



\$100,000 Goal In Sight As Friends Foundation Finalizes FY97 Efforts

The Friends Foundation, the fund raising arm of the Iowa City Public Library, is having a banner year, according to ICPL Director of Development Larry Eckholt. Contributions to the Friends Foundation are running far ahead of last year's in all categories of giving.

The Foundation Board set a goal to raise \$100,000 for the Sustaining Fund this year in conjunction with the Library's Centennial celebration. That figure is about 50 per cent higher than had ever been raised for the Sustaining Fund which directly supports the Library's annual operating budget.

"By mid-January, more than \$65,000 had been raised for the Sustaining Fund, an amount equal to last year's annual fund total for the entire fiscal year," said Eckholt. "With four months of the current fiscal year still ahead of us, annual giving to the Friends Foundation should set an all-time record by the end of June."

Some \$75,000 of the amount raised in FY97 is needed to meet the Foundation's commitment to the Library's current operating budget. Anything raised above that amount will be invested in the Foundation's *Fund for the Year 2000* which provides support to keep up with new technology in Library services. This fund is part of the Library's overall endowment which stands at just under \$1.2 million.

As a special giving incentive during the Centennial year, the Friends Foundation is issuing new "Second Century" library cards for contributors of \$100 or more. The "Second Century Card" replaces the

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contributor's yellow Library card and qualifies the donor for a modest set of privileges, such as discounts on Centennial promotional items.

Contributors who traditionally have made their gifts during the second half of the fiscal year (January through June) will receive a reminder mailing in late March or early April, according to Eckholt. In answer to some concerns that the ICPL Development Office sends out too many solicitation mailings, an extra effort to streamline mailings has been made this year, he added.

"The Friends Foundation Board and the Library staff are deeply grateful for the outpouring of support we've received this year so far," said Eckholt. "We are looking forward to the second round of fund raising efforts this fiscal year which we are confident will set a new record for annual support to the Library."

"We are fortunate to have so many loyal and generous supporters," he concluded.



ICPL staff members Romona Murrell and Martha Lubaroff enjoy some of the Southwest "pot luck" cuisine at a recent staff luncheon to celebrate a new year at the Library.

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