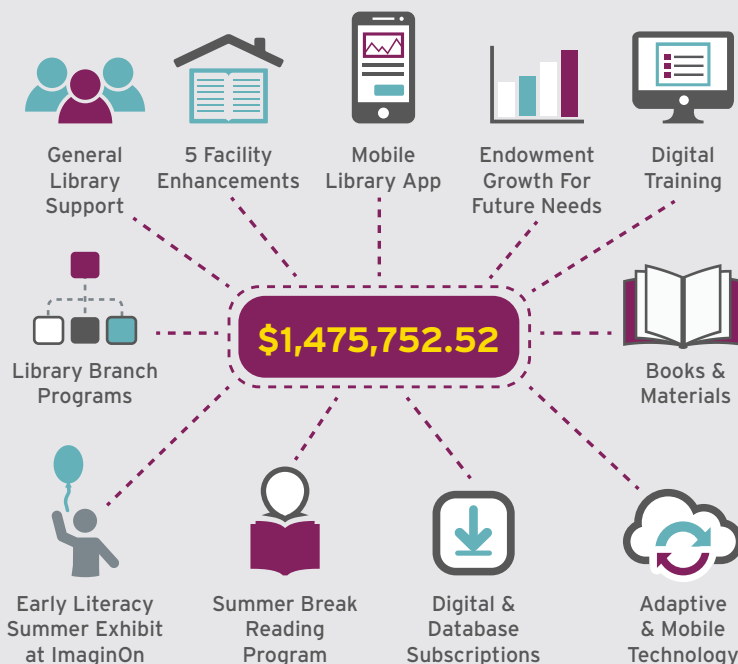
With your contributions, the Library Foundation raised **\$1,475,752.52**.

DONOR DESIGNATIONS



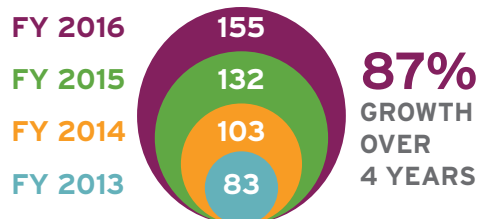
- Programs
- Books & materials
- Restricted (designated)
- Endowment
- Unrestricted

HIGHLIGHTS OF DONOR IMPACT



CARNEGIE CIRCLE MEMBERS

Individuals who gave over \$1000



DEWEY CIRCLE MEMBERS



1,338
DONORS

386,959
ACTIVE LIBRARY
CARDHOLDERS
UP 47.8%

290 NEW
DONORS

6,358,592
ITEMS BORROWED

3,391,653

VISITS TO
LIBRARY
LOCATIONS



26,821

PROGRAMS ATTENDED BY
398,888
PEOPLE

Grades Are In: Summer Reading Makes a Difference!



It seems intuitive that kids who read all summer will return to school with their skills sharp and ready for the classroom. And now we have proof.

Charlotte-Mecklenburg Schools' test results show a promising correlation: Students who participated in the Library's 2015 Summer Reading program showed greater growth in reading proficiency from spring to fall 2015 than those who didn't, across all grade levels. "Many studies have shown that summer programs support academic growth," says Library CEO Lee Keesler. "What makes this so exciting is that it's specific to our students."

Partners for Student Success

The scores are from MAP (Measures of Academic Progress) tests given to students in spring and fall, 2015. These tests measure units of growth, called Rausch Units, or RIT's, which are consistent regardless of each student's overall achievement.



For example, a student whose score increases from 165 in the spring to 170 in the fall shows the same instructional growth as a student who increases from 280 to 285. On average, Summer Reading participants' scores increased a significant 6.7 RIT points more than those of students who didn't participate. Further analysis reveals that 85% of Summer Reading completers were Grade Level Proficient based on fall 2015 test results, compared with 62% of non-participants.

Scores like these are shared with the Library as part of our groundbreaking ONE Access partnership with Charlotte-Mecklenburg Schools, which allows students to access Library materials with a school ID number. Charlotte-Mecklenburg Schools Superintendent Ann Clark notes, "The Library/CMS partnership is extraordinary, and this data allows us to see the correlation between our shared efforts to support student reading improvement."

The Library's summer program is made possible in part through the longtime support of corporate sponsor Wendy's. New this year, the program was expanded and rebranded as "Summer Break." It still emphasizes reading, but adds opportunities to explore, discover, and play in the community. We can't wait for next year's scores!

"We try to keep our whole family reading throughout the summer with a family book club, and the Summer Break program complements everything we do. We're always happy to invest in the Library."

JENNIFER BENNETT
Longtime Library Supporter

This academic year, over

147,000

STUDENTS and

18,000

CMS STAFF MEMBERS

can access Library materials using
their school ID numbers through the

ONE Access Program

In 2016,

31,937

Summer Break
participants totaled

16.5 million

minutes of reading





DigiLit 101: Partnership for Digital Inclusion

Sometimes the outcome of a project is more than the sum of its parts. DigiLit 101 is one of those projects.

Library staff members at the Hickory Grove branch noticed many people using Library computer stations ask similar questions. Most don't have computers at home and with some instruction, staff knew they could work more productively. An idea was born: **develop and deliver a curriculum to help bridge the digital knowledge divide among patrons.**

They developed a list of topics to cover, and in a stroke of perfect timing NTEN, an affiliate of Google Fiber, chose the Library as the site of a year-long fellowship funded by the Knight Foundation. The Library's first digital inclusion fellow joined the project team, and Google Fiber Charlotte provided Chromebooks for graduates of the first class. Hickory Grove staff invited computer lab "regulars" to participate. To qualify, the adult students had to commit to attending at least 6 of 8 weekly sessions, and have no tablet, computer, or internet access at home.

The curriculum included computer hardware and software basics, web basics, social media, and an overview of the Library's

digital resources, from e-books to online courses. Each session included group instruction and individualized practice time with the support of volunteers from AT&T. It was a learning opportunity for the volunteers, too – several didn't know about the Library's online resources, and signed up for Library cards on the spot!

Next Steps

Students from that first class have gone on to use their skills to find work, to connect with family and friends on social media, and to teach others. "This Chromebook means everything to me. It helped me get a job, and I'll keep learning," raves program graduate Lisa Brown.

The program has already been replicated in other branches. Now entering year two, Google Fiber and Capital One are the primary funders for this year's NTEN digital inclusion fellow, who will expand the curriculum to "train the trainers" at organizations throughout the community and reach even more students.



"After we taught DigiLit 101, I helped facilitate the class at the Latin American Coalition. We had ten Spanish-speaking students and the final class included a tour of the Library website. Back at the Library that day I saw one of our students in the computer lab practicing! We owe a tremendous thanks to everyone who came together to create this inclusive enterprise."

MASON BISSETT
Independence Regional staff member

Use of streaming & downloadable services increased over

88% ↻
LAST YEAR

15% of all checkouts were
DIGITAL



Beyond the Branches

Some of Charlotte Mecklenburg Library's most impactful work happens outside our walls, unseen by many. It happens in hospitals, shelters, nursing facilities, jails, refugee centers, and on school buses.

The Library's Outreach department brings Library services to Mecklenburg County's most vulnerable residents, seeking out and nurturing the relationships that make access possible.

Every Stage of Life

Outreach provides books and early literacy support to new mothers in maternity wards, home day care centers, summer nutrition programs, and facilities serving families in transition. These programs offer library materials and resources and facilitate programs that inform, educate, build literacy and develop job skills. Outreach also supports healthy aging by engaging senior adults in literacy and technology activities that promote memory, language and socialization at senior centers, rehabilitation centers, and homes for patients with memory loss.

A Systemwide Strategy

Outreach services are part of the Library's strategic plan and some programs are also implemented by Library branch staff. The Outreach department focuses on isolated communities and those with transportation challenges, bringing Library services to residents of mental health facilities, chronically ill patients, people dealing with chemical dependency, non-English speaking and refugee populations, disabled adults, and incarcerated youth and adults.

The statistics are impressive, but the relationships the Library's Outreach department foster are personal, and they withstand the test of time. One staff member recently reunited with a patron she first met through a program more than 15 years ago. "Because of what you told me," she said, "I keep learning and reading in English. I do it with a thick accent, but I'm still reading!"

"The key is for those who are not getting to our doors to feel like they are part of the Charlotte Mecklenburg Library. Our goal is to provide library services and resources to those who cannot use our facilities in a traditional manner."

MERYLE LEONARD
Library Outreach Manager

17% of last year's Library programs were provided through Outreach touching **29,709** people



From the Friends

The Friends Council is a dynamic group of volunteers who support the Library Foundation through advocacy and fundraising. Generating enthusiasm is what we're all about – so the "I love our Library" match campaign with The Leon Levine Foundation is a natural fit. In addition to spreading the Library love, we're planning our seventh annual Rock & Read 5K fundraiser on October 22, planting Little Free Libraries in partnership with Habitat Charlotte thanks to a grant from the Knight Foundation, and we're organizing new initiatives for next year.

This year we are delighted to make a gift of \$50,000 to the Library Foundation to support Verse & Vino and the Library's unrestricted fund. The success of events like Friends' book sales and the Rock & Read make our support possible – so please come out and race!

As I take on the chairmanship from Heather McCullough, I'm stepping into some large shoes – and I'm eager to grow into them. If you're interested in learning more about volunteering with the Friends Council and growing with us, contact Teleia White at 704-416-0803 or twhite@cmlibrary.org.

EBONI

EBONI LEWIS
Friends Council Chair



We Love the Library!

What could we achieve if we all demonstrated our commitment at the same time?

We're Finding Out!

The Leon Levine Foundation has challenged the Library Foundation with a \$100,000 matching grant - and the "challenge" is that to receive the funds, we must raise an additional \$100,000 in qualifying gifts from the community by December 10, 2016. The grant matches new and increased gifts of up to \$5,000.



SHOW YOUR LOVE
BY HELPING TO
MEET THE MATCH BY
DECEMBER 10, 2016

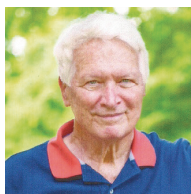
THE
LEON
LEVINE
FOUNDATION

"We are proud to support the Charlotte Mecklenburg Library Foundation. Beyond offering free access to information and ideas, the Library is committed to convening meaningful partnerships that help ensure an increasingly literate, informed and livable society. We hope that this matching grant helps inspire Charlotteans from all walks of life to contribute towards such an important community asset."

TOM LAWRENCE
Executive Director of The Leon Levine Foundation

How You Can help

- Make a new gift or increase your last gift before December 10, 2016.
- Encourage friends, family and colleagues to support the Library too!
- Share the #librarylove campaign on social media and tag us @cmlibfoundation.



Rolfe Neill

"As a child in Columbus, Georgia, a trip to our library was to enter a sanctuary concealing a treasure chest. It was midnight quiet inside. The lady behind the big curved desk was always friendly. The treasure chest spilled endlessly with books of all kinds - and the spree was free!

More than 70 years later, my Charlotte Mecklenburg Library remains special but expanded beyond books. Librarians assist in filling out job forms, answer tax questions, teach computer literacy and much more.

A sanctuary. A treasure chest. Changed but unchanged. Everybody's welcome. I still get a thrill."

Rolfe retired in 1997 after 22 years as publisher of the Charlotte Observer. He uses the Myers Park branch and Main Library.

"I love our Library because I can reserve an e-book, attend a fascinating event with a best-selling author, join my book club to discuss community events and it is public space open to all! It is important to support our Library with private funds to help expand the programming to include even more transforming experiences, enhance the technology platform and continue its role as a convener for our community."

Linda is the chair of the Library Foundation board, and a regular user of the Morrison and South County Regional branches.



Linda Lockman-Brooks



Chandler Martin

"I'm really proud to be a Library supporter and a member of the Friends Council. I want to be more engaged in the community, and this is a way I can do it very effectively. At the end of the day, the best thing we can do for the Foundation is to help bring in dollars, and let the Library determine how they should be spent. If I have skin in the game, I can authentically go to my personal network and my company and ask for their support as well."

Chandler is the director of Road2Hire, a new initiative of Red Ventures that provides professional development opportunities for motivated young adults.

"I support the Foundation because I see the impact the Library has on our community, and as a Library manager I see the importance of the Foundation's advocacy. They have tapped into an array of community resources that enable our staff to do what we do every day. My love for our community and our Library enable me to donate to the Foundation without hesitation. The Foundation has become an essential resource for Charlotte Mecklenburg Library!"

LaJuan is the branch manager of the Independence Regional Library. He also serves as staff representative to the Library Foundation board and is a monthly donor.



LaJuan Pringle



Cynthia Walsh

"My son Brennan and I are avid Library users. I always said if I could ever support the causes from which I benefit, I would. I'm like a school girl on Christmas morning when I go to the Library - and if I'm there all alone with no other commitments it's my happiest of places! I love the smell, the quiet, I love picking up a random book in a random aisle and reading about something I never knew existed. I could give you lots of anecdotal stories - but suffice it to say, I support you!"

Cynthia is a longtime Library supporter and user of the Cornelius, Davidson and North County branches.

CHARLOTTE MECKLENBURG LIBRARY

FOUNDATiON

310 N. Tryon St.
Charlotte, NC 28202

Events...

Friends Council 7th Annual Rock & Read 5K Run/Walk

Saturday, October 22, 2016

Plaza Midwood Library

rockandread5k.com

Community Read

October 2016

cmlibrary.org/community-read

Verse & Vino

Thursday, November 3, 2016

Charlotte Convention Center

foundation.cmlibrary.org/verse-vino

EpicFest

Saturday, November 5, 2016

ImaginOn: The Joe & Joan Martin Center

foundation.cmlibrary.org/events/epicfest

For the latest event information, visit foundation.cmlibrary.org.



CHARLOTTE MECKLENBURG LIBRARY

FOUNDATiON

Foundation Board Members:

Linda Lockman-Brooks, *Chair*

Crawford Pounds, *Vice Chair*

Holly Welch Stubbing, *Secretary/Treasurer*

Jennifer Appleby

Alan Blumenthal

Robin Branstrom

Ann Caulkins

Bill Gorelick

Thom Graham

Jennifer Green

Lee Keesler

Helen Kimbrough

Peter Larkin

Julie Lerner Levine

Eboni Lewis

Patty Norman

LaJuan Pringle

Sally Robinson

Paige Roselle

Darrel Williams

Bill Williamson

Lauren Woodruff

Jim Woodward

Foundation Staff Members:

Jenni Gaisbauer, *CFRE, Executive Director*

Karen Beach, *CFRE, Deputy Director*

Teleia White, *Director of Individual Giving*

Melanie Baron, *Marketing and Communications Specialist*

Walker Doermann, *Library Staff Liaison*

Shelley Book, *Administrative Coordinator*