

# 2015 Best Year Ever for a Canadian Library



CALGARY  
PUBLIC LIBRARY  
FOUNDATION



# Changing Lives and Improving our City

In 2015, Library patrons and donors made remarkable progress for *Add In*—the Campaign for Calgary's Library and towards creating the best public library in the world.

**W**e have now raised \$294,951,721—eighty-four percent—of the \$350 million Add In campaign goal and nearly \$20 million of our private sector goal of \$75 million.

We are delighted to share that this year, with \$7.4 million raised, we broke the record for funds raised annually for a Canadian library.

It was a year of major change. The removal of the membership processing fee made Library cards free to all and many individuals became Friends of the Library, including 4,804 Calgarians who donated to the Calgary Public Library Foundation for the first time ever.

A rebranding, which included a new visual

identity, was a reminder of the changes the Library made to become more relevant in the lives of Calgarians.

The New Central Library celebrated the completion of its encapsulation, and work began on

**With \$294,951,721 raised, we have reached 84% of our \$350 million Add In campaign goal.**

the building itself. To prepare for the landmark building, the Library is trialling new programs and infrastructure within the central library and community libraries to ensure that the New Central Library meets the needs of the entire city when it opens in 2018.

Calgary has adopted the bold vision of the

campaign. Donations were received from all levels; from \$12 to replace the former membership administration fee to \$1 million commitments. We also announced three new Founding Partners and celebrated their

gifts in three community events.

We heard many stories about how

the Library has changed people's lives, and why in turn, they support the Library to ensure that it can continue to do so for other Calgarians. Whether it was a child donating funds raised from a run, or a senior thanking us for fond memories of borrowing books as a child, people love their Library.

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

*Add In—the Campaign for Calgary's Library is a bold, audacious vision to create the best public library in the world.*

*Add In Founding Partners have stepped forward to help us achieve our ambitious goal. As leaders in our city, their support will enable individuals and our community to reach its full potential and leave a legacy that will last for generations.*





# Supporting Calgary's Future Readers

In April, TD Bank Group announced a \$1 million gift to the Library, which will help transform generations of readers.

**T**heir gift will support two important spaces in our city; the TD Great Reading Room at the New Central Library and the TD Family Program Room at Fish Creek Library.

When the New Central Library opens in 2018, the TD Great Reading Room will inspire the hearts and minds of all who visit, a characteristic shared with the historic reading rooms of other great libraries throughout the world.

The TD Family Program Room is a place for patrons of all ages at Fish Creek, Calgary's largest community library. Part of the Early Learning Centre, the TD Family Program Room inspires discovery, promotes learning, and fosters community interaction.

TD Bank Group is a long-time supporter of libraries and literacy across Canada, and we are delighted to celebrate their commitment to the Calgary Public Library.



**FOUNDING PARTNER**

*Add In—the Campaign  
for Calgary's Library*

[www.addin.ca](http://www.addin.ca)



"We believe that **public libraries** **are vital** community-building institutions and an important part of any town or city."

— Frank McKenna, Deputy Chair,  
TD Bank Group



The *TD Summer Reading Club* is a Canada-wide children's literacy program that inspires and fosters a life-long love of reading.



*TD Read with Me* helps young readers improve their literacy skills and self-confidence.

# Incredible Gift Inspires Historic Naming



**FOUNDING PARTNER**

*Add In—the Campaign  
for Calgary's Library*

[www.addin.ca](http://www.addin.ca)

**Judith Umbach**

## In honour of a seven-figure legacy gift, the Calgary Public Library renamed its Thorn-Hill location the Judith Umbach Library in April.

Judith Umbach, a life-long lover and patron of the Calgary Public Library, was recognized for her historic gift in a special community celebration

“Judith has committed a large part of her life to the Library, and we are delighted to honour her legacy gift with a library naming,” explained Paul McIntyre Royston, President & CEO of the Calgary Public Library Foundation.

Umbach was appointed to the Calgary Public Library Board in 1996 and served as chair for eight of 12 years. She now serves on the Calgary Public

“The Library has always been a place I’ve felt at home,” says Umbach, whose mother would take her to their community library as a little girl.

**“The Library has always been a place I’ve felt at home.”** — Judith Umbach

Library Foundation Board of Directors and chairs its Council of Champions, helping to fundraise for *Add In*—the Campaign for Calgary’s Library.

“I wanted to ensure that the Library continues to inspire generations of Calgarians, and demonstrate to everyday people who love the Library that a legacy donation is possible.”



*In 2015, both the Judith Umbach and Forest Lawn Libraries underwent major renovations. The Library renovates and refreshes community libraries every 10 years.*





**FOUNDING PARTNER**

*Add In—the Campaign  
for Calgary's Library*

[www.addin.ca](http://www.addin.ca)

**Linda & Mike Shaikh**



# A Gift to Welcome All

In October, Linda and Mike Shaikh made a generous gift for the future and brought our goal of creating the best public library system in the world even closer.

Linda and Mike Shaikh announced their generous \$1 million leadership donation in a ceremony that added them to the roster of *Add In* Founding Partners.

With help from Her Honour, the Honourable Lois Mitchell, CM, AOE, Lieutenant Governor of Alberta, the Library Foundation named the Shaikh Family Welcome Gallery to recognize their commitment to building a world class library system that reflects Calgary's aspirations as a global city.

In addition to announcing the Shaikh's contribution, the Foundation celebrated the Founding Partners of *Add In*—the Campaign for Calgary's Library. All of the contributors participated in forming a giant Lego brick wall and unveiling a

*"Very early on my father gave me **three words to live by:** learn, earn and return."*

—Mike Shaikh

100,000 piece Lego model of the New Central Library, which will be on display at the Central Library for years to come.





# Celebrating the Library

Honouring innovators, the Library's origins and modern-day philanthropy in our city.

## 2015 BOB EDWARDS AWARD GALA

Presented by TD Bank Group, the 2015 Bob Edwards Award Gala achieved a new record with \$300,400 in net revenue raised for the Library, and an additional conditional pledge of \$100,000 by the 2015 Award Recipient and *ultrapreneur*, W. Brett Wilson. While his challenge to the city stirred up controversy, it also caused a wave of support for the Library and furthered our efforts to position it as a priority for charitable giving.

Guests at the gala supported job seekers with career coaching sessions and Chromebooks, children with new books and family storytime programs and welcomed newcomers with dual-language books. All donations made during the evening were doubled, thanks to two generous families in attendance.

Since 2012, the gala has raised more than \$825,000 to help the Library support literacy and the lifelong learning needs of Calgarians.

*beyond definition*

2015 Bob Edwards Award Gala  
presented by



## ANNIE DAVIDSON OPERA

In 2015, a new contemporary opera was created that highlighted Annie Davidson, the first champion of the Library and the catalyst for Alberta's first library.

In partnership with Cowtown Opera, and with the support of the Calgary Foundation, the Rozsa Foundation and Friends of the Library, the Opera inspires Calgarians to create meaningful change within their communities.

The Annie Davidson Opera premiered as the lead performance for Cowtown Opera's 2015-2016

Season and ran from September 24–27, 2015, followed by a series of free pop-up shows at

**"It was a wonderful showcase of history and art! I almost cried hearing the wonderful voices—bravo!"**

community libraries, which allowed the opera to reach families and other Calgarians without the means to participate in the stage performance.

The Annie Davidson Opera is a celebration of the Library and Calgary's history, and plans to expand the opera into local schools are currently underway.

Annie Davidson Opera  
supported by

COWTOWN OPERA



In a time when women could not vote, Annie Davidson and the Women's Literary Club secured community support for Alberta's first public library and obtained the financial donation from Andrew Carnegie.





# Success Comes in all Sizes

We are grateful to the many Calgarians who stepped up in 2015 to make a large impact and help us reach our goals.



## **LIBRARY MONTH AT YOUR DAYCARE**

In the fall, the Rotary Club of Calgary gave a \$75,000 gift towards Library Month at Your Daycare, which was leveraged to generate \$133,000 in matching support from individuals. The four-week program focuses on early literacy by introducing children attending local daycares to the Library with songs, rhymes, and mini-collections of books.



## **GIVING BACK**

Kathie Aldridge donates to the Library because it helped change her life as a single mother. "Having the Library as a resource allowed me to see there was a future."





### YOUNG DONORS

We are honoured to receive a number of donations from Calgary's youngest citizens, and this year, one that tugged our heartstrings was James, who donated half his birthday money to the Library when he turned five. Thank you, James!

### SHOP FOR A CAUSE

Donations and merchandise purchases on [librarystore.ca](http://librarystore.ca) increased by 203%, and we added new and locally designed literary-themed items to our online store.



### BIRDIES FOR KIDS

We received more than \$32,000 from generous donors for the Shaw Charity Classic and surpassed our goal as a first-time charitable partner by 60%!



# Record Year: by the Numbers

Calgarians love their Library and showed their support in a number of ways in 2015.

## \$7.4M

**raised** in 2015

### INFORMATION | 70%

*Ensuring knowledge is within reach for all*

### INSPIRATION | 74%

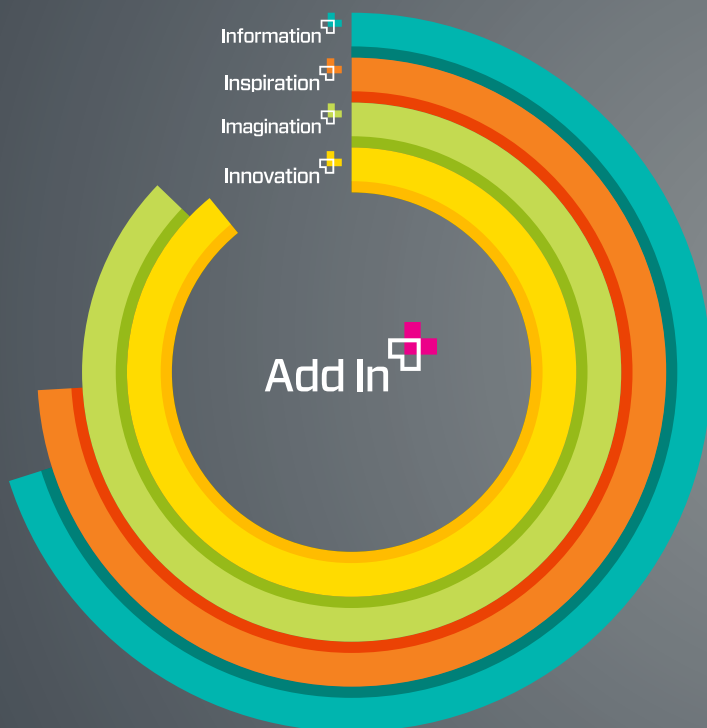
*Enriching lives through programs, spaces and events*

### IMAGINATION | 87%

*Nurturing what is possible when we work together*

### INNOVATION | 89%

*Providing new technology to thrive and succeed*



## 84%

of the Add In Campaign  
**goal reached**

**\$294,951,721  
RAISED**

**\$350,000,000  
GOAL**





# 3,326

**Calgarians donated** in response to free Library memberships

# 4,804

**new donors** to the *Add In* Campaign

# 135,187

**new members** registered for a free Library card

# 6.2M

**visitors** to the Library, a 21% increase from 2014



## PROGRAMS

The Library delivered 14,665 programs, both in-library and in the community



## CIRCULATION

Calgarians borrowed more than 16.1 million physical and digital items



## COMPUTER SESSIONS

Patrons accessed Library computers 825,152 times



CALGARY PUBLIC LIBRARY FOUNDATION  
Memorial Park Library 2<sup>nd</sup> Floor, 1221 2<sup>nd</sup> Street SW  
Calgary, Alberta T2R 0W5

403 221 2002  
[www.addin.ca](http://www.addin.ca)

Charitable Registration # 87292-3537-RR-0001

A background pattern of thin, light pink lines forming a complex, interconnected geometric mesh of various polygons, covering the entire lower half of the image.

**Help us  
Create the  
Best Public  
Library in  
the World**

**addin.ca**