



AIRDRIE PUBLIC LIBRARY

[growing with the
community]



From its humble beginnings in a windowless room in 1971, the Airdrie Public Library (APL) has always been about the community and its needs. It began thanks to the efforts of 9 different community groups coming together to fill a void for our city. Now, after half a century of serving Airdronians, APL is ready to move its story forward in a beautiful new building and is looking for partners as we expand our collection, our services and most importantly, our commitment to community.

**“Good libraries build services.
Great libraries build communities.”**

-R. David Lankes



“It is such a blessing to live in a city with such a **great library!”**

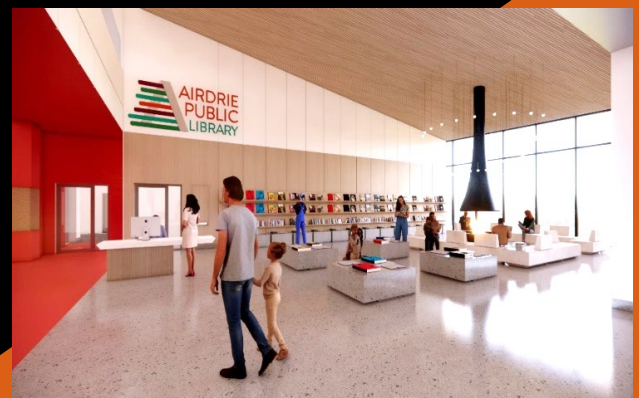
- Ainsley

Airdrie is Alberta’s 2nd fastest growing population with a 20.3% increase in the last 5 years. The largest segment of growth is in young families and newcomers, who are also the primary users of the library. As the population grows, a larger library will better serve the citizens who need it now and, in the years to come. The City of Airdrie, in response to community engagement, recognizes the importance of and need for a bigger, better library. They have committed to building the Airdrie Multi-Use and Library Facility (AMULF), scheduled to open in the Fall of 2025.

Now, it’s up to APL to raise **\$1.5 million dollars** to fill our fabulous new space with the resources the community has asked for.

“The customer service, website, and free programs are so good, I **donated to the library to express my **support!**”**

-Donna



[in today's digital world, why do we need a library?]

That is a question every library is faced with. The answer lies within the definition of a library. Gone are the days of a library simply being a place to get books. Of course, books are a big part of APL, but they are one of many lendable resources, resources that include early literacy kits to help prepare kids for kindergarten, backpacks of learning materials, video games, magazines, and technologies. As we grow, our collection will include items that are not top of mind when thinking of a library. Things like snowshoes, blocks, balls, a telescope, karaoke machine, or a green screen video backdrop. Once the library has something, the entire community has access to it, preparing you, your family, and your neighbours for a life of learning and activity.

“I will simply put things by saying I love and need the library to successfully support my family and our needs.”

- Tracy

Libraries have evolved with the times and have transformed into an important social hub fostering literacy, knowledge, and cultural connections, offering programs for all ages, access to information, opportunities for social engagement and, yes, books. It is the heartbeat of a vibrant, everchanging community. It is a place where you are likely to see young mothers or fathers meeting, or a supervised family visit, a senior couple enjoying a comfortable chair and doing the crossword, or a group of Scrabble enthusiasts enjoying a spirited game. APL is a diverse, safe, and inclusive space that offers something for all regardless of race, religion, social, or economic status. It is the custodian of our past and architect of the future. And it is needed now more than ever.



“I recently moved to Airdrie & found the library and my new life here opened up.”

[why people love the library]



“I am **new** to Airdrie and it was my first time to the **library**. I got to meet new **people** and learn new **skills**.”

“Great staff, **inclusive** atmosphere”

“The **atmosphere**, the **amazing staff**, and the ability to **borrow** from other libraries.”



“**Staff** & city provide wonderful service to all the **community**. Friendly, knowledgeable, creative with programming, and **hard working**. Thanks so much!”

The community says lots of nice things and we have used that as inspiration to increase our commitment to community. We have opened our doors as a warming station, added a community information table available to all, handed out hot chocolate and partnered with other community organizations. These efforts are paying off with us becoming a trusted place to be and to gather.



[talk is cheap but the numbers don't lie]

In-Person Visits

2022	168,685	
2023	200,772	
2024	89,499	(214,798)
	to May 2024	estimated year end

Website Visits

2022	122,154	
2023	118,797	
2024	64,558	(154,939)
	to May 2024	estimated year end

Circulation

2022	609,089	
2023	651,128	
2024	334,569	(802,966)
	to May 2024	estimated year end

Programs

2022	15,893	
2023	23,656	
2024	11,582	(27,797)
	to May 2024	estimated year end

Great programs, collections, services, and thousands of monthly users prove the value of APL. That combined with a new comfortable space with increased opportunities that will help bring our community closer, share experiences, and connect as we all learn together makes supporting APL a solid investment.

[your support is essential]

The Airdrie Public Library's expansion mission is simple: To meet the needs of the community we require expanding our collection of lendable resources twofold, and that will cost **\$1.5 million**. To accomplish this lofty goal, we are inviting you to participate with us by offering a wide range of support opportunities.

SPONSORSHIP/NAMING RIGHTS

Talk to us about sponsorships ranging from a shelf to an entire area and everything in between.

DONATIONS – In Person

You can give one-time gifts at the main desk or use the Tap to Give to donate in person.

DONATIONS - Online

Visit us online to click the donate button to provide a one-time or recurring gift.

OUTSIDE BOX DONATION IDEAS

Get a group of friends or family together and pool your resources to create a bigger impact. Name a chair after a loved one or sponsor a favourite genre.

CORPORATE MATCHING OR GRANTS

Does your place of employment match donations or offer a grant program for causes close to their employees?

PLANNED GIVING

Include APL in your legacy planning.

[sponsorship / naming rights]

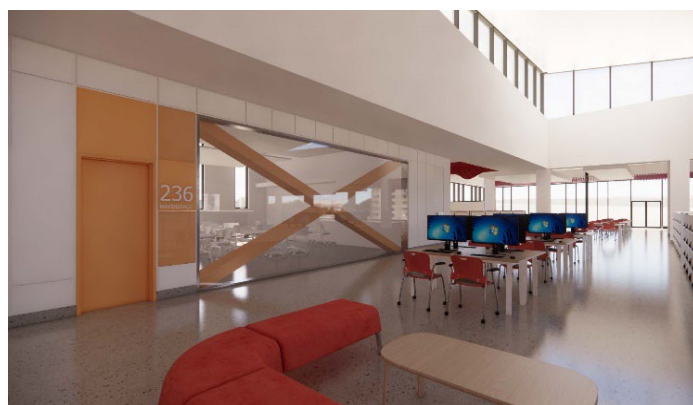
The new library is 53,000 square feet of opportunity. Opportunity to have your business or organization recognized as a community partner providing positive support for Airdrie and surrounding area. Opportunity to have your brand exposed to more than 200,000 in-person visitors each year spanning a variety of demographics. Opportunity to be a part of the excitement surrounding the new library and all the attention it garners.

There are sponsorship opportunities to meet all needs and budgets.



For example:

\$200	Shelf	\$20,000-\$30,000	Meeting Room
\$500-\$1200	Bay of Shelves	\$30,000-\$50,000	Program Room
\$1000-\$4000	Soft Seating	\$50,000-\$75,000	Makerspace
\$2500-\$7500	Computer Stations	\$100,000	School-Age Area
\$5000-\$10,000	Program Nook	\$250,000+	Second Storey Deck



[why our sponsors love the library]

“When we **donate**, we're not only funding a building, we're **fuelling inspiration**. It's our way of giving back to a **community** that means so much to us, and keeping Airdrie a community where **curiosity and learning** can thrive”

-Paul Gerla

WESTMARK
DEVELOPER OF COOPER'S CROSSING

“**Supporting** our library is an investment in our community's **heart and soul**. Libraries are are more than buildings; they are the meeting place where **people gather**, a boundless source of knowledge and resources, and a **vibrant space** where **learning and fun intersect**.”



VITREOUS

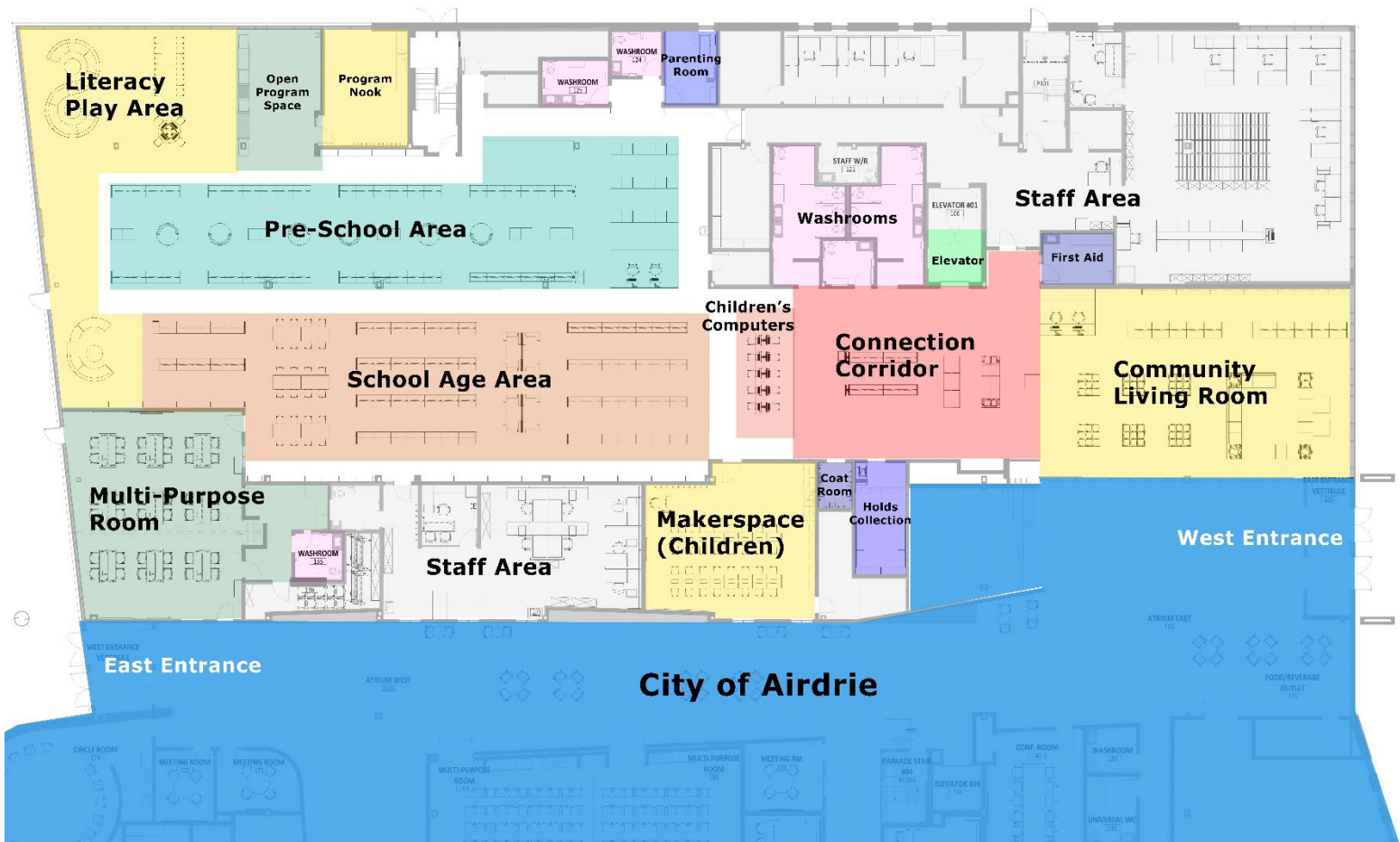
-Darcy Forbes

“Qualico Communities Calgary is delighted to **partner** with Airdrie Public Library on this **exciting chapter**, opening a **new facility** where all residents can congregate and have the **opportunity** for lifelong **learning**”

-Thilo Kaufman

QUALICO[®]
communities

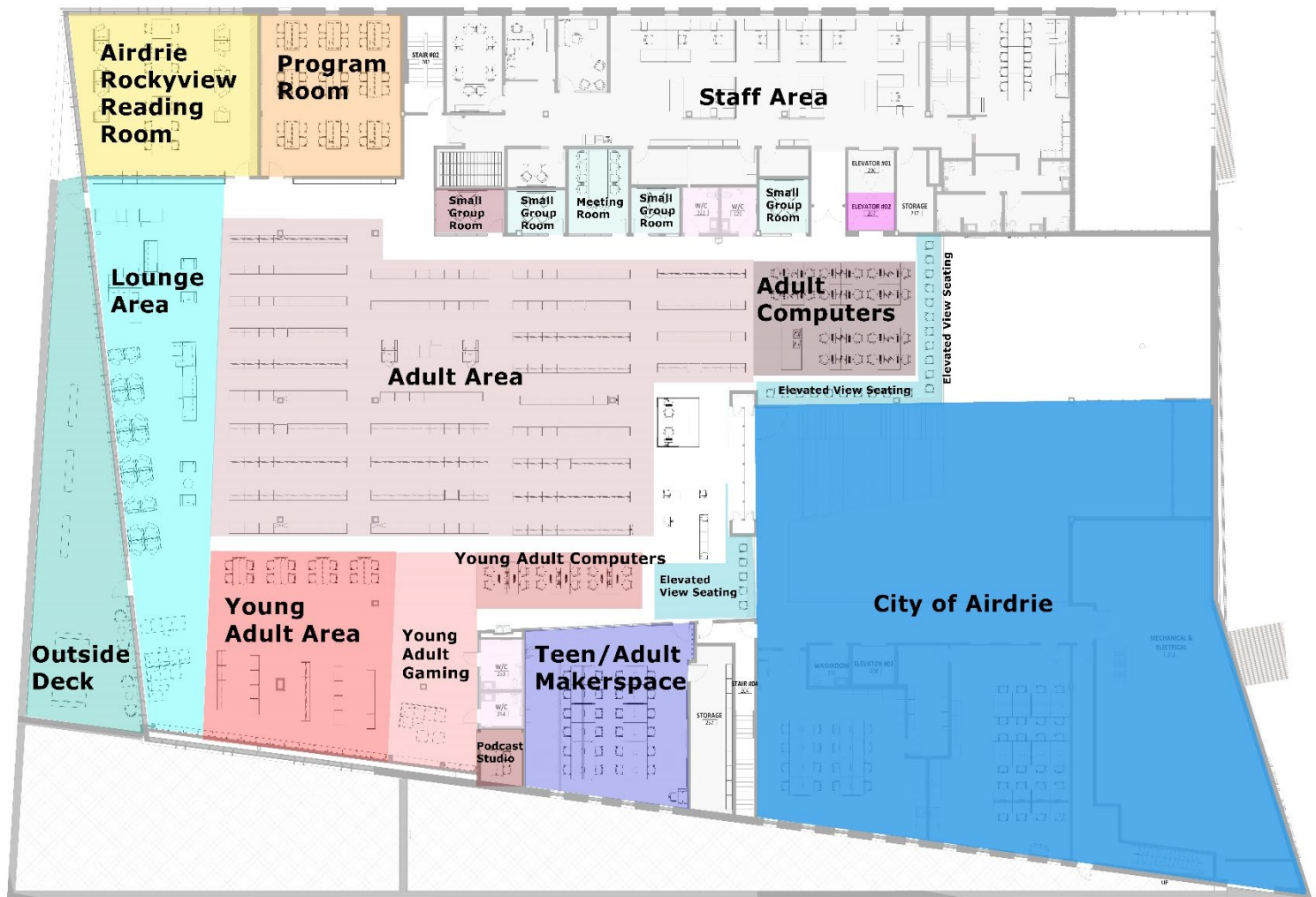
[sponsorship and naming rights opportunities]



Main Floor:

- Community Living Room
- Holds pick-up
- Coat room
- Connection corridor
- Children's computer area
- Makerspace (Children) sponsored by Qualico Communities
- Large Multi-purpose room
- School Age Kids area
- Pre-School area sponsored by Vitreous Glass
- Literacy Play area
- Play structure
- Open Program space
- Program Nook
- Parenting room
- First Aid Room
- Shelves
- Elevator
- Washrooms

[sponsorship and naming rights opportunities]



Second Floor:

- Makerspace for Teens/Adults
- Podcast Studio
- Teen Gaming space
- Young Adult (YA) space
- Teen Gaming space
- YA Collection
- YA/Teen Computer Area
- Lounge area
- Deck overlooking Nose Creek
- Airdrie Rockyview Reading Room (sponsored by Anonymous)
- Program Room 2
- Small Group/Meeting Rooms (corner room sponsored by Knights of Rizal)
- Adult Computer area
- Adult area
- Elevated View Seating
- Shelves

[thank you!]

Thank you for taking the time to learn more about the opportunities for supporting the Airdrie Public Library. With so many options available I look forward to connecting to discover the perfect fit for you.

Imagine what we can accomplish together at the new Airdrie Public Library.



[connect with Jamie
donor engagement champion]

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