

WHY INVEST IN LIFELONG LEARNING

Milwaukee Public Library Foundation supports enhancements to library services designed to empower Milwaukeee.

In Milwaukee, more than 150,000 individuals struggle with literacy.



That's a **27%** rate of illiteracy.¹

MPL *in* MKE

2.2
MILLION
ANNUAL
VISITORS

Every dollar invested in early childhood literacy combats the long-term costs associated with the alternative.²



Milwaukee Public Library *is an* Anchor Institution

City of Milwaukee

MPL EXPRESS
**NEW*

EAST
**NEW*

TIPPECANOE
**COMING SOON*



A community safe place with
14 LOCATIONS
across MKE neighborhoods.



24 HOUR ACCESS
to E-Books, digital collections and research information



ARTS AND CULTURE
Entertainment, Special Collections, & Preserving Historic Archives

Targeting services *for the* largest segments *of* Milwaukee's population

Young Families

39%

Global Roots

21%

Traditional Living

13%



www.mpl.org

INSPIRATION STARTS HERE

FORWARD-LOOKING LIBRARY SERVICES GOING BEYOND THE BOOKS

Ready to Read with Books2Go

MPL's "Give Your Child a Daily High Five" teaches birth to 3-year-olds how to use five basic practices to help children make these connections and get ready to read.



Talk Sing Read Write Play

The first **1,000** days are the most important in a child's brain development.

85% of crucial development occurs in this time of a child's life.⁴



In Milwaukee, only 5 out of 32 nine-year-olds are reading at the appropriate 3rd grade level.⁵

Reading at/above proficient	4th Grade	8th Grade
Milwaukee	15%	13%
Large US Cities	26%	26%
Nation	34%	34%



GIVE
Your support matters

We help people read, learn, and connect

MPL's **Super Reader Summer Reading Program** remains the only city-wide effort designed to keep children reading over the summer months. More than 20,000 children avoid summer learning loss by participating - **creating a City of Super Readers.**

Out of school learning support for school-age children is provided through **Teacher in the Library** and **Brainfuse** - a homework help database with online tutors.

Digital access is an obstacle for 40% living in Milwaukee without a home computer and Internet access. It's also one of the top reasons that those among the unemployed can't find a job. MPL offers **Drop-In Job Help** sessions, Small Business classes and computer training classes.

Access to databases for marketing and sales research, personal finance, credit counseling, bankruptcy, identity theft and investment resources are all available with a **library card.**

Your Milwaukee Public Library is more than books and computers. The library plays a vital role in improving lives and contributing to a strong Milwaukee. Learn more about Milwaukee Public Library Foundation at www.mpl.org/support