

# LOVE **YOUR** LIBRARY

September 1, 2020

Dear Friend,

The library is so much more than a building.

Here at C.C. Mellor Memorial Library, we've always believed in bringing library services to our community, wherever they are. These days, that means bringing the library to our patrons at home, through online services, curbside pickup, and more.

And your gift helps us bring the library to you. This September, help us reach our goal of \$30,000 and 50 new donors. Donate before September 30 and your gift will be matched!

## ***Responding to new challenges***

In March, CCM had to close its doors because of a pandemic for the second time in our 102-year history. But that didn't slow us down! Almost immediately, library staff started providing library services from our homes. Librarians were on call 6 days a week to assist patrons with applying for unemployment, downloading ebooks and audiobooks, and even locating the nearest food bank. During difficult times, library services are more needed than ever.

As schools and workplaces moved online, the library's Chromebooks and Wi-Fi hotspots were essential to

*YOUR GIFT TO C.C. MELLOR MEMORIAL LIBRARY ALLOWS US TO PROVIDE ESSENTIAL LIBRARY SERVICES TO YOUR COMMUNITY, EVEN IN THE TOUGHEST OF TIMES. **DONATE TODAY!***

households without an internet connection. While patrons couldn't check out print books, they borrowed ebooks like crazy – 50% more than during the same time last year. The importance of internet access has never been more apparent, and CCM prioritizes helping our community stay connected through technology.

With kids and parents stuck at home, our Youth Services team reinvented summer reading almost overnight. Story Strolls installed at three local parks let the whole family read together in the outdoors. Virtual story times and STEM programs on Facebook Live keep kids learning even while school isn't in session. Grab-and-go craft kits provide a creative outlet for kids who might not have art supplies at home. Our teen group is more active than ever – it's a much-needed social outlet for young people isolated from their friends and peers. The library is always ready to support the needs of families and children.

Virtual programs and services are great, but we were still determined to get books back in the hands of our patrons as quickly and as safely as we could. In June, CCM was one of the first libraries in Allegheny County to provide curbside pickup of library materials. Even now that the library is open, we continue to offer curbside pickup as a safe and convenient way to use the library.

We're proud of how we responded to our "new normal." For more than a century, CCM has been committed to adapting and changing alongside our patrons. Will you become a donor this month and help us continue to support you and your community?

### ***Your gift keeps our doors open***

The future of the library has never been more in jeopardy. Like many small organizations, CCM's financial stability has been rocked by the pandemic. As the economy slowed, our funding sources were greatly reduced on every level. More than 2/3 of library funding depends on sales tax and income tax, which will be dramatically less this year and in coming years. Your gift provides much needed financial stability in these difficult times.

Reopening comes with a slew of unexpected and necessary expenses – PPE for library staff, plexiglass barriers at the circulation desk, touchless hand sanitizer dispensers, increased cleaning services, and more. These expenses present a challenge to a small organization like CCM, but the safety of our patrons and staff is our highest priority. We are committed to taking every step possible to keep everyone safe while still providing outstanding library services.

Without community support, reopening the library would have been impossible. *Your gift* keeps our doors open when our community needs us the most. Can we count on you to make a gift today?

### ***Make your gift go even farther in September!***

Your gift made through September 30 will be MATCHED! Thanks to the generosity of the Jack Buncher Foundation, CCM will receive a pro-rated portion of a \$200,000 match pool to support our general operations. That means your donation will help us to continue to be responsive to our community's rapidly changing needs, whatever they may be.

Becoming a sustaining donor is the easiest and most effective way to support CCM's work in your community. By setting up a monthly recurring donation, you can ensure that CCM has a reliable source of revenue. Even a donation as small as \$10 per month can make a big difference!

Our goal for Love Your Library 2020 is \$30,000 and 50 new donors, and we can only meet that goal with your help! Complete the enclosed form or visit our website, [www.ccmellorlibrary.org](http://www.ccmellorlibrary.org), to become a donor today. Don't forget: Make your first donation in September and have it MATCHED!

Your gift is so very important to us. Without donors like you, CCM could not be such an outstanding community resource. See you at the library soon!

Sincerely,



Erin Pierce, Library Director

(P.S. If you really love your library, join our new community advocacy group! This group ensures that the library has the resources and funding it needs, now and for years to come. Email [ccmellor@einetwork.net](mailto:ccmellor@einetwork.net) for more information.)

## C.C. Mellor Memorial Library

### **CCM Edgewood**

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### **CCM Forest Hills**

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### **Visit us online**

[www.ccmellorlibrary.org](http://www.ccmellorlibrary.org)

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