

## Financial Report 2008

The SCLS Foundation serves two purposes: 1) to build endowments to enhance library services throughout our area; and 2) to manage investments for member libraries and also give them the benefits of the Foundation's 501 (c) (3) status.

### SCLS Foundation

The SCLS Foundation started 2008 with \$28,114, added \$23,840 from all sources during the year, and ended 2008 with a balance of \$40,264. This reflects the poor performance in the market overall.

### Member Libraries

At the start of 2008, member library investments in the Foundation totaled \$224,393. The libraries together added \$42,773 during the year and withdrew \$51,667 (all but \$5,000 was for a building project and land purchase). At the end of 2008, member library investments, minus service and administration fees, totaled \$214,269.

Investments in the Foundation are intended to be for the long term. With luck and careful management from M&I Wealth Management, our investment managers, these funds will rebound and grow by the time they are needed by our member libraries.



*In October 2008, the SCLS Foundation's investment managers from M&I Wealth Management addressed a joint meeting of the SCLS Foundation Board and member libraries at the SCLS Administration office in Madison.*

## Slumping economy drives increased library demand

Having passed the year's end in this uncertain economy, we are confident that those who share our vision for the library community will continue to support the SCLS Foundation's commitment to programs in the areas of Children's Services, Collection Development, Libraries of the Future, Lifelong Learning and Literacy.

During this ongoing economic downturn, the one bright spot has been a dramatic increase in the need for libraries and the services they provide. While this increased demand puts strain on staff and the tight library budgets under which they operate, it is a tremendous opportunity to partner with member libraries in meeting these ongoing needs, through library services and program support.

In an effort to continue supporting the work of public libraries, the SCLS Foundation has established these additional strategic goals for 2009:

- increase library foundation membership and expand our donor community;
- partner with the library community in advancing their fundraising goals; and

—see *Economy* on page 2

# Why build a library endowment?

For more than 30 years, the South Central Library System (SCLS) and its 52 member public libraries have worked together to create a world-class library system.

Innovative services and programs are offered, but keeping pace with the rapidly changing world requires additional funding not provided by the public sector. To address this financial reality, SCLS established a 501(c)(3) foundation that serves the entire system.

Through the Campaign to Enhance Public Libraries, the SCLS Foundation raises private funds that help public libraries in our SCLS Community expand their excellent services. Such partnerships are necessary for a great library—public dollars provide quality and private dollars determine the margin of excellence.

## Economy

*from page 1*

- seek targeted corporate donations for innovative library services.

The current and projected state budget deficits are a reality that heightens the importance of the Foundation's work, and I encourage you to continue your financial support. Through your efforts in 2007 and 2008, the SCLS Foundation was able to fund programming in 2008 that was available to all SCLS member libraries.

The number of libraries investing their own dollars in the SCLS Foundation continues to grow (see Page 3), and through your help we will ensure that public libraries remain strong and viable community resources for generations to come.

Linda Davis-Brown, President  
SCLS Foundation Board

Endowment funds are used to enrich and extend public library service through a cluster of system-wide public library enhancement funds. Donations to the endowment also ensure that your gift continues to give long into the future. For example, an endowment of \$1 million earning just 5% interest would provide an additional \$50,000 per year. Contributions will help

- children and adults learn to read and succeed,
- build community,
- encourage and support economic development, and
- secure the promise of public libraries for future generations.

Income from the Endowment Fund will help us maintain a world-class library system by

- filling empty bookshelves,

## Foundation helps support flooded libraries

Last summer after floods ravaged the Sauk County community of Rock Springs, the SCLS Foundation established a donation mechanism through which donations could be made for the rebuilding effort.

The damage in Rock Springs was especially devastating because flooding began late in the day that library celebrated a long-anticipated remodeling project. The community celebrated the library's new look that afternoon as the rains fell, and by the next morning flood waters had nearly reached the ceiling.

In response to that story, the staff and Board of the T.B. Scott Free Library in Merrill donated \$325 to Rock Springs (\$200 from the Board and \$125 from staff). In all, the Foundation collected about \$575 for Rock Springs, LaValle and Pardeeville.

- providing access to technology,
- expanding programs for communities, and
- enhancing services to children, teens, adults, and people with special needs.

Public Library Enhancement Funds will provide programming and other project support to benefit all SCLS public libraries. Donations can either support or endow programs, or a combination. If designated as endowment, only income from the investment will be used to fund specific library projects or programs. When designated as program support, the entire gift is used to fund one-time programs or specific projects in compliance with the intent of the donor. The Foundation's Public Library Enhancement Funds are:

- **Children's Services**—Expand children's collections, services and reading programs;
- **Collection Development**—Enrich the number of library holdings in subject range and depth;
- **Libraries of the Future**—Ensure that all members of our library community share state-of-the-art technology and provide a welcoming community-centered environment in which it can be used;
- **Lifelong Learning Fund**—Enhance training and educational programming at all libraries in the system;
- **Literacy Fund**—Enhance library programming in language and reading, societal, and technology skills training; and
- **Area of Greatest Need**—Supports all the work of the Foundation and provides fundraising technical assistance for each of the member libraries.

# Contributors to the SCLS Foundation

Note: These people have donated to the SCLS Foundation since the last newsletter in June 2008.

**Stewards – \$1,000 +**

Phyllis Davis  
Peter Hamon  
Dan & Marcia Smith

**Patrons – \$500 - \$999**

John Koffel/Delta Properties  
Denise & Herb Marino

**Benefactors – \$499 - \$250**

Janet Pugh  
Stanley Talarek

**Sponsors – \$249 - \$100**

Alicia Ashman  
Pete Blum  
Tom Brown

Greg Crews  
James & Nancy Dast  
Anthony Earl  
June Hanson  
Anne Iwata  
Shirley Johnson  
Terry McIlroy  
Nancy E. Nelson  
Michael Nonn  
Brad & Maureen Palmer  
Jane Perlmutter  
Luella Schmidt & Michael Skwarok  
Jodi Sweeney  
Theodore Widder III

**Advocates – \$99 - \$50**

Anonymous (3)  
Victoria Billings  
Bob Blitzke & Jane Grogan

Charles Bunge  
Francis Cherney  
Betsy Draine  
Karen FASTER  
Abigail Loomis & Frank Court  
Robert Shaw  
Robert Wills  
Dan & Irene Zimmerman

**Friends – \$49 - \$25**

Anonymous (3)  
Jaime Healy-Plotkin  
Judith Louer  
Gary Poulson  
Carrie & Ellen Kruse Pryor  
Brinnan Shaffer  
Clint Woodman  
Karren Zahn

**Remembrance Gifts**

In memory of Caroline Davis by Kathryn Trudell  
In memory of Marcia Fuller by Amy Laundrie  
In memory of Peg Hilliker by Phyllis Davis  
In memory of Peg Hilliker by Jim Bredeson  
In memory of Peg Hilliker by Lauren Blough  
In memory of Peg Hilliker by Victoria Cothroll  
In memory of Peg Hilliker by Susan & James Hedrick  
In memory of Eleanor Lyall by Katharine Lyall  
In honor of Elliott & Mary Maraniss by David Maraniss

**Contributions for Specific Libraries**

**Jane Morgan Memorial Library**  
Anonymous (\$1,000)  
**Lodi Woman's Club Public Library**  
Campbell Scientific Inc. (\$3,411.39)  
Air Products Foundation (\$110)  
Lyle Liden (\$110)  
Kraft Foods Matching Gift Program (\$100)  
**Monroe Public Library**  
Community Foundation of Southern Wisconsin Inc. (\$2,968)

<b>SCLS Foundation Member Libraries</b>		
<b>Member Libraries</b>	<b>% Share</b>	<b>Adjusted Market Value</b>
Adams County Library	1.20%	\$2,944.07
Angie W. Cox Public Library (Pardeeville)	2.05%	\$5,029.46
Black Earth Public Library	0.18%	\$441.61
Brodhead Memorial Public Library	0.24%	\$588.81
Cottage Grove Community Library	0.21%	\$515.21
Friends of McFarland Library	0.36%	\$883.22
Jane Morgan Memorial Library (Cambria)	0.36%	\$883.22
Kraemer Library & Community Center (Plain)	0.18%	\$441.61
LaValle Public Library	0.52%	\$1,275.76
Lodi Woman's Club Public Library	0.33%	\$4,321.01
Marshfield Public Library Foundation	0.36%	\$883.93
Mazomanie Free Library	17.38%	\$42,639.98
Monroe Public Library	56.26%	\$138,027.91
Reedsburg Public Library	0.68%	\$1,668.31
SCLS Foundation	14.10%	\$40,264.24
Sun Prairie Public Library Foundation	5.41%	\$13,283.47
Wyocena Public Library	0.18%	\$441.61
<b>Totals</b>	<b>100.00%</b>	<b>\$254,533.44</b>

## Foundation supports Nekoosa project to give books to children

Going to the doctor is not something most children enjoy, but that is changing at the Riverview Family Clinic in Nekoosa. The Charles & JoAnn Lester Library of Nekoosa began a program there that provides books for youngsters going in for well-child checkups from birth to age 5.

Reach out and Read was developed in 1989 at Boston City Hospital by Dr. Barry Zuckerman. “They start with children at 6 months, but we are starting at the 1 week checkup,” said Library Director Darla Allen. “We applied for and received a \$750 grant from the Community Foundation of Greater South Wood County as part of the Nekoosa Initiative. Then we received a \$500 grant from the SCLS Foundation.”

When the Reach Out and Read Foundation National Pediatric Literacy Program heard about the grants, it donated \$2,000 worth of books—approximately 150—to the program. The importance of the program is

heightened because of recent paper mill closings in the area. Allen said if parents have to make choices between buying books for their children or paying for things like food and heat, “What are you going to do.”

“We want to see kids excited about reading, and we want parents to bring in their kids for well checks to make sure they stay healthy,” said Stacie Clark, a radiology technologist at the clinic and Allen’s contact person there. “It’s a great combination.”

Library staff members have frequent contact with many children through a preschool story time at the library and visits to four 4-year-old kindergarten classes in the city.

“This is an example of how the SCLS Foundation helps libraries make a difference in the communities they serve,” said Phyllis Davis, SCLS Director. “We’re proud to be a partner on a project that brings the world of reading to children.”



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