

SETTING THE STAGE FOR GIVING

PROJECT PROFILE

Project: Toledo Lucas County Public Library

Location: Toledo, Ohio

Campaign Goal: 3 million

Campaign Result: 4.8 million

History:

The Toledo-Lucas County Public Library dates back to 1838, making it the first public library funded by tax dollars in the state of Ohio. The Main Library has stood as a downtown landmark since it opened on September 5, 1940. Welcoming more than a half-a-million visitors a year who check out nearly one million items, the Main Library is home to 1.2 million books, CDs, videos, DVDs and reference materials, the fifth largest public library collection in the state of Ohio. For the past several years, The Toledo-Lucas County Public Library has been ranked among the best libraries in the nation by the Hennen American Public Library Rating (HALPR) index.

In August of 2001, a 271,000 square foot, \$45.1 million renovation and expansion to Main Library was unveiled, opening one of the most technologically advanced public libraries in America

This dynamic revitalization of a main public library added an additional 80,000 square feet of library space. The Munger and Munger design paid homage to the existing 1930's structure while adding 80,000 square feet of modern learning environment. This modern learning environment included a state of the art distance-learning center which seats 287 individuals, every seat being wired for computers and technology. This project also included an art gallery connecting the new and the old section to have alternating artistic displays and a rare book room for the library's significant collection.

The public/private partnership for this project was \$20 million from the public sector and approximately \$5 million from the private sector. The Toledo-Lucas County Public Library campaign represented the largest campaign conducted for a public library in the history of the State of Ohio.

Top Three Outcomes from Development Assessment

1. Position the library as a true philanthropic institution
2. Take advantage of an extremely well respected Director
3. Needed to create a strong communication and synergism between the library board and the foundation board

Criteria For Success

Having not passed a county levy in many years, the Toledo-Lucas County Public Library and its foundation were apprehensive about undertaking such a large project. Many months were devoted to recruiting key community volunteers to the campaign cabinet and ensuring that the library's development infrastructure was properly prepared to undertake this philanthropic initiative. Through intimate trainings with both the campaign leadership and key library leaders, one-on-one cultivation and subsequent solicitation events began to take place with local philanthropists. The key to the success of this project was sharing with local donors and philanthropists the vision of the Toledo-Lucas County Public Library system and allowing these local community leaders to become vested in the project. Recognition and commemoration type events were used throughout the process in order to ensure that all donors and volunteers were properly recognized and thanked for their generous support.



***“THE HODGE GROUP
helped us get back to
our philanthropic
roots and reach our
potential.”***

- Clyde Scoles, Library
Director

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