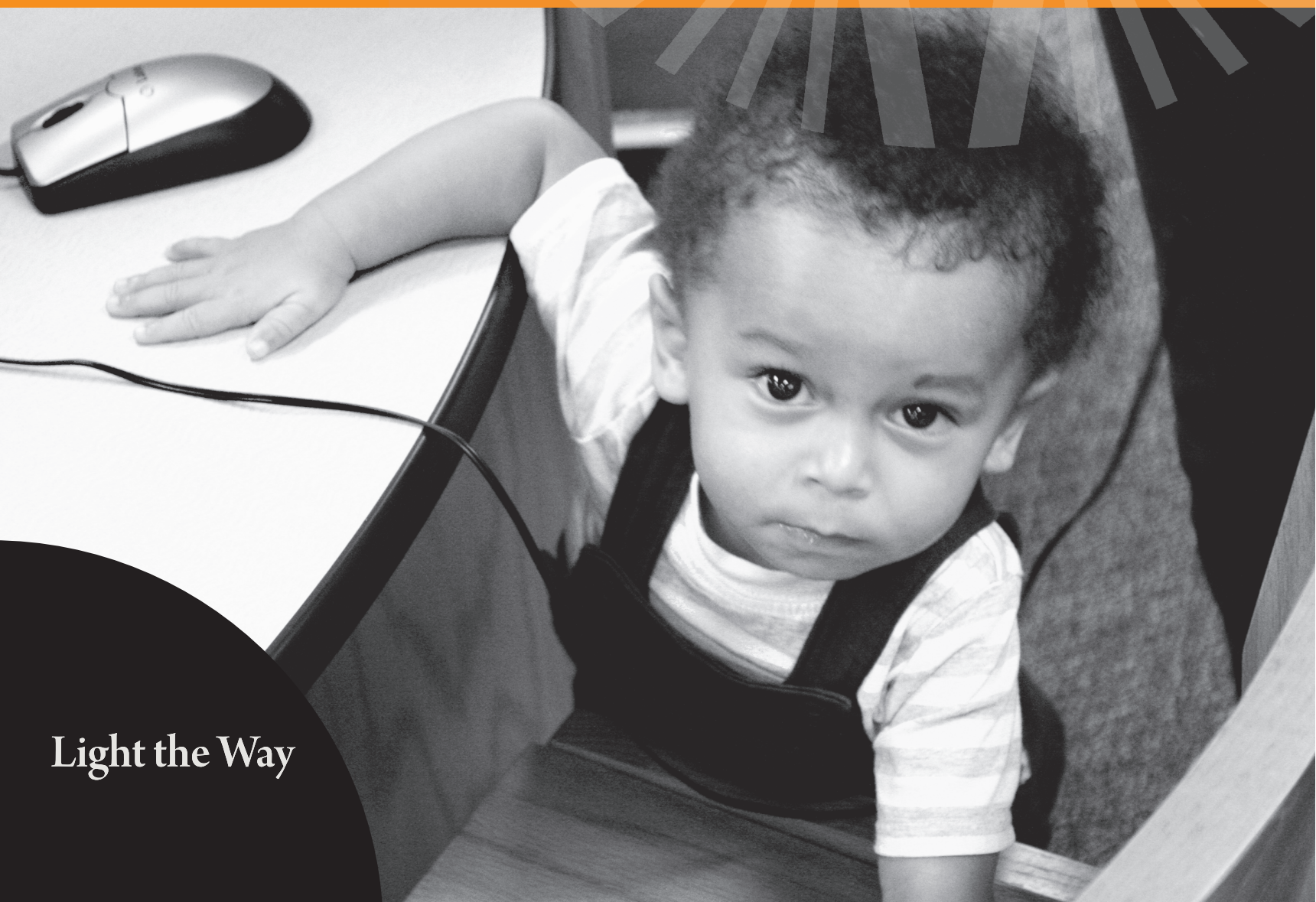


DAUPHIN COUNTY LIBRARY SYSTEM
2nd Century Campaign

Books Were Just the Beginning



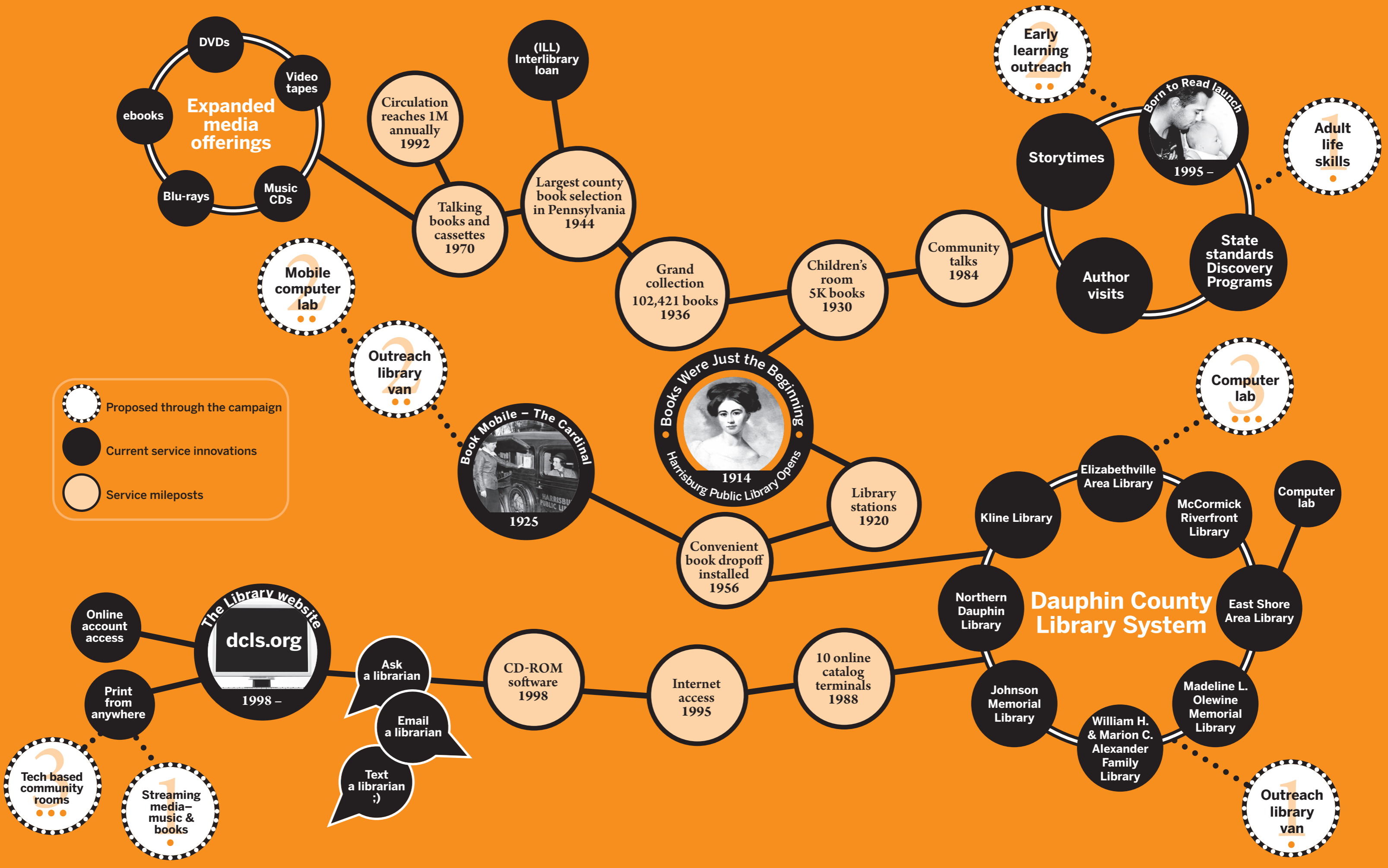
Light the Way



The 2nd Century begins now. . . Join us.

100 years ago, the library's founder, Sara Haldeman Haly, couldn't have envisioned an ebook or an iPad. She didn't need to, her vision was bigger than that. When she bestowed land for a library building, she understood her bequest was not as much about the books as about having the opportunity to read what was in them.

Dauphin County Library System



A Vision for the Future

Smart devices, Google, text messaging, Twitter: the way we access information is changing rapidly. In the process, it's natural to wonder where libraries fit into the digital age.

While libraries are as old as the human desire to store and retrieve information, it shouldn't come as a surprise that they are just as valuable to the community today as they were to Ben Franklin. They remain at the heart of the community because the fundamental values that brought libraries about are and will remain important:

1

Equal access to information

For a community to prosper, all its members need access to learning and information. The public library helps level the playing field for the community and is constantly adapting in order to meet this pressing human need.

2

Giving our children the best start possible

Breaking the cycle of illiteracy starts with children, and early childhood education has always been at the core of the library's mission. Children who aren't reading successfully by fourth grade are on the high school dropout track, putting them at increased risk for poverty as an adult. A consistent, timeless goal of library service is to give children the best chance possible for success in life.

3

Connecting our community

Libraries are where communities connect. A hub of discovery, the library provides resources and programming for people of all ages. Libraries are gathering places, but increasingly they are also mobile learning spaces. Both are critical to a healthy community.

The answer to the library's place in a digital society is that libraries are not just a "place," or even a "space," they are an idea. A timeless idea: that there is value in every child and potential in every individual. And that idea remains true whether you say it in print or pixels... or whatever technology the next century brings.



Equal Access to Information


Whether you are trying to develop a better business plan, researching a medical condition, or you are unemployed and seeking a job, access to current information is critical. But as the means of accessing information changes rapidly, it is easy to be left behind as a result of what has been described as the “digital divide.”

In today’s world, those without access to a computer, smart device or the Internet are at a serious disadvantage. Even those who do have such tools often need help in using them to navigate a vast and confusing world of information. The library helps close that gap, providing access to free public computers and the Internet as well as books, research databases, computer assistance and more:

- Public computers and free Internet access
- Research resources
- **Life skills workshops for adults**
- A collection of print materials that is current and relevant
- **Delivery of library programs to the homebound and others**
- English as a second language material
- **Digitally equipped community meeting rooms**
- Information experts

In the future, the means of providing the opportunity to learn, grow and be an active member of the community may take a very different form. **But the goal remains the same. Allow everyone the chance to make informed decisions, to read, to succeed.**

bolded items – proposed outcomes from the 2nd Century Campaign



“The Library has been
a part of my life forever.
That’s where my friends came
from – my new friends are
The Library Friends.”

~Nancy



Giving Our Children the Best Start Possible

There are few skills we can give children that have as profound an effect on their ability to succeed as learning to read ... and loving to read. Children who read proficiently by the end of third grade are far more likely to graduate from high school and have successful careers. However, in Pennsylvania, 60% of fourth grade children read below proficiency, and in Dauphin County, 21.3% of children live below the poverty level. **It's critical for the future of our children, for the development of an educated and informed workforce and for the economic vitality of our community to raise our children as readers.**


Breaking the cycle of illiteracy is not easy, but the library provides children and their families a place to start. Early learning programs and storytimes at libraries engage children with books and basic learning concepts—but also with other children. As a result, children not only learn to take joy in language, they learn how to relate to others and are better prepared for the social demands of school:

- Storytimes and Discovery programs
- **Off-site access to quality children's literature**
- Dedicated youth professionals who can energize a child's natural curiosity
- **Skills for parents to keep their children learning at home**
- **Specialized early learning stations**
 - **Off-site access to library services**
 - Research tools that support school assignments and projects
 - **Resources for children and families with special needs**

As times change, the means of reaching and encouraging children may change as well. **But the library will always strive to help them succeed, believing as we do that every child matters, and reading matters to every child.**

bolded items – proposed outcomes from the 2nd Century Campaign





“My daughters are ages 3 and 5 and they have attended many of the children’s programs. The real-world concepts they have been exposed to are not things they would normally experience otherwise. The Library has given us the opportunity to put our children in the best possible situation – it has given them a head start.”

~Steve, father of Ursula and Nahla



Little Library Lovers, Ursula and Nahla,
from William H. & Marion C. Alexander Family
Library in Hummelstown



Connecting Our Community

Business meetings, book club discussions, genealogy workshops, computer classes, even birthday parties—these all happen at the library. Here you can borrow a book, find a job, get help with a school assignment, or learn how to use your e-reader. **Sometimes it is important to take the library to the people who need it—to meet families in their comfort zone and children where they learn.** Library outreach services do just that, delivering not only books and computer access, but programs and workshops throughout the community:

- **Computer operation; help with digital devices**
- **Resume writing, job search strategies, interviewing techniques**
- **Rehabilitation services (assistance for those formerly incarcerated)**
- **Tax assistance**
- **FAFSA and student aid assistance**
- **Adult basic literacy**
- **Basic financial information**
- **Basic health workshops**
- **Genealogy workshops**
- **Citizenship classes**
- **Retirement planning**

As we move into a second century of library service a third important goal is to continue to spark the connection of community members to one another, to needed information and services, and to the resources that allow them to nourish their spirits, grow as individuals and support their families.



WHAT DO YOU STAND FOR

2013
WESTERN
MUSICIANS

“...thank you for helping us at the last minute. Our campers really enjoyed the library program and craft you did with them! When we start planning Camp Smiles @ Grace for next year, we will be in touch with you.”

~Camp Smiles

What 2nd Century Campaign Dollars and Planned Gifts Will Accomplish:

The Dauphin County Library System's 2nd Century Campaign seeks to raise:

- \$700,000 in current gifts for special programs
- A minimum of 100 new or increased planned gifts that will help build The Library's permanent endowment over time.

Here's what the community receives when the campaign is successful:

- **A Brand New Customized Van** that will serve as a mobile learning center. The van will house a small collection of books and other items for lending, as well as computer equipment for group and individual use. The van will visit a wide variety of locations, including shelters, child care centers, parks, fairs, etc. It will meet children and adults where they are, offer them a welcoming and open environment for learning and exploration, and introduce them to books, technology and library programs/services.
- **Renewed, New and Improved Adult Programs** that will address key life skill areas adult library users are requesting. Job seekers will learn how to develop resumes, perform job searches and prepare for interviews. Adults new to computers and smart devices will learn basic operating skills and how to access online library resources. Families will learn basic household budgeting and how to manage credit and credit ratings. Parents will learn best practices for encouraging literacy in children. These programs will also be taken into the community, where possible, to reach the homebound and those in shelters and other facilities.
- **Improved, Expanded, State-of-the-Art Early Learning Access for Children.** More children will enter school ready to learn because they can develop the necessary skills with the help of the library. They will be able to attend programs designed to promote literacy and prepare them for success in school even if they can't visit a library. And they will be able to keep those skills strong with digital learning software on specialized early learning stations and tablets both inside and outside the library's walls.
- **Future endowments (through 100 new planned gifts)** that could total \$8 million or more and produce hundreds of thousands of dollars in income each year in perpetuity. Those future endowments will ensure that core library programs, the outreach van, adult programs and programs for children will be secured well into the future.

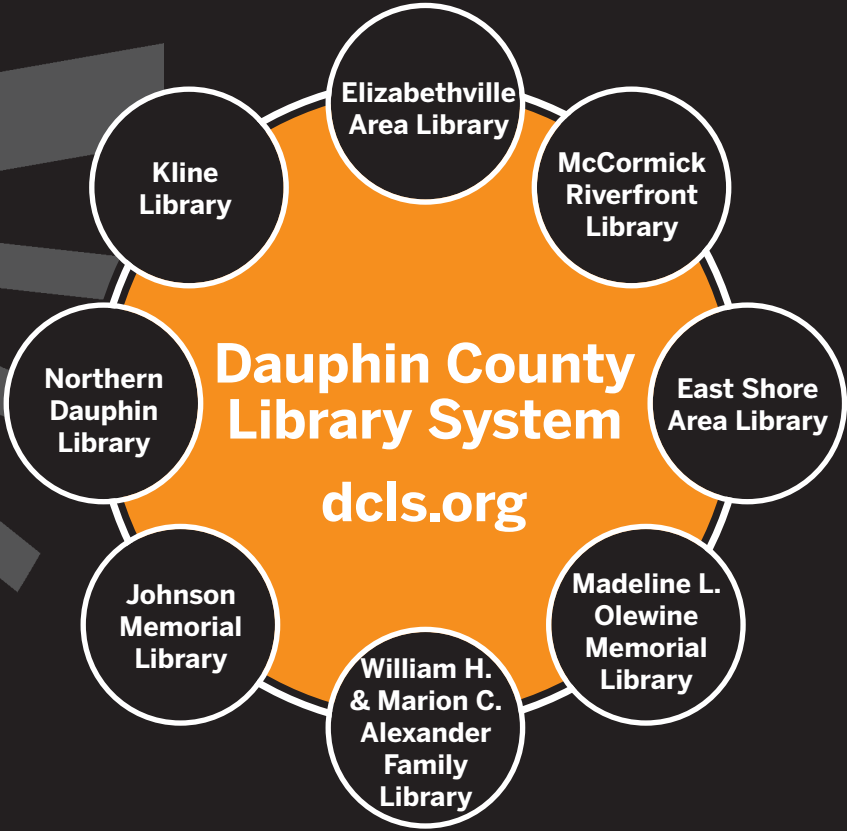


Current Gift Campaign Summary	Cost
Outreach Van and Services	\$ 282,500
Life Skills for Adults (3 Year Program)	\$ 304,500
Early Learning for Children (3 Year Program)	\$ 80,000
Community Connection	\$ 33,000
Current Gift Campaign Goal	\$ 700,000

On the cover:
Little Library Lover visiting East Shore Area Library



THE | DAUPHIN COUNTY
LIBRARY SYSTEM
LIBRARY
OPEN FOR DISCOVERY



Administrative Offices

101 Walnut Street | Harrisburg, PA 17101 | 717.234.4961 | dcls.org

How You Can Help

Vastly different today than was first imagined by its founders, the library will continue to adapt and change to meet critical educational needs and provide life-enhancing opportunities for our community. We invite you to partner with us as we seek to significantly increase permanent endowment funding to help ensure that promise both today and for generations to come. We also invite you to consider making a special gift in support of the 2nd Century program initiatives which will provide immediate enhancements and expanded offerings for our community.

Rather than focusing on a particular dollar goal, the endowment campaign's success will be measured primarily on participation. Current board members, past board members, staff, volunteers, community leaders, corporations and local foundations will all be asked to participate. Gifts of all sizes are encouraged.

If you recognize the benefits of equal access to information, have a desire to give our children the best start possible and see value in a connected, thriving community, your current or planned gift in support of the library's 2nd Century Campaign can be a powerful legacy.

Will you join us in achieving the goal of adding 100 new planned gifts as well as raising \$700,000 in current funding?

How to participate in the 2nd Century Campaign:

1. Make a new or increased planned (estate) gift to the library.
2. Make a current gift to help fund the special \$700,000 2nd Century projects.
3. Do both!

Below are the size and number of gifts that are needed to reach the \$700,000 goal for current gifts. All gifts may be paid over a period of up to 5 years, if desired:

No. of Gifts Needed	Amount of Gift	Cumulative Total
1	\$250,000	\$250,000
1	\$100,000	\$350,000
3	\$50,000	\$500,000
4	\$25,000	\$600,000
6	\$10,000	\$660,000
8	\$5,000	\$700,000

Donor Recognition Opportunities

As a donor to the 2nd Century Campaign, regardless of gift size, you will be acknowledged for your support. You will be included in a special 2nd Century Campaign “Honor Roll of Donors” newsletter that will be produced at the conclusion of the campaign and will also be recognized (with your permission) on a special “Thank You Page” on the library’s website.

Special Gift Recognition for all 2nd Century Planned Gift and Current Gift Donors

Planned Giving Donors

Planned gift donors will be inducted into the 2nd Century Society, a special group that will permanently recognize all individuals and families who make a planned gift of any kind that will benefit the library at some time in the future. Please see the “Types of Gifts” insert for more information on the many different forms a planned gift may take. As a member of the 2nd Century Society, you will be recognized in the following ways:

- Your name/your family’s name will be included on a permanent recognition plaque at McCormick Riverfront Library designed to coordinate with and complement the existing plaque honoring Sara Haldeman Haly.
- You will be honored online in perpetuity on a separate 2nd Century Society web page with your donor profile and photo.
- You will receive two free tickets each year to the “Light the Way to Learning” Banquet.
- We will include your name, photograph and a brief statement about the reasons for your gift within a special 2nd Century Time Capsule. The time capsule will be opened in 50 years.
- You will receive a special 2nd Century Society library card.

Donors who make current gifts of \$10,000 or more to the 2nd Century Campaign’s Special Initiatives (\$700,000 goal)

All donors who make current contributions (payable over three to five years, if desired) of \$10,000 or more to help fund the special 2nd Century objectives in support of adult learning and children’s literacy will receive some very special donor acknowledgment. You will be featured on a special video “slideshow” that will run throughout the day at each library. Your photograph will be included in the slideshow along with a list of some of your favorite books, authors or library services.

We also will include a quote about why you gave to the 2nd Century Campaign. This special video/slideshow will also be incorporated into the library’s website.

Donors who designate their gift for the library outreach van

Donors who wish to have their funding specifically support the outreach van will receive the following recognition, based on gift size. In addition to the recognition for all current donors, van donors may choose these recognition options:

Gift Amount	Special Van Recognition
\$250,000	The van will be permanently named for the donor
\$100,000	Donor name(s)/logo will be printed on the van side panel
\$50,000	Donor name(s)/logo will be printed on the back panel
\$25,000	All donors of \$25,000 will have their name/logo on screen savers/opening screens of library van equipment
\$10,000	All donors of \$10,000 and more will have their name/logo on outreach promotional materials for 3 years.

Types of Gifts

How to Give

Your gift to the library's 2nd Century Campaign is an enduring and far-reaching investment in our community—one that will generate immediate as well as long term benefits. In addition to outright gifts of cash, there are alternative ways of providing a generous pledge of the campaign. Because the library is a 501(c)(3) organization, contributions are tax deductible to the fullest extent of the law. The library encourages you to consult your tax advisor about the specific tax benefits applicable to you.

A Multi-Year Pledge

You may choose to make your campaign gift payable over a period of three to five years with the completion of a written pledge form.

A Gift of Securities

The library supporters may own stocks, bonds, or mutual funds that have appreciated beyond their original cost and may consider making their campaign gift with these appreciated securities. Often, such a gift represents a tax efficient way to support the Library.

A Gift of Real Estate, Jewelry, Art or Other Personal Property

Under certain circumstances, the library may accept gifts of real estate or other property. Examples could include real estate gifts of farms, personal residences and vacation homes, as well as commercial and rental properties. Gifts of tangible personal property may consist of furniture, equipment, books, gems, precious metals, art, stamps, coins, fixtures, automobiles, manuscripts or nearly any kind of property. Such gifts are often designated for an appropriate use within the organization.

Planned Gifts

In addition to current gifts that will support the campaign, it is anticipated that many donors will choose to support the 2nd Century Campaign through a planned estate gift. There are a number of options for creating a planned gift either currently or through your estate, including charitable gift annuities, charitable remainder trusts, outright bequests, gifts of retirement assets and gifts of life insurance. Donors may also designate the library as the successor/ beneficiary of a donor advised fund. Planned gifts may also be used to augment your current gift to the campaign.

Depending upon individual circumstances and whether the planned gift is funded currently or through an estate, planned gifts may provide generous federal income or estate tax deductions, eliminate or reduce capital gains taxes, and may provide lifetime annuity payments.

Pledge Form

In consideration of the gifts and pledges of others, I/We intend to make a 2nd Century gift as follows:
Confidential Information

FULL NAME		BIRTH DATE	
SPOUSE'S NAME		BIRTH DATE	
STREET			
CITY		STATE	ZIP
HOME PHONE		WORK PHONE	
EMAIL ADDRESS		CELL PHONE	
NAME(S) AS THEY SHOULD APPEAR FOR DONOR RECOGNITION			

Current Gifts & Pledges:

- I/We agree to contribute \$ _____ to the library
- A check for \$ _____ is enclosed made payable to Dauphin County Library System
- Gift will be made via transfer of appreciated securities. Please contact me with transfer instructions.
- The contribution will be paid over a period of 1 year 2 years 3 years 4 years 5 years
- Please send us reminders of our pledge payments due in _____ (month) of each year.

Please Return to: Dauphin County Library System
c/o Community Relations
101 Walnut Street
Harrisburg, PA 17101

Planned Gifts & Estate Provisions:

We have provided for the following planned gift (check one or those that apply):

- Bequest through a Will Life Insurance Charitable Gift Annuity
- Charitable Remainder Trust Retirement Assets (IRA, 401K) Gift of Real Estate
- Other: Please explain _____

I/We have included The Library in our estate plans. Estimated value to the library (optional) \$ _____

I/We have enclosed the following documentation (e.g., pertinent section of a Will):

Please note any other information you wish us to provide, record or have:

Gift Purpose:

I/We would like our/my gift to be used as follows:

- Where the needs are greatest for the library.
- Restricted to the library's permanent endowment: _____

DONOR SIGNATURE (S)

DATE

Frequently Asked Questions

How many people are served by the library every year in our community and in what ways?

There are currently more than 120,000 library cardholders using the library system. In 2013, libraries were visited in person more than 720,000 times and there were more than 640,000 virtual visits—a total of 1.3 million library visits last year.

It would be impossible to list all the ways in which the library serves the community, but here are some key examples from 2013:

- Books, magazines, and other items borrowed more than 1.2 million times.
- More than 27,000 children attended library programs—equal to 75 children for every day of the year.
- 92,072 questions answered for library users by our library staff.
- Library computers used 994,251 times—equal to 113 computer sessions for every day of the year.

With the emergence of the Internet, won't libraries no longer be needed?

The Internet has changed HOW people use the library but not how often. In 2013, there were more than 2.5 million searches performed on library research databases. Readers now use the library for access to free downloadable e-books and other digital resources. Borrowers get updates on when items are due via text message and email. Many people visit the library to learn how to search the Internet properly, what sources are trustworthy and how to wade through the millions of results an Internet search can generate.

They also visit to use traditional library services, which are still in demand. Print books to borrow, storytimes, family programs, research tools and reference services are all still heavily used in our community.

How is the library funded and why are charitable gifts and this campaign so important?

The library is funded through several revenue streams. One of these is a dedicated library tax administered by the County that provides about 67% of library funding. State aid to libraries provides another 20%. The rest of the funding comes from grants, charitable gifts and other sources.

Government funding is essential to providing a solid operating base for public library service, but it can't bear the full weight of providing the level of service our community needs in order to thrive.

A public library is a community asset. Everyone benefits, regardless of economic status, age, or background. They either benefit directly through use of the library, or indirectly through an educated workforce and a community that has access to important information, including government information, when they need it.

continued on back

Frequently Asked Questions

continued

If you think of the public library as a partnership with the community, you can see why community investment is important. **Support from charitable gifts allows the library to stabilize core service against drops in public funding, and also to be responsive to specific needs of our residents—such as programs for at-risk children or delivery of materials to homebound adults. And it helps to secure government funding, too, as those funders want to see that the community both needs and supports the library that benefits them.**

Recent studies show that Pennsylvania libraries return \$5.50 for every dollar invested in them. Donations and other non-tax support makes for a good investment, a good library, and a great community.

What are the primary goals of this special 2nd Century Campaign?

We have two goals. #1 is to attract 100 new or increased planned gifts. #2 is to raise \$700,000 in current gifts that will fund a library outreach van, computer lab, and adult life skills programs as well as provide the initial three years of funding for an Early Education Specialist, a Youth Services Specialist and an Adult Program & Outreach Coordinator.

Why are planned gifts so important for The Library's future?

As we reflect on and celebrate 100 years of service, this focused endowment and planned giving effort will ensure that, whatever form the quest for knowledge takes in the future, our community will thrive through having access to mind-expanding, literacy-building resources.

Am I able to restrict my gift for use at a particular library or for a specific purpose?

While unrestricted gifts provide the future generation of library leaders with the most flexibility, donors may contribute to a specific endowed fund that has been established for each distinct geographic area in the library's service area, or a new restricted use endowment fund may be established for gifts of \$25,000 or greater. All restricted gifts are subject to approval by the library's Development, Marketing & Public Relations Committee.

How will the library recognize campaign contributors?

All 2nd Century Campaign donors will be recognized as listed on the Donor Recognition Opportunities page.

Over how many years may I pay my pledge?

For current gifts, pledge payments may be made over a period of three to five years.

Will my contribution be tax deductible?

Yes. The library is a 501(c)(3) organization, so contributions are deductible to the fullest extent of the law. We would be happy to discuss with you and your advisor various options for tax-effective giving.