

Connection. Collaboration. Creativity.

GOOD NEWS: A letter from the WPLF



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You make a difference!

As we celebrate the new year, we are most grateful to those — like you — who provide financial support to the Wichita Public Library Foundation. Your contributions make a real difference in the number of services and programs the library can provide our community. In 2019 more than 5,400 programs were offered throughout the library system — a significant increase over 2018.

The focus of 2019 was to identify key strategies to increase the capacity of the WPLF to provide more funding to meet the increased demand for library programs and services. Here are a few of our successes. The WPLF:

- ❖ Implemented new donor software that will help in gathering and analyzing information about prospective, current and former donors.
- ❖ Successfully transitioned to a new CEO/president.
- ❖ Hired a new part-time employee.
- ❖ Worked with the board on a successful year-end fundraising initiative.
- ❖ Received a seven-figure estate gift to boost our endowment.
- ❖ Began bi-annual fundraising appeals, with the Library Day of Giving occurring in April and Imagine the Possibilities in November/December.

More data will be available soon and reported in our March issue. See how your 2019 donations expanded library collections, programs and services.

Increasing capacity and taking WPLF to the next level

We remain steadfast in our commitment to provide public access to the essential resources found throughout our library system. In the words of Henry Ward Beecher, "A library is not a luxury but one of the necessities of life." This statement rings true today as the Wichita Public Library continues to discover innovative solutions to support library patrons and our community.

As we launch our 2020 plan to continue to increase the capacity of the WPLF we will be analyzing how we can best:

- ❖ Increase visibility of the WPLF.
- ❖ Gather and update correct email, phone and contact information.
- ❖ Increase awareness of financial opportunities to expand library collections, programs and services through the WPLF.

Remembering WPLF in your will or estate

Every year the WPLF receives estate gifts from people committed to ensuring that robust library services continue in the Wichita community. In 2019, the WPLF received a large estate gift that has been endowed and will generate income each year to increase the foundation's support of the library. Making a gift in your will, no matter the size, will create a big impact as we continue to grow our endowment.

Coming to a library near you this winter

The Wichita Public Library presented more than 5,400 programs in 2019. Your financial support of the WPLF makes these future programs possible.

- ❖ **Academy Award® Shorts Film Festival**, Feb. 1 through Feb. 8. Watch films nominated in the animation, live action and documentary categories at multiple library branches. For specific details go to www.wichitalibrary.org/academyawards.
- ❖ **Women and Civic Engagement**, March 3, 6-7:30 p.m. Advanced Learning Library. 100 years after the passing of the 19th amendment to the U.S. Constitution, granting women the right to vote, women are civically engaged across all levels of government. This panel discussion features women in government sharing their experiences.
- ❖ **Spring Break Programming**, the week of March 16th a variety of programs will be offered throughout the library system for children and adults. Please start making plans now to join the activities. For details go to www.wichitalibrary.org/spring-break.

Visit www.wichitalibrary.org/events for more events and information.

Did you know? Library provides free tech training

Get free one-on-one help with computers, smartphones, iPads or other tablets, a variety of software, searching and applying for jobs, downloading e-books, learning about social media and much more at the Advanced Learning Library as well as Alford, Evergreen, Rockwell, and Westlink branches. Schedule appointments one day in advance. A library card in good standing is required.

Your support matters

Please make plans to fit the WPLF into your philanthropy budget for 2020. Your support, no matter the size of the gift, makes a difference. Our Library Day of Giving mailing will come your way in April. To give today, please go to supportwichitalibraries.org.

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The mission of the Wichita Public Library Foundation is to fund Library operational needs directly benefiting the public and not covered in the tax supported budget. The mission directs the activities of the Foundation through private fundraising, foundation, individual and corporate grants and annual endowment distributions to the Library.