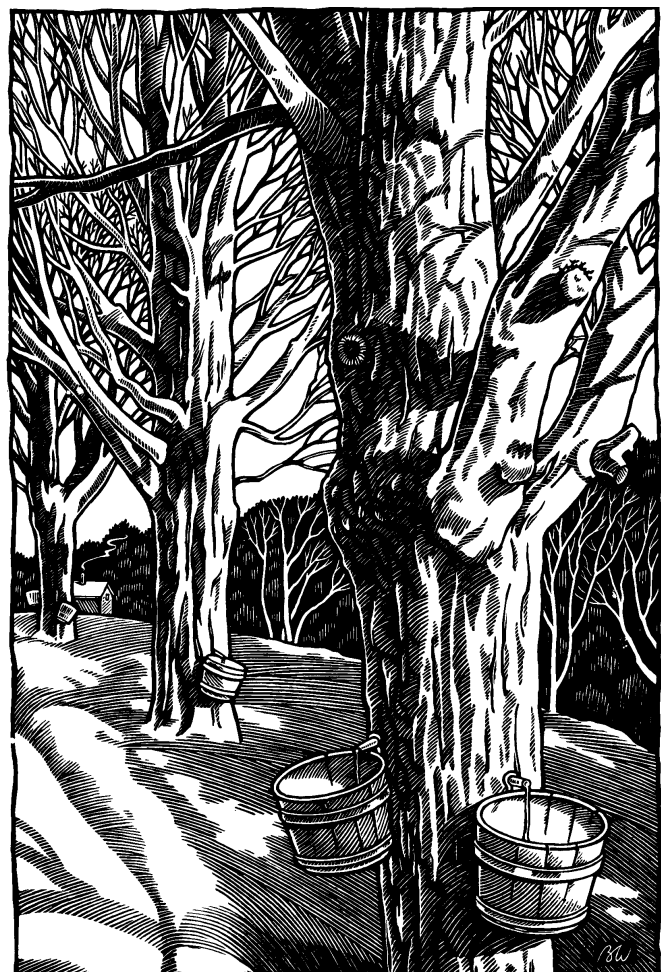


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The Remembrance Fund provides a meaningful opportunity for all of the many friends of the Library and Foundation to express love, care, joy, hope, concern and sympathy to family or friends. Whether honoring family or friends on a special occasion in 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** at 201 West Mifflin Street, Madison, WI 53703.



a quarterly communication
with friends of Madison Public Library

September 2006

Sequels*

**continuation— Webster's Dictionary*



Dear Friends

This issue of Sequels is primarily devoted to activities that are focused on the capital campaign for the Sequoia Branch Library. The article by Ryan Mulcahy was written after he interviewed the two co-chairs of the campaign committee. Elsewhere in this issue you will meet Scott Braucht. He is the professional fund-raiser hired for one year to work with the campaign committee. The committee is still being formed. It will ultimately include individuals from all of the surrounding neighborhoods as well as representatives of the Friends of Sequoia, the Madison Public Library Board and the Foundation Board.

Of course, fundraising has not just begun. The funds from book sales, individual contributions and proceeds from the auction have been gathering interest as the construction project nears. The campaign time-line has been adopted and we are now seeking lead gifts. In the January issue of *Sequels*, the lead donors will be announced, the campaign steering committee members will be introduced and individuals donors who have already contributed to the campaign will again be recognized. We will also present the public campaign plan. In this issue, we are again thanking the business donors who donated to the Sequoia Campaign, primarily through donations to the auction.

Thank you to everyone who has participated in the past and to those who are still with us. Please contact the Foundation if you haven't been involved and are interested in playing a role in this quest.

About Scott Braucht

Scott Braucht is the President and Founder of *Scott Braucht & Associates*, a professional fundraising and management services company based in Madison, Wisconsin. He specializes in four areas of focus: non-profit fundraising, marketing, business development and sales.



Scott has over 25 years of experience working with businesses, non-profit organizations and academic groups. He also holds an undergraduate degree in Communications and Education from Iowa State University, as well as an MBA in entrepreneurship from the UW-Madison School of Business.

Previous professional positions include: Consulting Practice Partner at Smith & Gesteland CPAs and Business Consultants; Adjunct Faculty Associate at the UW-Madison School of Business; Vice President of Development at the Urban League of Greater Madison, Inc., and Director of Business Development and Sales at NorthStar Economics, Inc.



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The new Sequoya: a Cinderella Story

by Ryan Mulcahy

Chances are if someone asked you to name the library with the highest circulation in Madison, your answer would be wrong. People automatically assume it's the Central Library in downtown Madison, but it's not. For the past three years those bragging rights have belonged to the modest Sequoya Branch Library on the city's near west side. In fact, Sequoya is the busiest library in the entire South Central Library System. It's success is a Cinderella story of sorts, and the big dance is about to start!

In July the City Council approved \$4.2 million in capital borrowing for a new Sequoya Branch Library as part of phase one of a complete redevelopment of Midvale Plaza. When completed, sometime in the fall of 2007, phase one will result in a 20,000 Square foot library that is not quite twice as large as the present one. The expectation is that it will consist of more than a mere shell. That's where Cinderella needs some help from her friends.

Sequoya started out in a building barely larger than a shoe box in the early 1950's before moving to Midvale Plaza in 1956 where it has remained ever since and undergone expansion twice. Anyone who visits today's library is impressed by how much good stuff is jammed into such tight quarters. The staff is constantly busy checking out materials and following up on requests for more. The internet terminals are all tied up. The current best sellers are in hot demand. Kids are playing with their books in one corner, while folks scan newspapers and magazines in another. The new library promises to give everyone and everything much more breathing room.

While the City Council has agreed to support the cost for the land purchase and the construction of the Library, what the new library looks like inside, and what it has to offer patrons, is going to be paid for through private donations. Jean MacCubbin and Gary Poulson co-chair the Sequoya Campaign Steering Committee. Both have been members of the City Council, and each served as council president, in 1997 and 2001 respectively.

The estimated cost for fixtures, furnishings, equipment and finishing to properly equip and adorn the new library is \$975,000. "That's a big number," Poulson admits. "Basically the inside of the place, the guts, will be mostly supplied by what we can raise." MacCubbin acknowledges it represents a fundraising challenge, but remains ebullient about reaching the goal. "It's a community project. The users of the library understand the constraints of the small space and it may be easy to get those smaller donations, less than \$500. But," she cautions, "when you're talking \$50,000, we haven't found that person yet." There's always an element of suspense in major fundraising, but Poulson is not apprehensive. "The major gifts have not been found yet, but they happen. Hopefully we'll be as fortunate as other community projects have been in raising what we need."

What do donors get for the money they contribute to the project? In addition to knowing they are helping to provide the best in the way of library materials and improved library services, "They're getting a new centerpiece for the community, and opportunity for more and better services and programs." MacCubbin promises. "It will be a focal point for the immediate neighborhoods and a source of pride," Poulson concludes.

Ground breaking on the new development is tentatively scheduled for late this fall. The present Sequoya Branch Library will remain open at its current location throughout the construction period. The new Sequoya Branch Library will welcome patrons to its new building next fall. You just know Cinderella will be looking her best thanks to big and small contributions from people throughout the community to the fundraising campaign.



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The Foundation would be glad to prepare an illustration of the annuity for you without any cost or obligation. Please drop the Foundation a note at 201 W.Mifflin Street, Madison, WI 53703. Or if you prefer call the Foundation's Planned Giving Coordinator, Jim Marshall, at his home office number, 831-5742.



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- Do only regular and Roth IRAs qualify?
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- Will the rollover amount qualify as a required minimum distribution?
- Can rollovers be made to deferred gift plans?

If you would like answers to these questions and other information please call the Foundation at 266-6318 and leave a message for Jim Marshall, the Foundation's Planned Giving Coordinator, who will return your call as soon as possible.

Special Thanks...

- 🍂 to our Spring Annual Campaign donors. We reached our \$80,000 goal!
- 🍂 to The Friends of the Sequoya Branch Library for a \$30,000 contribution made possible by book sales. This contribution has been added to the building fund.
- 🍂 to David G. Hague. Through his estate we received \$32,510.37 for the South Madison Branch Library building fund.
- 🍂 to Douglas Schewe. Through his estate we received \$310,307.58. These funds have been deposited in the Foundation's endowment account at the Madison Community Foundation.
- 🍂 to Ethel K. Allen . Through her estate we received \$26,653.63.

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