



# reaching our goals 2023

Year End Report

# Our SMART Capital Campaign Goals

**S**

## **SPECIFIC**

In 2022, we launched a capital campaign to raise \$3.5 Million, at the end of 2023 we have reached \$2.1M of that goal

**M**

## **MEASURABLE**

We have reached \$2,100,163 M as of 12/14/2023

**A**

## **ACHIEVABLE**

This is achievable, and all board members work to make this a reality

**R**

## **RELEVANT**

Our goal will help the Library achieve it's expansion  
Our goal will elevate the Foundation within the community

**T**

## **TIME-BOUND**

We are continuing to work towards this goal, and will need to establish a new timeline



# ORGANIZATIONAL

# goals



## NEW DONORS

167 totaling  
\$989,587 in revenue

200 new Insta  
followers, 150 new  
Facebook followers



## LOYAL DONORS

18 have recurring  
monthly gifts, or  
consistently give  
annually 4+ years



## GRANTS

5 Awards  
\$95,500



# E V E N T

## 2023 Events Recap

### **CAPITAL CAMPAIGN FOCUS**

#### **SPRING GALA**

Raised \$23,125 (in the top 3 of Gala events)

#### **Open House, Concerts in the Park, Farmers Markets, Town of Bristol Social**

Engagement events to educate, fundraise, and engage with the community in promoting the library expansion projects

#### **NIGHT AT THE DUCK POND**

Raised \$1300

#### **PARTY IN THE PRAIRIE**

Raised \$18,000



# ORGANIZATIONAL



# goals 2024



## NEW DONORS

150



500 new followers  
across platforms



## LOYAL DONORS

Increase monthly  
giving donors from  
18 currently to 30



## GRANTS

5 awards





# ORGANIZATIONAL IMPACT



IN 2023, THE SUN PRAIRIE PUBLIC LIBRARY FOUNDATION PROVIDED \$26,500 TO SPPL TO BRING THE FOLLOWING PROGRAMS, SERVICES, AND RESOURCES TO OUR PATRONS. BELOW IS SUMMARY OF HOW THOSE FUNDS MADE AN IMPACT.

**ARTIST IN RESIDENCE (\$5,000).** REBECCA KAUTZ WAS OUR FIRST ARTIST-IN-RESIDENCE. FALL RESIDENCY INCLUDED OPEN STUDIO HOURS AS WELL AS SIX WORKSHOPS PROVIDING OUR RESIDENTS WITH EXPOSURE AND INTERACTIVE OPPORTUNITIES WITH THE VISUAL ARTS.

**AFFINITY GROUP PROGRAMMING (\$3,000).** **VINYL LP COLLECTION (\$5,000).** SUPPORT FROM THE FOUNDATION PROVIDED THE FUNDS NECESSARY TO DEVELOP A NEW VINYL LP COLLECTION. THE COLLECTION INCLUDES 154 RECORDS AND THE TOTAL CIRCULATION TO DATE IS 368.

**DREAM BUS & TRUNK OR TREAT (\$1,500).** FINANCIAL SUPPORT FROM THE FOUNDATION EXTENDS OUR CAPACITY TO REACH RESIDENTS BEYOND OUR PHYSICAL LIBRARY WITH ADDITIONAL DREAM BUS VISITS. THIS YEAR, THE DREAM BUS MADE 140 VISITS THROUGHOUT SP AND SERVED OVER 2,100 RESIDENTS.

**KANOPY (\$5,500).** IN OUR SECOND YEAR, MANY MORE PATRONS DISCOVERED AND VIEWED MATERIALS THROUGH KANOPY. LAST YEAR, 2,093 DOCUMENTARIES, FILMS, AND CHILDREN'S CONTENT WERE VIEWED AND THIS YEAR WE ANTICIPATE 3,500 VIEWS BY THE END OF THE YEAR.

**WELCOME BOOKLET (\$2,500).** THE LIBRARY STAFF IS WORKING WITH AMERICAN DIVERSITY, A PROFESSIONAL ADVERTISING AND PRINTING AGENCY TO COMPLETE OUR WELCOME BOOKLET. THE INTENTION OF THE BOOKLET IS TO ENSURE ALL NEW PATRONS ARE AWARE OF THE SERVICES, RESOURCES, PROGRAMS, AND OPPORTUNITIES AVAILABLE TO THEM AT SPPL. THE BOOKLETS WILL BE AVAILABLE IN ENGLISH, SPANISH, AND HMONG.

**YOUTH PROGRAMMING (\$4,000).** FUNDING FROM THE FOUNDATION EXPANDS PROGRAMMING FOR YOUTH AND TEENS. THIS YEAR, THE YOUTH SERVICES DEPARTMENT PROVIDED OVER 800 PROGRAMS TO OVER 27,000 PATRONS.



# E V E N T

## 2024 Events

### **SPRING GALA APRIL 29**

Goal: 250 attendees

Night at the Library

### **GROUNDBREAKING**

Outdoor event on the Library Grounds

SUN PRAIRIE PUBLIC LIBRARY FOUNDATION BOARD - 2023 ROSTER

EXECUTIVE OFFICERS\*

PRESIDENT: TRACY HEROLD(2022-2024) SECRETARY: STACI WILLEMS(2020-2022)

VICE-PRESIDENT: JOSH ERICKSON(2022-2024) PAST PRESIDENT: TERRY MCILROY (2014-2015)

ROD ELLENBECKER

JOSH ERICKSON

CAROL ESSER

SHANE HEIM

TRACY HEROLD

CALEB MARTIN

TERRY MCILROY

PAT MILLER

JANET NELSON

PAT WENDE

DANIELLE WENDT

STACI WILLEMS

REKHA YARLAGADDA