



Enriching Our Community by Helping Our Library Collections Grow

December 4, 2006

Dear Mayor Foy and Town Council:

I am pleased tonight to distribute \$50,000 from the Chapel Hill Public Library Foundation to the Library to enable them to purchase approximately 2,000 books.

There is significant progress being made at the Foundation, and I would like to take this opportunity to bring you up to date with our activities over the past 24 months.

Love Trust - Our Finance Committee oversees the management of the Love Trust, and they have been excellent stewards. The value of the trust has increased approximately \$110,000 in the past fourteen months, rising from \$1.68 million in July 2005 to \$1.78 million in November 2006. In that same period, the earned income from the trust was \$87,500, which, in accordance with the designation of the Trust, is distributed quarterly to the Library.

2005 Activities – In 2005 Michelle Lewis reenergized the Foundation Board and kicked off the *9300 Books* campaign by establishing a house party in the fall. The number 9300 is based on the number of books and other materials the current Library space could additionally house, if there was the ability to purchase them. Three local authors, Lee Smith, Elizabeth Spencer, and Daniel Wallace were featured at the party, and the event raised approximately \$40,000. More importantly, the party and the *9300 Books* campaign moved the Foundation into thinking more aggressively about future Library needs.

2006 Activities – When Michelle took a leave of absence from the Foundation, the current officers and I assumed its leadership. We hired an excellent campaign consultant, Melissa Cain, who has helped us organize our five-year fundraising *Ensuring Excellence* Campaign.

The goal of the *Ensuring Excellence* campaign is to raise \$2.5 million by 2011, when the library expansion is scheduled to be completed and the library will need an additional 68,000 books and other items for its collection. The materials for the *Ensuring Excellence* campaign are included in the folders we have distributed to you. We hope you will take time to review them.

Just a few weeks ago, we launched the campaign at our second house party. John Grisham was the featured author, with 39 co-hosts sponsoring the event including UNC President Erskine Bowles and Lt. Governor Bev Purdue. We raised \$68,000 with the help of more than \$30,000 in in-kind donations. The event generated significant press for the Foundation and the *Ensuring Excellence* Campaign.

We are off to a great start. Two families have pledged \$60,000 collectively, and at least three others have committed to participate. One of our board members is already concentrating on corporate and foundation gifts. And we are just getting started! We expect significant progress in the *Ensuring Excellence* Campaign over the next two years.

In addition, we were very fortunate to have Dean Smith, Bill Guthridge and Roy Williams donate their time for a photo shoot with some of their favorite books. The Foundation is producing a coaches poster titled "*The Best Time-Out You Can Take.*" All of the production costs are in-kind donations. We will be donating posters to North Carolina libraries, as well as selling them to generate revenue for the Chapel Hill Public Library.

I thank the Council and the town management for the support of the Library and its continued commitment to excellence.

Sincerely,

Gene Pease
President