

What Could You Do as a Library Sponsor? Help change lives....

If you could do one good thing today, what would it be? Help a child read? Brighten a senior's day with a visit and a book? Encourage a small business entrepreneur? Open the world of reading to a visually impaired adult? Help keep Mississauga reading?

If you answered "yes" to any of these questions...you CAN do something good today! Not only for the 11,500 people who visit the Mississauga Library System everyday but also for yourself!

The Library opens doors to an endless variety of knowledge, all available to you, your family, your employees and your employees' families for free! Imagine if you had to buy every book you read. With average book prices at the \$30 mark, just 2 books a month could easily add up to more than \$720 in a single year. And, if you love a good book as much as we do, you doubtless read as many as 30 books a year. So, there's no denying that a free library card is invaluable.

Did you know that .....

- ✓ the Library exists so that local residents can develop skills, acquire knowledge and information, improve the quality of their lives, enjoy a welcoming environment, and receive customer friendly treatment
- ✓ the Library has over 328,000 card carrying members
- ✓ the Library is the fifth largest public library in the country
- ✓ annual visits to the Library are 17% above the national average
- ✓ last year there were over 4 million visits to the Library
- ✓ annual lending for the Library is 25% above the national average
- ✓ last year over 7 million items were checked out
- ✓ the Library spends 8 cents of every dollar in the City's annual budget
- ✓ the Library's annual expenditures last year were 12% below the national average
- ✓ the provincial grant for the Mississauga Library System was 61% below the average
- ✓ the annual expenditure on the Library is about \$30 per resident, the cost of one new book!
- ✓ the Library's citizen satisfaction rating last year was 87%
- ✓ the Library annually receives over \$1 million of community support in donations and volunteer effort
- ✓ the Library partners with over 375 community groups each year
- ✓ the Library has over 275 public computer work stations
- ✓ the Library will open its 18<sup>th</sup> and final branch library in the Churchill Meadows community in 2007

Providing this service to library-lovers who live, work, learn and play in our City has been a proud tradition. And, the Library is committed to maintaining and building on this tradition.

**Your Library needs your help** to keep library shelves stocked with the most current and popular materials and to support the Library's many programs and services. You can make the difference. Just think, you could help a child read, support the Dial-a-Story phone line, brighten a senior's day, encourage a new Canadian improve their English skills so they can find a better job, keep the adult book clubs well stocked, keep the Grade 4 Read to Succeed program working, encourage the Reading Buddies and support a young graduate's efforts to set up a new small business.

Sponsors fuel the efforts of the Library to promote literacy, information, innovative, lifelong learning and the love of reading. Financial support from foundations, businesses and individuals allows the Library to maintain and expand current levels of service and programming.

“I received the fundamentals of my education in school but that was not enough. My real education...I got out of the public library. For an impoverished child whose family could not afford to buy books, the library was the open door to wonder and achievement, and I can never be sufficiently grateful that I had the wit to charge through that door and make the most of it.”

Isaac Asimov

For more information on how you can help give our residents the tools they need to succeed in their lives, contact the Library's Community Development Office at 905-615-3200 x 3606.