

# Sequels\*

a quarterly communication  
for friends of Madison Public Library

\*continuation— Webster's Dictionary

July 2007



Dear Friends,

Thanks to your continuous support the Foundation is able to add to the library's offerings in many ways.

The growth of our endowment now over \$1M means that there will continually be a base of funds to generate an annual grant for future needs.

The success of our last fund drive allowed us to make the following gifts in April:

- Mutual Funds electronic database. \$8,100.
- Innovative Summer Library Programs. \$2,500.
- Add more book discussion kits and expand them to help support program collaborations with other local groups. \$2,500.
- Expand the heavily used *Too Good To Miss* collections to two more branch sites. Currently these collections only exist at Central and Alicia Ashman. *Too Good to Miss* collections are displays of more recent books that are attractively displayed for easy pick up—meaning they are available for the browser in the library looking for something good to read. Very often these books are only available through holds. \$20,000.
- Youth books and media in Spanish and youth books for new readers. \$5,000.
- Specialty books: expensive scientific and technical books; practical occupational books in small business and the trades; books on green building and sustainability. \$10,000.

## Corporations Value Communities...

### Corporate Matching Gift Programs

Many people work for companies that encourage their employees to make charitable contributions by matching their gifts. You will receive recognition for every dollar you give and every dollar you leverage through a matching gift program.

A matching gift from your company is valuable not only for what it does to benefit programs for the Madison Public Library, but for what it says about your company's commitment to the community in which you live.

Contact your human resource or public relations office to verify whether your employer has a corporate matching gift program. To initiate a matching gift, a donor fills out the company's matching gift form and sends it along with his/her contribution to the MPL Foundation.

# Support Your Library — Leave a Legacy

Of the many ways in which people or organizations can contribute to the Madison Public Library Foundation, planned giving options offer donors unique and meaningful ways in which to support the organization's mission today while leaving a legacy for future generations. The benefits of planned giving stretch beyond the immediate need and help the Madison Public Library Foundation prepare for the future by ensuring our ability to continually provide resources to enrich the lives of the residents of Madison.

If you have not yet included the Madison Public Library Foundation in your estate plans, the following are some of the most popular methods to accomplish that. The advice of an attorney and qualified financial planner is necessary to assess your personal situation and help you to decide which options might best serve your goals.

## **Charitable Bequest**

A Charitable Bequest is the simplest form of planned giving. In your will, you can specify a particular asset, percentage of your estate, or fixed dollar amount to leave to the Madison Public Library Foundation, Inc.

### ***At-a-glance:***

- Make a charitable bequest in your will in any amount
- May be simply given or directed toward a specific program or branch
- May be made in any amount

Your gift will enrich the Madison community's future as well as assist us in providing continual resources for the benefit of the residents of Madison.

## **Charitable Gift Annuity**

A Charitable Gift Annuity provides a unique opportunity to make a tax-deductible gift while receiving a lifetime annual income from that gift. The remainder of the Charitable Gift Annuity is used to create an endowment benefiting the MPL Foundation.

### ***At-a-glance:***

- Offers an immediate charitable income tax deduction
- Provides a fixed annual income
- Results in a partial tax-free return of principal on each payment received
- Ensures that the MPL Foundation has a steady and permanent stream of income

## **Other Planned Giving Opportunities**

An estate-planning attorney can also help you determine if charitable gifts beyond those explained here are appropriate for you such as:

- Gifts of life insurance
- Retirement plan assets
- IRAs
- Gifts of property

*Madison Public Library Foundation, Inc. does not provide tax or legal advice and the information herein is not intended as legal, tax, or investment advice. Please contact a tax advisor or an estate-planning attorney for information specific to your situation.*

The Madison Public Library Foundation is a 501c3 organization. Established in 1993, the mission of the MPL Foundation is to provide resources and financial support to extend and improve library services and collections, and make Madison's libraries more comfortable and welcoming for all.

**MPLF Board Members:** Judith Plaenert Olson, President • Theodore (Tripp) Widder III, Vice-President • Patrick McGraw, Treasurer • Carol Sawyer, Secretary • Terrie Goren, Executive Director • Barbara L. Dimick (Ex-officio) • Eric Brown • Emily Campbell • Ted Crabb • Tony Earl • Enrique Gandara • Katherine Naherny • Warren Onken • Andrew Seaborg • Jennifer Smith • William S. Spitz • Sheila Boothby Stevens • Susan Titus • Cheryl Rosen Weston • Janice Zmarzek

**REMEMBRANCE FUND  
MADISON PUBLIC LIBRARY  
FOUNDATION, INC.**

February 1-May 31, 2007

*In memory of Viola Field*

Philip and Nancy Altpeter  
Anonymous (4)  
Architectural Design & Hardware  
Ruth Bartlett  
Ted Bleckwenne  
Jimmy and Ann Christenson  
Dorothy Dickert  
Joel Fait  
Gerald and Eleanor Germanson  
Fritz and Kristine Grutzner  
James Heineke  
Gary and Lynn Jonnson  
Harris Keel  
Kendell Doors & Hardware Inc.  
David MacLeod and Brent McNabb  
Madison Gyro Club  
Ed and Laverne Malcheski  
Janet Maloney and Meghan  
Peter and Mary McCanna  
Patricia McClure  
Julie McConaughy  
Vernon and Jean Molbreak  
Mary Remily  
Lawrence and Beverly Ryder  
Gregory Seffrood  
Janice Selvig  
Mary Shapiro  
Jay and Pat Smith  
Celia Stevenson  
Georgene Stratman  
Edwin and Kathy Wirka  
Gustave Wolff

*In memory of Richard L. Halfman*

George and Patricia Bunders  
Roger and Glenice Halfman  
Elmer and Cynthia Steffens  
WI Department of Revenue—Delinquent Processing Staff

*In memory of Phyllis Hinickle*

Linda and Alan Ginsberg  
Fred Hinickle

*In memory of Marthe Aleece Scholes*

Bill Berg and Laurey Martin-Berg  
Chuck and Sue Center  
Herbert and Edna Hanneman  
Lee and Rosemary Jones  
Dorothy Leon  
Elinor Pederson  
Howard and Janice Rom  
Dennis and Mary Ryan

David and Mary Anderson *in memory of Telona and  
Philip Anderson*

Anonymous *in honor of all librarians*  
Anonymous *in honor of Aneesha Dharwadker*  
Anonymous *In honor of Jamie Mueller*  
Anonymous *in honor of Jeanne DeNovo on the occasion  
of her 90<sup>th</sup> birthday*  
Anonymous *in honor of Mary Burton*  
Anonymous *in memory of Aunt Wilma*  
Anonymous *in memory of Dean R. Lance*

Anonymous *in memory of Sanford C. Lund*  
Anonymous *in memory of Shirley Goeters*  
Esther Bach y Rita *in memory of Paul Bach y Rita*  
Lois Baggot *in memory of David Baggot*  
Carl Baumann *in memory of Corky Baumann*  
Charlie, Sarah, Carolyn and David Benforado *in memory  
of Joe and Sally Benforado*  
Sally Billing *in memory of her dad, Carl Mueller,  
a great reader*  
Corlie and Sol Blumenfeld *in honor of their grandchildren*  
Albert Boehme *in honor of John Hilliard*  
James Bolles *in memory of Frank Aaron Bolles and  
Irene Ethel Bolles*  
Steve and Joanne Borgwardt *in memory of  
Pastor Robert Borgwardt*  
Paul and Ann Boyer *in memory of our neighbors, Bing and  
Flor Crapser*  
Bob and Tracy Buchta *in memory of John Miller*  
Cynthia Bush *in memory of Prof. Sargent Bush, Jr.*  
Ian and Joan Carlson *in honor of their librarian daughters*  
Charles R. Carpenter *in memory of Charles A. Carpenter*  
James Clum *in memory of Cynthia Clum*  
Joyce Wileman Crim *in memory of Jewel Ferguson Wileman*  
Mary Ann Crosby *in memory of Edwin J. Crosby*  
James Dallman *in memory of Patricia M. Dallman*  
Wynn and Loree Davies *in memory of Evan Davies*  
Shirley Dieter *in memory of Donald G. Dieter*  
Christine and Scott Eckel *in honor of Ray and Josefa Mata*  
Miles and Amy Epstein *in memory of Deborah Davidoff*  
Paul and Frances Ervin *in memory of Louis Fiore Family*  
Anna Femrite *in honor of those that died for our country*  
Wesley and Anne Foell *in memory of Iefke Goldberger*  
Tina Frailey *in memory of Bob Vasy*  
Jon and Brenda Furlow *in honor of Matt and Rachel Furlow*  
Jenny Hackforth-Jones *in memory of Clara*  
Enid Hoffman *in memory of Rex Hoffman*  
Roberta A. Johnson *in memory of Brett Harman*  
Lois Karn *in memory of Ed Karn*  
Jeanette Kautzer *in memory of Robert Kautzer*  
Theresa Kelley *in honor of Meg Rothstein*  
Roland and Irma Krogstad *in honor of their families*  
James and Karen Laudon *in memory of Dale Connors*  
Dorothy Leon *in memory of Maurice Leon*  
Elizabeth Levine *in memory of Solomon B. Levine*  
Marilyn Lindner *in memory of Jane Lindner*  
Alice Ellis Lundeen *in honor of David Ellis*  
Tom and Pat Mair *in honor of Eva Anderson*  
James Malter and Elaine Gadzicki *in honor of Mary Gadzicki*  
Donna Marie Marx *in memory of Russell K. Marx*  
McCluskey-Harris Family *in honor of Ellison and Alexa Harris*  
John McDermott *in memory of Irene McDermott*  
Paul and Jane McGann *in memory of Helen Irene Schwerzler*  
Bill and Carolyn McKinney *in honor of Margaret Kaufman*  
Akira and Sharlie Miura *in honor of Hana Miura*  
Susan Munson *in memory of Gladys Burke*  
Elaine Neitzel *in memory of Carl Neitzel*  
Richard Niess and Laurie Elwell *in honor of  
Fern Pfitzer's 85<sup>th</sup> birthday*  
Michael Pressman and Marsha Cohen *in memory of  
Stanley Cohen, Mickey and Nat Pressman*  
Carol Prochaska *in honor of Micheal and Gloria Prochaska*  
Lou and Mary Remily *in honor of great helpful Sequoya  
library staff*  
Jules M. Rosenthal *in honor of the excellent Sequoya Branch*  
Mary Lee Rossmassler *in honor of those learning to read*  
Harry and Karen Roth *in honor of Margaret George*  
Nathan and Felice Rudin *in honor of many years  
of reading pleasure*

Jim and Carol Ruhly *in memory of King and Velma Ruhly*  
 Kathleen Saunders *in memory of Larry Saunders*  
 Chris Schelly *in memory of Mary Henderson*  
 Kate Seiling *in memory of Robert L. Seiling*  
 Joan Shands *in memory of George H. Shands*  
 Curt and Karen Shawkey *in memory of Clara Dvorak*  
 Karen Shevet Dinah *in honor of Jane Greischar's birthday*  
 Maureen Skelton *in memory of Everett Skelton*  
 Barbara Smith *in memory of Clarence Brown Lester and Jane Lester Lappala*  
 Tim Sobota and Carousel Bayrd *in memory of Steve Sobota*  
 Judi Sopher *in memory of Ray and Isabel Sopher*  
 Stan and June Spencer *in memory of Thelma Summers*  
 Adrian Stransky *in memory of Mary Bosold*  
 Richard Sweet and Judith Zvara Family *in honor of Kathryn and David Sweet*  
 Helen Sweet *in honor of Mark Riordan*  
 Dorothy Swennes *in memory of Robert J. Swennes*  
 Richard Thal and Jill Maidenberg *in honor of Sue Milch's birthday*  
 Judith Thomas *in memory of Kenneth Young*  
 Ruth Tsotsis *in honor of Natalie and Erica Somerson*  
 David Watts and Nancy Dodge *in honor of Sequoia staff*  
 Guy Webster *in memory of Ann Webster*  
 Craig and Kathy Wehrle *in honor of Peter Wehrle, a future librarian*  
 Edward Wellin *in memory of Doris Slesinger*  
 Paul and Donna Werth *in memory of Kenneth James Biba*  
 Carolyn Wilson *in memory of Dr. Charis Wilson*  
 Bill and Mary Winchester *in memory of Genevieve Winchester*  
 Dale B. Wortley *in memory of Tom Johnson*  
 Janet Zenter *in memory of Sanford C. Lund*

## BUSINESS/ORGANIZATION DONORS

(February - May, 2007)

Alliant Energy Foundation	Metcalf Sentry
Atimevu Dance and Drum	Plato—UW Madison
B.E.S.T. Team Inc.	RB Remodeling, Inc.
Caboodle Cartridge	Strand Associates Inc.
Chocolate Shoppe Ice Cream Company	University Research Park Inc.
Cress Funeral and Cremation Service	Westmorland Neighborhood Association
Dental Health Associates	WISC-TV
Douglas Stewart Company Inc.	Woman's Club of Madison
Kennett Associates	Woodman's Market
LaBrioche Bakery	
Madison Community Foundation	
Mallatt Pharmacy and Costume	

Marjorie Zimmerman *in memory of Bob Zimmerman*

The Remembrance Fund provides a meaningful opportunity for all of the many friends of the Library and Foundation to express love, care, joy, hope, concern and sympathy to family or friends.

Whether honoring family or friends on a special occasion in life or memorializing a loved one, the gift is one that will keep on giving for the many people served by the Library for years to come.

Remembrance Fund gifts should be made payable to:

Madison Public Library Foundation, Inc.  
and sent to the Foundation

## YES! I am pleased to contribute to the Madison Public Library Foundation's Annual Fund.

### Suggested giving levels:

\$1000    \$500    \$250    \$100    \$50    \$35    Other \_\_\_\_\_

Name: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Check is enclosed (made payable to **Madison Public Library Foundation, Inc.**)

Please bill my:    Mastercard    VISA

# \_\_\_\_\_ Expires: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**This gift is:**    in honor of \_\_\_\_\_

in memory of \_\_\_\_\_

If you would like us to notify someone of your memorial or honorarium gift, please include name/address below:

\_\_\_\_\_

I am interested in learning more about Corporate Matching programs. Employed by/Retired from: \_\_\_\_\_

I have provided for Madison Public Library Foundation, Inc. in my will.

Please send me information on bequests and planned giving opportunities.

A contribution to Madison Public Library Foundation, Inc. is tax-deductible as provided by law. You will receive a letter soon that serves as your tax receipt. Ten percent of unspecified gifts will be added to the Library's endowment, ensuring the continued well being of the Madison Public Library.

Thank you for your generous support!

## Sequoya Campaign Continues to Flourish

The Sequoia Branch Capital Campaign is gaining momentum with more than \$690,000 in pledges. The private fundraising component for this campaign is \$975,000. To date, we have reached 62% of our goal, as the campaign continues to flourish with active committee and community involvement.

The official groundbreaking ceremony was held on April 25. Speakers included Mayor Dave Cieslewicz, Atty. Tripp Widder; President of the Madison Public Library and Vice President of the Madison Public Library Foundation, Joe Krupp, developer of Sequoia Commons, and Jack Kelly, owner of Avante Properties.

In addition to speeches, the Chocolate Shoppe provided delicious ice cream for those who joined us on that memorable afternoon.

One of the key components of this campaign is the active involvement of individual neighborhoods. Several neighborhoods have planned activities with guest authors while others have planned solicitation mailings. Collectively, the result of these neighborhood efforts have netted over \$48,000 in much needed funds toward the Sequoia Branch Capital Campaign.

The Nakoma neighborhood held a very successful evening event at the home of Stephanie Stender and Robert Lux. Stuart Levitan spoke about his book entitled "Madison, The Illustrated Sesquicentennial History." This event was coordinated by Judy Reed, Rick Chandler, Ann Michalski and Stephanie Stender.

In early May, the Village of Shorewood Hills Community League sponsored a Sunday afternoon talk with author and Shorewood Hills resident, Margaret George, to benefit the Sequoia Branch Capital Campaign.

Margaret's talk was entitled, "Where would Cleopatra have been without her Library of Alexandria? Queen or commoner, ancient or modern, the library has something for us all." Cheryl Popuch and Annette Mahler ably chaired this event. Thank you to Cheryl and Annette for the wonderful planning and preparation of this event.

In June, the festivities continued with neighborhood-hosted events for Sunset Village, Dudgeon-Monroe and Hill Farms.

These two events included readings by Kevin Henkes, Newbery Award and Caldecott Award children's author, and by Stuart Levitan, who once again, discussed his new



book, "Madison, The Illustrated Sesquicentennial History". Committee members included: Judy Reed, Rick Chandler, Stephanie Stender, Ann Michalski, Mark Riordan, Kathryn Maloney, Russ Whitesel, Judy Olson and Jean MacCubbin

Thank you to everyone who has worked on these events for the benefit of our new branch library.

**Special Thanks...** to the following authors who gave of their time at special events in support of the Sequoia Capital Campaign

- 🌸 Margaret George
- 🌸 Kevin Henkes
- 🌸 Steven Kihm
- 🌸 Stuart Levitan



## MPL Foundation Initiates a 5-year Strategic Plan

Planning for the future of an organization is not an easy task. However, the MPL Foundation has taken this task very seriously. Earlier this year, members of the Foundation Board convened at the Madison Community Foundation to develop an outline of a 5-year strategic plan. With the guidance of Kathleen Voit, President of the Madison Community Foundation, we worked together to identify three goals that we would like to accomplish in the next five years.

- Double Endowment
- Double Annual fund and increase donor base by 50%
- Facilitate and successfully complete capital campaigns for Sequoya Branch, South Madison Branch and the Central Library.

In early May, the Board of Directors gathered at a retreat in Lake Delton, WI to further develop these initiatives and begin planning for successfully attaining these goals. Thank you to Cheryl Rosen Weston, Board Member, for hosting the retreat at her beautiful lodge. This retreat proved to be a successful endeavor for the MPL Foundation as many good ideas and strategies were shared. We look forward to working together as we plan for the future growth of the MPL Foundation.

A new MPL Foundation website is under construction. Stay tuned for its debut in the fall.

**Website Currently  
Under Construction.**



FOUNDATION, INC.

**Central Library**  
201 W. Mifflin Street  
Madison, WI 53703

[www.madisonpubliclibrary.org](http://www.madisonpubliclibrary.org)

Nonprofit  
Organization  
U.S. Postage  
PAID  
Madison, WI  
Permit No. 1110

### Madison Public Library Branches

- **Alicia Ashman** 733 N. High Point Rd.
- **Hawthorne** 2707 E. Washington Ave.
- **Lakeview** 2845 N. Sherman Ave.
- **Meadowridge** 5740 Raymond Rd.
- **Monroe Street** 1705 Monroe St.
- **Pinney** 204 Cottage Grove Rd.
- **Sequoya** 513 S. Midvale Blvd.
- **South Madison** 2222 S. Park St.

**Sequels**...a quarterly communication from Madison Public Library Foundation, Inc.