



MLA Foundation 1999

April 2000

Vol. 1, Issue 1

A Year of Progress

2000 CAMPAIGN

1999 was a successful year for the Minnesota Library Association Foundation (MLAF) and we're looking for your support again in 2000.

In 1999, donations of individuals and institutions from across the country poured into the Foundation. Many individuals continue to support the Foundation based on past works, while others choose to donate in the names of loved ones or colleagues who passed away during the year.

By year's end, the donations totaled approximately, \$15,000. The Board sees bigger and better things for 2000—including providing enhancement grants to Minnesota Libraries and hosting the Twins Day again.

Continue reading for details about the past year and we hope you'll be inspired to donate again this year. Just complete the donation card below and mail it to the MLA Office: 1619 Dayton Avenue, Suite 314, St. Paul, MN 55104

TWINS DAY

Minnesota libraries were honored in pre-game ceremonies held before the July 28 game between the Minnesota Twins and the Oakland A's. Children 14 years old and younger attending the game received the 1999 version of the "Read Every Chance You Get" poster produced courtesy of the Learner Publishing company. Five thousand posters were distributed before the game. Posters and bookmarks are available to all MLA members. Call 651.641.0982 for more information.

2000 BOARD DIVES INTO WORK

The 2000 Board of Directors has a number of new faces for the Foundation, along with seasoned veterans. The Foundation President is Brett Waldman, President of The Bookman. Elaine Lilly serves as Vice President, while Lucy Lowry continues as Secretary. Other board members are: Mark Chasteen, Burt Cohen, Linda DeBeau-Melting, Sue Hall, Karen Nelson Hoyle, Al Kaufmann, Beth Kelly, Jonathon Lazear, Bob Rohlf, and Randy Royals.



MLA Foundation

1619 Dayton Ave. #314
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Phone: 651.641.0982
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Email: mla@mr.net

Volume 1, Issue 2
December 2000

Enhancement Grants Launched

Beginning in the year 2000, the Foundation awarded competitive grants to fulfill its mission of enhancing the services of Minnesota libraries. Enhancement Grants support innovative programming that is not a part of basic library service.

The first round of MLAF Library Enhancement Grants drew 15 proposals from throughout the state, from Marshall to Silver Bay, from Buhl Public Library to the State Law Library. A total of \$43,857 was requested; \$10,000 was available for awards.

All applicants demonstrated a keen awareness of their community's needs and a commitment to addressing those needs. MLAF will work to expand the funds available to this grant program, and we invite library supporters to join us by making a tax-deductible contribution.

Successful projects:

- measurably enhance library services for the community served by the applicant,
- serve as models for other libraries,
- include a means of increasing public awareness of library services, and
- demonstrate to current and potential donors the impact of Enhancement Grants for the populations served by MLAF grant recipients.

Library Computer Upgrade

Buhl Public Library Award: \$3,406

This proposal provided a snapshot of a resilient community and its public library. The library has an internet connection and web site, but patrons and staff share one outdated computer. Project goals are to improve the visual quality of the library/community newsletter and allow the librarian to work without depriving patrons of access to equipment and information. The grant helps to support a software upgrade and purchase of a computer, scanner, and printer.

LIVE! at the DL Library: Writing Workshops

Detroit Lakes Public Library / Becker County Friends of the Library Award: \$1,300

The library's literary series will be supplemented with writing workshops for all ages, including attention to world cultures, to a variety of writing formats, and construction of accordion books for participants' work. Grant funds support author fees and travel.

Books on Tape Library Collection

MN Correctional Facility, Lino Lakes
Award: \$988

This pilot project will benefit inmates who are new readers and provide current library users with a new resource. New readers "are frustrated and embarrassed by the fact that they cannot read the books being read by their peers." Those who choose books on tape will complete a written report form; the library will document and evaluate the project.

Marketing to Underserved Populations

State Law Library Award: \$2,806

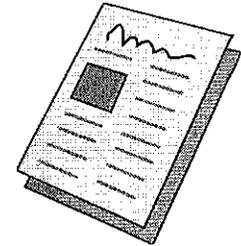
The Minnesota State Law Library will market its services to self-represented litigants and small-firm/solo practitioner attorneys through a letter campaign to small law offices and a poster for public libraries, with the theme "First Rung on the Ladder of Justice."

"Thank you for selecting the So. St. Paul Public Library to receive an enhancement grant. The staff is looking forward to turning our plans into reality."

Teen Area

South St. Paul Public Library Award: \$1,500

The library plans to create a young Adult/Teen Area and will restructure its collection to create the new space. Grant funds for this creative, low-cost initiative will support purchase of colorful furniture and cushions, a neon "Teen Area" sign, an information kiosk, and supplies.

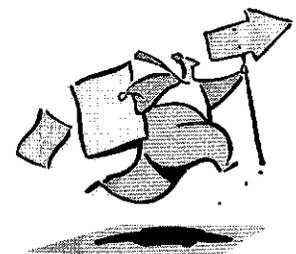


Inside this issue:

2000 Campaign

Library Day

Foundation Facts



2000 Campaign

This past year was filled with continuing support from Foundation contributors and a very successful Silent Auction at the Minnesota Library Association Annual Conference in St. Paul.

MLAF sold almost \$350.00 in *Library Day with the Twins* posters, bookmarks, and trading cards.

Individual Contributions topped out at more than \$5,600.00 by December 31.

Contributions from corporations, other foundations, and organizations totaled almost \$3,200.00

And finally, the Silent Auction held in late

September at Touchstone Energy Place at RiverCentre brought in more than \$2,600.00.

All in all, the Foundation raised almost \$12,000.00 in 2000.

2001 promises to be a bigger and better year as MLAF looks to award our second round of Enhancement Grants, host Library Day with the Twins, and explore additional fundraising opportunities.

Library Day with the Twins

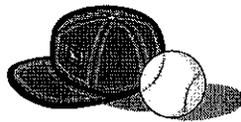
Minnesota libraries were honored in pre-game ceremonies held before the Twins vs. Kansas City Royals August 17th game. Children 14 years old and younger attending the game received the 2000 version of the "Read Every Chance You Get" poster produced courtesy of the Learner Publishing company. Five thousand posters were distributed before the game.

A child from the Lake Agassiz Regional Library System threw out the first pitch. Four other children (one each from East Central Regional Library, MELSA, Northwest Regional Library, and Plum Creek Library Systems) met the players in the dugout and collected autographs. Finally, a group from the Viking Library System sang the National Anthem.

Every child 16 years and younger attending game receives a "Read Every Chance Get" poster. The multi-colored posters feature five Twins team members: outfielders Chad Allen, Torii Hunter, and Jacques Jones; third baseman Corey Koskie; and pitcher Joe Mays.

Past posters have featured well-known Twins Kirby Puckett, Terry Steinbach and Paul Molitor with Minnesota school children.

Minnesota Library Day is an annual opportunity to promote libraries and reading.



THIS ANNUAL EVENT:

Highlights the importance of reading to the citizenry of Minnesota.

Promotes the enrollment in summer reading programs sponsored by the Children and Young Person's Subunit of MLA.

Raises funds for the Association's Foundation, which distributes funds to libraries in need.

Foundation Facts

History

The Minnesota Library Association Foundation was established in January 1996. The Foundation is classified by the IRS as a charitable organization with a 501(c)(3) tax status.

Mission

To benefit the community by raising, managing and distributing funds to enhance the services of Minnesota libraries and increase public awareness of library services and service providers.

Priorities

First, a priority for the Foundation is to assist with funding educational programs of the Minnesota Library Association - a professional membership organization that includes librarians, library workers, library institutions, students, trustees and library advocates. The association is experiencing tremendous change due in part to the rapid growth in technology. Libraries are experiencing budget constraints and cannot keep pace with the educational needs of the library staff. The association employs one full-time executive director and one part-time staff to facilitate the needs of 1,100+ members and assist with the foundation's needs.

Second, a statewide reading campaign initiated by the Children and Young People's Section of MLA is currently being managed by the Foundation. Lerner Publishing and the Minnesota Twins formed a partnership with MLA and the Foundation to create a series of three posters, book marks, trading cards and bill boards promoting the importance of reading. All production costs have been donated through the foundation and the Foundation is the recipient of the sales.

Finally, a growing priority for the Foundation is to provide greater support for Minnesota libraries with expanding grant opportunities and resources.



MLA Foundation 2000

December 2000

Vol. 1, Issue 2

History

The Minnesota Library Association Foundation was established in January 1996. The Foundation is classified by the IRS as a charitable organization with a 501(c)(3) tax status. Current Officers include: Brett Waldman, President; Elaine Lilly, Vice President; and Lucy Lowry, Secretary. Other board members are Mark Chasteen, Burt Cohen, Linda DeBeau-Melting, Sue Hall, Karen Nelson Hoyle, Al Kaufmann, Beth Kelly, Jonathon Lazear, Bob Rohlf, and Randy Royals. The Executive Director of the Minnesota Library Association serves as an ad hoc member of the Board of Directors.

Purpose/Mission

The Mission of the Minnesota Library Association Foundation is: *To benefit the community by raising, managing and distributing funds to enhance the services of Minnesota libraries and increase public awareness of library services and service providers.*

Current Priorities

A priority for the Foundation is to assist with funding educational programs of the Minnesota Library Association - a professional membership organization that includes librarians, library workers, library institutions, students, trustees and library advocates. The association is experiencing tremendous change due in part to the rapid growth in technology. Libraries are experiencing budget constraints and cannot keep pace with the educational needs of the library staff. The association employs one full-time executive director and one part-time staff to facilitate the needs of 1,100+ members and assist with the foundation's needs.

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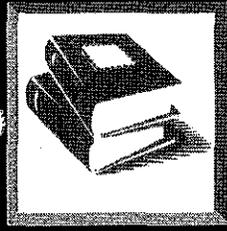
Sales = \$347.50
Individual Contributions = \$5683.04
Corporate Contributions = \$500.00
Foundation Contributions = \$1482.00
Organization Contributions = \$1186.00
Silent Auction = \$2665.50
TOTAL = \$11864.04

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Minnesota Library Day is an opportunity to promote libraries and to promote reading. The event will happen again in 2000.



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Volume 2, Issue 1
March 2001

MLA @Your Library

As you know, today's libraries — while places of learning, innovation and opportunity — also face challenges. While libraries are popular, they are often taken for granted. While libraries are ubiquitous, they are rarely visible. And, while libraries are unique, they are facing new challenges.

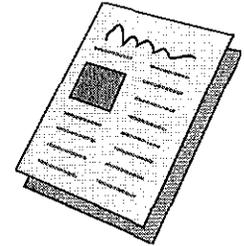
Out of these challenges was born The Campaign for America's libraries, a five-year commitment, sponsored by the American Library Association, to speak loudly and clearly about the value of libraries and librarians to our communities, schools, academic institutions, and businesses, as well as to our society, democracy, and the new digital age.

Libraries are popular.
Libraries are everywhere.
Libraries are unique.

Based on research and crafted to target key audiences, The Campaign for America's Libraries will educate consumers that libraries are dynamic, modern community centers for learning, information and entertainment. The campaign is designed to increase awareness about the vibrancy, vitality and real value of today's libraries, to galvanize public support and influence public policy.

While the campaign is national in scope, the "riches" that will bring the campaign to life and make it even more relevant to target audiences — the "real life" stories and programs illustrating how libraries and librarians positively impact each and every individuals' personal lives — will come from the grassroots.

MLA and the MLA Foundation are incorporating the national @ Your Library campaign into statewide events and seminars, including the Annual Conference to be held October 10-12, 2001 in St. Cloud, MN.



Inside this issue:

@ Your Library

2001 Campaign

Quotable Quotes

MN Library Association Foundation 2001 CAMPAIGN

YES! I'd like to contribute to the Foundation!

Enclosed is my gift:

\$100 \$50 \$25 Other: \$ _____

Name:

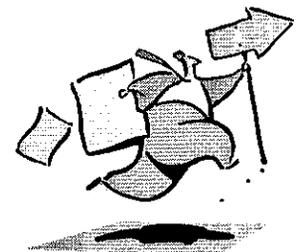
Address:

Please make checks payable to:
MLAF

All gifts are tax-deductible to the full extent of the law.

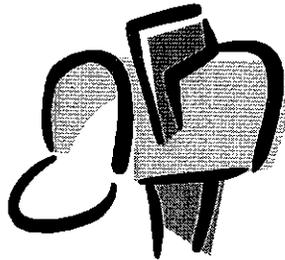
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2001 Campaign

As of March 31, the 2001 MLAF Campaign has raised more than \$1,200. More than 75 individuals, Friends groups, foundations, and corporations have contributed to the Foundation.



Quotable Quotes

There is not such a cradle of democracy upon the earth as the Free Public Library, this republic of letters, where neither rank, office, nor wealth receives the slightest consideration.

—Andrew Carnegie

Getting my library card was like citizenship; it was like American citizenship.

—Oprah Winfrey

What in the world would we do without our libraries?

—Katharine Hepburn

My childhood library was small enough not to be intimidating. And yet I felt the whole world was contained in those two rooms. I could walk any aisle and smell wisdom.

—Rita Dove

The richest person in the world. In fact all the riches in the world — couldn't provide you with anything like the endless, incredible loot available at your local library. You can measure the awareness, the breadth and the wisdom of a civilization, a nation, a people, by the priority given to preserving these repositories of all that we are, all that we were, or will be.

—Malcolm Forbes

My alma mater was books, a good library.

—Malcolm X

What libraries give you are all three tenses — the past tense — the present tense in which we live — and the future that we can only imagine.

—Pete Hamill

As a child, I loved to read books. The library was a window to the world, a pathway to worlds and people far from my neighborhood in Philadelphia.

—Ed Bradley

When I was young, we couldn't afford much. But, my library card was my key to the world.

—John Goodman

We all love to hear a good story. We save our stories in books. We save our books in libraries. Libraries are the storyhouses full of all those stories and secrets.

—Kathy Bates

The best thing about the library is that it is available not only to me, but to everyone. It does not discriminate. It makes itself available to those who want to use it.

—David Horowitz

Libraries store the energy that fuels the imagination. They open up windows to the world and inspire us to explore and achieve, and contribute to improving our quality of life. Libraries change lives for the better.

—Sidney Sheldon

I'm of a fearsome mind to throw my arms around every living librarian who crosses my path, on behalf of the souls they never knew they saved.

—Barbara Kingsolver

When I got my library card, that's when my life began.

—Rita Mae Brown

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Volume 2, Issue 2
June 2001

What is Library Development & Services?

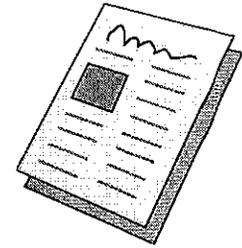
Library Development and Services, Minnesota Department of Children, Families and Learning, is Minnesota's state library agency. The mission of the office is to lead the library community in the pursuit of full and efficient library service for every Minnesotan.

Some Functions of LDS:

- Leadership, consultation and promotion of library and information services.
- Administering federal and state grant programs including.
- Operation of library services for blind and physically handicapped persons.
- Facilitation of communication and networking.
- Interagency and intra-agency collaboration, coordination and cooperation.
- Statewide planning, policy development, research and dissemination.
- Providing library/information services for the library and education communities.

Some Responsibilities of LDS:

- Studies and plans for public library development, multitype library cooperation, and statewide interlibrary cooperation involving all types of libraries.
- Providing advice on library development to library personnel, library trustees, public officials, Friends of Libraries organizations and other interested groups.
- Administration of state appropriations and federal funds for grant programs for public library services, multitype library cooperation, public library construction, public library accessibility, children's library services collaboration, librarians of color and interlibrary cooperation and networking.
- Planning and conducting the state's program for the continuing education of library trustees and library personnel.
- Publication of information relating to library development in Minnesota, including the monthly Minnesota Libraries News.



Inside this issue:

Library Development & Services

2001 Campaign

Libraries in Minnesota

MN Library Association Foundation 2001 CAMPAIGN

YES! I'd like to contribute to the Foundation!

Enclosed is my gift:

___ \$100 ___ \$50 ___ \$25 Other: \$ _____

Name:

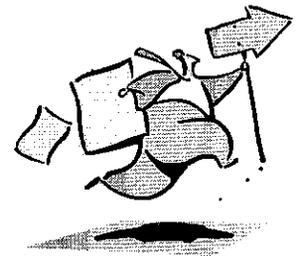
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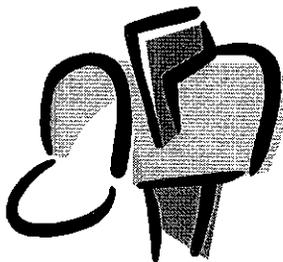
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2001 Campaign

As of June 29, the 2001 MLAF Campaign has raised more than \$3,160. More than 120 individuals, Friends groups, foundations, and corporations have contributed to the Foundation.



All the Libraries in Minnesota

Minnesota is a state where everyone is entitled to public library service with libraries designated and publicly funded to serve them. Wherever you live in Minnesota, it's likely there is a public library or bookmobile stop nearby. Students have a school library media center or a college or university library to support their formal education and research needs. Many Minnesota corporations, hospitals, government agencies, and other organizations maintain specialized libraries for their employees, members or customers. *Descriptions of the types of libraries in Minnesota follows:*

Academic: In Minnesota, publicly and privately supported academic libraries work together in a broad based network to share their resources with one another and with residents throughout the state. The University of Minnesota Libraries and its campuses, along with State Universities, Community Colleges, Verdara Colleges, and Private College libraries make available over 20 million resources of all types to the citizens of Minnesota through their local public, academic, or special library.

Public/Regional Systems: A public library or public library system provides access to library service to all residents of the governmental unit(s) that provide(s) for its financial support. In Minnesota, 100% of the state's population has public library service. All but .5% of the population are served by libraries participating in regional public library systems. Under the Minnesota Library Reciprocal Borrowing Compact, public library card holders can use their library cards at almost any public library in the state.

School Media Centers: The most numerous of library outlets in the state are in elementary and secondary schools. School library media centers emphasize core materials meeting student needs. Staff select titles for their support to local curricula. School library media generalists are teachers of students, helping them develop information skills, and partners with other instructional staff.

State Government: The Capitol Area Library Consortium (CALCO) comprises twenty-three libraries and information centers serving the executive, legislative, and judicial branches of Minnesota state government, and the citizens of Minnesota.

Special Libraries: Besides state government libraries, other special libraries serve the missions of their parent organizations. They can be found in public and private sectors such as corporations, historical societies, hospitals, law firms and law courts, or wherever information and research are important to the endeavors of organizations.

Multitype Library Cooperation Systems: Minnesota's multitype library cooperation systems bring all kinds of libraries together. This program came into existence as a result of enabling legislation in May 1979. By the end of the year the whole state emerged into seven multitype systems organized for the expressed purpose of developing common ways for libraries of different types to work together.

**Information provided by LDS.*

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Mission

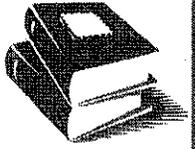
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Volume 2, Issue 3
September 2001

2001 Enhancement Grants Awarded

The Foundation has awarded its second round of Enhancement Grants to Minnesota libraries. The Foundation awarded competitive grants to fulfill its mission of enhancing the services of Minnesota libraries. Enhancement Grants support innovative programming that is not a part of basic library service.

The second round of MLAF Library Enhancement Grants drew 6 proposals from throughout the state, from Fergus Falls to Elbow Lake, from Marshall-Lyon County Library to Concordia University. A total of \$21,057 was requested; \$10,000 was available for awards. All applicants demonstrated a keen awareness of their community's needs and a commitment to addressing those needs. MLAF will work to expand the funds available to this grant program, and we invite library supporters to join us by making a tax-deductible contribution.

Successful projects:

- measurably enhance library services for the community served by the applicant,
- serve as models for other libraries,
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- demonstrate to current and potential donors the impact of Enhancement Grants for the populations served by MLAF grant recipients.

ARK Book Club, North Mankato Taylor Library Award: \$632
Contact: Lucy Lowry, Library Director / e-mail: libtnm@tds.lib.mn.us

1001 Belgrade Avenue, North Mankato MN 56003 507-345-5120
The ARK (Adults Reading with Kids) Book Club will focus on pre-adolescent children and their parents/guardians by providing a non-threatening, interesting, fun activity for child/parent duos that encourages reading and keeps the lines of communication open. Each duo will be provided with two books/month to read and discuss together and with the larger reading group. ARK aims to maintain the love of reading for children in their pre-adolescent years and provide families with an activity they can do together.

MN Library Association Foundation 2001 CAMPAIGN

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Enclosed is my gift:

___ \$100 ___ \$50 ___ \$25 Other: \$ _____

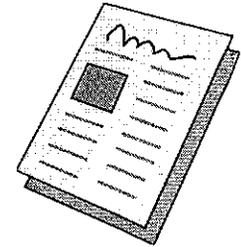
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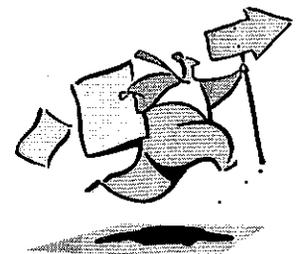
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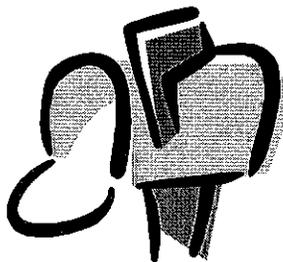
Enhancement Grants

2001 Campaign



2001 Campaign

As of August 31, the 2001 MLAF Campaign has raised more than \$6,000. More than 150 individuals, Friends groups, foundations, and corporations have contributed to the Foundation.



Enhancement Grants Continued

Library Awareness, Thorson Memorial Library Award: \$3,368
Contact: Gail Hedstrom, Library Director / e-mail: library@runestone.net
 117 Central Avenue, P.O. Box 1040, Elbow Lake MN 56531 218-685-6850

This series of innovative and intense marketing campaigns will greatly increase public awareness about libraries and the services they provide—thereby increasing the number of patrons. They will also focus on removing some barriers—language, misconceptions, a lack of knowledge about library services—that keep some individuals from using the library. This program will specifically target Spanish-speaking community members and children.

Middle Ground, Fergus Falls Public Library Award: \$2,000
Contact: Walt Dunlap, Library Director / e-mail: wdunlap@fergusfalls.lib.mn.us
 205 East Hampden, Fergus Falls MN 56537 218-739-9387

The Fergus Falls Public Library is attempting to better serve youngsters at the middle school age level, students in grades five through eight. Traditionally difficult to serve, these young people can use the library as a “middle ground” between the demands of their school and the expectations of their families. The library will also supplement current print materials with a new collection of audio cassette/book combinations, especially those from the Minnesota “Accelerated Reading” list.

Books on CD - A New Collecton, Marshall-Lyon County Library Award: \$4,000
Contact: Richard MacDonald, Library Director / e-mail: richardm@marshallmn.com
 301 West Lyon Street, Marshall MN 56258 507-537-7003

Following a series of seven community Focus Group meetings, the Marshall-Lyon County Library discovered a general wish for the creation of a Books on CD Collection. With this grant, the library is able to answer the call from the community and immediately provide the CDs to library patrons. After the collection is established, there will be an increase in overall circulation and library usage—such a collection will result in new library users.

**THANK YOU FOR
YOUR CONTINUING
SUPPORT!**

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To benefit the community by raising, managing and distributing funds to enhance the services of Minnesota libraries and increase public awareness of library services and service providers.

Priorities

First, a priority for the Foundation is to assist with funding educational programs of the Minnesota Library Association - a professional membership organization that includes librarians, library workers, library institutions, students, trustees and library advocates. The association is experiencing tremendous change due in part to the rapid growth in technology. Libraries are experiencing budget constraints and cannot keep pace with the educational needs of the library staff. The association employs one full-time executive director and one part-time staff to facilitate the needs of 1,100+ members and assist with the foundation's needs.

Second, a statewide reading campaign initiated by the Children and Young People's Section of MLA is currently being managed by the Foundation. Lerner Publishing and the Minnesota Twins formed a partnership with MLA and the Foundation to create a series of three posters, book marks, trading cards and bill boards promoting the importance of reading. All production costs have been donated through the foundation and the Foundation is the recipient of the sales.

Finally, a growing priority for the Foundation is to provide greater support for Minnesota libraries with expanding grant opportunities and resources.