



Grand opening of West Perry Branch Library-July 17, 2021



The 2021 calendar year presented great change, challenges, and opportunities to The Indianapolis Public Library and Library Foundation. As the Covid-19 pandemic continued into the new year, both organizations launched three-year strategic plans meant to serve as guides through 2023.

Though goals change, the commitment and mission of the Library and Foundation remain: to enrich and strengthen communities through lifelong learning for all Indy residents. We achieve this by offering a robust collection, events that inspire curiosity and educate patrons, and an unwavering commitment to open access to information.

Working together, we aim to be reliable financial stewards of both donor and taxpayer funding and thank all those who support The Library and our values.

Our strategic plans can be found at indypl.org and indyplfoundation.org. In this annual report, we share the progress our organizations have made toward the strategic plan goals.



**Roberta
Knickerbocker Jagers**
Foundation President



**Angela
Mager**
Foundation Board Chair



**Nichelle M.
Hayes**
Library Interim CEO



**Judge Jose
Salinas**
Library Board Chair

2021 At-A-Glance

Cardholders



281,955*

Number of cardholders



30%

of population are cardholders



51%

of cardholders are active borrowers

Circulation



7,174,689

Total circulation
(includes renewals)



2,116,167

Total electronic circulation



50

Total circulation per active borrower

Visits



24

Branch locations



1,526,440

Walk-ins



6,894,862

Website visits

Programs



2,525^

Programs



9**

Average participants per program

Shared System



47

Total schools



44,804

Number of cardholders

Community Leverage



\$2,728,043

Foundation support



640

Number of volunteers

*2020 figure was significantly larger due to extending card expiration dates because of the pandemic.

^As defined by the Indiana State Library. Other activities (passive and asynchronous) were executed by IndyPL.

**Attendance at children's programming, which accounts for about 36% of 2021 programs, was significantly impacted by the pandemic.

IndyPL Strategic Plan Activity

The Library's 2021-2023 Strategic Plan includes seven priority areas, along with a few other strategic initiatives. Each objective is intended to be achieved by the end of 2023, and the content below details updates that have occurred in the 2021 calendar year.

Racial Equity

- Create a more diverse collection by designating a specific amount of the annual collection budget for African American (30%), Latinx (10%), and LGBTQ+ (5%) materials, targeted for the 2023 budget.
 - ▶ **2021 spending: African American (17%), Latinx (4%), and LGBTQ+ (5%)**
- Apply the IndyPL Racial Equity Toolkit in designing 100% of programs annually.
 - ▶ **2021 application rate: 100%**
- Increase vendor diversity by updating processes and enhancing outreach to ensure 27% of annual vendor expenditures are paid to city certified XBEs.
 - ▶ **2021 spending: 51%**
- Increase staff diversity by spending 50% of the annual recruitment budget on diverse recruitment efforts.
 - ▶ **Percent of recruitment budget spent toward diverse recruitment: 80%**
- Continually and intentionally work toward an organization where racial equity is embedded in our culture.
 - ▶ **IndyPL commissioned a third-party climate study in 2021 to better assess our gaps and shortcomings related to diversity, equity, and inclusion within our organization. The results of that study are guiding decisions and efforts in 2022 and beyond as we aim to be a better workplace and better serve the public.**

Partnerships

- Engage and collaborate with educators to create semi-annual youth-focused marketing aimed at increasing youth awareness of The Library and its resources.
 - ▶ **Status: In-progress**
- Create partnerships with culturally diverse community members, leaders, and organizations on at least 75% of our Community Action Plans annually through outreach and engagement.
 - ▶ **Programs with culturally diverse community partners: 54%**
- Intentionally seek input, collaboration, and feedback from community leaders to ensure we are meeting the needs of the diverse Indianapolis community.
 - ▶ **While this is not something that IndyPL is actively measuring, it is a commitment that is being made through efforts like public surveys and meetings around the building of new branches, renovations, etc.**

Digital/Technology Inclusion

- Expand support for digital literacy and skills training by delivering at least 600 technology and computer training sessions annually across the system, providing additional technology training to staff, and deploying laptops to branches.
 - ▶ **Total technology and computer training sessions: 697**
- Complete the Digital Inclusion Roadmap by the end of 2021 through outreach and engagement with community leaders and organizations regarding digital/technology inclusion and the digital divide.
 - ▶ **Status: In-progress (delayed due to impact from Covid-19)**
- Create an up-to-date space for exploration of contemporary technology by redesigning The Learning Curve at Central Library.
 - ▶ **Projected for 2023 completion**
- Continue to provide high-quality STEAM programs system-wide.
 - ▶ **Percent of STEAM programs reviewed for quality: 100%**

Education

- Promote resource sharing between schools and IndyPL through teacher and administrator outreach efforts, and enhance marketing and public relations efforts resulting in 2% annual growth in shared system circulation.
 - ▶ **School shared system circulation: -33% (volatility attributed to Covid-19)**
- Identify the needs and assets of educators (Pre-K-to-16 and adult education) by administering a survey by the end of 2021.
 - ▶ **Status: Completed in Q4 of 2021, and considering next steps for operationalization**
- Beginning in 2022, annually deliver at least 15 sessions of high-quality professional development for educators through engagement with various community partners.
 - ▶ **Status: Planning occurred in 2021, sessions scheduled to begin in 2022**

Reading and Writing

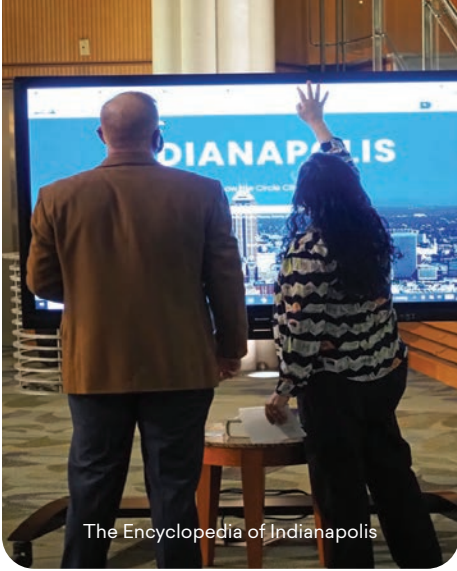
- Increase community awareness and accessibility to achieve 20% of service area population as active cardholders by the end of 2023 by continuing to remove barriers, enhancing marketing and public relations efforts, and providing excellent customer service.
 - ▶ **Service area population as active cardholders: 15%**
- Increase usage of cards created as a result of Library card campaigns to 25% annually through enhanced marketing.
 - ▶ **Usage rate of library card campaign cards: 8%**
- Increase community awareness and accessibility, remove barriers, enhance marketing and public relations efforts, and provide excellent customer service to drive total circulation (checkouts + renewals) to 10.5 million in 2023.
 - ▶ **Total circulation: 7,174,689 (Circulation numbers have been impacted by Covid-19, and this 2021 number is an increase from 2020)**

Health and Wellness

- Expand the health and wellness offerings to at least 15 class sessions annually by making internally available classes available to the public.
 - ▶ **Sessions offered: 25**
- Expand the health and wellness collection by 25% by the end of 2023 through targeted collection management.
 - ▶ **Status: Planning phase complete**
- Deliver one system-wide health and wellness event annually with a focus on the disproportionate impact of many health issues on Black, Indigenous, Asian, Latinx, and all people of color.
 - ▶ **Status: Efforts delayed by Covid-19**
- Connect with community health partners semi-annually to identify the best ways to partner and promote healthy living and resources.
 - ▶ **Status: Expected to begin in 2022**

Financial Literacy

- Expand online financial literacy and management classes to at least 15 class sessions annually.
 - ▶ **Sessions offered: 49 (includes 24 financial literacy and 25 VITA tax prep)**
- Expand immigrant and refugee financial literacy programming to at least 20 class sessions annually.
 - ▶ **Status: Planning for 2022 (2021 efforts were impacted by staffing issues)**
- Expand financial management collection by 25% by the end of 2023 through targeted collection management.
 - ▶ **Status: Planning phase complete**



The Encyclopedia of Indianapolis



The Center for Black Literature & Culture



IndyPL Racial Equity Collection

Additional Strategic Initiatives

The Encyclopedia of Indianapolis

The online, updated version of the Encyclopedia of Indianapolis launched in November of 2021 at indyencyclopedia.org, and held a launch event for the community to showcase the breadth, depth, and sophistication of this robust, interactive tool. This launch was the culmination of a partnership with the Polis Center at IUPUI and several community partners, contributors, and subject-matter experts. As of January 1, 2022, the Encyclopedia of Indianapolis is owned and managed by The Indianapolis Public Library with contracted maintenance support from Polis, and regular updates in both editorial content and digital features. The Encyclopedia of Indianapolis is funded by The Indianapolis Public Library Foundation through 2023, at which point it will become part of the IndyPL operating budget.



The Center for Black Literature & Culture

After delays from Covid-19, the Center for Black Literature & Culture (CBLC) at Central Library unveiled interactive digital kiosks in early 2022, along with a website allowing patrons to explore Black voices in literature, culture, librarianship, and Black heritage. The Library Foundation has provided extensive support for staff and facility funding as the steward of the original \$1.36 million Lilly Endowment Inc. grant, with plans for the CBLC to become part of the IndyPL operating budget.



"We want patrons to discover new, engaging ways to learn this important history. Thanks to the website they can access this information anywhere. It's a step towards greater accessibility."

Amira Malcom, CBLC's Multimedia Projects Manager

Racial Equity Training for Staff

Thanks to a grant from The Indianapolis Foundation Library Fund, 86 Library staff attended the racial equity training offered through the Racial Equity Institute's partnership with Indianapolis Public Schools. This training helps participants gain a better understanding of racism on a systemic level by helping participants see how institutions and systems (such as libraries) can create unjust outcomes. As a public service organization, it is critical that we examine the ways our organization functions.

"Ongoing anti-racism education is a crucial component of IndyPL's goal to create a more diverse, inclusive, and equitable culture where every employee and patron feels welcome. Bias sometimes sneaks into organizations and systems in surprising ways, so these courses help us recognize how prejudices show up in a library setting so we can address them directly and remove barriers for internal and external stakeholders."

Keesha Hughes, IndyPL DEI Officer



West Perry Branch Library

Grand opening: July 17, 2021

The new \$9.2 million branch encompasses 24,000-square-feet and fills a service gap in the growing Perry Township community. Patrons can find a varied collection of materials at the branch, including materials in Spanish and children’s Burmese language materials to support the diverse community of immigrants who live on Indy’s south side.

Amenities include a community meeting room that can hold 203 guests, a fireplace, a marketplace, computer stations, a children’s and teen zone, and an inviting outdoor patio space. In addition, the branch utilizes solar panels to generate 75% of the annual electricity needs for the building. Powers & Sons Construction Company of Indianapolis was the construction manager, while HBM Architects and Interior Designers of Cleveland, Ohio worked as the library design consultant.

West Perry Branch Statistics from July – December 2021

- Physical Circulation: 101,909
- Adjusted Door Count: 36,816
- 2,642 Computer Use Sessions for a total of 1,520 hours

Revenues

Property Taxes	79.2%	\$52,790,587
Intergovernmental	14.2%	\$9,459,820
Miscellaneous	5.4%	\$3,581,353
Charges for Services	1.1%	\$721,712
Fines and Fees	0.2%	\$117,029
Total		\$66,670,501

Expenditures

Personnel Services	41.6%	\$26,614,335
Debt	26.4%	\$16,852,665
Other Services & Charges	19.0%	\$12,139,245
Library Materials	9.9%	\$6,314,709
Supplies	1.2%	\$768,740
Capital	1.9%	\$1,218,661
Total		\$63,908,355

Tax Rates

	2021	2020
Library Operations	0.1016	0.1026
Debt Services	0.0318	0.0318
Total	0.1334	0.1344



IPS Students visit the IndyPL Bookmobile



2021 Summer Reading Program Brochure

Library Board of Trustees – 2021

Judge Jose Salinas, *President*

Curtis Bigbee, *Vice President*

Ray Biederman, *Secretary*

Dr. Khaula Murtadha

Patricia Payne

Dr. TD Robinson

Hope Tribble



Band Performance at Nora Branch



2021 Summer Reading Program Animal Show

The Indianapolis Public Library Foundation 2021 Strategic Plan Update

The Indianapolis Public Library Foundation partners with donors to enrich lives, foster lifelong learning, and engage our diverse community through The Indianapolis Public Library. We thank all who contributed to our mission and are pleased to share this update on our strategic plan.

Goal 1:

Nurture a strong working relationship with The Library;
align The Foundation's support with Library priorities.

Thanks to generous donor support, we provided \$2,861,880 for high-priority Library initiatives such as the Summer Reading Program and other children's programs, technology and career workshops for adults, the Center for Black Literature & Culture, the Encyclopedia of Indianapolis, and racial equity training for Library staff.

We are committed to being good stewards of our donors' generosity. According to the Better Business Bureau Wise Giving Alliance, at least 65% of a charity's spending should be for direct programs and services, versus operating costs. In 2021, 77% of our spending went directly to The Library.





1000 Books Before Kindergarten

Read with me!

Reading aloud to your infant, toddler or preschooler helps develop pre-reading skills and builds a lifelong love of reading. Join the Library's **1000 Books Before Kindergarten** program and help your child learn and grow!

FREE PROGRAM! Join today!

<p>To Register:</p> <ul style="list-style-type: none"> • In person: Ask a staff member • Online: Download the Beanstack app or visit indypl.beanstack.org 	<p>How it works:</p> <ul style="list-style-type: none"> • Read with your child and track your progress. • Earn prizes when you reach 100, 500 and 1000 books.
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1000 Books Before Kindergarten
Reading Program Poster

Goal 2:

Have a financial model that allows The Foundation to be more sustainable and growth-oriented, while continuing to provide the highest standards in donor stewardship.

The Foundation has three sources of income: contributions, the Indy Library Store (book sales), and investment income. In 2021, we saw growth in all categories. We thank our financial contributors and Indy Library Store volunteers, book donors, and shoppers for their increased support!

Source	2021 Revenue
Contributions	\$2,586,400
Indy Library Store	\$171,892
Investment Income	\$4,103,265

Goal 3:

Develop and prioritize a culture that promotes personal growth, effectiveness and fulfillment for board members, volunteers and staff.

The Foundation is committed to nurturing a high-engagement culture where talented people want to work and volunteer, with a focus on fostering diversity, equity and inclusion. 2021 actions toward this end include:

- Improving the employee experience by implementing a remote work program and enhancing PTO benefits.
- Collecting updated information about the diversity of our current board and refining our recruitment priorities; updating our board recruitment procedures through a diversity, equity and inclusion lens.
- Attending racial equity training (all staff).
- Attending bystander intervention training (all managers).

We also partnered with the Center for Black Literature & Culture to present a public lecture by Dr. Tyrone Freeman on his book “Madam C.J. Walker’s Gospel of Giving: Black Women’s Philanthropy During Jim Crow.” We asked all Foundation employees and board members to view the lecture and participate in a private debrief with Dr. Freeman. This was an opportunity to broaden our understanding of philanthropy and learn how Madam Walker’s extraordinary generosity shaped Indianapolis. As one attendee noted, “I learned a great deal about the history of philanthropy in America and the contributions of Black women. Madam C. J. Walker’s philosophy to ‘give as you can and as you are able’ was a valuable lesson and important to share with my children.”



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Public Library Foundation
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John Helling, *Interim Library CEO*

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Immediate Past Chair

**2021 Indianapolis Public Library Foundation
Audited Statement of Financial Position**

BALANCE SHEET

Assets

Investments	\$24,043,071
Cash and cash equivalents	\$2,254,498
Pledges receivable, net	\$279,465
Other	\$122,763
Total	\$26,699,797

Liabilities & Net Assets

Accounts payable	\$20,554
Accrued liabilities	\$32,264
Net assets	\$26,646,979
Total	\$26,699,797

STATEMENT OF REVENUE, SUPPORT & EXPENDITURES

Revenue/Support

Contributions, net	\$2,586,400
Indy Library Store (book sales)	\$171,892
Gain on forgiveness of PPP loan	\$108,214
Dividends and interest, net	\$468,643
Realized/Unrealized Investment Gains/(Losses)	\$971,975
Change in Value of Beneficial Interest in Assets Held by Others	\$2,662,647
Total	\$6,969,771

Expenditures

Program services – gifts to the Library	\$2,861,880
Program services - other	\$70,996
Fundraising	\$468,315
Management and general	\$311,924
Total	\$3,713,115

Accrual basis of accounting

2021 Award Winners



Helen L. Norris
Distinguished Service Award
Mike Williams



Beth Tindel Service Award
**Nancy Stephenson
and Randy Starks**



Laura Bramble
Distinguished Service Award
Chris Murray

2021 Donors

The Indianapolis Public Library Foundation gratefully acknowledges the individuals and organizations that made contributions in 2021. Every effort has been made to ensure the accuracy of this listing. If there are any oversights, please contact the Foundation office at foundation@indyplfoundation.org or (317) 275-4700.

**indicates deceased*

\$25,000+

Allen Whitehill Clowes Charitable Foundation
Avis Foundation, Inc.
Pat Gullick*
The Indianapolis Foundation Library Fund
The Mind Trust
Jackie Nytes
R.B. Annis Educational Foundation
Mary Frances Rubly
G. Marlyne Sexton
The Summer Youth Program Fund, a fund of The Indianapolis Foundation
Tracy L. Haddad Foundation, a fund of Central Indiana Community Foundation

\$10,000 - \$24,999

Eli Lilly and Company Foundation, Inc.
Sheila Hyatt
Indianapolis Indians
Lacy Foundation
Dr. Sherri Lauver and Dr. Kevin Biglan
Lilly Endowment Inc.
Nina Mason Pulliam Charitable Trust
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TCU Foundation
Estate of Dr. Robert E. Vicars*
Mr. Donald F. Woodley
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\$5,000 - \$9,999

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Christel DeHaan Family Foundation, Inc.
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Michaela Graham and Scott Brody
Mike Hall and Liz Kaznak-Hall
Hoover Family Foundation
HPC International
Hulman & Company Foundation, Inc.
Indiana Pacers
Indiana University School of Medicine & IUPUI Division of DEI
Indianapolis Colts
Indy Eleven (in-kind)
Vishal Lodha and Shilpa Parakh
Louise Lage Kirtland and Hugh C. Kirtland Endowment Fund, a fund of The Indianapolis Foundation
Kenneth and Karen McCune

William McNiece
Jeff and Julie Qualkinbush
Bonnie and David Ross
Colin Zou
Anonymous (2)

\$1,000 - \$4,999

Arthur Jordan Foundation
Ascension St. Vincent
Ayes Foundation, Inc.
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Charles Bantz and Sandra Petronio
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Frank and Katrina Basile
David and Lisa Beckwith
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Deb Brown
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Michael and Suzanne Burley
Dwight F. Burlingame
Betty L. Burton*
Carolyn Butler-Lee
Cathedral Women of Christ Church Cathedral
CD-COM
Clark, Quinn, Moses, Scott & Grahn, LLP
Comcast Heartland Region

Florrie Binford Cooper and Chuck Cooper
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Dr. Amparo de la Peña
Danny and Debbie Dean
Downtown Optimist Foundation
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Faegre Drinker Foundation
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Estate of Earl Harris*
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Indiana Farm Bureau Insurance
Indianapolis Airport Authority
Indianapolis Local Public Improvement Bond Bank
Indianapolis Neighborhood Housing Partnership
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Zoe Weiss
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Laura and Zach Wills
John and Margaret Wilson
Gretchen Wolfram
Woodley Farra Manion Portfolio Management, Inc.
Cheryl Wright

Rachel Yoder
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The Allstate Foundation
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Caity Withers
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Anderson
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Walter Biskupski
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The Brett Family
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Jill Carr
Carrier
Hui Lin Chua
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