



We the People!
National Library Week
April 9 to April 16

Return Service Requested

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Rochester Public
Library Foundation



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Wit, Wisdom and Wine 2005 Has Record Attendance

In spite of fierce competition from an “Opening” at the Rochester Art Center, a concert by British Export, and bull riding at Mayo Civic, Wit, Wisdom and Wine exceeded previous years attendance and net revenue by a comfortable margin. Hot tickets for the evening were Tim Penny, (who indicated that he would be happy to do a return engagement), followed by the usual suspects, Dr. Charles



Tim Penny

Abboud, (Middle East) Mike Cords, (Wine) Jim Russell, (Consequences of World War I) and Father Nick, (Just Keep the Change).

The excellent wine from Andy’s held up but the great hors d’oeuvres from Daube’s didn’t last long. We had several couples sign up at the last minute (welcome to Rochester).

One of many great items that brought some active bidding at the silent auction was a beautiful hand carved mahogany settee from the Jepara region of Indonesia. The piece was donated to the event by the always generous **Ann Haddorff** of the Chateau Ste Giverny Care Center. It

sold for \$400.00.

It seems the Library Foundation has a unique and popular format for a fund-raiser. People like the educational/informational approach and they also have a nice evening out.

Special thanks go to **Cynthia Daube** and **Don De Keyrel** who kindly donated radio advertising air time from Daube’s Bakery and from Construction Partnership Inc. to promote our event. Cynthia also recorded the radio ad at KNXR with Roy Achter. Thank you to the sponsors of Wit, Wisdom, and Wine 2005: **Yaggy Colby Associates**, **Construction Partnership**, and **Davies Printing**.

Libraries Change Lives



Harry and Delores
Swedlund

Harry and Delores Swedlund are annual donors to the Rochester Public Library Foundation and are avid library users. The Swedlunds consider the library to be a wonderful place. They already own “a houseful of books” so they seldom buy books anymore, and yet they love reading. Harry recalls that growing up in Minneapolis with a branch library less than a block and a half away instilled in him an early love of libraries. Harry’s mother shared her love of reading with him too. She had a 1920 thumb indexed edition of Shakespeare’s Collected Works and it was quite worn, so she had it rebound and she gave it to Harry as a gift. It is one of his favorite books, and he often takes it with him on vacations. His other favorite book is Don Quixote. He says that it is “endlessly entertaining” and he has read it several times. Harry is a member of the *Literature into Film* book discussion group at Rochester Public Library. A highlight was discussing Don Quixote with the group. In fact, a gentleman from Spain attended the group discussion and shed a great deal of new light on the book for Harry.

The Swedlunds give appreciated shares from a mutual fund to the Rochester Public Library Foundation. “There is a tax advantage to this,” Harry explained, “You can get an income tax deduction for the full amount of the gift without having to pay capital gains tax on appreciated shares or stocks (or property for that matter), so it’s a way to reduce your tax liability and at the same time donate to a worthy cause.” Harry and Delores are savvy and conscientious donors; they even subscribe to the *American Philanthropy Institute Newsletter* which ranks nonreligious charitable organizations. They consider the Rochester Public Library Foundation to be a worthwhile recipient of their philanthropic investments.

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The Endowment Fund Empowers Library Users

The endowment fund began in November 2002 with a gift of \$250,000 from Mayo Clinic. 2004 was the first year the Foundation allocated proceeds from the endowment fund to the library. Foundation funds enabled the library to:

- begin a collection of storytime kits for child-care providers in our community
- increase foreign language collections for all ages, both in number of items available and number of languages
- increase the audio book collection

This year the Foundation Board allocated \$21,944 in endowment fund proceeds to the library, compared to \$13,542 in 2004. At its January meeting, the Library Board approved funding for the following projects which meet the objectives established by the Foundation:

- User Needs Assessment: **\$10,900** – a professional marketing company will conduct a comprehensive survey to determine community needs
- Additional storytime kits: **\$3,800** – the library received very positive feedback on the storytime kits and wants to continue expanding this project
- Rochester Reads: **\$3,000** – the library joins with other organizations and businesses to present a one community-one book program
- Audiobooks: **\$2,000**
- Expansion of book discussion kits: **\$1,300** – “Book Group in a Bag” kits take all of the hassle out of book discussions.
- Somali orientation video/DVD: **\$944** – in 2004 the library received a grant to produce a video orientation to the library in the Somali language. Foundations funds will supplement the grant.

Thank you for your continued support!

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Ways To Contribute

The Foundation's mission is to raise private funds for educational and informational resources and projects in a manner that does not diminish the need for strong public funding.

Endowment Fund - In 2002, the Mayo Clinic took a leadership role in demonstrating its commitment to the public library by contributing \$250,000 to establish the Foundation's endowment fund. Donations to this fund may be cash, stock/bonds/other assets, or naming the Rochester Public Library Foundation as a beneficiary in a will. In addition, Mayo

Clinic has established a challenge grant that each year for five years, will match, dollar for dollar, every gift up to \$50,000 made to the Foundation. The Foundation met this challenge in 2003 and 2004.

As of December 31, 2004, the balance in this fund was \$576,552. In December of each year, the Foundation Board determines the amount of money from this fund to be given to the library, with a target goal of 5% of the market value. The Library Board then determines how this money will be spent.

Book-A-Year Endowment Fund - For a gift of \$500, a book in your name, or the name you designate, will be purchased each year in perpetuity for the Rochester Public Library. Your gift will be acknowledged with a nameplate. To date, 62 Book-A-Year donations have been received and 216 books purchased.

Annual Fund Drive - Each year the Foundation conducts a mail campaign. The main focus of this campaign is donations for books and other circulating materials and programming. In March 2005, the Foundation presented the library with \$27,318 in 2004 Fund Drive proceeds; \$615 was designated for programming, and the remainder will be used to purchase library materials. Watch for the annual fund drive mailing in May.

Memorials/Honors - Library supporters may make donations to honor the special people in their lives or in memory of a special person. Gifts are used to purchase books and other circulating materials for the library. The names of donors are also included in a memorial book on display on the main floor of the library.

Wit, Wisdom & Wine Annual Fundraiser - Wit, Wisdom & Wine is an annual fundraiser which takes place in January. The event consists of twelve educational and informative speakers, followed by a silent auction and refreshments.

In 2005, \$9750.00 was raised by the Wit Wisdom and Wine Fundraiser. These proceeds will be used to support the mission of the Rochester Public Library Foundation.

The Friends of the Rochester Public Library is a separate organization that supports the public library. Two main fundraising methods are an annual membership drive in September, and proceeds from the *Friends Used Book Store*. Proceeds from the book store in 2004 were \$40,000 and were presented to the library at the January board meeting.

For more information please call Carrie Farrow at (507) 287-2626 or e-mail: cfarrow@rochester.lib.mn.us

I would like to give: \$10,000 \$5,000 \$2,500 \$1,000 \$500 \$250 other

Please make checks payable to Rochester Public Library Foundation

\$500 for Book-A-Year Program Name for bookplate _____

In honor of / In memory of _____

My gift will be matched by _____

Donor listings & acknowledgements My name may be included Please do not include my name

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Thank you for your tax-deductible support of the Rochester Public Library Foundation.