

# 2024-2025

## SHEPHERDSTOWN PUBLIC LIBRARY FOUNDATION ANNUAL REPORT









# CONTENTS

4

From the President: The Year in Review  
2024-2025 and Plans for 2025-2026

6

Shepherdstown Public Library

7

Funding for Libraries

8

How to Support the Shepherdstown  
Public Library Foundation



## From the President of the Board of Directors Shepherdstown Public Library Foundation (SPLF):

### *The year in review, 2024-2025, and plans for 2025-2026*

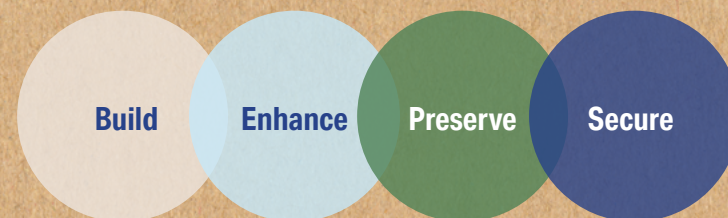
At the outset of the 2024-2025 fiscal year, the Shepherdstown Public Library Foundation (SPLF) was defining its niche in the ecosystem of library fundraising. Discussions and consultations with the leaders of the Shepherdstown Public Library (SPL) and its other support groups helped to foster more open communications and effective collaboration between SPLF and these bodies.

**SPLF modified its board structure accordingly:** The SPL Director, the president of its Board of Trustees, and executives from both the Nourishing Literacy Giving Circle (NLGC) and the Friends of Shepherdstown Library (FOSL) are ex-officio voting members of the SPLF Board. Reciprocally, SPLF Board members attend FOSL Board meetings and NLGC events. The enhanced clarity serves SPLF importantly in our communication with stakeholders – reinforcing that there are multiple ways of giving in support of the library, all of them essential and appreciated, and that there is no competition between these groups.

NexGen.Media has been a generous, expert and pro-bono partner in guiding us through brand discovery. Using the analysis and syntheses of a dialogue NexGen.Media CEO Dan Clarke facilitated, he and his team helped us create concise slogans and keywords to communicate SPLF's goals and values to its audience.

SPLF used them in its first marketing handouts: bookmarks created ahead of the November 2024 Jefferson County excess levy election and made available to patrons at the circulation desk.

## *Ultimate Goal* Library Survival and Sustainability



**BUILD** reserve funds and cover operational expenses.

**ENHANCE** library programs and resources to meet the evolving needs of the community and to demonstrate continued value.

**PRESERVE** the library as a vital community asset by fostering education, culture, and connection.

**SECURE** the library's future as a cornerstone of the community by supporting long-term sustainability and growth.





*Please note:  
Brian Schatz and his  
family have recently  
relocated to Wisconsin.  
Brian will lead SPLF as  
President of the Board  
through the completion of  
his term in June 2026.*

**NexGen.Media designers co-created a new SPLF logo with us:** you will now see our thoughtful and friendly owl in many of our communications!

We will continue to focus on the Foundation's overarching goals to "Build, Enhance, Preserve and Secure" the future of the library in all of our communications.

**Looking to our priorities for 2025-2026 and beyond, we can now fully pivot to the primary purpose of SPLF:** raising money for the long-term financial security and independence of the library. Two structural and governance results since 2023 that allow us to move forward: finalization of an agreement with Hoxton Planning and Management as financial advisor to SPLF, serving generously at present in a pro bono capacity; and, following delivery by the SPL Board of Trustees of legacy stocks into SPLF custody, a draft policy (to be completed in 2025-2026 in coordination with the SPL Board of Trustees) related to threats to public funding that will allow SPLF resources to be used in the event of financial emergencies.

**SPLF raised over \$27,000 in 2024-2025 by making appeals to past,** current and new donors through the website and via email, bringing our total invested to over \$200,000. Early in the next fiscal year, we will finalize fundraising plans to include soliciting

regional businesses, direct appeals to Jefferson County residents, and presentations to local interest groups. The demand for library services and programs in Jefferson County has never been higher, with tremendous growth in the number of patrons SPL serves and the scale and scope of its program offerings. SPLF exists to bridge the gaps between public service contributions and annual costs of staff, services and building upkeep.

**I can't say enough about the privilege it has been to work with the SPLF Board of Directors.** The dedication of the members of this organization to the library and its independence and security is constantly inspiring. A focus of our work in the coming year will be to attract new talent to our board, particularly members with interest and expertise in business administration, marketing, and fundraising! Although this is a very challenging environment for libraries, I'm encouraged by the dedication and energy the board brings to the fight for securing the library's future as a vital community resource and cornerstone.

**Brian Schatz**  
SPLF President



# Shepherdstown Public Library:

## *Why SPLF Exists, In Pictures*



*Story Time*



*Summer Reading*

We exist to support the library's programs and operations, today and into the future!

(For more information on the library's programs and patrons during 2024-2025 please see the [Shepherdstown Public Library's Annual Report](#).



*Chess Club*



# Funding for Libraries

This fiscal year (July 1, 2024 - June 30, 2025) has brought the dismantling and elimination of national government agencies, workforces, programs, and funding that support basic services in our communities. The impact on public facilities and public institutions includes the cornerstone of American communities, the public library--the one institution that serves every American, free of charge, from cradle to grave. In this environment, libraries across the country are under threat. Your support for this vital community hub and resource has never been more important.

Public funding (including from the state, county and town) is the backbone of our public library budget – this year, at about 80% of total costs. The library's champions, patrons, friends and supporters continue to bridge the gap – through fundraising, generous individual donations, and gifts to FOSL, NLGC and SPLF. However, public funds for libraries in West Virginia in general and in Jefferson County in particular are not keeping pace with either the library's or the area's demographic growth. Flatlined budgets and legislative initiatives in West Virginia imperil the viability of public libraries. Your support of the Shepherdstown Public Library Foundation ensures that the library remains accessible and empowered to serve you and future generations.



## *Mission Statement*

**SPLF is a nonprofit 501(c)(3) organization that aims to expand and sustain a vibrant public library community where curiosity, lifelong learning, and knowledge are freely available to all.**

**Our mission is to promote, fund, and support the Shepherdstown Public Library.**



# How to Support the Shepherdstown Public Library Foundation



Gifts, no matter the size, make a difference in the lives of all members of our community:

The library and its resources are **FREE** and available to **EVERYONE**.

*Please include SPLF as you plan your year-end gifts.*





## Help Us Grow Our Impact Through:

### ***Online or Mailed Donations***

Gifts can be made online by visiting:

<https://www.splfwv.org/category/all-products>

or sent by mail to:

**SPLF Treasurer**

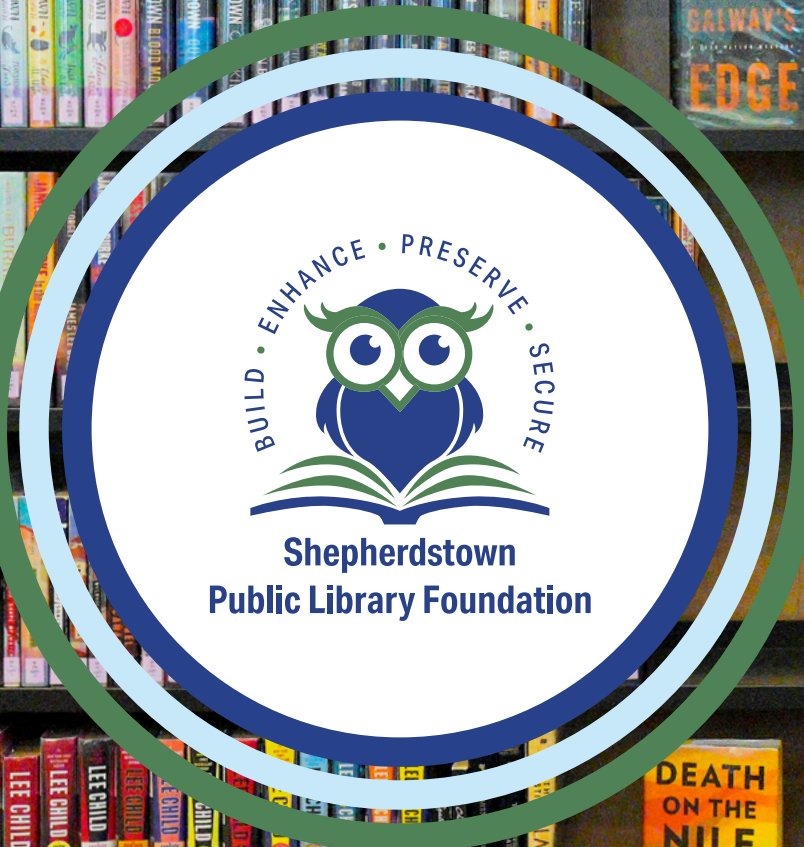
145 Higbee Lane, Shepherdstown, WV 25443

### ***Legacy Giving***

Make the Shepherdstown Public Library part of your legacy with a planned gift. These can include IRA Charitable Rollovers, Charitable Remainder Trusts (CRT), Charitable Lead Trusts (CLT), and Endowed Funds.







Report design by NexGen.Media