



85TH ANNIVERSARY ENDOWMENT CAMPAIGN

Since 1937, The Whitefish Bay Public Library, as a cornerstone of the community, is dedicated to connecting all people, inspiring a love of learning and providing access to ideas, information and resources.

THE CHALLENGE

The residents of Whitefish Bay support the Whitefish Bay Public Library at a basic level through property taxes. Residents have told us time and time again that they love what we do and want us to do more. However, property taxes and other revenue sources are limited. In order to sustain our programs and meet the growing demand, a consistent new source of annual funding is needed.



THE SOLUTION

In 2022, the Whitefish Bay Public Library Foundation established an endowment fund at the Greater Milwaukee Foundation. The purpose of the fund is to provide a stable source of income that will support the Library in the long term. The principal corpus will remain permanently invested so it can grow over time.

The Library will use the annual investment income to build upon and expand popular existing services, including...

LIBRARY COLLECTIONS – \$1 MILLION

- The Library's goal is to increase collections by 35% by 2025.
- More titles in all collections
- Expansion of digital, audio, and large type collection

PROGRAMS – \$1 MILLION

- The Library's goal is to increase Adult Programs by 25%, Teen Programs by 40%, and Children's Programs by 20% by 2025.
- New programs would include music & theatre, expert lecturers, a poet laureate, and more arts programs.

TECHNOLOGY – \$500,000

- The Library's goal is to increase technology offerings by 100% by 2025.
- More wifi hotspots to check out, video conferencing in study rooms, preloaded magazines on ipads

With a 3-year campaign goal of \$2.5 million, we invite you to make an investment in the Library that will support the growth of beloved programming, ensure long-term organizational sustainability, and inspire community members for generations to come.



WAYS TO GIVE... 








DONATIONS

may be made to

Whitefish Bay Public Library Foundation Fund at The Greater Milwaukee Foundation (GMF)

The GMF accepts cash or appreciated assets such as securities and real estate. Your gift is tax deductible as per IRS guidelines.

LEVELS OF RECOGNITION

AUTHOR		\$500,000 +
AGENT		\$250,000 - \$499,999
PUBLISHER		\$100,000 - \$249,999
EDITOR		\$50,000 - \$99,999
ILLUSTRATOR		\$25,000 - \$49,999
PUBLICIST		\$10,000 - \$24,999
LIBRARIAN		\$5,000 - \$9,999



OUR MISSION

Established in 2021, the **Whitefish Bay Public Library Foundation** mobilizes private support to enhance the Library's services, collections, and programs.

HOW YOU CAN HELP

- ▶ DONATE!
- ▶ BECOME AN AMBASSADOR FOR THE 85th ANNIVERSARY ENDOWMENT CAMPAIGN
- ▶ SHARE YOUR ENTHUSIASM WITH YOUR NEIGHBORS, FRIENDS, AND FAMILY
- ▶ COME SEE US AT THE LIBRARY!

If you are interested in participating in the 85th Anniversary Endowment Campaign, would like to discuss your giving options, or have any ideas or questions, **please contact Nyama Reed, WFB Public Library Director, at n.reed@wfblibrary.org or 414-755-6551 or visit our website: <https://www.wfblibrary.org/donate/foundation.php>**

LIBRARY FOUNDATION BOARD

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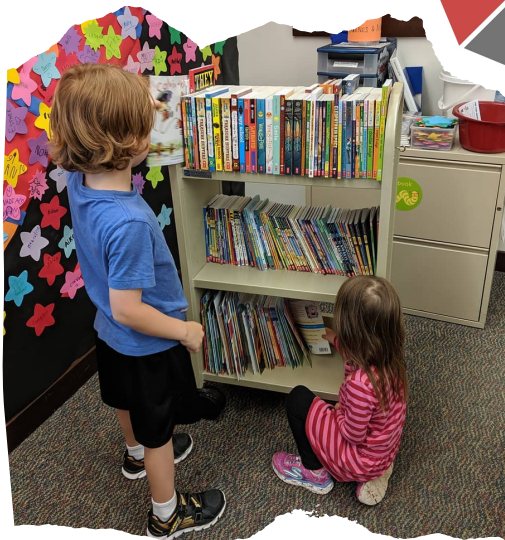
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"WFB Public Library has been, and continues to be, a superb "house o' books"! ...Approachable, friendly, professional and always pleasant, it is [the Library staff] who create the wonderful atmosphere and overall "attitude" of this valuable WFB institution... VISIT, ENJOY & SUPPORT!"

- Google review 2022

 **Whitefish Bay Public**
Library
excite your mind.