



**Making
thoughtful
investments
in programs
tailored to
Clevelanders'
needs.**

**Strategic Plan
2022-2025**



**CLEVELAND
PUBLIC
LIBRARY**
FOUNDATION



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As the Library's philanthropic partner, the Cleveland Public Library (CPL) Foundation is the catalyst for creating and funding programs that support the Library's mission and demonstrating community impact within its branches and neighborhoods.

The CPL Foundation looks forward to strengthening and expanding community and donor support dedicated to enhancing the Library's programs and services through five strategic priorities.



In 2021, the CPL Foundation identified five priority investment areas to support more equitable access to information and opportunity across our Library system and allow you to invest in new and ongoing initiatives

that have a positive impact. These investment areas are aligned with the Library's priorities, which include: *Close the Gaps; Create Campuses; Activate The People's University; Operate with Excellence.*

Goal #1

Achieve financial targets to implement Facilities Master Plan (FMP) capital enhancements.

In 2017, Cleveland residents passed a tax levy to renew and increase support for CPL, setting into motion a 10-year (2020-2030) \$110 million Facilities Master Plan to transform the Library's 27 branches into buildings that reflect our unique neighborhoods and complement our library.

CPL Foundation has committed to its own campaign to focus on the creation of outdoor public spaces for each branch. Each space will be developed in tandem with the Library's Facilities Master Plan and reflect the community plans, residents, and patron needs. The goal is to create welcoming and inclusive outdoor environments that address changing service needs and extend the Library's reach directly into the communities they serve.



This project will improve and activate the public spaces outside every neighborhood branch through effective placemaking. The goal is to create welcoming and inclusive outdoor environments that address changing service needs and extend the Library's reach directly into the communities they serve.

Goal #2

Ensure the long-term financial sustainability of the CPL Foundation.



It is absolutely true that every nonprofit needs to have adequate cash balances available to support expenses, as well as to pay for unanticipated costs or increases. The Foundation Board has adopted this goal toward building an operating reserve because of the conventional wisdom that it is prudent to have some cash set aside “for a rainy

day.” This way, when an unexpected financial shortfall occurs, having cash reserves to tap can help the Foundation to sustain itself in spite of very tough times. This goal will be achieved through increased funding opportunities generating an unrestricted surplus and intentionally designating a portion of the excess cash

Goal #3

Support CPL literacy & digital equity programs.

Cleveland Public Library has a 153-year history of creating a love of reading in this community. Reading is the first pillar of literacy and the library is often the first experience families have with books and reading. We are proud of our legacy of including all and always offering programs that are free and accessible. We are the cornerstone of literacy programming in our community, proving repeatedly, that we remain essential to Americans' lives.



The availability of reliable broadband, devices, and digital literacy training remains critical in our post-pandemic world — whether for schoolwork, employment, public services, telehealth visits, social connections, or civic participation. And this need will grow exponentially as technology infrastructure continues to evolve.



Library workers have been working to address the complex issue of the digital divide and advance digital equity for more than two decades. Now, armed with new tools, funding, partnerships, data, and social awareness, many see that a more equitable digital future is within reach.

The CPL Foundation is committed to raising restricted funds to support Cleveland Public Library as it works to close these gaps that address inequalities facing the City of Cleveland.

Goal #4

Provide financial support for library programs that address real-time community needs.



Public libraries continue to be the place where community members can come together to learn, socialize, meet, do business, and educate their children. We do this very well and should continue to focus on this strength. For the CPL Foundation, this means providing consistent and meaningful financial support to the Library in alignment with its strategic priorities. We will listen and respond

to high-priority funding needs the Library may identify and work with the Library to improve processes for prioritizing funding requests and stewarding donor investments. This also includes listening and responding to foundations, individuals, and corporations, as they look to the Library as a partner in advancing shared priorities for the City of Cleveland.

Goal #5

Bolster the Foundation's reputation in the region.



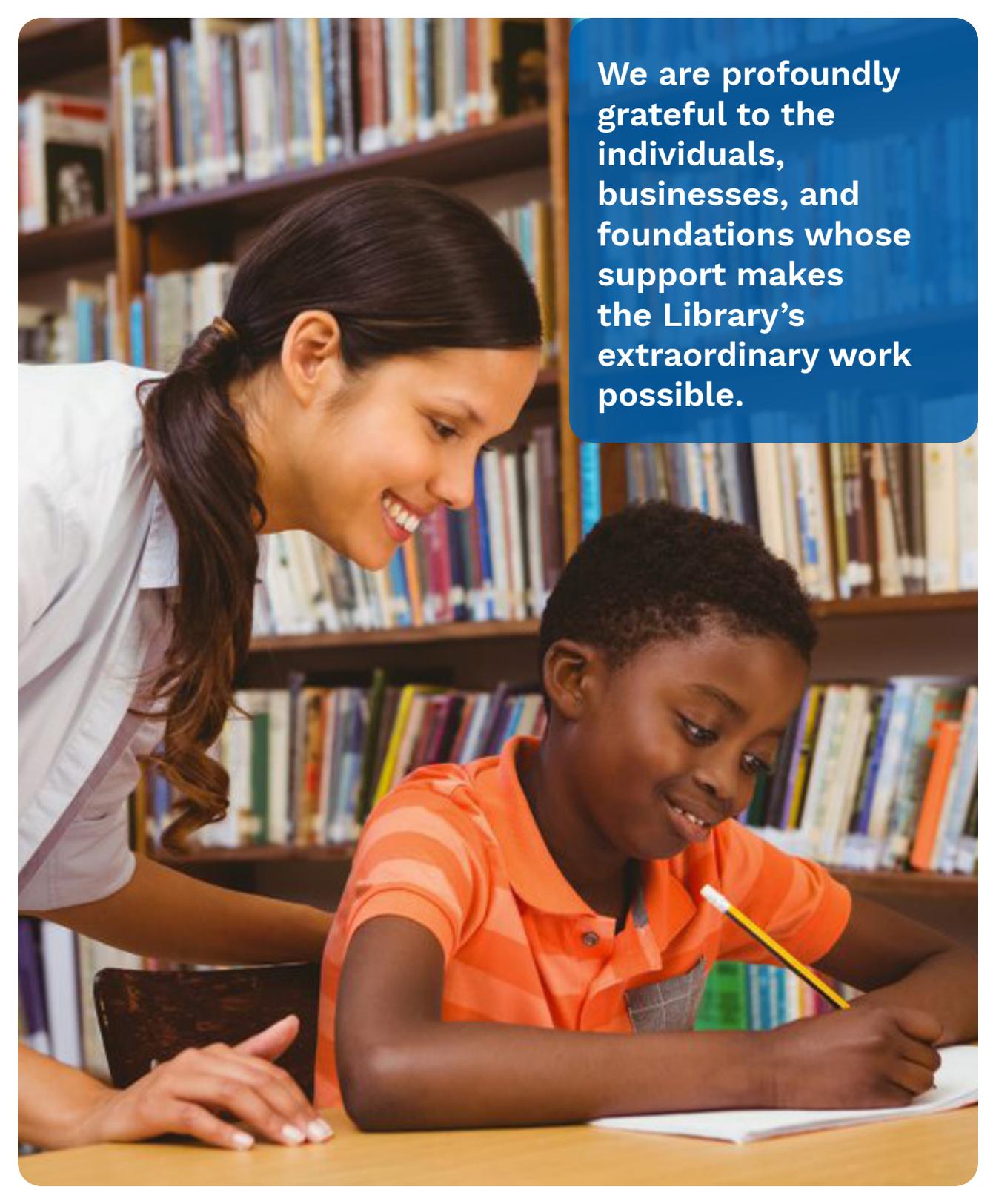
Cleveland Public Library thrives when everyone, at every level invests in its success. Our strength is connecting the community with technology and knowledge.

We provide opportunities for cultural enrichment and civic dialogue through exhibits, workshops, collections, and community discussions. We should be THE destination for parents with young children, both for entertainment and education.

More than just storage spaces for books, libraries are important community hubs that serve as centers of learning, professional development, and healthcare.

Now, more than ever, libraries are vital American institutions. The CPL Foundation is working to increase our ambassadors and advocates for Library priorities and build awareness of the Library's impact on the community.



A woman with long dark hair in a ponytail, wearing a light blue shirt, is leaning over a young boy with short dark hair wearing an orange and white striped polo shirt. The boy is sitting at a wooden table, smiling as he writes in a notebook with a yellow pencil. The background is a library with wooden bookshelves filled with books.

We are profoundly grateful to the individuals, businesses, and foundations whose support makes the Library's extraordinary work possible.