

## Blueprint for Continued Library Success

**T**HE EVENT THAT CHANGED EVERYTHING in our community – the 2008 flood – was also the inspiration for a major transformation at the Cedar Rapids Public Library Foundation. Always dedicated to enhancing and improving services at the library, the Foundation is now in a position to do much more – helping to rebuild a state-of-the-art library that will serve our community for decades to come. Stepping up to meet this challenge in 2011, the Foundation launched the \$8 million *Library 3.0* Campaign to provide vital private funding for the new library project. In the process, the Foundation's Board of Directors has redefined itself, creating a blueprint that will carry the Foundation forcefully into the future as a reliable and growing funding source for a treasured and essential community institution.



*Artist's rendering of the new Cedar Rapids Public Library: Models suggest that this new 95,000 square-foot library will require only 30% of the annual energy costs required by the 85,000 square-foot flooded facility.*

A KEY COMPONENT OF THIS TRANSFORMATION was the development of a three-year strategic plan (see inside) that clarifies, strengthens and focuses the efforts of the Foundation and its governing board. This plan will not only guide the Foundation through the successful completion of the *Library 3.0* Campaign, but also will provide for greater coordination with the library's funding priorities while promoting stronger, more clearly delineated partnerships with the City of Cedar Rapids, the Friends of the Library, and our donors and volunteers. A fantastic, dedicated and passionate group of *Library 3.0* volunteers is in the process of raising funds for the new library project. Their leadership and advocacy is setting a new standard of success for the Foundation and ensuring the library's continued success.

As a result of this process, the Foundation is now in a position to play a more significant role in the creation and perpetuation of a fabulous new library that will be a tremendous asset for our community. With this annual report, we express our gratitude to all those who have supported this momentous, ongoing endeavor.

### Natalie Ditmars

*Board President*



### Katie Geiken

*Executive Director*



## Mission:

The Cedar Rapids Public Library Foundation secures resources in order to enhance and enrich library programs, services, and facilities not normally met by public funding.

## Vision:

The Cedar Rapids Public Library Foundation advocates for and provides a reliable and growing funding source so that the library may impact our community and transform its quality of life through education, civic engagement, the arts, and entertainment.

### Mailing Address

2600 Edgewood Rd. SW, Suite 330  
Cedar Rapids, IA 52404

Office: 319-739-0411

Website: [www.crlibrary.org/foundation](http://www.crlibrary.org/foundation)

### Staff

Katie Geiken, *Executive Director*

Email: [geikenk@crlibrary.org](mailto:geikenk@crlibrary.org)

### Board of Directors

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Bob Rush, *Vice President*

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Molly Altorfer

Doug Elliott\*

Dr. Tom Hansen

Hilery Livengood\*

Susan McDermott\*

Bob Rush

\*Also serves on the Library Board of Trustees

# The Library Foundation Strategic Plan for Fiscal Years 2012-2014 (in brief)

The following goals were adopted by the Cedar Rapids Public Library Foundation in May 2011.

For a more detailed description of the Foundation's strategic plan, please go to [www.crlibrary.org/foundation](http://www.crlibrary.org/foundation).

- I. Raise the private funds necessary for the library to rebuild itself in downtown Cedar Rapids on 21st-century terms, leaving a legacy for future generations.**



*The new library will achieve the highest Leadership in Energy and Economic Design (LEED) rating of Platinum.*



*More than 1,000 children and parents lined up to learn about the Blank Park Zoo animals that visited as part of the library's 2011 Summer Reading Program.*

- II. Define the role of private support in the library's annual operating budget so that support from the Foundation will allow the library to achieve maximum community impact.**
- III. Secure and distribute the financial resources needed to measurably improve library service each year and sustain the library as a high-quality community resource.**



*The library welcomes Red Cedar Chamber Music each year.*



*Library trustee Matt Wilding helped a young visitor spin the wheel of fortune at the Friends and Foundation booth at the Downtown Farmers' Market.*

- IV. Develop the resources necessary to grow the capacity of the Foundation and broaden the Foundation's ability to advocate for the library.**

# A Year in Review: By the Numbers

July 1, 2010 to June 30, 2011



Funds raised by the Foundation increased from \$256,108 in FY2010 to \$5,765,189 in FY2011, with 99 percent of these donations made in support of *Library 3.0: The Campaign to Build Your New Cedar Rapids Public Library*.

Organizations supporting the *Library 3.0* Campaign ranged from small book clubs to large organizations like the Cedar Rapids Area Chamber of Commerce (pledging \$110,000), the Cedar Rapids Garden Club (pledging \$150,000) and the Friends of the Cedar Rapids Public Library (pledging \$400,000). AEGON Transamerica led the way among corporate contributors with a gift of \$300,000.

The Hall-Perrine Foundation awarded a \$3-million 1:1 matching grant to the project in December 2010. By June 30, 2011 donors had contributed \$2.6 million toward the match, with \$400,000 left to raise in order to receive the full grant.

## Foundation Grants to the Library: \$28,187



**New Library Project:** \$743



**Books & Materials:** \$838



**Children's & Young Adult Services:** \$561



**Staff Training & Appreciation:** \$1,408



**Downloadable Audio:** \$24,638

While the *Library 3.0* Campaign is the current focus, the Foundation continues to collect gifts from donors who designate their gifts in support of new book purchases and children's services. Unrestricted gifts are invested so that the Foundation can continue to provide funds for special library projects. The Foundation also covers 100 percent of costs associated with the library's audio book service.

Most expenses incurred to date for the library rebuilding project, including land acquisition and professional fees, have been covered by public funding sources including FEMA, I-JOBS and the City of Cedar Rapids. In FY2011, the Foundation funded community focus groups that informed the design of the new library project. Private dollars will be the last funds spent on the building project, likely beginning in January 2013. Donations to *Library 3.0* will continue to earn interest until such time that private funding is required.

Ensure the future of the Cedar Rapids Public Library by remembering the Cedar Rapids Public Library Foundation in your will.

# Donors to the Library Foundation

July 1, 2010 to June 30, 2011

We gratefully acknowledge the following individuals, organizations, businesses and foundations that contributed to the Cedar Rapids Public Library Foundation during the past fiscal year. Many supporters listed below contributed to the *Library 3.0* Campaign in Fiscal Year 2011 and we have continued to receive generous *Library 3.0* gifts since June 30, 2011. The Foundation looks forward to recognizing all campaign donors at the end of the campaign.

*The Foundation makes every effort to list donors correctly; please contact the Foundation to notify us of omissions, errors, questions or concerns.*

## \$1,000,000 +

Hall-Perrine Foundation

## \$250,000 - \$999,999

AEGON Transamerica Foundation

Anonymous

Friends of the Cedar Rapids Public Library

## \$100,000 - \$249,999

Cedar Rapids Area Chamber of Commerce

Cedar Rapids Garden Club

The Chris & Suzy DeWolf Family

Phyllis Fleming

Gazette Foundation

Tom J. & Nan Riley

The McIntyre Foundation

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Joan Thaler

Van Meter

Wells Fargo Bank

Candace Wong

Viola Elsenbast Fund at GCRCF

Frenzel Foundation

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John & Laura L. Hemann

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Michael & Nancy Hirlleman

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Holmes Murphy & Associates

Marvin & Karen M. Johnson

Joseph M. Kacena Endowed Fund at GCRCF

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Tim J. White & Michelle A. LeCompte

Hilery S. Livengood

May G. Gortner Charitable Trust

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NCS Pearson

William & Diana Neppi

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Scott & Penny Olson

Robert W. & Catherine V. Pasicznyuk

Pediatric Center P.C.

Karen Pelletier

Paul Pelletier

RSM McGladrey, Inc.

Jim & Ann Schmitt

Stamats Communications, Inc.

The Jared and Carol Hills Foundation

Guy H. & Terri Wender

Matthew & Martha Wilding

Myron & Esther Wilson

## Author \$500-\$999

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Helen L. Anderson

Better World Books

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The Tronvold Foundation

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Clint & Karla Twedt-Ball

Kirk & Carla Ulveling

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Yongan Wu

## Reader \$250-\$499

Paul R. Newcamp & Susanne A. Boehm

The Children of Grace Lutheran Church

Vacation Bible School

Patricia Holderness

Carolyn Kacena

Jeff Krohn

Thea L. Leslie

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OPN Architects Incorporated

Kathy A. Ormond

Philip T. & Barbara C. Peterson

Dennis Schmickle

Lola L. Shull

Rosalie Strang

Susan E. Welsh



Library 3.0 Campaign co-chairs Brad and Jade Hart spread excitement about the new library at the Downtown Farmers' Market.

## \$10,000 - \$99,999

Armstrong Development Company

John & Cindy Bloomhall

Bloomhall Family Fund

Bradley & Riley PC

Cedar Rapids Bank & Trust Company

Terri Christoffersen

Diamond V Mills

Rex & Kathy Eno

Jack & Nancy Evans

Kathleen Halloran

Hammes Family Charitable Foundation

Brad & Jade Hart

Edna A. Herbst Fund at GCRCF

## 1896 Club \$5,000+

Bob Rush & Judith Whetstine

W. Bruce Johnson & Diane Ramsey

Doug & Gayle Elliott

Mindbridge Foundation

Ryan Companies US, Inc.

Mike & Christine Casey

Gregg & Christine Botkin

James M. & Laure Wess Peters

Michael O. & Susie W. McDermott

## Publisher \$1,000-\$4,999

Derek & Molly G. Altorfer

Bradd A. & Janan K. Brown

Cedar Rapids Literary Club

Larry H. Christy

Loren K. & Susan J. Corrigan

Deloitte & Touche

### Patron \$100-\$249

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Five Seasons Womens Club  
Beverly B. Gales  
Virginia Grant  
Marc & Cathy Gullickson  
Sally S. Hedges  
Terry & Linda Heller  
Frank W. & Marjorie K. Helsell  
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Hills Bank and Trust Company  
Indian Creek Questers #619  
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David A. & Rebecca R. Roush  
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Nancy J. Sauerman  
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David J. & Jane M. Siegel  
Gregory & Melinda Tomsic  
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Mary Van Rennes  
Jeff Walberg  
Barbara Weeks  
Sharon Wetherell  
Linda M. Wiest  
Dr. William Scheible, M.D.  
Thomas H. & Stephanie A. Wolfe

### Bookplate \$1-\$99

Abbe Creek Questers #1084  
Jim Affeldt  
Alliant Energy Foundation, Inc.  
Alzheimer's Association  
Daniel & Ann Bahnsen  
M. Violeth Barrera Zuniga  
William & Lu Barron  
John J. Bauck  
Sam Bergus  
Beta Sigma Pi Preceptor Lambda Chapter  
Carole A. Boddicker  
Sherri A. Bolton  
Pauline Bornstein  
Mark S. & Teresa A. Breheny  
Patricia K. Bryant  
Rick & Kelli Buresh  
Keith & Fonda Carris  
Cedar Rapids Downtown Rotary  
Chapter IH of PEO  
Charles & Libby Crawley  
Walter & Marjorie Daft  
Barbara A. Deetz  
Dee DeHaven  
Kate Drey  
Raymond & Marjorie Dutchik  
Bernie & Mary Dvorak  
Randolph & Gwen Dvorak  
John H. & Dana G. Ehrhart  
Otto J. Eichacker  
Kathryn M. Epley  
Kenneth & Georgianna Erger  
Arnold L. & Corrine N. Erickson  
Shannon Falb  
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Hall Bicycle  
Allan & Sally Harms  
Matthew P. Brown & Gina G. Hausknecht  
Jacqueline R. Haveman  
Gary & Kathleen Heiar  
Francis & Barbette K. Henderson  
Hesperian Book Club  
James D. & Anne Hodges  
Sandra C. Hoffmann  
Timothy A. Hotz  
Paul & Linda Huber  
Greg & Pat Hudson  
La Nel W. Jacobs  
James & Anne M. Jahnke  
Dr. Jeff & Mrs. Sarah Clark  
James & Lillian Jensen  
Gene Ann Johnson  
Chuck A. & Ginny L. Jungman  
Betty A. Kalous  
James Kelly  
James & Colleen Kemps  
Joseph G. & Maureen G. Kenney  
Harry & Miriam Kiliper, Jr.  
Ladies Literary Club



## Why is it called Library 3.0?

When the vibrant new Library opens in summer 2013, it will be the third Cedar Rapids Public Library facility in downtown Cedar Rapids.

- Library 1.0 was the Carnegie Library, which opened in 1905.
- Library 2.0 was the flooded library built in 1985.
- Library 3.0 represents the new vision for interaction, innovation and inspiration for our community.

Visit [www.crlibrarycampaign.org](http://www.crlibrarycampaign.org) to learn more and

**GIVE NOW**

Bill D. Lawrence  
William & Janice Loftus  
Nancy MacTaggart  
Neil B. & Cynthia K. Madsen  
Constance P. Malmer  
Emily Manders  
Rita Mangler  
John L. & Frances I. Markham  
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Otis McGowan  
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Thomas R. & Caroline Merritt  
Milestones  
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Joanie Nazette  
Crystal J. Nodurft  
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PEO Chapter II  
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James L. & Roberta Phiney

Merrill & Harriet A. Pittik  
Terry Pitts & Kathy Hall  
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John & June Sackett  
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Marilyn C. Sippy  
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Gregory A. & Margaret M. Strub  
Betsy M. Swecker  
Howard G. & Sharon A. Tauke  
Shannon Thompson  
Tourist Club  
Deborah M. Uhrina  
Jack G. & Mary C. Utte  
Calvin & Linda Van Niewaal  
Judy Van Raden  
Stanley & Marilue Watkins



Young library fans shared impressive library facts with the crowd at the Library 3.0 Campaign kickoff event in May 2011.

Ron Wendt  
 Robert Wennekamp  
 West Music  
 James L. & Helen R. Westcot  
 Bruce L. & Mary L. Westcott  
 Carolyn E. Wilson  
 Leah V. Winter  
 Pete Wood  
 Frances C. Woods  
 Marjorie A. Zalesky  
 Mark & Jennifer Ziemann  
 Jerry & Nancy Lee Ziese

**Gift Books**

Erica Voolich

**Gifts in Kind**

J.P. Gasway Co.

**Corporate Matching Gifts**

PWN Alliant Energy (2)  
 Rockwell Collins Matching Gift Program (3)  
 Ryan Companies US, Inc. (2)

**Memorials and Honorariums**

**In Memory of Lord Richard Acton**

Robert Lindsey Nassif  
 Mary Swander  
 Reta R. Noblett-Feld

**In Memory of Dr. Dean Bemus**

Richard & Greer Fry

**In Memory of Ginny Collins**

Richard & Greer Fry

**In Memory of Rodger Conrad**

Ralph W. & Ruth A. Adolph

**In Memory of Joan Dunlap**

Abbe Creek Questers #1084

**In Memory of Phyllis Fleming**

Ralph W. & Ruth A. Adolph  
 Suzanne Barnes  
 Carol A. Bean  
 Neil & Renate Bernstein  
 Benjamin W. & Katherine H. Blackstock  
 Tim & Amy J. Boyle  
 Bradd A. & Janan K. Brown  
 David S. & Lijun L. Chadima  
 Loren K. & Susan J. Corrigan  
 Linda R. Cruise  
 William H. & Nadine S. Drennan  
 Bev Duffy  
 William Duffy  
 Gerald L. & Frances Elsea  
 Kenneth & Georgianna Erger  
 Randall R. & Susan M. Evans  
 Rick Fangman  
 Harry S. & Sue Fleming  
 Marjorie H. Fletcher  
 Friends of the Cedar Rapids Public Library  
 Richard & Greer Fry  
 Dr. Richard & Mrs. Shirley A. Geiger  
 H. N. & Kay E. Gloe  
 John & Dawn L. Goodlove  
 John & Kathryn F. Gutz  
 Richard M. & Nancy J. Haag  
 Kathleen Halloran  
 Albert B. & Patricia A. Hansen  
 Beth I. Howard  
 Max & Suanne Huffman  
 Virginia V. Hunstad  
 James A. & Marilyn J. Huot  
 Jean K. Imoehl  
 Ray & Barbara Jorgensen  
 Wayne & Harriet A. Kalinsky  
 Mary S. Kennedy  
 Flora E. Kitzman  
 Dale J. & M. Helen Kueter  
 Judy A. & David R. Leavitt  
 Thea L. Leslie  
 Hilery S. Livengood  
 Barbara A. Maitland

John L. & Frances I. Markham  
 Jo Ann Marshall  
 Col. Lawrence J. & Sharli McCollum  
 Michael O. & Susie W. McDermott  
 Terrence J. & Joyce M. Moran  
 Dave & Lisa Morris  
 Lyle & Vicki Muller  
 Ronald D. & Suzanne L. Neil  
 Carol Nilles  
 OPN Architects Incorporated  
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 Jean Oxley  
 Chuck & Mary Ann Peters  
 Terry Pitts & Kathy Hall  
 Lois Reedy  
 Rae C. Riebe  
 Kurt G. & Lynn Rogahn  
 George C. & Shirley A. Ruedy  
 Ralph H. & Shirley E. Ruedy  
 Randy & Alisa Rumery  
 Anne M. Rutter  
 Charles L. & Jo Ann R. Scheer  
 Donna J. Schlamp  
 John & Carolyn Schmidt  
 Steve W. & L.N. Schreiber  
 Deborah A. Sedlacek  
 Mary Sharp  
 William C. & Anne M. Stephens  
 Bill & Delia M. Stephens  
 Greg J. & Amy L. Stewart  
 Roger G. & Oline B. Stigers  
 James F. Stiles, M.D.  
 Emily M. Sweet  
 Marilyn J. Sweet  
 Kathleen W. Toborg  
 Scott A. Tolbert & Nancy J. Barr  
 Matt Visek  
 Sharon Wetherell  
 Frances C. Woods  
 Jerry & Nancy Lee Ziese

**In Memory of Ferna Garner**

Tim Garner

**In Memory of Betty Geiger**

Nancy Geiger

**In Memory of Linda M. Kelley**

John & Laura L. Hemann

**In Memory of Tim Kernan**

Janet Rater  
 Don J. & Marilyn A. Slattery

**In Memory of Miriam Krekeler**

Carol Kretzmann

**In Memory of Barbara Maxwell**

John D. & Gayle E. Morgan

**In Memory of Kathryn McKay**

Ladies Literary Club

**In Memory of Allene Meyer**

Wednesday Shakespeare Club

**In Memory of JoAnne Nissen**

Janell Beckman  
 JoEllen Eakins  
 Thomas R. & Caroline Merritt  
 Mary Ann Timm  
 Frank & Helen Torrens  
 Colette Urban

**In Memory of Aletha Paulson and Jean Paulson Plotz**

Ron & Sue Plotz Olson

**In Memory of Marjorie Paulson**

Ladies Literary Club

**In Memory of Laura Cecelia Piersall**

Janet Rater  
 Don J. & Marilyn A. Slattery

**In Memory of Eudora E. Seyfer**

The Seyfer Family

**In Memory of Jack Stuhr**

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 Carl & Jacqueline Aschoff  
 Waldo E. & Ruth W. Berger  
 George H. & Scott S. Brunscheen  
 Willis M. & Linda A. Bywater  
 James E. & Carolyn A. Davis  
 Charles & Carol Deering  
 Delos H. & Lauretta P. Eggers  
 John H. & Dana G. Ehrhart  
 Jean W. Ferring  
 Delene Fletcher  
 Richard & Greer Fry  
 Martha J. Griffith  
 Margaret Haupt  
 Joanne Hendricks  
 Marjorie Hirleman  
 Sally Z. Hoegen  
 Doris Hotchkiss  
 Virginia V. Hunstad  
 Donald C. & June M. King  
 Lawrence E. McGrath  
 Nancy G. McHugh  
 D.E. & Patricia J. McKee  
 Jean E. Means  
 Robert & Theza Miller  
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 Robert & Meg O'Meara  
 Joan Ringo  
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 Richard & Ann L. Schupbach  
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 Dr. Robert & Mrs. Ann Swaney  
 Susan B. Toll  
 Celia L. Van Metre  
 Nadine V. Wax  
 Barbara Weeks  
 Charles G. Wellso

James Ziemann  
Mark & Jennifer Ziemann

**In Memory of Dr. David Thaler**

Joan Thaler

**In Memory of Duane E. Waskow**

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Phyllis Brooks  
David G. & Marjorie Clemens  
Terry & Jeanne Fratella  
Richard & Margaret Hamed  
Virgil & Karon Johnson  
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Calvin Koenig  
Ronald & Sue Reider  
Anna B. Saint Germain  
Joe & Mary Suchan  
Jennifer Waskow  
P. B. Watters  
Donald & Karen Welter

**In Memory of Edith & Frank Welch**

James & Peggy Meek

**In Memory of James O. Wells**

Barb Waychoff

**In Memory of Dick Wenzel**

Richard & Greer Fry

**In Honor of Jim Affeldt**

David & Kathleen Good

**In Honor of Keith Dye**

Alliant Energy Foundation, Inc.

**In Honor of Shannon Falb**

David & Kathleen Good

**In Honor of Greer Fry**

Lillian H. Neff

**In Honor of Steve and Karl at Hall Bicycle**

David & Kathleen Good

**In Honor of Allan Harms**

David & Kathleen Good

**In Honor of Kelly Hauer & Staff at the Alzheimer's Assoc.**

David & Kathleen Good

**In Honor of Rochelle Holcomb**

Friends of the Cedar Rapids Public Library

**In Honor of Harriet Kalinsky**

Linda M. Wiest

**In Honor of Katherine F. Kile**

Dr. Larry & Lori Burr

**In Honor of Kyle at West Music**

David & Kathleen Good

**In Honor of Linda Larson**

Friends of the Cedar Rapids Public Library

**In Honor of Jim & Peggy Meek**

Maxine E. Welch

**In Honor of the Staff at Milestones**

David & Kathleen Good

**In Honor of Mrs. Clara "Peach" Moore**

Tuesday Study Club

**In Honor of Joanie Nazette**

David & Kathleen Good

**In Honor of Jill M. Olson**

Scott & Penny Olson

**In Honor of Jodi Parks**

Friends of the Cedar Rapids Public Library

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**In Honor of Charles Pruchno, M.D.**

Thea L. Leslie

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Friends of the Cedar Rapids Public Library

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**In Honor of the Thomas and Watters Families**

Henry Dickson & Diana Bendorf

**In Honor of Ron Wendt**

David & Kathleen Good

**In Honor of Jerry Ziese**

David & Kathleen Good

## The Library 3.0 Team

### CAMPAIGN LEADERSHIP

Gary and Susie Streit, *Campaign Co-chairs*  
Brad and Jade Hart, *Campaign Co-chairs*  
Nancy McHugh, *Honorary Campaign Chair*  
Clay and Debbie Jones, *Honorary Campaign Chairs*  
Chuck and Mary Ann Peters, *Leadership Gifts Committee Co-chairs*

### LEADERSHIP GIFTS VOLUNTEERS

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Michelle Busse  
Lee Clancey  
Pat Deignan  
Tiffany Earl  
Matt and Kate Evans  
Rick and Greer Fry  
Steve and JoAnne Hammes  
Larry Helling  
Roy and Julia Kottal  
Tim White and Michele LeCompte  
Ryan and Lura McBride  
Jim and Rika Moore  
Bob Rush  
Dan Thies



*The new library will include a colorful, interactive children's space that is nearly double the size of the previous one.*

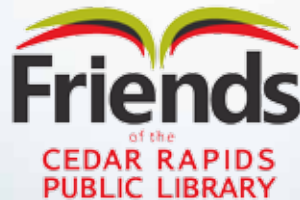
CEDAR RAPIDS  
PUBLIC LIBRARY

# Foundation



2600 Edgewood Rd. SW, Suite 330  
Cedar Rapids, IA 52404

RETURN SERVICE REQUESTED



## 2011 Fall Book Sale

3750 Williams Blvd. SW, Cedar Rapids  
Former Stuff, Etc. behind Westdale Mall

**Friday, October 28**

5 to 9 P.M. • Admission \$5

**Saturday, October 29**

9 A.M. to 5 P.M. • Admission \$3

**Sunday, October 30**

12 to 4 P.M. • Admission **FREE**

Sales will benefit



**Library 3.0**

interact • innovate • inspire

The Campaign for  
Your New Cedar Rapids  
Public Library