



# *Introducing the Calgary Public Library Foundation*



**Add In**   
*For Calgary's Library*

CALGARY PUBLIC LIBRARY FOUNDATION  
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# *The Calgary Public Library Foundation*

More than a century ago Annie Davidson and founding members of the Calgary Women's Literacy Club stirred our city to action and secured the public and financial support to build the first library. They saw the Library cause as one to be invested in for their families and generations of Calgarians that would follow. Andrew Carnegie's donation of \$80,000 in 1908 helped to build this library and lives as a legacy of one of Calgary's first large philanthropic gifts.

The Calgary Public Library Foundation is proud of these entrepreneurial roots and we are pleased to carry on this work today. The Library Foundation was created in 1999 to provide an opportunity for individuals, businesses, and funding agencies to participate in building a great library system for both today and for future generations to come. Since that time, Calgarians have donated in excess of \$3,000,000 to the Library cause. Funds raised by the Library Foundation do not replace the Library's core funding, but rather enhance the special programs and services that the Library can provide. Through the generosity of our donors we can help place knowledge, information, programs, and services within reach of all Calgarians.

Your library is a place of possibilities. The gifts of literacy and life-long learning touch everyone – regardless of age, gender, or income. We are proud to invite Calgarians to invest in the potential that lives in all of us.



## **Mission & Vision**

The Calgary Public Library Foundation's sole purpose is to ensure through fundraising that the citizens of Calgary have the best public Library in the world.

## **Our Promise**

- Treat our donors well
- Respect of donated funds
- Innovative fundraising practices

## **Strategic Directions**

- Enable Discovery
  - Elevate the cause of the Calgary Public Library in the hearts and minds of Calgarians
  - Build a distinct and effective Foundation brand
- Enable Investment
  - Enlarge the donor base and become a foundation of choice for giving in Calgary
  - Leverage the assets of the Library and Foundation to increase giving
  - Build partnerships for the net benefit of the Library and citizens of Calgary
- Enable Leadership
  - Be a leader for change in Library fundraising in Calgary and beyond
  - Maintain an active and engaged Board dedicated to the mission
  - Share our practices for the benefit of non-profits everywhere



## Add In: The Campaign for Calgary's Library

In what will be the largest campaign for a Library in Canadian history, *Add In* will change the way libraries are viewed.

Currently in a quiet phase the Foundation is building support with its stakeholders and donors to elevate philanthropic and sponsorship investment to new heights.

The campaign will be divided into 4 categories: Add Inspiration; Add Information; Add Imagination and Add Innovation which represent key areas of need for the Library. These will operate similarly to faculties in a university campaign and disease areas in a hospital campaign.

This city-wide campaign to build the capacity for each and every Library will include projects for every branch and department with a focus on a strong impact for Library customers. This campaign will be about taking a great Library and making it exemplary to ensure that the citizens of Calgary have the best public library in the world.

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### Inspiration

Projects for children, teens, and families.

### Information

Projects for materials, collections and core library functions.

### Imagination

Projects focused on infrastructure like new branch development, exterior development, and creative spaces.

### Innovation

Projects focused on technology, business, diversity, learning and research.



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## *Today's Calgary Public Library*

We believe great cities are defined by the ability of all who live there to access information, knowledge and support to enrich their lives and personal well being. There is no other organization in Calgary that reaches more people and impacts individual lives in so many ways as does the Calgary Public Library.



### **Some facts about your Library:**

- 5.7 million visits per year at 18 Libraries across the city.
- 17,000,000 items borrowed every year.
- 570,000 members. On average, a typical member borrows about \$1,750 worth of materials each year.
- 200,000 participants annually in free Library programs and services.
- A leader in foundational literacy support delivering 20+ programs in three key areas:
  - basic literacy (reading, writing, and numeracy),
  - technological or digital skill development,
  - language learning.
- Calgary Public Library is the 6<sup>th</sup> most utilized library in North America and one of the most financially efficient.

### **Our Values**

- Intellectual freedom
- Openness and inclusion
- Creativity and innovation
- Collaboration
- Curiosity
- Sustainability
- Excellence

### **Our Mission**

- Inspiring life stories

### **Our Vision**

- The vibrant heart of a great city

### **Our Promise**

- To serve with passion, respect, and integrity
- To take responsibility for our actions
- To be good stewards of the resources entrusted to us
- To work hard every day to achieve the Library's vision and mission



# *The Role of the 21<sup>st</sup> Century Library*

## **Visible symbol of democracy**

Full and free access to information is one of the key pillars of democracy and The Public Library represents the most complete expression of democratic aspiration. It ensures that citizens have the widest possible access to recorded knowledge, thought and creativity through resources, which reflect a variety of points of view, even those that are controversial, unconventional and unpopular.

## **Supporting learning and growth at every life stage**

The Public Library supports learning and enrichment at every life stage and for every interest. For all in our community the Public Library provides opportunities for discovery, making it a place of both insight and inspiration, where learning can take place at a self-determined pace.



## **Ensuring openness and universal access**

The Public Library is open for all, welcoming users of every ability, ethnic origin and financial capacity into both physical and virtual spaces that are friendly, trusted, neutral, and most importantly in the digital age, non-commercial.

The materials the Public Library makes available in an ever-expanding range of formats, including digital resources, are of high quality, chosen with expertise and objectivity, and with the diverse needs of the user in mind. The same approach is taken when spaces are designed, to ensure easy and inviting access for all in our community.

## **Community-builder, connector, and gathering place**

These attributes make the Public Library a powerful force for social inclusion, networking and community building. Calgary's living room, the Public Library is a gathering place in both the real and virtual environments, leading civic debate, discourse, and engagement. It is a partner with government and other agencies in developing and providing services for vulnerable populations, including growing numbers of new immigrants, multicultural groups, the elderly, persons with disabilities, and Aboriginal peoples.

## **Champion of literacy in every form**

Today, literacy means more than the ability to read, referring to a continuum of learning which enables an individual to achieve life goals. It includes understanding and articulating the information one needs to be healthy, financially secure, and creative; a parent and grandparent, a contributing citizen, an environmental steward and, increasingly, a digital navigator in a rapidly changing world. Fostering a love of reading and support for readers of all ages will always be a focus for the Public Library, but it will also facilitate the development of a broader spectrum of life skills. The Calgary Public Library of the 21st century will also provide context for Calgarians, helping them make sense and meaning in an increasingly noisy and complex world.