

# Grow Connect Belong



In 1901, Andrew Carnegie retired as one of the world's richest men, and his goal was to give it all away. Over 2500 libraries across the globe are the legacy of his philanthropy, and yours is one of those investments.

More than a century later, our core mission remains true to Carnegie's ideal of libraries as essential agents of change. Today's Charlotte Mecklenburg Library is a trusted, inclusive place where we all can **grow, connect and belong**.

Over the summer, a national publication posted an op-ed online suggesting Amazon should replace libraries. Public outrage was swift and resounding, because cities, organizations, corporations and individuals throughout the country know libraries are essential anchors of community, and fundamentally different from any business.

Your Library is a champion of lifelong learning and a vital part of the educational fabric of Mecklenburg County. Early literacy partnerships with Read Charlotte and Bright Beginnings lay the groundwork for academic success, students have the Library at their fingertips through the expanded ONE Access school partnership, and a new suite of College and Career Connections eases the transition to life beyond high school. The Library feeds curiosity and opens doors to opportunity through classes and tutorials on everything from languages to leadership, in person and online.

Your Library provides a vital link to the online world for our most fragile neighbors,

for seniors, and for anyone who needs access and connectivity – currently 19% of our community. As a lead organization of the Charlotte Digital Inclusion Alliance, a consortium focused on strengthening digital equity, your Library provides free access to technology and the training to use it in all Library locations and through community partnerships.

Perhaps the most valuable Library resource is the facilitation of social capital. Increasingly, members of our community use the Library as a platform for their own purposes – for meetings, collaboration, tutoring, and social meetups. There are few places where people from every walk of life engage in meaningful interactions around shared curiosity. Charlotte Mecklenburg Library, open and welcoming to all, brings together people, possibility and opportunity.



## DID YOU KNOW?

The original Carnegie libraries had entry staircases meant to symbolize personal ascension through learning. Today's points of entry are digital, virtual, and physical – and many were unimaginable in 1901, but your Library's mission to improve lives and build a stronger community is increasingly relevant in a changing world.



“I got my first personal email address from the Library in the late 1980s, and thought this cutting-edge service was worth a donation so I started making annual contributions. I appreciate that our Library system has always been forward-thinking, and I'm excited for what's to come.”

### CAROL HULL

Library advocate, Foundation volunteer, and Carnegie Circle member



## From the Executive Director

Fall is a time of transition – the start of a new school year, an upcoming season of holidays and events, and this year, a transition of leadership on our Foundation board.

We couldn't be more grateful to Linda Lockman-Brooks for her leadership, determination, and guidance as our chair over the past two years, and thankfully Linda will continue to serve on the board.

And we are thrilled to welcome Crawford Pounds as our incoming chair. Crawford is the managing partner of PricewaterhouseCoopers Southeast Market and has been a champion for literacy and education in our community for years. As our Library continues to evolve to meet the changing needs of our community, I'm thankful for Crawford's and all of our board members' experience and counsel.

JENNI GAISBAUER, CFRE  
Executive Director

## Q&A with Incoming Board Chair Crawford Pounds

### What excites you most about leading the Foundation board?

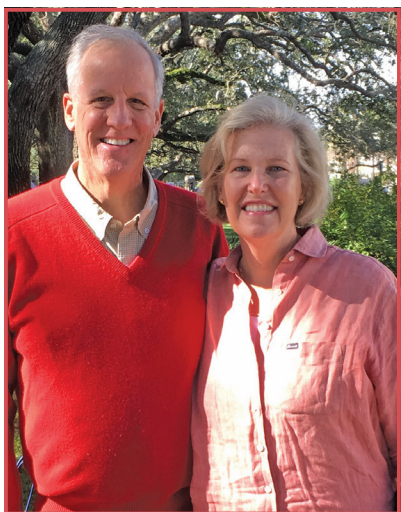
I'm honored to have the opportunity to work with the Foundation's amazing and committed staff, volunteers, and board members. We have an opportunity to play an important role in contributing to the literacy and economic and social mobility of our community.

### What do you wish more people knew about our Library?

Just how many lives the Library touches every day. While the Library may be known for books, what stands out to me are the services it provides around literacy (for example, the Summer Break program and the Library's leadership around promoting "active reading"); language training; career services; outreach through programs for seniors, homebound and the incarcerated; internet access and digital training; and so much more. I also want people to know what an incredibly inclusive environment exists in our Library.

### Why do you think people should invest in the future of our libraries?

Libraries provide an environment for people to come together, acquire knowledge, serve others, and collaborate. They are the ultimate equalizer, providing support to so many in our community. An investment in our Library is a direct investment in the future of our community. With our programs, geographic footprint, and dedicated staff and volunteers, the Charlotte Mecklenburg Library has the honor – and the responsibility – to convene and champion the biggest issues facing our community. I'm proud to be associated with an institution doing such impactful work.



## Investing in Community

Loftin & Co. Printers has been a part of the Charlotte community even longer than your Library, since 1898. Third-generation owner Bill Loftin recalls that former Library director Hoyt Galvin encouraged his father to open a book manufacturing company in 1956. Heritage Printers produced shelves of books by local writers, and Bill believes it may be the reason his father – and his family's company – remained in Charlotte. That deep local connection inspires Bill to give back.

Bill and Nan Loftin have made annual gifts to the Library Foundation for years, and Loftin & Co. provides printing services, often as a gift-in-kind, for many Foundation publications. "My wife and I both own small businesses, and we support the local community because this

community supports us. We choose to give to organizations that help those who are less fortunate, and the Library is a champion of opportunity for all. It haunts me to know that our city ranks last in economic mobility, and I see our Library as a resource for us all to grow and improve. A gift to the Library is an investment in future success for Charlotte," Bill explains.

Today, Nan is the family's biggest Library user. She says, "I think Charlotte would be lost without our Library. I know I would! I was there all the time when our kids were young, and genealogy is my hobby, so the Carolina Room is a gem. I browse the catalogue and reserve books online all the time, and I'm amazed at how quickly they're ready to pick up. I wish more people realized how easy it is to use our Library, and I look forward to the future."



# Your Generosity in Action

The Library Foundation raised  
**\$1,809,576** in FY 2018.

Areas of impact include:

Staff Development

Print & Digital Materials

Summer Break Activities

Other Literacy Initiatives

Library Branch Programs

Endowment Growth

Storywalks

Main Library Planning

Early Literacy and Active Reading

Technology

General Library Support

Thanks to a generous new partnership with Carowinds, over 38,000 people read nearly 30 million minutes, up more than 40% over last year's summer literacy program.

Find a Storywalk in a park near you! Learn more at: [cmlibrary.org/storywalk](http://cmlibrary.org/storywalk)

Podcasting equipment is now available for loan! [cmlibrary.org/blog/podcast](http://cmlibrary.org/blog/podcast)



Carnegie Circle Members

Individuals who gave over

**\$1000**

**198**  
members

**83**  
members

FY 2013

FY 2018

**239%** growth over 6 years



Thank You

Over **98%**

of this year's

**1500+ donors**

made an *unrestricted gift*,

providing the *greatest flexibility* in

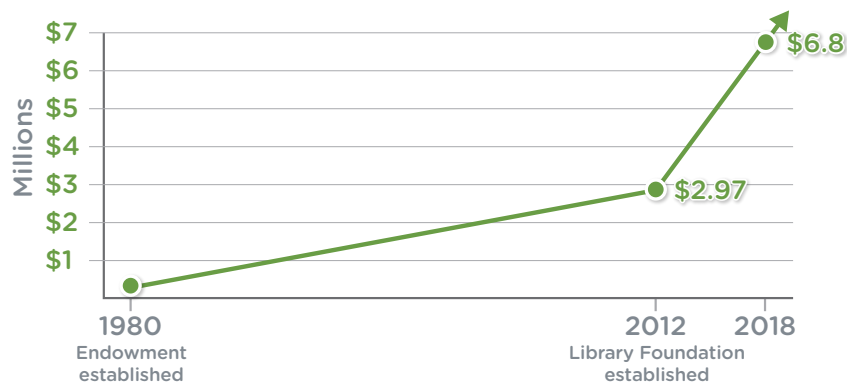
meeting such Library priorities as

*early literacy programs, digital access, and improvements to core library services.*



## Endowment

Total value of endowment funds is **\$6.8** million



## We Agree!

Of the County residents who responded to a **2018 Community Survey**, **95%** agree **Charlotte Mecklenburg Library** is a top institution in the community

# Growing with the Library

When D'quayvion Cloud started as a volunteer intern at ImaginOn in 2011, he was in high school and expected to go to trade school or join the military after graduation as many of his classmates were doing. Last May, he earned a master's degree in social work from Howard University and he believes Charlotte Mecklenburg Library made all the difference.

"Volunteering at the Library inspired me. I remember helping with the Prom Project, and the idea of people donating materials others needed really resonated with me. I began to think about career paths that help others," he recalls.

Jimmeka Anderson was a Teen Services Specialist when D'quayvion was an intern. She remembers meeting a teenager with limitless potential. "He was so bright eyed and eager. I encouraged him to seek out people who were where he wanted to go, and ask them to mentor him." She and the rest of the ImaginOn staff thought D'quayvion was exactly the type of student who would thrive in college, and they knew how to chart a course to help him get there.

"The Library staff kept me on track. They encouraged me to take the College 101 course, and gave me an SAT prep book and information about scholarships. They gave me deadlines and every week I had to tell them a few schools I was interested in, and what I was doing to prepare. Looking back, I'm so grateful they saw something in me and pushed me."

Today, D'quayvion works for Student Success Agency, an organization that prepares high school students for college, and he's planning to pursue a PhD. Jimmeka Anderson recognizes

their relationship has changed. She now works in the Library's Outreach Services, and D'quayvion visits whenever he's in town. "He always comes to the Library to look for us, and he still considers me a mentor, but I see him as a peer. We talk about higher education and compare our plans. I think it's pretty amazing – he gives me professional advice now. He's grown up, and I'm so proud our Library had a part in that."



*"The Library is a family. When patrons of any age come in, there is someone to help you. The Library is a place of openness and inclusion. You never feel like you're going without. That's why I felt at home – it was my third home."*

**D'QUAYVION CLOUD**



Fast Track Trade School and Job Fair for teens and young adults

## College and Career Connections

The Charlotte-Mecklenburg Opportunity Task Force report, *Leading On Opportunity*, identifies College and Career Readiness as one of three interrelated determinants that influence lifetime

opportunities, and our Library has expanded programming designed to help teens navigate the transition from high school to college and career under one umbrella: College and Career Connections.

The new suite includes successful programs like VolunTeen opportunities and College 101, and adds campus visits, career exploration workshops, and more.

Holly Summers-Gil, the Library's Teen Services Coordinator explains, "Whatever path teens choose, we want them to be successful. By bundling college and career options together, we reinforce the message that there is no wrong path. The Library can help young people make choices that are right for them, and identify the steps they need to take to meet their goals."



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**In FY 2018 nearly  
2500 TEENS**  
participated in a College and  
Career Connection program, and  
**760 Volunteers**  
gave **10,220 hours** of  
service to Library.





Panelists Hugh McColl, Braxton Winston, and moderator Jennifer Appleby with Friends Council members Tim Cheadle, Chandler Martin, Eboni Lewis and Heather McCullough at Final Draught: Authentic Leadership in August, 2018.

## Making Connections

The Library Foundation's Friends Council began its Final Draught series in 2017 with a simple goal: To connect new audiences with the Library Foundation by inviting diverse and charismatic local thought leaders to discuss a wide range of topics. With generous sponsorship from Red Ventures, Final Draught has become a hot ticket, featuring topics ranging from the local food scene to side hustles in the gig economy to authentic leadership. Audiences come for the beer, the books, the topics...and increasingly, the networking.

Betsy Hauser Idilbi, the CEO and Co-founder of Tech Talent South, was a panelist at Final Draught: Women Changing Charlotte in March, 2018. Hers is one of many stories of opportunities born of connections made at the event. "I was blown away by the level of engagement, and the diversity of folks in the room. I met someone that night who was new to Charlotte, she was so full of energy and ideas, and I hired her soon after to be our Charlotte Community Organizer – and by extension the Library gets her too!"

Betsy is referring to Kids Code, a free program that teaches kids the foundations of coding. Betsy was committed to making this program available to families who would most benefit, so she partnered with the Library, and her new hire coordinates that relationship. Kids Code is now offered in Library branches, allowing Tech Talent South to expand its impact.

This is exactly the kind of impact the Friends were hoping to have when they created Final Draught. "The Council's initiatives are most successful when they match the interests and talents of its members," explains longtime member Heather McCullough. "Final Draught is an event we'd all like to attend."

Join us for the next installment of Final Draught on November 15, to explore the topic "Art is Hard: Surviving and Thriving as an Artist in Charlotte." Details and tickets at [finaldraughtclt.com](http://finaldraughtclt.com).

To learn more about the Friends Council, contact Teleia White at [twhite@cmlibrary.org](mailto:twhite@cmlibrary.org), or 704-416-0803.



*“These partnered initiatives will be key in changing the current economic mobility narrative in Charlotte for the better. This type of event deepens relationships and makes collaboration possible.”*

### **BETSY IDILBI**

CEO and Co-founder, Tech Talent South  
Final Draught panelist



## DID YOU KNOW?

**Using your Library saves money!**

Borrowing two adult books and downloading one e-book per month saves an average of **\$588 over one year.**



# A Place to Belong

Libraries today bring people together.

Jerry and Meg Holt joined the Main Pages book club five years ago. Meg recalls, "We'd been looking for a book club, and Main Pages is perfect for us. The members are all readers, but it's casual and fun. We make an uptown evening of it!"

Jerry continues, "There are people from all backgrounds, and the different perspectives make for great discussion. This is exactly what we expected from a group sponsored by the Library." Main Pages has led to lasting relationships beyond the books. Last year the Holts spent Valentine's Day with "book buddies" and group excursions are commonplace.

Sugar Creek Branch Manager Anne Masters started the group. "I love the diversity of this club, and the friendships that have formed. We have several long-term members, but we're always welcoming newcomers of all ages and backgrounds – everyone fits."

The Holts credit the Library with much of their community involvement today. "I had no idea what an amazing resource the Library is," Meg explains. "I just want to spread the word. I'm blown away with all our Library has to offer, and how many ways anyone can become engaged and connected."



Throughout Charlotte Mecklenburg Library's 20 locations, there are close to 100 clubs connecting people around a broad spectrum of interests:

- Beatties Ford Regional has hosted "Dewey and Dragons" for about a year. The weekly teen club is so popular that every session is filled and games are live-streamed on social media where onlookers follow along and comment. Library Specialist Jamey Rorie explains, "We've got a core group of about thirty teens, and many have developed an interest in fantasy literature because of the game. I hear teens who met through the club engaged in conversations about strategy and character development long after the meetings end."
- "Write Like You Mean It" has gathered at Main Library for nearly three years. The club began as a way to engage customers experiencing homelessness and grew to include members from all walks of life. Senior Library Assistant Pam Turner explains how the diversity of the group enhances the experience. "It changes the writing. The topics are more varied than they may be in a more homogeneous group, and it's helpful on a social level to understand where different people are coming from. This is a valuable perspective for writers and for everyone."

- Library Manager Sam Shapiro has organized the Library's film series since 1993, and he recognizes that despite the ease of watching movies at home, film lovers crave community. "People want to laugh together, to gasp together - there's something special about seeing a film with an audience," he observes.



Developing friendships and critical thinking skills through chess

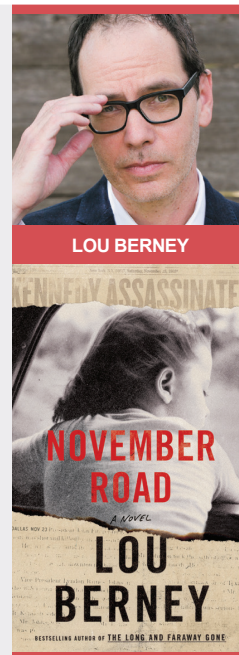
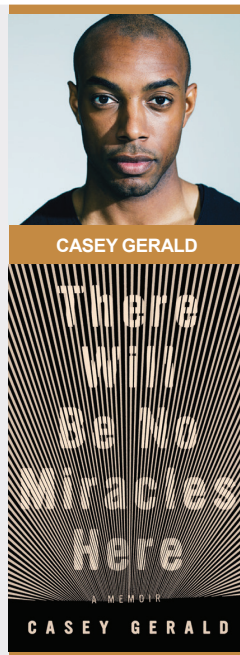
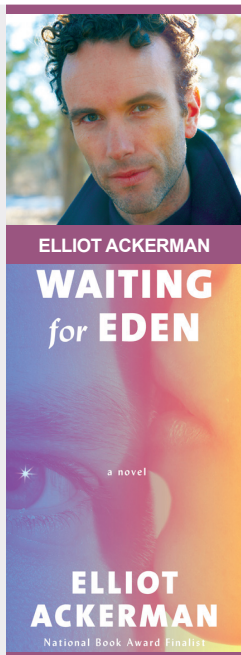


## DID YOU KNOW?

**You can borrow book club kits!**

Totes contain a set of ten books, questions for discussion and other resources.

Learn more at [cmlibrary.org/services/bookclubs](http://cmlibrary.org/services/bookclubs)



2018 Verse & Vino Authors

## Literary Weekend 2018

We hope you'll join us for two of Charlotte's most anticipated events.

**Verse & Vino** - The fifth annual *Verse & Vino* will be held on Thursday, November 1, and tickets are on sale now. Guests enjoy a seated dinner, wine, program, and mingling with five *New York Times* best-selling authors.

Last year's event attracted 1,200 attendees and netted over \$275,000 for the Library. We're thrilled to welcome additional corporate and individual sponsors at several new levels this year, and again to offer presales of book bundles – sets including the latest title from each featured author to keep or share.

**Bring the Club!** We sometimes describe *Verse & Vino* as a community of readers coming together to support the Charlotte-Mecklenburg Library Foundation and celebrate the joy of reading, writing and libraries, and it's no surprise that book clubs across the region have made it an annual destination. One club was so inspired by their last *Verse & Vino* experience that they've designated their annual dues as a group donation to the Library Foundation. Kara Hunt explains, “**The Library impacts our whole community, in so many ways. All the members of our book club are passionate about books and literacy, and we're all Library users. Finding a way for our club to support the Library was a natural fit.**”

Since 2016, we've offered “Book Club Tables” to simplify the ticket-buying process and guarantee seating together. Each book club table includes ten seats, purchased in one transaction.

**EpicFest** - Bring the whole family to *EpicFest* on November 3 at *ImaginOn*, and celebrate literacy with nationally recognized authors and illustrators for children and teens. A free daytime family festival includes literacy-based activities and author talks for children and families, and a noontime concert by Lucky Diaz and the Family Jam Band. The day ends with a YA Author Panel and reception for teens and all fans of young adult literature. In addition to their participation in the Saturday festival, each *EpicFest* author will visit two CMS schools on Friday, November 2 to speak with students.

“*Verse & Vino* introduces me to books and authors I might not otherwise read, and shows me the humanity of writers I already know and love.”

**SHARON KUGELMASS**

Library supporter and *Verse & Vino* attendee

## VERSE & VINO

November 1, 2018  
at Charlotte Convention Center

### Event Sponsors

Presenting Sponsor: PNC Bank

First Edition Sponsor: Bank of America

Wine Sponsor: McShane Partners Wealth & Investment Advisory

Best-seller Sponsors: American Airlines, Duke Energy/Piedmont  
Natural Gas, Rodgers Builders

Collector Sponsors: Ally, Baker & Taylor, C.D. Spangler Foundation,  
Charlotte Pipe and Foundry Company,  
Foundation For The Carolinas, Novant Health, Southminster  
as of September 6, 2018

[foundation.cmlibrary.org/verseandvino](http://foundation.cmlibrary.org/verseandvino)



**EPICFEST**  
A LITERARY FESTIVAL FOR KIDS OF ALL AGES

November 3, 2018 at *ImaginOn*

**Featured guests:** Derek Anderson, Nick Bruel, Mike Curato,  
Leo Espinosa, Brendan Reichs, Olugbemisola Rhuday-Perkovich,  
Tammy Sauer, Jon Scieszka, Megan Shepherd,

Kristin O'Donnell Tubb, Paul Zelinsky, and **more to come!**

**Family Concert at noon by:** Lucky Diaz and the Family Jam Band

### Event Sponsors

Presented to the Community by: Wells Fargo

Community Partner: Read Charlotte

Imagination Sponsors: American Airlines, *The Charlotte Observer*,  
National Endowment for the Humanities, TIAA

Animation Sponsors: Akers Foundation Inc,  
Publix Super Markets Charities

as of September 6, 2018

[foundation.cmlibrary.org/epicfest](http://foundation.cmlibrary.org/epicfest)





CHARLOTTE MECKLENBURG LIBRARY  
**FOUNDATION**

310 N. Tryon Street  
Charlotte, NC 28202

## A Gift for Tomorrow

Including the Library Foundation in your estate plans allows you to support what you love, long into the future. Anyone can make a lasting impact through a retirement account, will, insurance policy or other estate plans.

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Learn more about planned giving at  
[foundation.cmlibrary.org/planned-giving](http://foundation.cmlibrary.org/planned-giving)  
or by contacting Karen Beach, Deputy Director,  
at 704-416-0802 or [kbeach@cmlibrary.org](mailto:kbeach@cmlibrary.org).

## Foundation Board Members:

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**Holly Welch Stubbing**, *Secretary/Treasurer*

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**Gene Cochrane**  
**Le Roy Davis**  
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**Rob Harrington**  
**Meredith Heimbarger**

**Lee Keesler**  
**Helen Kimbrough**  
**Peter Larkin**  
**Linda Lockman-Brooks**  
**LaJuan Pringle**  
**Sally Robinson**  
**Paige Roselle**  
**Lauren Woodruff**

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## 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*  
**Lenny Tran**, *Librarian-on-loan and Database Manager*

## Events:

***Verse & Vino***  
**Thursday, November 1, 2018**  
Charlotte Convention Center  
[foundation.cmlibrary.org/verseandvino](http://foundation.cmlibrary.org/verseandvino)

***EpicFest***  
**Saturday, November 3, 2018**  
ImaginOn: The Joe & Joan Martin Center  
[foundation.cmlibrary.org/epicfest](http://foundation.cmlibrary.org/epicfest)

***Final Draught: Art is Hard!***  
**November 15, 2018**  
[finaldraughtclt.com](http://finaldraughtclt.com)

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For the latest event information, visit  
[foundation.cmlibrary.org](http://foundation.cmlibrary.org).

