

RESOLUTION NO. 2002-01-003R

A RESOLUTION APPROVING THE SCHEMATIC DESIGN OF THE URBANA FREE LIBRARY ADDITION/RENOVATION

WHEREAS, the Urbana City Council has reviewed the schematic design report of January 18, 2002 prepared by Isaksen Glerum Architects, for the Urbana Free Library Addition/Renovation as modified by actions of both the Urbana Free Library Board and the Urbana Free Library Foundation; and

WHEREAS, the Urbana City Council is satisfied that construction should proceed in accordance with the schematic design as so modified,

NOW THEREFORE, BE IT RESOLVED that the schematic design report of January 18, 2002, prepared by Isaksen Glerum Architects for the Urbana Free Library Addition/Renovation is hereby approved.

PASSED by the City Council this _____ day of _____, _____.

Phyllis D. Clark, City Clerk

APPROVED by the Mayor this _____ day of _____, _____.

Tod Satterthwaite, Mayor

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Kermit Harden, Secretary
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Gerri Kirchner,
Capital Campaign Manager

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Hugh Wetzel
Gary Wikoff



The Urbana Free Library Foundation Capital Campaign for Library Expansion

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Library Fundraising Campaign Status Report

TO: City of Urbana Council Members and Staff
FROM: Gerri Kirchner, The Urbana Free Library Foundation
DATE: January 24, 2002

Campaign chairs Kermit and Ann Harden and the steering committee have asked me to provide an update on the library fundraising campaign. **Total gifts and pledges raised through 1/22/2002 amount to \$1,895,285.** Pledge payments outstanding are \$486,016 (26% of total).

We have provided summaries outlining gifts by fundraising method/source and revenue by gift range. The gift range follows a pattern typical of most fundraising campaigns, with 79% of total dollars raised from the top 56 gifts \$10,000+. The majority of funds were raised through personal solicitations, including gifts from the campaign cabinet and board leadership. Appeals to the broader public, including library patrons and organizations, have raised about 12% of total gifts. This includes the Roger Ebert event (\$26,091) and the November direct mail solicitation, signed by Ebert and mailed to about 12,100 cardholding households in Urbana (\$41,710).

Overall, 87% of revenues are from individuals and 13% from businesses. We are currently still making calls on area banks and businesses, and will do a direct mail to smaller Urbana businesses asking for their support. Current major (\$10,000+) business supporters are Flex-N-Gate (\$95,000), Busey Bank (\$50,000), The News Gazette (\$12,500 cash, \$7,500 in-kind) and Bank Illinois (\$10,000). A grant application was delivered to The Carle Foundation in October and we are hopeful for a major gift. A gift proposal was sent to Schnucks' corporate in St. Louis, who declined to support the project. Clint Atkins has twice declined to meet with a board member, and we sent materials about the project and gift opportunities twice and received no response.

However, the foundation is gratified by the tremendous community support for the library and fully expects to meet the goal of providing at least \$2 million in funding to expand and renovate our most favorite and widely used downtown landmark.

The Urbana Free Library Foundation

Campaign Gifts and Pledges Through 1/22/2002 By Fundraising Method/Source

Total: \$1,895,285

<u>Source of Gift</u>	<u>Number of Gifts</u>	<u>Total Dollars</u>	<u>Percent of Total</u>
Personal Solicitations/Calls <i>Gifts from individuals: \$738,760</i> <i>Gifts from businesses: \$173,602</i>	195	\$ 912,362	48 %
Contributions from Campaign Cabinet and Board Members	36	\$ 424,520	22 %
Gifts prior to 2000 <i>Evans gift, estate gifts and early gifts</i> <i>excluding organizations</i>	20	\$ 318,873	17 %
Library - fundraising among patrons <i>Gifts, checks from patrons: \$29,153</i> <i>Gifts on library donation forms: \$4,445</i> <i>Gifts on library newsletter forms: \$18,755</i>	93	\$ 52,353	3 %
Organizations, including Library Friends	8	\$ 42,384	2 %
Ebert Direct Mail Gifts	280	\$ 41,710	2 %
UFL Staff	9	\$ 38,549	2 %
Champaign County Board Grant <i>To support Champaign County Historical Archives</i>	1	\$ 30,000	1.5%
Ebert Event	164	\$ 26,091	1.0%
Memorial Gifts	64	\$ 8,443	.5%

The Urbana Free Library Foundation

Campaign Gifts and Pledges Through 1/22/2002 By Gift Range

Total Gifts and Pledges: \$1,895,285

<u>Gift Range</u>	<u>Number of Gifts</u>	<u>Total Dollars</u>	<u>Percent of Total Gifts/Pledges</u>	<u>Cumulative Totals</u>		
				<u>Number</u>	<u>Dollars</u>	<u>Percent of Total</u>
\$35,000+	9	\$ 761,381	40 %	9	\$ 761,381	40 %
\$20,000 - \$34,999	16	389,956	21 %	25	\$1,151,337	61 %
\$10,000 - \$19,999	31	340,339	18 %	56	\$1,491,676	79 %
\$5,000 - \$9,999	32	170,742	9 %	88	\$1,662,418	88 %
\$1,000-\$4,999	71	155,481	8 %	159	\$1,817,899	96 %
\$ 500 - \$ 999	51	27,882	1.4%	210	\$1,845,781	97 %
\$ 100 - \$ 499	251	37,431	2 %	461	\$1,883,212	99 %
< \$100	334	12,073	0.6%	795	\$1,895,285	100 %

Top 25 gifts, \$20,000+: 61% of total

Top 56 gifts, \$10,000+: 79% of total

Top 159 gifts, \$1,000+: 96% of total

Gifts under \$1,000: 4% of total