Charlotte Mecklenburg Library Foundation Launches Challenge Campaign

TUE, JUL 05, 2016 16:31 CET

CHARLOTTE, NC: The Charlotte Mecklenburg Library Foundation is honored to receive a challenge grant of $100,000 from The Leon Levine Foundation. In order to receive the funds, the Library Foundation must raise an additional $100,000 in qualifying gifts from the community.

"We are proud to support the Charlotte Mecklenburg Library Foundation," said Tom Lawrence, executive director of The Leon Levine Foundation. "Beyond offering free access to information and ideas, the Library is committed to convening meaningful partnerships that help ensure an increasingly literate, informed and livable society. We hope that this matching grant helps inspire Charlotteans from all walks of life to contribute towards such an important community asset."

The grant will match new gifts, donations from those who have not made a gift to the Library in the past two years, and the increased portion from donors who raise their donation from last year. The match will only apply to qualifying gifts at or below $5,000. The funds are unrestricted, which means the Library can prioritize their use based on community needs.

The Charlotte Mecklenburg Library Foundation is enthusiastic about the challenge because it represents not only The Leon Levine Foundation's commitment to the Library, but also their confidence that the community at large values the Library and will invest in the future of a trusted, treasured institution. "This is an opportunity for us to invite everyone who loves the Library to become a part of something bigger – to engage with us more deeply and help to inform and create the Library's next chapter," said Jenni Gaisbauer, executive director of the Charlotte Mecklenburg Library

Foundation. The community-based fundraising campaign begins immediately, and will continue through December 10, 2016.

How to participate:

- Donate now at http://foundation.cmlibrary.org
- Share the campaign on social media using hashtag #librarylove and tagging the Charlotte Mecklenburg Library Foundation (@cmlibfoundation)

###

Media contact:

Melanie Baron

Marketing and Communications Specialist

Charlotte Mecklenburg Library Foundation

704-416-0804

mbaron@cmlibrary.org.

About the Charlotte Mecklenburg Library Foundation:

The Charlotte Mecklenburg Library Foundation exists to help the Charlotte Mecklenburg Library create a community where reading, learning, and imagination thrive. Created in 2012, the Foundation supports the Library's programs and services through advocacy, fundraising and building relationships with others who share a passion for the Library's work. The Foundation believes that free and open access to information can change lives for the better, and build a brighter future for our community.

About Charlotte Mecklenburg Library:

Charlotte Mecklenburg Library is one of America's leading urban public libraries, serving a community of over one million residents in Mecklenburg County, NC. Accessible and welcoming to all, the Library celebrates the joy of reading, fosters learning and growth, connects people to each other and the world, and inspires individuals with what they can achieve.

About The Leon Levine Foundation:

The Leon Levine Foundation's mission is to improve the human condition by creating permanent, measurable and life-changing impact. The organization invests in nonprofits with a successful track record and a focus on sustainability in the areas of healthcare, education, Jewish values and/or human services.

Started by Leon Levine, the creator of the first Family Dollar Store in Charlotte, N.C., in 1980, the foundation has grown into one of the country's largest and most impactful philanthropic organizations. For more information, visit www.leonlevinefoundation.org

Tags:

fundraising , challenge , librarylove