



The Hayward Library Foundation, Ltd.

*The Hayward Library Foundation, Ltd. seeks funds
to support the Sherman & Ruth Weiss Community Library
in perpetuity, to better serve the needs of all members of the
Hayward area community and its visitors.*



The Bridge to the Future

The Hayward Library Foundation, Ltd. is a tax-exempt, 501 (c) (3) nonprofit organization established in 2011 to provide supplementary financial support for the Sherman & Ruth Weiss Community Library.



The public demand for children's and adults' library services is growing rapidly. But times are tough and governmental support is waning. The Foundation exists to enrich, not replace, traditional tax-based support through private fundraising from individuals, businesses and foundations.



This supplemental funding will make the difference between an adequate public library and one that meets the current and future needs of our community – a library of which we all may continue to be proud.

Please note that the income generated by gifts to the Foundation is used to help support the library, not the actual gifts themselves. Additionally, the Foundation's administrative expenses such as license fees, postage, stationery and promotion are covered by funding from the Friends of the Library and similar entities.



The library's very name represents the legacy of long-time Hayward citizens Sherman and Ruth Weiss. Sherman was a county agricultural agent and active participant in the local business arena; his wife Ruth was a school teacher and very involved in their church. During

the library building campaign, their son Larry Weiss recognized the unique opportunity to meet the need of his childhood community and to establish an enduring way to honor his parents and family.

The Weiss family's philanthropic gift proved to be a strong catalyst for the building project. From that point on, fundraising by the "Library Team" and other enthusiastic library supporters, generous contributions from our community and beyond, a Community Development Block Grant and in-kind donations combined to build our new state of the art public library facility.



You, too, have the opportunity to invest in our community's future. Please take a look at the enclosures to review our public library's past, present and future, its enduring value to our community and how you can help secure this educational and cultural institution for generations to come.

Hayward Library Foundation, Ltd.

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715-634-2161 • info@haywardlibraryfoundation.org

Giving Matters

Your gift to the foundation is a contribution to the longterm support of the Sherman & Ruth Weiss Community Library and an investment in the future of our community.

Yes, the foundation can count on my support!

Donor Name(s)

Address

City State Zip

Phone

Email (optional)

Checks may be made payable to **The Hayward Library Foundation, Ltd. Please use the return envelope inside the brochure.**

Enclosed is my gift of (please check amount or write in)

\$25 \$100 \$1000 \$10,000

\$50 \$500 \$5000 \$

Optional: My gift is in honor of/in memory of (circle one)

Name

Optional: Send acknowledgement of my gift to

Name

Address

City State Zip

I would like more information on planned giving, making gifts of common stock, including the Foundation in my estate planning or:

The Hayward Library Foundation, Ltd. is a 501(c)3 organization. All donations are tax deductible as allowed by law.

Thank You for Your Gift & Interest!

Hayward Builds a Library

Hayward residents have boasted of a community library since 1881. Interested people developed a collection of Norwegian and Swedish classics and American-themed books in Main Street's Clapperton Hall. In 1887, the Hayward Free Public Library was established above the old town hall where the Hayward Bakery stands today.

In 1903, President of the Free Public Library J.H. Helwig received a letter from James Bertram, secretary to Andrew Carnegie. The letter outlined Mr. Carnegie's offer of \$10,000 for a new library, provided the town would furnish a suitable building site and maintain it at no less than \$1,000 annually.

The Carnegie building was the stately home of our public library for more than 100 years, and remains a beautiful landmark on Main Street. The 5,000 square foot facility served our ancestors well. But we needed more space for our growing, 21st century community. In addition to books and media, people expected the library to provide room for technology, public programs and to serve as an inviting community meeting place.

In 2001, research, community dialogue and fundraising began in earnest to bring a new library to Hayward and its surrounds.

After several years of fundraising, former Hayward resident Larry Weiss contacted the Library Director to discuss how best to honor parents Sherman and Ruth Weiss and his family. Larry and wife

Amy recognized that giving a major gift to the library was both a profound way to honor his parents and a long term investment in Hayward's future. The Weiss's momentous gift and many others from individuals, organizations and businesses paved the way. In May 2007, the Library Board of Trustees proudly opened the doors of the Sherman & Ruth Weiss Community Library to the community that helped to build it!

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Future Forecast

Traditionally librarians have been viewed as the gatekeepers of knowledge, an essential and worthy vocation. However, libraries also must look to the needs of our current and future generations. In the recent article, "Megatrends: Information Explosion 2.0," author Stephen Abram describes upcoming trends in the world of information. Abram, also Vice President, Strategic Partnerships and Markets for Gale Cengage Learning, lists several library- related topics he calls "...critical to consider over the next twenty years."

- *e-Learning* – This academic strategy immerses the student in a blended learning environment such as the school, home, the library or coffee house. The instructor may incorporate math, science, literature and life skills into one lesson. This practice fosters a well-rounded education and lifelong learning skills in students.
- *Social Networking* – Libraries respond to the growing need for spaces where people can meet, communicate online, and attend classes and programs. The staff has observed the escalation of this trend in our own hometown library.
- *Computer Applications and Tools* – Teaching and learning aids help library staff and educators respond more quickly to informational requests.
- *Content Curation* – Libraries manage the information overload to provide the best data for educational, business and research needs.
- *24/7 Virtual Reference* – This service responds to the rapidly growing need for "personal consultants" versed in technology, education, social networking and business.

You may play a part in helping the library respond to these new trends and developments with a gift to the Hayward Library Foundation.

Hayward Library Foundation

Building on Success:

The Many Ways to Give

Sharing and leaving a legacy for future generations are fundamental American traditions. There are many ways to secure the library's future with your financial contributions to the Hayward Library Foundation, Ltd.

Gifts of Cash

Remember that outright gifts – made now – are very important to support the Library Foundation. These gifts enable the Foundation to maintain a strong base and thus serve the library well into the future.

Appreciated Investments

A gift of stocks, bonds or other investments which have grown in value over time can benefit both you and the Library Foundation. Such a gift can result in lower capital gains tax, plus additional tax savings as a charitable contribution.

Gifts of Real Estate

Real estate, including one's personal residence, that has grown in value for more than one year is tax deductible at full market value. Capital gains taxes may be avoided. It is possible to make a gift of your home now, receive special tax benefits, and retain the right to live in your residence for the rest of your life and your surviving spouse's life.

Gifts of Life Insurance

Many people own paid up policies which they no longer need. One example is life insurance policies for minor children who now are adults with successful careers of their own. In other cases, donating a life insurance policy on which you currently make premium payments actually can result in a much larger ultimate gift than you realize. Also, premium payments can be tax- deductible.

Hayward Library Foundation

Building on Success:

Wills and Trusts

(continued)

A bequest to the Hayward Library Foundation is a wonderful way to honor and remember loved ones and to help provide financial support for the library's future.

Charitable Trusts and Gift Annuities

Perhaps you have assets which would make a valuable gift to the Hayward Library Foundation, but you still need the regular income these assets provide. Your financial advisor can help you set up a trust through which the assets will pass to the Library Foundation when you or your family no longer need the income.

The deferred payment option is available for those who may not need a current income supplement. They may wish to make a gift now to benefit from the tax deduction.

For further information on the many ways to give, please contact one of the Foundation officers or email the Foundation at haywardlibraryfoundation@gmail.com

For further information on the many ways to give, please contact us:

By phone: (715) 634-2161

By email: info@HaywardLibraryFoundation.org

***For legal and tax advice,
please consult your attorney or financial advisor.***

Thank you for your consideration of these special gift opportunities!