

Last year, BDL moved its annual campaign to the spring from the traditional end-of-year time. We did this to see if the change would have any positive effect on the outcome. Removing one more thing from the chaotic year end was a plus, too.

I am excited to report that the end result was nearly a 100% increase in the amount received from small donations, with the majority coming in before the end of summer. In 2024, this amount was \$11,068. For 2025, this was \$20,066, with more smaller donations than in previous years.

For this year's letter, we'd like to suggest that people donate in support of our summer reading program. The need for encouraging literacy is greater than ever. Proposed text of the letter is below:

Dear Library Supporter,

The Branch District Library believes in removing barriers to access to library services wherever possible. Your support enabled us to have an incredible year last year in support of that goal with the launch of our new bookmobile. Thank you! Your generosity helped us to fill the vehicle with collections for all ages as we travel the county. You can follow our progress online at [BranchDistrictLibrary.org/bookmobile](http://BranchDistrictLibrary.org/bookmobile).

As we look ahead, we all understand that children are the future. Sadly, the most recent data available from [NationsReportCard.gov](http://NationsReportCard.gov) show that youth literacy rates in Michigan continue their downward slide, with only six states trailing Michigan in 4th-grade reading ability. Your continued support of the library is vital as we do our part to help foster a love of reading and curiosity in children; a love that we hope to see blossom as they become teens and adults.

Two major initiatives that we undertake towards this goal are our Summer Reading Program and our 1,000 Books Before Kindergarten program. Your donation targeted towards either of these programs helps us provide reading challenges, incentives, and programming that encourage youth engagement with reading. Alternatively, designate a donation to your preference or let the library decide how to best use your gift.

You may give online at [BranchDistrictLibrary.org/donate](http://BranchDistrictLibrary.org/donate), or with the enclosed envelope. Any financial donation to the Branch District Library is tax deductible on your federal income tax return.

Thank you for supporting our library!