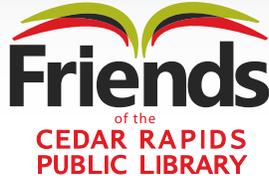


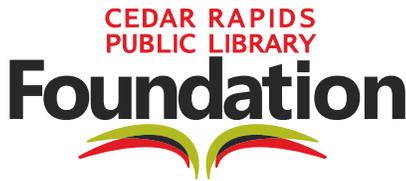
Winter 2012 FOCUS

The newsletter for **friends** and the **foundation**
of the Cedar Rapids Public Library



Mission

Friends supports the Cedar Rapids Public Library services and programs; promotes literacy through outreach programs that encourage and enhance reading throughout the community; and conducts fund raising activities to assist with library and outreach projects.



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 resources.

Inside:

40th Anniversary
Proclamation

Photos from the
40th Celebration

Book Sale Recognition
and Results

Penny Drive Update

West Side Story

National Award for
Library 3.0 Campaign

Groundbreaking
Save-the-Date

15 + 40 = Four Decades of CRPL Friends

In 1971, a stalwart group of fifteen community citizens gathered regularly in the stacks of the Carnegie Library on Third Avenue in downtown Cedar Rapids to “consider the needs of the library.” It was these informal conversations which led to the emergence of a Friends organization for the Cedar Rapids Public Library. The purpose, as stated in a copy of the minutes from an early Friends meeting, was “to lend citizen support to the library’s expanding programs and to intensify community awareness and use of the services the library has to offer.” The group signed papers for incorporation as a nonprofit organization on October 28, 1971.

After forming a board, this determined group set a goal to secure 200 members, and committed to holding a book sale in the coming year to raise money for the support of library projects. Both goals were achieved when 287 people signed up to be Friends and nearly \$2,600 was garnered through the book sale.

The CRPL Friends were officially off and running!

Forty years, and hundreds of Friends later, the anniversary of this important incorporation was celebrated on October 19th 2011, by Library trustees, board members, volunteers, staff and Friends, with a sumptuous hors d’oeuvres buffet and accolades all around.

Founding members Barbara Waychoff and Nancy McHugh were recognized for their visionary commitment to the community and charter members Joan Thaler and Ron Neil were thanked as well.

Sandy Thome, head of Sopwith Productions, presented a work of art from the Bill Melendez studio as a gift honoring the CRPL Friends’ 40th anniversary. The drawing will be added to the Library’s Zerkane Collection. Based on “A Charlie Brown Christmas,” the artwork is one of only 24 remaining illustrations drawn for the book.

Past president, Greer Fry, closed the proceedings with gratitude to the Library and Foundation staff; numerous community supporters, including SourceMedia Group, Hills Bank, United Way’s Young Leaders Society, Alliant Energy, AEGON, Pearson, Half Price Books, Mystery Cat Books, and the Cedar Rapids Community Schools; and to the valuable volunteers who contribute so much.



*Left to right: Todd Meyer, Al Holcomb,
Ruth Quisling and Rochelle Holcomb*

Proclamation

Whereas, the **Friends of the Cedar Rapids Public Library**, a nonprofit, all-volunteer, charitable organization is celebrating its 40th Anniversary this year.

Whereas, the work of **Friends** on behalf of the Cedar Rapids Public Library constitutes exemplary support of the Cedar Rapids Public Library leading to the direct betterment of the Cedar Rapids community.

Whereas, the **Friends** has always understood the critical importance of securing adequate funding in the library's efforts to provide the best possible collections, facilities, and technology in the delivery of library services to its patrons.

Whereas, the **Friends** has reliably and tirelessly worked to provide additional financial support for projects of various scope over the past 40 years, enhancing all areas of the library from furnishings to computers to programming for children, teens, adults and families.

Whereas, donations of books for the **Friends'** used book sales are gratefully accepted, sorted and sold to benefit the Cedar Rapids Public Library and its programs and projects.

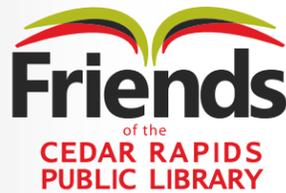
Whereas, the **Friends** supports literacy outreach in the community through preschool and library story hour RIF distributions, literacy materials for families of newborns, and to agencies serving children and families.

Whereas, the members through their unflagging volunteer commitment and dedication conduct successful fundraising activities to benefit the library and literacy outreach.

Whereas in recognition 40 years of support and on behalf of the library staff, patrons and Board of Trustees wish to express appreciation for a vibrant **Friends** organization.

Now, therefore, be it resolved that I, Doug Elliott, President of the Cedar Rapids Library Board of Trustees proclaim April through October as **Friends Celebration** months and encourage citizens to support **Friends** through membership and attendance at the **Friends'** various book sales and activities in the coming months, and thank the **Friends** for their support of the Cedar Rapids Public Library to help provide lifelong learning and life changing opportunities for the community.

**Cedar Rapids Public Library Board of Trustees Meeting
April 7, 2011**



40th Anniversary Celebration!



Friends and guests enjoyed sumptuous hors d'oeuvres before the program began.



Barbara Waychoff and Robert Mueller



Left to right:
Gary Streit,
Katie Geiken and
Susie Streit

Susan Corrigan
and Joe Lock



Book Sale Magic: Turning Books into Bucks

Legions of CRPL volunteers sorted, schlepped, stacked and sold thousands upon thousands of used books and media at the two Friends of the Library book sales in October and December 2011.

Though it was not known at the time, the location of the fall sale was the future home of the CRPL's new Westside branch, the former Target store on Williams Boulevard. Most recently the space was occupied by Stuff, Etc. a re-sale shop. Proceeds from the fall sale totaled close to \$33,000!

And just in time for winter holidays, Friends volunteers staffed the Very Cherry Holiday Open House book sale at the Cherry Building in the New Bohemia District downtown. Sales of books and various media netted \$1,776 in just six short hours.



Holiday shoppers took advantage of bargains at the Friends' 2011 winter book sale in the Cherry Building.

Special thanks to all our book sale volunteers!

AEC Students	Sara Gross	Jan Moore Ecker	Jane Siegel
Pat Akin	Jim Grove	Mount Mercy English Club	Mary Siegel
Val Akin	Jackie Hanna	Ron Neil	Libby Slappery
Sarah Antin	Sally Harms	Sue Neil	Alice Smith
Bryan Banowitz	Frank Helsell	Nicole Noonan	Joanne Smith
Dean Barnum	Marge Helsell	Diane North	Valerie Smith
Diane Bergstrom	Barb Henry	Tim Oberbroeckling	Barb Snively
Lisa Blake	Joshua Hewitt	Jodi Parks	Leni Stastny
Josh Blanck	Al Holcomb	Jan Patterson	Julie Stephenson
Lorraine Blanck	Rochelle Holcomb	Steve Patterson	Carol Thompson
Rachel Bohnenkamp	Patricia Holderness	Rick Paulos	Alex Tietz
Sam Bohnenkamp	Karen Horak	Katie Pauls	Melissa Torner
Jerrie Bourgo	Gingie Hunstad	Johnna Percell	Hollie Trenary
Mike Bourgo	Marsha Jennerjohn	Ruth Quisling	Kathy Vande Zandschlup
Stephanie Brady	Jessica Joens	Sue Reider	Helen Wall
Arlene Brant	Mary Johnston	Julie Reuter	Barb Waychoff
Nicky Bruns	George Kanz	Barb Ridder	Bob Webster
Laura Campbell	Mary Kanz	Janet Rooks	Jan Webster
Alyce Carlson	Alan Kessler	Sharon Rosenberg	Bev Wehr
Randy Carlson	Karen Kessler	Caroline Rossberger	Gene Wehr
Fonda Carris	Linda Kobusch	Paul Rossberger	Barb Westerkamp
Dan Daly	Bob Kocher	Reid Rossberger	Jeralyn Westerkamp
Laverne Daugherty	Joan Kocher	Sue Rowbotham	Lynn Widen
Logan Dempsey	Nancy Kodros	Joy Rude	Frances Woods
Susan Dryden	Curtis Kraetsch	Steph Russell	Xavier Key Club
Amy Dudgeon	Curt Krambeer	Tom Rutledge	
Kathy Eggert	Mary Krumholtz	Wanda Sanderson	
Greer Fry	Mark Kuehnle	Noah Schmall	
Barb Fulton	Kayla Lansing	Lisa Schmuck	
Katie Geiken	Mike LeMieux	Debbie Schroeder	
Katie Goldsmith	Neil Masteller	Dwight Schroeder	
Mike Goldsmith	Helga Mayhew	Liz Schroeder	
	Laura Melick	Dave Siegel	
	Todd Meyer		
	Cindy Monroe		



Never Underestimate the Impact of a Penny

Most of us are fairly cavalier about pennies, and some even consider them a nuisance. Thankfully, Cedar Rapids area schools and students know the penny's value, especially when multiplied by several thousand!

In observance of the Friends' 40th anniversary, area students were invited to participate in this year's Penny Drive, "We Helped Build It." All proceeds go directly into the building fund for the new Cedar Rapids Public Library, scheduled to open in Summer 2013.

First to complete their drive was Taylor Elementary School who contributed 7,191 pennies to the project. Participants in this year's drive also included:

Cedar Rapids Community School District

Cleveland Elementary
Coolidge Elementary
Hiawatha Elementary
Johnson Elementary
Kenwood Elementary
Madison Elementary
Taylor Elementary
Franklin Middle School
Harding Middle School
Taft Middle School

Kirkwood Community College Book Store

College Community School District

Prairie Ridge Elementary
Prairie Heights Elementary
Prairie Crest Elementary
Prairie View Elementary
Prairie Creek Intermediate
Prairie Point Middle School
Prairie High School

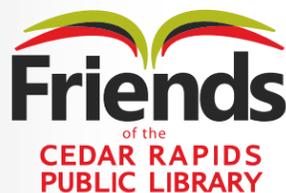
Linn-Mar Community School District

Bowman Woods Elementary
Echo Hill Elementary
Indian Creek Elementary
Linn Grove Elementary
Novak Elementary
Westfield Elementary
Wilkins Elementary
LMHSAP (Home School)
Excelsior Middle School
Oak Ridge Middle School
Linn-Mar High School

Additional schools planning to participate this school year include Jackson Elementary, Grant Wood Elementary and McKinley Middle School.

Save the date!

The next Friends of the Library Book Sale is Saturday, April 21st, in conjunction with the Eco-Arts Festival at the Cherry Building in New Bohemia.



Yes, I'd like to support Friends of the Cedar Rapids Public Library

New Member Renewal

Name _____

Address _____

City/Zip _____

Phone (home) _____ (cell) _____

Email _____

Levels of support

- \$10 or more (Individual) \$100 or more (Sponsor)
 \$25 or more (Family) I am enclosing my company's matching gift form.
 \$50 or more (Patron)

Return this completed form to:
Friends of the Cedar Rapids Public Library
2600 Edgewood Road, SW
Cedar Rapids, IA 52404

Focus on Foundation

West Side Story



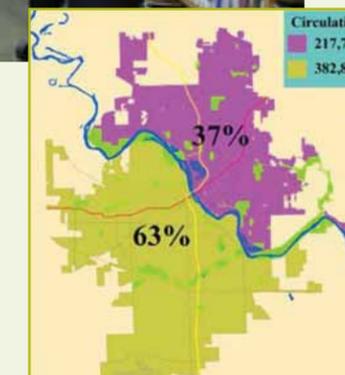
On February 15, 2012 the Library Board of Trustees selected the former Stuff, Etc. building as a location on for the permanent West Side Branch Library. The Trustees feel that this 20,500 square foot space across Williams Boulevard SW from Westdale Mall will be a fitting venue for the proposed branch facility.

Now, thanks in large part to a significant bequest and other funding opportunities being explored by the Library Foundation, the Trustees will be in a position to establish a vibrant West Side Branch Library which will permanently extend the impact of a strong Cedar Rapids Public Library to both sides of the Cedar River. This decision comes after reviewing public comments, considering long-term lease agreements and preliminary renovation plans of each potential location. However, the conversation about a branch library on the west side of town began several years ago.

West Side Back Story



2,500 square foot branch on the upper level of Westdale Mall



2010 Library use map by patron zip code

Why People Give

"I just retired from a seventeen-year career as a semi driver and starting about five years ago I discovered recorded books. It literally turned the cab of my semi into a university. To date I have listened to 976 recorded books. At first they were on cassettes, now CDs, and with my Kindle, who knows what's next. Thanks for all you do. The new place sounds great!"

Dennis D. Kelly
Supporter of the Cedar Rapids Public Library Foundation



Join our Team!

The Cedar Rapids Public Library Board of Directors is seeking new members. To learn more about the roles and responsibilities of Board membership or to apply, visit www.crlibrary.org/about-us/foundation/foundation-board or contact Executive Director Katie Geiken at 319-739-0411 or geikenk@crlibrary.org.

West Side Back Story

In the year prior to the 2008 flood, the Library circulated approximately 250,000 items from its 2,500 square-foot storefront branch in Westdale Mall. This circulation rate is in company with the number of items circulated by Davenport and Sioux City in 2010. In that same year, 1.2 million items were borrowed from the main Library. As they do today, the numbers were proving that people in Cedar Rapids were taking advantage of their public libraries. A comprehensive needs-assessment study conducted in 2007 noted the importance of a full-service branch on the west side and defined the building program necessary to make it happen.



The temporary main Library in Westdale Mall has the second highest circulation rate of the largest six cities in the state. (Iowa City Public Library has the highest circulation rate.)

After the main facility in downtown Cedar Rapids was destroyed by flood waters in June 2008, the storefront location in Westdale Mall was moved and expanded to occupy several new locations within the mall to become a temporary, 32,000 square-foot, main Cedar Rapids Public Library. Since its opening in February 2009, annual Library visits to and material circulations from the temporary location continue to rise. In 2010, the Library loaned more than 700,000 items; in 2011, more than 800,000 were circulated. The majority of this circulation came from patrons with zip codes contiguous to the west side of town.

The Library Board of Trustees recognized from the earliest phases in flood recovery that there was a demonstrated need for robust library service on the west side of Cedar Rapids. Based on the goals identified in the 2007 assessment and the lessons learned from two years of booming business at the temporary Library in Westdale Mall, Library leadership began defining the necessary and desirable attributes for a permanent West Side Branch Library and researching real estate options that would meet those needs.

Telling a Great West Side Story

The temporary Library in Westdale Mall has served the community well since its opening in February 2009, but it has lacked a few key attributes that will be a part of the newly renovated, permanent branch. The following “must have” features will guide the design phase of this West Side Branch Library renovation project:

- Natural light
- Simple floor plan
- Visibility from the street
- Drive up book drop that will feed into the Branch’s materials handling system
- Handicap-accessible entrance/exit vestibule to control interior climate
- Restrooms suitable for public use
- Customer service and warehouse space for Iowa Substance Abuse Information Center (ISAIC).

The interior design of the Branch will be complementary to that of the new main Library downtown and will include a community room, a vibrant children’s space with story time area, public computers, Wi-Fi throughout, comfortable seating and a cozy fireplace.

West Side Story Program of Activity

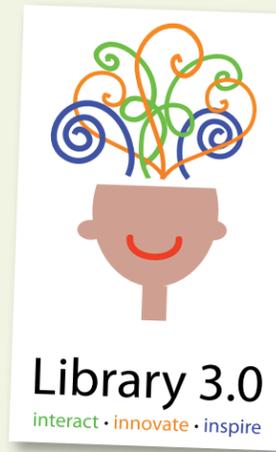
Location Selection	2/2012
Design	2/2012 - 4/2012
Construction	6/2012- 10/2012
Open to the Public	12/2012



Watch the Progress Downtown!

See live video of the new library construction project and get the latest update online.
www.crlibrarycampaign.org/buildingupdate

Cedar Rapids Public Library Foundation receives Gale Cengage Learning Financial Development Award



The Cedar Rapids Public Library Foundation is the winner of the prestigious Gale Cengage Learning Financial Development Award. The award is presented annually by the American Library Association (ALA) to a library organization for exhibiting meritorious achievement in carrying out a project to secure new funding resources for a public or academic library.

Cedar Rapids Public Library Foundation wins for its *Library 3.0*, a capital campaign to build a vibrant, new library in downtown Cedar Rapids. The secondary goal of the campaign is to strengthen the library’s endowment by at least \$1 million. The Foundation has exceeded these goals by raising \$7.1 million to date and fundraising continues in support of the endowment.

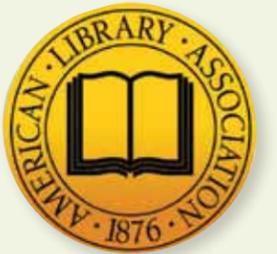
The Library Foundation is recognized for having developed and implemented a program that is a model for other libraries. With help from consulting firm ME&V Fundraising Advisers, the Library and the Friends of the Library, it carried out a feasibility study, established clear building project and fundraising goals, recruited strong volunteer leaders and implemented the campaign by starting with a successful leadership and major gifts phase, followed by a general gifts phase. Its strategies for public engagement—kickoff and groundbreaking celebrations, use of a website and Facebook, newspaper ads and direct mail, conversations at the Downtown Farmers’ Market and with community groups like Rotary and Kiwanis—were commended by the selection committee.

“The volunteers deserve all the credit for the success of this historic campaign,” says Executive Director Katie Geiken. “As *Library 3.0* fundraising continues, our entire community is looking forward to opening day in the summer of 2013.”

This project is also considered noteworthy for the success gained through collaborations. The new library was designed as a LEED building, attracting the Cedar Rapids Garden Club, which wished to contribute to the new library’s green roof. In addition to their direct monetary contributions, the Library Foundation and Garden Club partnered to make a successful application to the Garden Club of America’s Founders Fund.

This strategic fundraising effort can boast of a wide range of funding sources from individuals to organizations, corporations to foundations. And the number of gifts continues to grow. The 2012 Gale Cengage Learning Financial Development Award jury applauds the Cedar Rapids Public Library for its achievement to secure new funding resources for both a new building and to strengthen its endowment.

The award will be presented at the ALA Award Ceremony and Reception on Sunday, June 24 at the ALA Annual Conference in Anaheim, California.



Make a Gift Online at
www.crlibrary.org/foundation

Focus

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

Return Service Required

Non-profit
U.S. Postage Paid
Permit #381
Cedar Rapids,
Iowa 52401



Library 3.0

visionary

Thanks to you and the Library 3.0 campaign, we're ready to create an inspirational new centerpiece for our community. Please join us to celebrate the ground breaking of the new Cedar Rapids Public Library.

Refreshments – Crafts – Activities – Prizes – Family Fun

Saturday, May 5, 2012
10 a.m. – Noon
400 block of 4th Ave. SE
Downtown Cedar Rapids

Visit CRLibraryCampaign.org for more information.

