

CHARLOTTE MECKLENBURG LIBRARY
FOUNDATION

transformations

FALL 2022 NEWSLETTER FOR CHARLOTTE MECKLENBURG LIBRARY SUPPORTERS



Mountain Island branch

SPECIAL REPORT

Brick & Mortar & Beyond

Who are the partners in your neighborhood? You might be surprised.

UPCOMING EVENT

Verse & Vino is Back

We're in person featuring seasoned storytellers and fresh voices on Nov. 10

PLUS...

Our Financial Report

Over \$16 million raised this year to ignite innovation in the Library

A Conversation with Gene Cochrane

*Executive Director
Jenni Gaisbauer chats
with Board Chair Gene
Cochrane to learn more
about his passion for
the Library.*

Jenni: Gene, are you looking forward to being our board chair?

Gene: I am so honored to be a part of this talented and dedicated group of leaders. We're welcoming Jennifer Appleby, Caton Morris and Caroleen Burroughs to the board this year. But it was tough to say good-bye to Linda Lockman-Brooks.

JG: It was for me, too! Fortunately she has joined our Honorary Advisory Council so we haven't let her go yet. You have a lot of experience with foundation work. What compelled you to join the Library Foundation board?

GC: Well, you did, Jenni! [laughs] But seriously, the purpose of any foundation is to improve the lives of those under its charge, be it a specific area such as education or healthcare or an issue or a defined community. The Library is about improving the lives in our community, not only in the traditional sense of lending books but through the offerings of literacy training, technology training discussion groups, and enhancing the education of all the school-age children in our area. Plus this is such a special time in our history. Building this new Main Library together will be a legacy to be proud of.

JG: Have libraries been an important part of your life?

GC: I grew up in what was then a rural part of our county. My first contact with the Library was the summer bookmobile that stopped at the country store near the farm. Inside were many diversions for a farm boy, and I could learn about things far and wide. Cleaning out my farm home,



I found the old summer reading certificates you received for reading ten books. Today, when our discussions turn to summer reading and learning loss, I think back on those days.

JG: What were you surprised to learn about the Charlotte Mecklenburg Library?

GC: I never fully appreciated the truth in the statement that libraries have become the crossroads of our community until I joined the Library Foundation. The expertise of the staff and the range of services offered by our Library have exceeded anything I might have expected. Specifically, the extent of digitization that allows access to collections, journals, and magazines through the Library's website is astounding. The array of classes offered to both adults and children, along with technology offerings, is foreign to the library I grew up with. My first interaction with a 3D printer was at the Library.

JG: What Verse & Vino author are you looking forward to most?

GC: I am a long-time follower of David Baldacci and follow three of his series. However, one of the significant aspects of *Verse & Vino* is the discovery of writers I did not know well. Each year brings a new person to explore.

Continue the conversation with Gene and Jenni at foundation.cmlibrary.org/news/genecochrane where he reveals his favorite place for barbecue and whether he's a fan of the Panthers or Charlotte FC.



FOUNDATION BOARD FY23

Gene Cochrane
Chair

Helen Hope Kimbrough
Vice Chair

Selena Giovannelli
Second Vice Chair

Holly Welch Stubbing
Secretary/Treasurer

Jennifer Green
Past Chair

Kelly Ann Adamczyk

Jennifer Appleby

Jennifer Bennett

Caroleen Burroughs

Le Roy Davis

Jennifer DeWitt

Sarah Dodd

Barb Ellis

Meredith Heimburger

Peter Keane

Gina Lawrence

Anne Madden

Alessandro Morante

Caton Morris

Sally Robinson

Debra Sharp

Marcellus Turner

Cristina Wilson

Elizabeth Star Winer

Lauren Woodruff

HONORARY ADVISORY COUNCIL

Sally Robinson
Honorary Chair

Alan Blumenthal

Robin Branstrom

Bill Gorelick

Molly Griffin

Linda Lockman-Brooks

Patty Norman

Bob Sink

Darrel Williams

Jim Woodward

FOUNDATION STAFF

Jenni Gaisbauer, CFRE
Executive Director

Karen Beach, CFRE
Deputy Director

Teleia White
Director of Individual Giving

Maggie Bean
*Marketing and
Communications Specialist*

PRESENTING SPONSOR



VERSE & VINO

Purchase your tickets or table ASAP. We anticipate the event will sell out.



foundation.cmlibrary.org/verse-vino

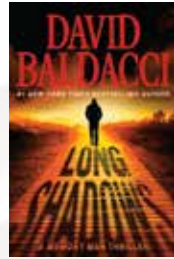
THURSDAY, NOVEMBER 10 AT CHARLOTTE CONVENTION CENTER

FEATURING



Another amazing author is COMING SOON!

Stay tuned for details.



NEW YORK TIMES BESTSELLING AUTHOR

David Baldacci

NEW RELEASE: *Long Shadows* | GENRE: Thriller
THE BUZZ... Hop on for another spine-tingling ride with a mystery-writing maestro

All authors will be available before and after the program to meet and personalize your book.



NEW YORK TIMES BESTSELLING AUTHOR

Sarah McCoy

NEW RELEASE: *Mustique Island* | GENRE: Women's Fiction
THE BUZZ... A 1970s sun-kissed romp on a star-studded private island (with cameos from a Rolling Stone and a British Royal)



NEW YORK TIMES BESTSELLING AUTHOR

Adriana Trigiani

NEW RELEASE: *The Good Left Undone* | GENRE: Historical Fiction
THE BUZZ... "A comedy writer with a heart of gold" (*New York Times*) weaves 21st century Italian family dynamics with long buried secrets in her latest novel



EL SALVADORIAN POET & HARVARD UNIVERSITY RADCLIFFE FELLOW

Javier Zamora

NEW RELEASE: *Solito* | GENRE: Memoir
THE BUZZ... A highly anticipated debut from the acclaimed poet has been hailed as "the mythic journey of our era" (Sandra Cisneros)

AUTHOR SPONSOR



FIRST EDITION SPONSOR



TECHNOLOGY SPONSOR



WINE SPONSOR



BESTSELLER SPONSORS



Come hungry, thirsty, and ready to have an unforgettable night with literary giants and inspiring newcomers.

Park Road Books will have all the latest releases for sale along with select titles from our authors' backlists.

FOR THE COMPLETE LIST OF SPONSORS VISIT FOUNDATION.CMLIBRARY.ORG/VERSE-VINO/2022-SPONSORS

Brick & Mortar & Beyond

The physical presence of the Library in Charlotte-Mecklenburg neighborhoods creates remarkable opportunities beyond books and resources

In our intensely digital age where everything is online, a neighborhood library may seem like a charming throwback, an antiquated relic of times past.

The reality is people still need physical places to lead their best lives.

Walk into any of our 21 library branches and you'll find vibrant spaces with something for everyone. A teen doing research for school in the computer lab. The "regulars" reading the *Charlotte Observer* by the windows. A customer on a lunch break searching for her last name in the paper tags peeking out of on-hold books. A child reading "Unicorns Don't Love Rainbows" to Shetland Sheepdog Bohdi, one of our Paws to Read canines.

But you'll also find Novant Health community health workers, University of North Carolina at Charlotte Master of Social Work interns, and Mecklenburg County workforce development experts. **The Library has become the conduit to life-changing resources via its robust community partnerships** – making the necessary accessible and underscoring the second part of the Library's mission: to build a stronger community.



right: Linda Lockman-Brooks (L) and Dr. Jerome Williams (C) with Teleia White (R) at Novant Health Wellness Hubs press conference at Hickory Grove Branch

N NOVANT[®]
HEALTH

The Novant Health Wellness Hubs at CMLibrary

An innovative pilot program launched this summer to bring healthcare resources to neighborhoods lacking access to primary care facilities. With a dedicated on-site community health worker, customized health education series, and mobile units offering health screenings and vaccinations, the Novant Health Wellness Hubs will serve as an innovative model for eliminating barriers to health care access and resources via the public library.

- The first two hubs launched at the Hickory Grove and West Boulevard branches.
- Residents of Hickory Grove and West Boulevard neighborhoods were surveyed to discover what services would be most beneficial to their communities.
- Novant Health's \$1 million investment in the partnership includes a \$500,000 gift to the CommonSpark campaign and \$500,000 in in-kind support for program and service delivery over the next five years.



TO LEARN MORE VISIT:
foundation.cmlibrary.org/news/novant-health-partnership



UNC Charlotte School of Social Work Interns at CMLibrary

Last fall the Library's first Masters of Social Work intern Miosha Johnson help blaze a much-needed trail — developing a program to meet the psychosocial needs of Library staff and the people they serve. "Libraries are trusted places in every community," said Dr. Elizabeth Wahler, Ms. Johnson's adviser, UNC Charlotte department chair, and a leading researcher of the impact of social work collaborations in libraries, "They're places where one's humanity is recognized and valued." Chief Librarian and CEO Marcellus Turner became an enthusiastic supporter of social workers as part of a library team after witnessing firsthand the success of a similar model at the Seattle Public Library.

- The first cohort will intern at *ImaginOn, Plaza Midwood and Independence branches and with the Library's Outreach team starting this fall.*
- The first semester will focus on *assessment and identifying strategies to help librarians respond to patron needs; the second will center on developing programming for the community and building neighborhood partnerships.*
- A primary focus will be *the needs of teens and unhoused community members.*



TO LEARN MORE VISIT:
foundation.cmlibrary.org/news/unc-charlotte-partnership

below: Miosha Johnson's advanced year practicum focused on library-based social work and formed the foundation for the current internship program



Charlotte Works Job Help Centers

Charlotte Works runs a workforce development board that helps to engage and empower Mecklenburg County's job seekers, businesses, and communities. Starting in Spring 2023 Charlotte Works will be partnering with the Steele Creek branch to establish an in-house help center and learning programs — all free of charge. David Sniffin, program manager in workforce development at CMLibrary, said the partnership will include training in workforce development basics to better prepare frontline staff when assisting customers.

- The centers will include programs exclusively designed for youth and young adults ages 16-24 to support their future career aspirations.
- From resume assistance to career counseling, Charlotte Works aids those looking to make a career transition or a higher paying job.
- In addition to the Charlotte Works collaboration, Verizon provided funding to train and certify Library staff in all branches through NCWorks using the National Career Development Association curriculum.



TO LEARN ABOUT THE VERIZON GRANT VISIT:
foundation.cmlibrary.org/news/verizon-job-help-centers

"In the past libraries would hand you a book or point you to a database.

Libraries of today introduce you to subject matter experts who strengthen the fabric of our communities."

MARTHA YESOWITCH

Community Partnerships Manager
Charlotte Mecklenburg Library

Over \$16 million raised for Library advancement

Foundation supporters continue to fuel ongoing initiatives and ignite innovation. Here are the highlights.

YOUR ANNUAL GIFT IMPACT



FY22 ANNUAL CONTRIBUTIONS

\$1,227,638

Community Read

The Library's month-long event *Community Read* inspires an active dialogue through discussions, book clubs and events hosted with community partners. The Library Foundation provided funds to ensure all community members had access to this year's selections. Over 4,500 additional books, eBooks and audiobooks were added to the collection.

Branch Enhancements

From popsicles to powered study bars, your gifts helped fund facility upgrades and provided programming supplies.

Mobile Library

The Mobile Library (known as "MoLi") hit the road this year to connect people of all ages to the Library by lowering access barriers to our services. MoLi is more than a book mobile; the Library-on-wheels brings free WiFi and a mobile technology cart equipped with laptops, tablets and more.

Digital Inclusion

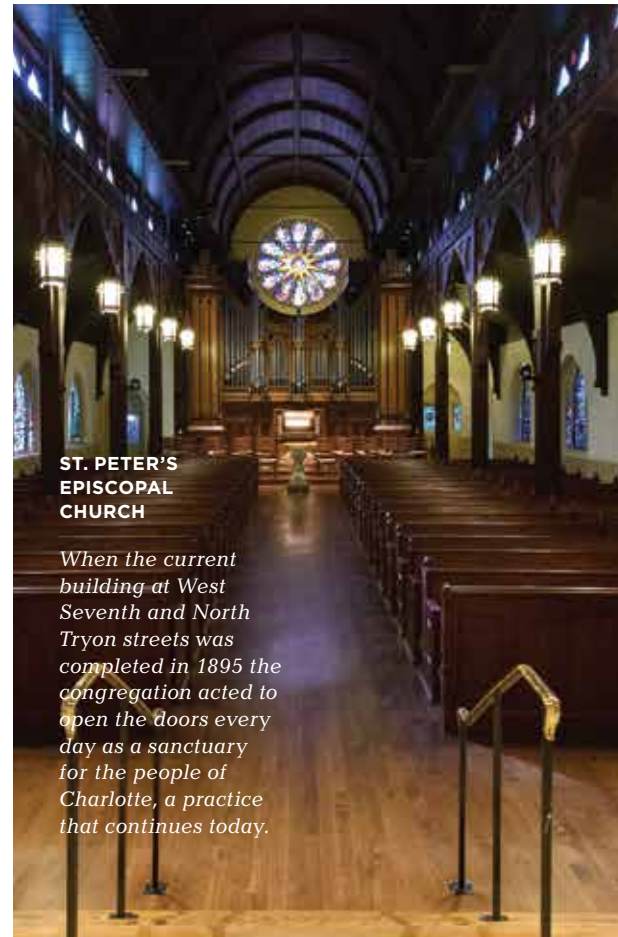
Eliminating barriers to technology and digital access continues to be a core focus of the Foundation. The Library's digital branch provides access 24/7 while the MeckTech initiative began distributing 20,000 refurbished laptops to adult residents with informational or educational need.

Summer Break

Summer Break is the Library's learning program, combining reading with a variety of other fun and educational activities. Community participants read 9.1 million minutes this past summer — 2 million more than last year! Your dollars help activate this popular and beneficial reading challenge.

ImaginOn Summer Exhibit

Some Assembly Required exhibit invited children and families to engage in fun and challenging activities that help foster the development of key social-emotional skills. The 1,200-square-foot display created in partnership with Build-A-Bear Workshop, Inc. attracted thousands to ImaginOn this summer.



**ST. PETER'S
EPISCOPAL
CHURCH**

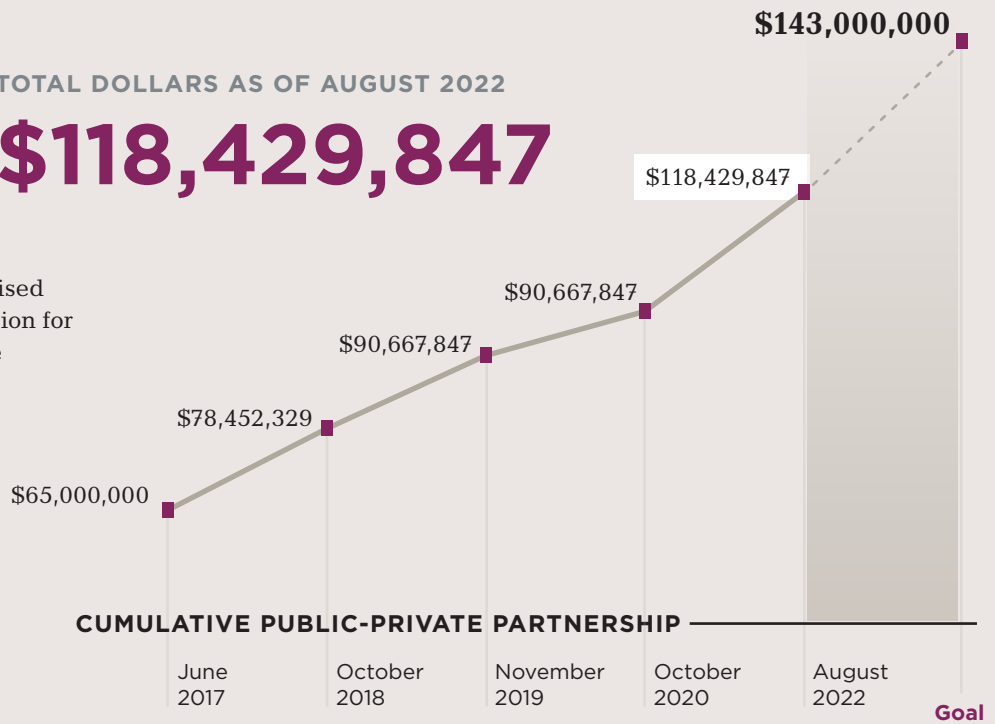
When the current building at West Seventh and North Tryon streets was completed in 1895 the congregation acted to open the doors every day as a sanctuary for the people of Charlotte, a practice that continues today.

YOUR CAMPAIGN GIFT IMPACT



TOTAL DOLLARS AS OF AUGUST 2022

\$118,429,847



During FY22, more than \$15 million was raised toward the comprehensive goal of \$143 million for a total raised-to-date of \$118,429,847 for the CommonSpark campaign — 83% to goal.

The CommonSpark addresses an integrated set of needs including: a new Main Library with an innovative combination of resources, collaborative spaces, technology, and cultural experiences; Library Administration Center; systemwide technology, innovation and programming; an endowment for future needs; and annual operating support.

To learn more about the CommonSpark Campaign, please contact Jenni Gaisbauer at 704.416.0801 or jgaisbauer@cmlibrary.org.

DONOR SPOTLIGHT

St. Peter's Episcopal Church

While a church might not seem like a likely contributor to a library capital campaign, Rev. Jacob Pierce sees many affinities between the two institutions.

"We are neighbors supporting neighbors," he said regarding the congregation's generous donation to the CommonSpark campaign, "Our shared history — with St. Peter's opening in 1834 and the Library in 1903 — bind us together on Tryon Street. We feel we are the heart of Charlotte."

"Particularly since the pandemic it's been so important for our members to reclaim a sense of place," Rev. Pierce, St. Peter's rector since 2017, notes that churches have traditionally been places where the community can easily gather and feel welcome.

"A church is one place to do that. And so is the Library."



Rendering of new Main Library entrance on Tryon Street

FY22 NOTABLE GIFTS

- Novant Health
- The Tepper Foundations
- The Estate of Doris Anne Bradley
- St. Peter's Episcopal Church



THIS SPRING 2023...

The CommonSpark is hitting the road, bringing a traveling festival of Library delights for adventurers of all ages. We hope you'll join us when we touch down at your local branch. Look for details of our community launch event coming soon!

CHARLOTTE MECKLENBURG LIBRARY
FOUNDATION

foundation.cmlibrary.org
704.416.0803

300 E. 7th Street, Charlotte, NC 28202



Become a Library
advocate with your

GiFT

GIVE LIKE A TORTOISE *intentional & steady*

An investment in the Library Foundation as part of your estate plan allows you to support what you love long into the future. Make a lasting impact through a retirement account, will, insurance policy or other avenues.

Need some guidance? Register for our Introduction to Estate Planning seminar on Oct. 27. Details on our website.

GIVE LIKE A HARE *quick & consistent*

For less than the cost of most Kindle downloads on Amazon, a \$5 monthly gift or more powers and amplifies the Library Foundation's successes. Your gift is a vote of confidence in the Library's place in our community. If you're already using the Library's resources — even just one e-book on Libby — it's tangible proof that those who give also receive.

The Charlotte Mecklenburg Library Foundation exists to help the Charlotte Mecklenburg Library improve lives and build a stronger community. The Foundation supports Library services, expands the Library's collection of print and digital materials, enhances programming for all ages, invests in innovative initiatives and strives to grow its endowment for future generations.

