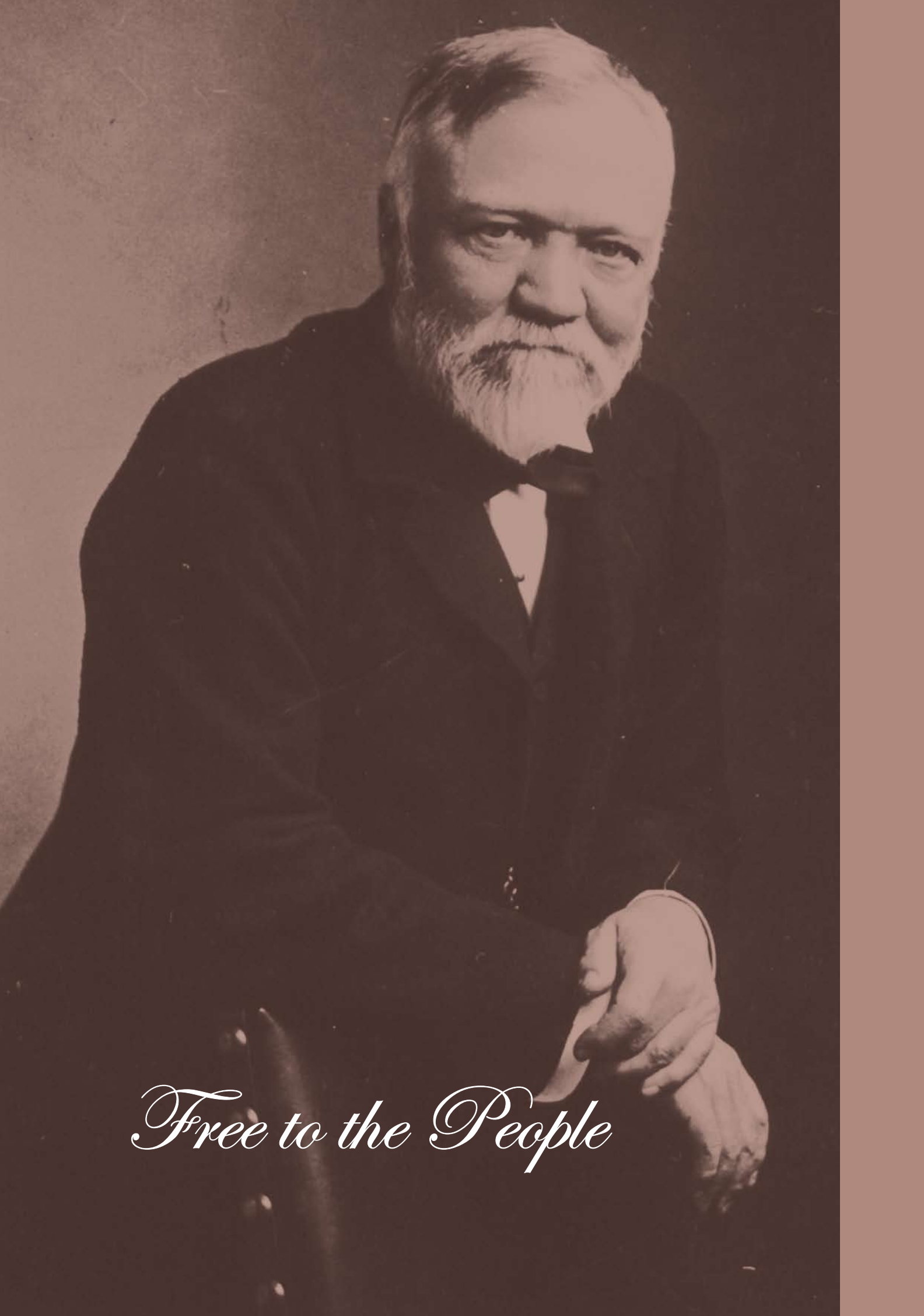


Libraries *for* LIFE

*Building Communities
Enriching Lives*





Free to the People

“I BELIEVE THAT
[A LIBRARY]
OUTRANKS ANY
OTHER ONE
THING THAT
A COMMUNITY
CAN DO TO
BENEFIT ITS
PEOPLE. IT
IS THE NEVER
FAILING SPRING
IN THE DESERT.”

– ANDREW CARNEGIE

When Andrew
Carnegie arrived
in Pittsburgh
from Scotland,
he was desperately
poor but full
of dreams and
determination.

Once he had forged his own way in this land of opportunity, Andrew Carnegie had a wonderful vision: bringing books and information to ordinary people. He imagined a vast collection of books to be shared and appreciated by an entire community.

Carnegie provided the seed money to build the library, but did not endow its operations. He expected the community to financially support such an essential resource. In Carnegie’s vision, a library would be a beacon of a community’s commitment to democratic principles and equal opportunity. More than 110 years later, Carnegie Library of Pittsburgh remains true to Carnegie’s dream of the neighborhood library.

We call on our fellow citizens to ensure that Carnegie Library of Pittsburgh will endure...

For the visionaries and the seekers...

For the inspired and the challenged...

*For every man, woman and
child who dreams.*



Yesterday, Today and Tomorrow

“When I was 5 years old,
I got my first library card
from the Hill District
branch on Wylie Avenue.
... Andrew Carnegie...
will forever be for me
that man who made
it all possible for me
to be standing here
today. ... I wore out
my library card and
cried when I lost it.”

– August Wilson,
Playwright



The spaces that
served us well
in the past are
not suitable for
contemporary
library use.

Just as August Wilson had
to replace his well-used
library card, we need to
upgrade our time-worn
buildings.

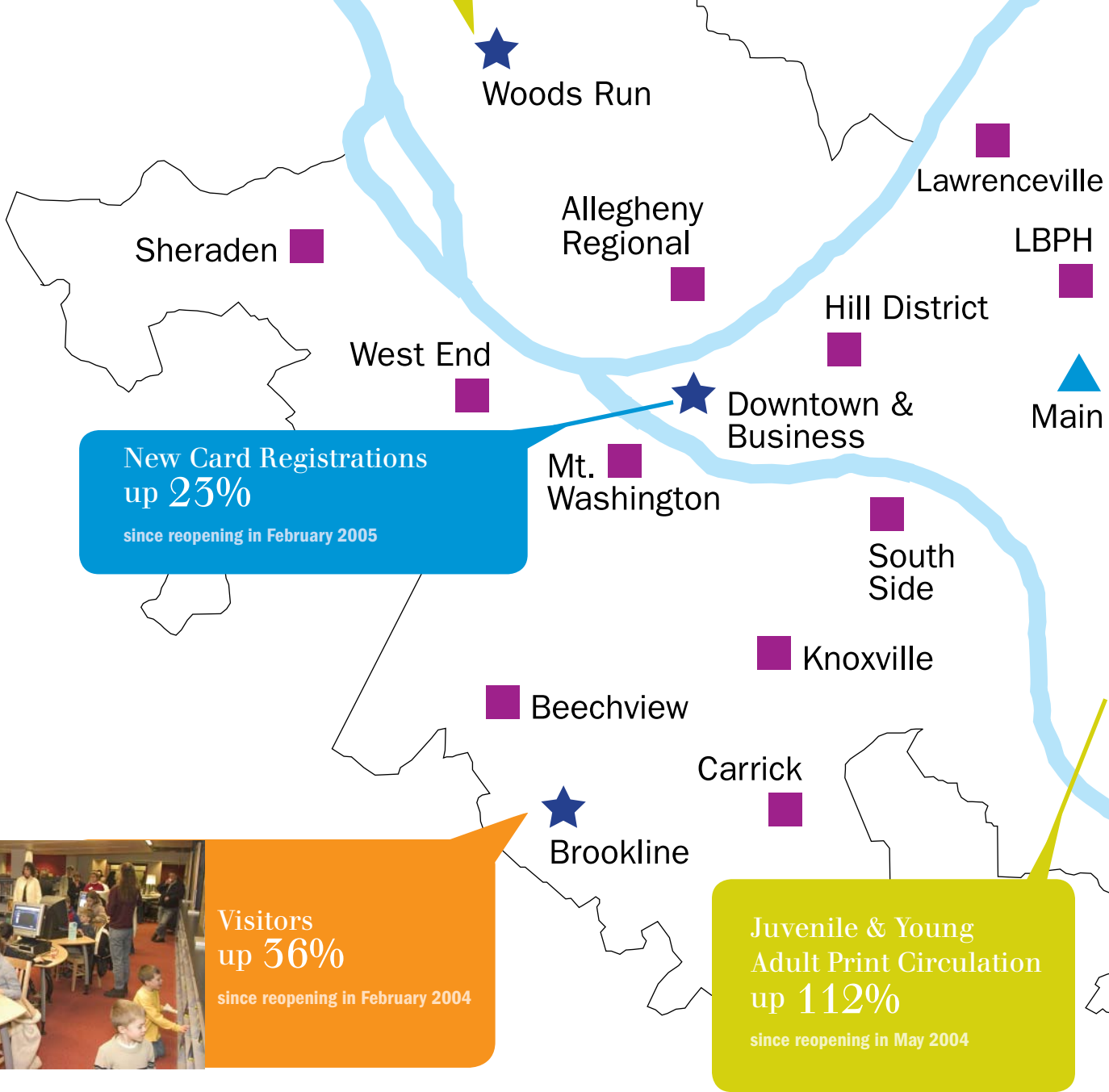
Children continue to come
to libraries for storytimes,
but today’s interactive
sessions require open spaces
and comfortably carpeted
floors. Customers still
browse the shelves, but they
also search through online
collection catalogs, digital
archives and electronic
databases. To serve
modern society well,
library facilities need to fit
their communities’ needs.
Technological infrastruc-
ture, handicapped
accessibility, security
systems and climate
control are not luxuries
but expectations.



As they did a century ago, library buildings continue to function as cornerstones of society – providing gathering places and promoting lifelong literacy and learning. The challenge is to adapt 19th century buildings to 21st century requirements.



Reopened in July 2006



Visitors up 36% since reopening in February 2004

Juvenile & Young Adult Print Circulation up 112% since reopening in May 2004



Neighborhood Locations



Juvenile & Young
Adult Print Circulation
up 187%

since reopening in November 2003

Each of our 19 neighborhood locations is intimately connected with the people and the community it serves. The first part of our system-wide renewal involved the renovation or relocation of six neighborhood libraries, and also included a partial renovation of the Main Library, First Floor.

The *Libraries for LIFE* Capital Campaign will enable us to move forward with the renewal process – ensuring Carnegie Library of Pittsburgh’s continued value to communities and individuals throughout the region.

■ East Liberty

★ Homewood

★ Squirrel Hill



Visitors
up 40%

since reopening in April 2005

★ Hazelwood

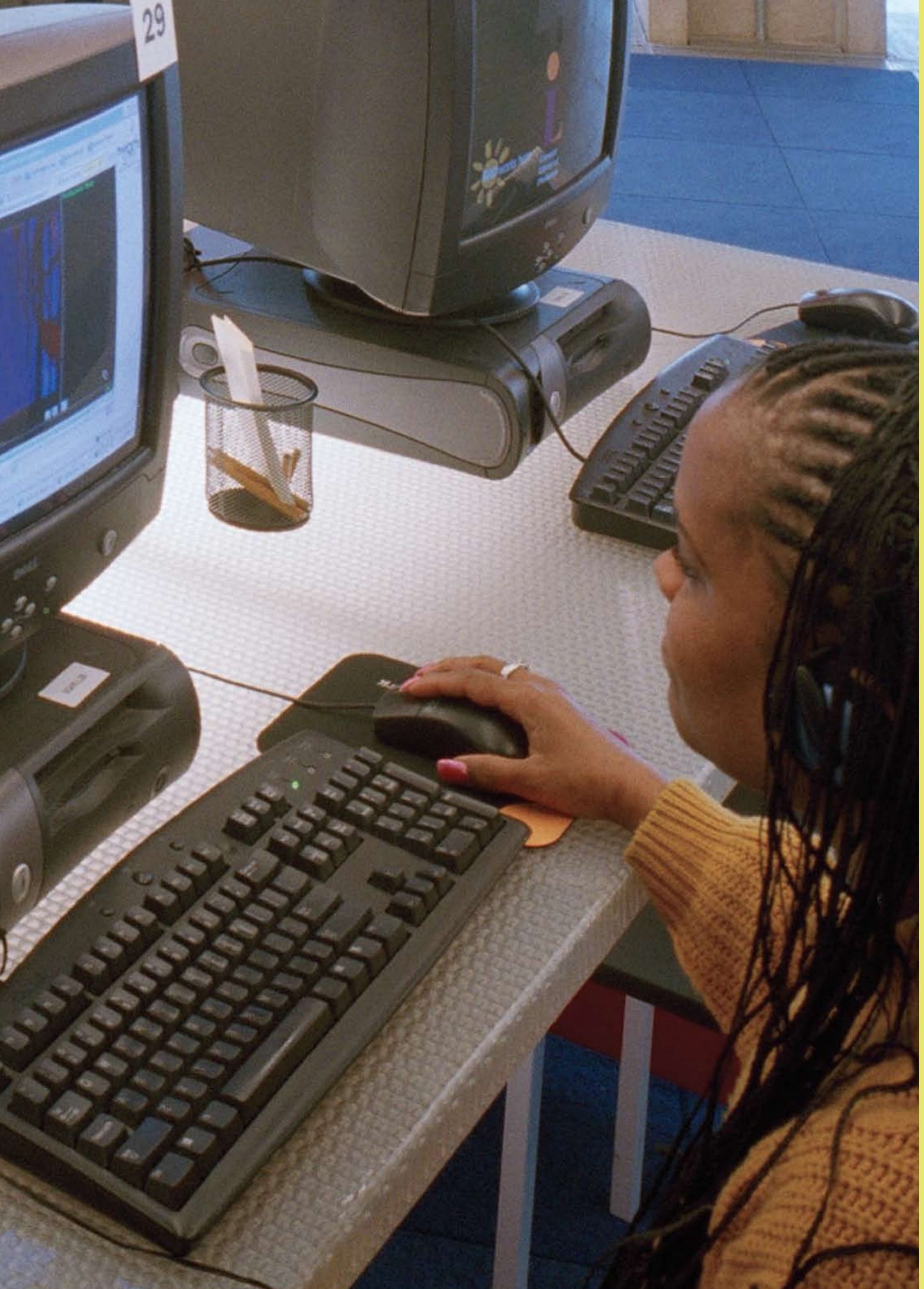
Visitors
up 17%

since reopening in October 2004

★ Indicates renovated/relocated locations as part of *Libraries for LIFE*.

▲ Indicates partial renovation of CLP - Main, First Floor

and System-wide *Renewal*



The most *visited* regional ASSET.

“Who would have thought that I would lose my job at 42? I had a young family and just a high school diploma. The state required that I submit my unemployment claims electronically, but we didn’t have a computer, let alone Internet access. Thank God for our neighborhood library. They not only had a computer I could use, but they also offered lessons on how to use it and how to find information on getting a better education and landing a new job.”

– D. Elias,
CLP – Homewood
Customer

According to a 2006 economic impact study, Carnegie Library of Pittsburgh:

- Averages 6,142 daily visits
- Generates more than \$132 million in economic return and value to the community each year

In 2004, nearly two million people visited Carnegie Library of Pittsburgh locations, ranking the Library higher in attendance than Pirates or Steelers games, the zoo, the aviary, or the museums. The economic impact study by Carnegie Mellon University’s Center for Economic Development illustrated that more than half of city residents and one in five county residents have a Carnegie Library of Pittsburgh card. In conjunction with their library visits, library customers spend more than \$15.6 million at nearby businesses each year. Recent renovations have resulted in increased use and satisfaction by Library customers.

Walk into a Carnegie Library of Pittsburgh location and you’ll find...



Children enjoying storytime and crafts...



Families sharing a passion for reading...

Seniors connecting with loved ones through the power of the Internet...



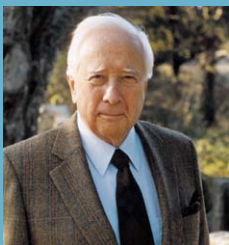
Teens discovering that the library is more than just a quiet place to study.



Libraries *for* LI

“Our libraries are among the greatest blessings of life in America. Their doors, open to all, are the portals to the whole world of books and ideas and infinite possibilities. I like to think of my first-ever library card – a Carnegie Library of Pittsburgh card! – as my first ticket to ride... and ride I have, for work and pleasure ever since.

– David McCullough,
Author and
Libraries for LIFE
Honorary Chair



Today, Carnegie Library of Pittsburgh is a place where people of all ages and walks of life receive immeasurable benefits as they pursue knowledge and information.

In addition to educating people and enriching their lives, libraries are also engaged in the business of solving real life problems. People turn to libraries for more than the latest best-seller. They rely on the expertise of librarians to...

- Teach computer basics so a grandmother can e-mail her grandson overseas;
- Research a medical diagnosis for a scared father facing a crisis;
- Provide a safe haven for children and teens; or
- Help recent college graduates find their dream jobs.

People trust that the Library will always be available to help them in their time of need.



It is on the personal level that Carnegie Library of Pittsburgh fulfills its greatest promise.

FE



We need *your* HELP.

“You can
share your love
of reading and
learning with
this generation
and those who
will follow.”

– Dr. Barbara K. Mistick,
Director,
Carnegie Library
of Pittsburgh

One person
can make a
difference.

Just as Andrew Carnegie’s gift is still valuable today, your contribution to *Libraries for LIFE*, will be appreciated by generations to come. By contributing, you are joining an impassioned group that believes our libraries build communities and enrich the lives of the more than 2 million people who rely on its service each year.

Your investment will ensure that all of our locations are accessible and continue to be anchors in the community.



*Will you help keep
Carnegie Library
of Pittsburgh
alive and
thriving in
our neighborhoods?*

Libraries *for* LIFE

*Building Communities
Enriching Lives*

Campaign Co-Chairs:

Leo Gerard
International President, United Steelworkers

John Surma
Chairman and CEO, US Steel Corporation

Carnegie Library of Pittsburgh Director:

Dr. Barbara K. Mistick

We are about to embark on an exciting era.

As successors to Andrew Carnegie's vision, we are delighted to engage in the continued revitalization of Carnegie Library of Pittsburgh.

Carnegie gave the City of Pittsburgh an irreplaceable gift – a library system that is not simply about books, but about the people and communities in which we live. It is now our responsibility to see that his passion is extended to a new generation.

With your contribution to *Libraries for LIFE*, you have the power and the privilege to shape the future – to help individuals reach their potential, to stabilize and strengthen our communities and to ensure that Carnegie Library of Pittsburgh remains *“free to the people.”*

Carnegie Library of Pittsburgh's Libraries for LIFE campaign began on January 1, 2000. Active fundraising will continue through December 31, 2008. Pledges made during the campaign may be paid out over a period extending beyond the end of active fundraising. Construction will also carry on beyond the end of active fundraising.

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MAIN LIBRARY
ALLEGHENY REGIONAL
BEECHVIEW
BROOKLINE
CARRICK
DOWNTOWN & BUSINESS
EAST LIBERTY
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HILL DISTRICT
HOMEWOOD
KNOXVILLE
LAWRENCEVILLE
LIBRARY FOR THE BLIND
AND PHYSICALLY HANDICAPPED
MOUNT WASHINGTON
SHERADEN
SOUTH SIDE
SQUIRREL HILL
WEST END
WOODS RUN

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