

Boundless Possibilities

Campaign



VIRGINIA BEACH
LIBRARY FOUNDATION



This is where it
gets really good.

You know that point in
the story—where it's
been building and
building, and you can't
stop now, because you
can tell something big is
about to happen?

That's where we find
the Virginia Beach
Public Library today.



Libraries today are less about what they have and more about what they do.

As the digital age has crept in over the past two decades, Virginia Beach Public Library has worked hard to keep up. Its 10 locations are evolving from book repositories into dynamic, versatile community centers. City support has laid the groundwork—and the library system has added some exciting educational programs thanks to the Virginia Beach Library Foundation. The library's programs have been highly successful, with attendance topping **18,000 for adult programs** and **107,000 for children's programs** in the past year. In the same year, the library issued more than **42,000 new library cards** and had **2.5 million items in circulation**.



4,763,842

ONLINE VISITS (FY 2017)



1,550,588

LIBRARY VISITS (FY 2017)

But the people of Virginia Beach are seeking more from our libraries—
and these advanced services are not fulfilled through city funding.

As the library's charitable arm, the Virginia Beach Library Foundation uses gifts to fund special projects, materials and programs benefiting the community that the library could not otherwise afford through its annual operating budget.

To truly maximize our libraries' potential—taking our youth and family programs to the next level—our library foundation needs a bigger commitment from the Virginia Beach community.



2,557,104

ITEMS CIRCULATED (FY 2017)

The library plays a critical, strategic role in our community.

As the American Library Association points out, libraries are no longer just “quiet places to do research, find a book and read,” but “centers of their communities: places to learn, create and share.”

The Virginia Beach Public Library adds value to our community’s quality of life in five key areas:

- Education
- Employment
- Entrepreneurship
- Empowerment
- Engagement

The library provides programs for everything from school readiness to technology readiness, from language development to career

development, from special needs to advanced needs. Today’s library has an impact on people at every stage of life, from every walk of life.

The Virginia Beach Public Library is transforming into a true destination. Its meeting rooms are already popular as a neutral, affordable gathering space. But the other spaces are also becoming more people-focused, as paper books are moved out and multifunction spaces are created—spaces for people to engage in civil conversation. To listen to music. To learn how to cook, get a cup of coffee, hear a live jazz band, take a computer class, get resume assistance, try out the latest technology, upload an e-book. More than ever, the library will be a place that you—and your children and grandchildren—*want* to come.



Libraries aren't simply “nice to have.” They are essential.



107,563

CHILDREN'S PROGRAM ATTENDANCE (FY 2017)



11,682

TEEN PROGRAM ATTENDANCE (FY 2017)



Increased funding for the foundation will make an increased impact on our community, most notably in youth success.

Supporting the library foundation is not only an opportunity to strengthen Virginia Beach as a community—helping individuals improve their lives through education, career advancement and collaboration—but it’s one of the most direct ways to influence local children and teens.

Our funding needs to stretch for the library’s rapidly expanding youth services. These programs work to both supplement and support what they learn in the classroom, giving them a better chance at success in school and in life. Virginia Beach Public Library’s youth programming is targeted around five strategic initiatives tied to youth success:

1. Children enter school ready to learn and read
2. Students are reading on grade level by 3rd grade
3. Children maintain reading skills over summer break
4. Children have access to enrichment opportunities that support their education
5. Parents and caregivers have the tools and skills to help their children become productive, self-sufficient citizens

The Virginia Beach Library Foundation can help these initiatives—and our young people—succeed, through three funding priorities.

Funding Priority **1**

Restricted Endowment – \$1.5 Million

Summer Reading Challenge to prevent “summer slide”

The largest and most ambitious of our reading initiatives, the Summer Reading Challenge, is an annual initiative to engage readers of all ages in reading throughout the summer months impacting 15,000 individuals annually. This signature program offers activities and incentives (such as ice cream parties and

weekly prizes) that encourage youth to read for fun over break, in an effort to beat the learning loss known as “summer slide”—which can equate to as much as two months of class time, compounding annually. By increasing the library foundation’s endowment for this program, the library can meet the increasing demand.



Funding Priority 2

Technology and Capital Improvements—\$445,000



Courtesy of San Francisco Public Library

Spaces and vehicles to help us reach youth in new ways

The Virginia Beach Library Foundation has identified these capital and technology funding priorities to better serve our community's youth:

Early Literacy Sprinter Vans: \$100,000

Our Early Literacy Outreach currently operates with one 34-foot bookmobile and one 2001 minivan. To increase the number of children and teachers the library can reach at childcare centers, we need to replace the minivan with two Sprinter vans, which will be designed to function as smaller bookmobiles.

Tinker Tech and Coding Sprinter Van: \$50,000

This high-tech Sprinter van will focus on underserved K-12 students. It will allow us to provide STEAM enrichment activities across the city and gives kids the confidence to keep

exploring. These on-site, on demand activities introduce technology and digital literacy in accessible ways.

Library2Go: \$250,000

Virginia Beach needs funding to purchase a Library2Go—a smaller library on wheels that offers the same services as a branch library, including modern-day technology and conveniences a bookmobile could not offer. About 1,500 books for all ages and interests are available for checkout, but it offers much more than books.

Visitors can upload e-books, check out videos and obtain access to a wide array of online publications. Laptops, tablets and a 3-D printer are onboard, in addition to free Wi-Fi and an array of outlets to keep electronic units charged.

Funding Priority **3**

Unrestricted Endowment—\$1 Million

Comprehensive fund to support growing and/or unexpected needs

Building an unrestricted endowment will allow the library foundation to fund new programs, expand existing programs and meet immediate needs as they arise. Most of all, it will allow the library important flexibility in this changing world. Some of the fastest-growing needs this endowment could support include:

Reading Programs

Literacy is still the key focus of the library. Our programs such as Preschool Storytime introduce early literacy skill-building and provide parent education to support language development through books, rhymes, songs and playful educational activities. For older children, the library sponsors programs such as Battle of the Books, where teams of students read a long list of books and then answer questions about them in game show-style competitions.

STEAM Programs

Our Science, Technology, Engineering, Art and Math programs are designed to empower children to explore scientific concepts, conduct investigations and make connections between concepts and scientific discoveries—enabling them to become independent thinkers and lifelong learners. These programs include Preschool Science (ages 3-5), Elementary Science (grades K-2), and Hands-on Science (grades 3-5). These programs usually fill up within hours of opening registration, with lengthy waiting lists—added

funding would allow us to serve more children and potentially offer new types of STEAM programs.

Teen Programs

The library offered 441 teen events in the past year. In addition to our academic resources that support teens in their schoolwork, the library functions as a safe gathering place where they can participate in wholesome activities. On a Friday night, many Virginia Beach teens can be found at our regular Lock-Ins—where they do arts and crafts, play games, do yoga, sing karaoke and listen to live music. One recent evening there were 350 teens lined up outside, waiting for it to open.

Adult Resources

As the world changes, not everyone has access to the latest, or even basic, technology. The library provides internet access for some of the 25% of families who do not have it at home. It also offers specialized software and staff for the booming interest in genealogy. Perhaps the greatest adult impact can be found in our career resources, which include computer classes, résumé assistance, job listings and partnerships with many community organizations for referrals. By expanding these types of services, our library system aspires to become a “one-stop shop” for workforce development needs and to help drive the economy.

18,737
ADULT PROGRAM
ATTENDANCE (FY 2017)

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The library makes the difference.

As a new mom, I had no idea about the library's amazing children's programs, so my older two sons missed out. But my younger two, Samantha and Andrew, have been regulars at the library since they were toddlers—and the difference is remarkable. Samantha now reads stacks of chapter books and gets top grades in school, and Andrew is well prepared to start kindergarten this fall.

One time Samantha came along to Preschool Science, and exclaimed, "Wow, they cover more here than we do in 5th grade!" Andrew has learned to explore like a scientist, with units such as nocturnal animals, the Arctic and the circulatory system. During storytime, he's learned his letters, as well as sign language and yoga! Both kids have also relished the Summer Reading Challenge. The librarians are always there to help and greet us by name.

I especially love that the programs are free, since we have four kids and one income. The library caters to all generations, but is especially important for helping to shape our children and get them out from behind screens. The Virginia Beach library is making the future better for our next generation.

—Tanya Davis, stay-at-home mom

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Q & A

Q. Why does the library matter when I have the internet?

A. Unlike much of the internet, the library is a credible source of information. In a Pew study, people listed librarians as the #1 person they trust.

Q. Why should I give money to something my taxes already pay for?

A. City dollars cover many basics such as facilities and staff. But to fulfill our vision of taking the library from good to great by bringing in many value-added services, private donations are needed to bridge the gap.

Q. What types of donations can the library foundation accept?

A. The foundation accepts gifts of cash, securities, real estate and cash-value life insurance policies. We can also assist you with arranging the transfer of stocks, or to discuss establishing trusts or other planned giving opportunities. The foundation is also pleased to process corporate matching gift requests.

Q. Do other cities have these foundations?

A. There are a number of foundations supporting libraries around the country and in this region, including Northern Virginia, Raleigh and Charlotte.

Q. How many people are actually using the library?

A. Hundreds of thousands per year!

Your gift will help take the Virginia Beach Public Library from good to great.

By enhancing the library experience, your donation to the Virginia Beach Library Foundation will have a lasting impact on our community. The 21st century library will increasingly be a source of economic opportunity for adults, academic development for children and teens, and better relationships for our entire

community. As a member of that community, the library is an investment you can't afford not to make.

The story of our library is still being written—and you have the chance to be one of its authors.



The Virginia Beach Library Foundation is a 501(c)3 certified public nonprofit whose mission is to secure, manage and invest publicly raised funds, gifts and bequests in support of Virginia Beach Public Library.



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