



## FOCAL / BRODART Community Service Award Presentation

Left to Right: Barbara Clubb, City Librarian  
Ottawa Public Library, Cindy Oskam, General  
Manager, Brodart, Jocelyn MacNiel, FOCAL  
Regional Director and Nicholas Spillios, FOCAL  
Past President

### INSIDE THIS ISSUE

Page	
1-2	Award winners
6	Conference Watch
7	Share/Volunteer
9	Friends - from Fright to Fame
11	Book sale tips

## Brodart Community Service Award

This year's recipient of the BRODART/FOCAL COMMUNITY SERVICE Award is the Friends of the Ottawa Public Library. The Ottawa Friends received the equivalent of \$500.00 for equipment and supplies.

Ottawa Friends showed a high level of leadership in embarking on a city wide awareness and publicity campaign to prevent library closures and protect the Ottawa Public Library budget. Visit our website to learn more about this year's award recipient.

See Page 9 for article written by Lori Nash - *Friends from Fright to Fame*.

Brodart Raffle winners at the Canadian Library Association conference in Vancouver:

St. Thomas Public Library - \$50.00

Friends of Atikokan Public Library - \$100.00

Friends of Pubnico - \$100.00

Visit our website to read about our poster presentation at the Canadian Library Association conference - *Friends Connecting authors to readers, readers to authors in a digital world*.

### FOCAL Teleconference for members

Join us Saturday Nov. 22, 2008.

12 noon – 1 p.m. Ontario time  
(Eastern Standard Time)

Contact Dorothy Macnaughton to register. A toll-free number and password will be provided.  
([focal@accessola.com](mailto:focal@accessola.com))

Use a speaker phone and plan to gather with your Friends for this unique national Friends conversation.

## **Gabriele Schreiber Friends of the Year Award 2007 Winner**

Friends of Canadian Libraries congratulates the Chesley and Area Friends group for their outstanding achievements in 2007.

The Chesley and Area Friends were declared the winners of the 2007 Gabriele Schreiber Friends of the Year Award for the following reasons:

- In a community of 1900 people, this Friends group has a large number of Friends (over 100) and they accomplished a great deal over the course of the year
- These volunteers donated 950 hours of volunteer time on ongoing projects – the judges felt this was impressive for such a small community
- They provided a glowing letter of support from the Library Supervisor, Ellen Kerr, as well as from the Mayor of the Town of Chesley

The judges were impressed by the variety of activities undertaken by the Friends, their dedication, the number of volunteers, and how they rose to the challenge of defending the need for a new library, as well as raising significant funds for furniture and equipment. The Chesley and Area Friends demonstrated excellence in several areas:

### Advocacy:

- The Friends lobbied the municipal government regarding the need for a new library and attended community meetings in support of the new library
- They wrote letters to local politicians and informed the public by means of newsletters

### Fundraising:

- Chesley and Area Friends solicited the support of service clubs, local businesses and individuals in the community
- They raised \$55,000 for furnishings and equipment for the new library, including a microfilm reader

### Service and Assistance to the Library:

- Assisted with the library Open House
- Sponsored a volunteer appreciation night for those involved in advocating for and funding the new library

### Community Outreach and Involvement:

- Assisted with community programs, such as donations of books to nursing homes
- Participated in the Santa Claus parade
- Held an Art Show
- Organized a family movie night
- Hosted writing workshops
- Hosted travelogues and book signings by local authors
- Friends volunteers read stories for a Children's Christmas Story Hour
- Provided food for a Cancer fundraising event

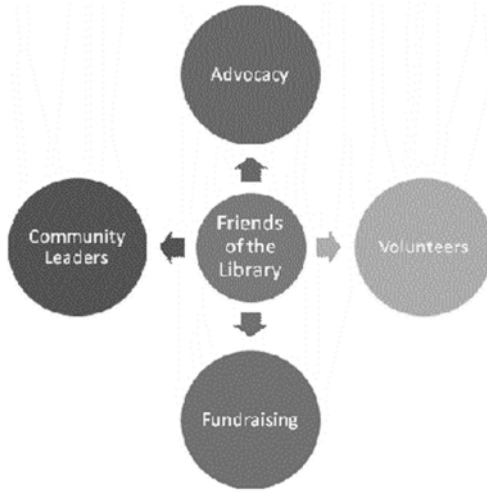
Visit our website to learn more about this year's award winner [www.friendsoflibraries.ca/award.html](http://www.friendsoflibraries.ca/award.html)



## Champions @ your library®

Friends of Canadian Libraries at the International Federation of Library Associations and Institutions conference, Quebec City, August 10 - 14, 2008

Our poster **Champions @ your library®** was submitted on behalf of four national associations representing Friends of Libraries.



Dorothy Macnaughton and Jami van Haaften at the ILFA poster session.

Our paper *“Friends of Libraries Supporting Public Libraries – Best Practices and Leadership”* was included in the conference proceedings.

Visit our website to find the full text of the poster, copies of our handouts used during our Round Table Discussion and two poster sessions, as well as links to related websites.



Jocelyn MacNiel provided an overview of what a Friends of the Library group is all about. Topics discussed included: history of Friends groups, what do Friends groups do, how to start and sustain a Friends group, sharing resources, event planning, dealing with change.

There was a great deal of exchange of ideas, lots of handouts. Jocelyn reported 23 people attended, and 11 of the 19 libraries in the Kootenay Library Federation were represented. All but one group had established Friends organizations.



Friends from Invermere Library are pictured with Jocelyn MacNiel, FOCAL Regional Director, on right.

## Friendly ideas . . .

### Gift Wrapping Fundraiser

Visit the website of the Friends of Strathcona County Library to find out how they raised \$6,600. "We had the support of 88 volunteers who worked almost 450 hours in total at the Gift Wrap Centre," they announced.

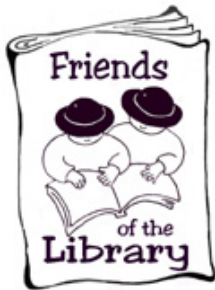
Their website lists membership perks, and contains pictures from activities such as their book sale, water garden tour, virtual garden tour and Strathcona Heritage County Tour. [www.sclibrary.ab.ca/framesets/friendsf.htm](http://www.sclibrary.ab.ca/framesets/friendsf.htm)



The Friends volunteer for the following activities:

- |                             |                         |                                   |
|-----------------------------|-------------------------|-----------------------------------|
| ■ Booksales                 | ■ User Surveys          | ■ Anniversary or other Parties    |
| ■ Parades                   | ■ Casino                | ■ Sewing or Carpentry Projects    |
| ■ Gala or other Fundraisers | ■ Water Garden Tours    | ■ Easter Envelope Egg-stravaganza |
| ■ Outreach Services         | ■ Trade Fair Booths     | ■ Historical Tour                 |
| ■ Author Readings           | ■ Holiday Gift Wrapping |                                   |
- 

### Membership Recruitment Motto - Each One, Reach One



The Friends of the North Grenville Public Library are inviting members to reach out into the community and sign up another dedicated resident! If we all could reach just one other person, we could double our numbers...and our service. So, remember, "Each One, Reach One!"

Do you know a friend/neighbour who loves books and who might be willing to join Friends of the Library? Become a recruiter for a better, larger and more effective Friends group. Our strength will be reflected in better and better library services.

Visit their website (<http://www.ngpl.ca/friends.html>) to learn more about their projects and to read their newsletters. They have their annual Book Fair Friday October 17 and Saturday October 18, 2008 at the Ferguson Forestry Station in Kemptville. (<http://www.ngpl.ca/friends.html>)

---

Friends in **Thunder Bay** work on the following activities to support their library:

- |                                   |                                 |
|-----------------------------------|---------------------------------|
| • Bingos                          | • Envelope Stuffing             |
| • Used Bookstore at Victoriaville | • Craft Preparation             |
| • Home Delivery of Books          | • Mall Displays/Trade Shows     |
| • Special Events                  | • Raffles and Ticket Sales      |
| • Telephoning                     | • Committees                    |
| • Nevada ticket sales             | • Definition Quest for Literacy |



<http://www.tbpl.ca/internal.asp?id=235&cid=242>

## Friendly ideas . . .

### Friends of the East Gwillimbury Library



The Friends of the East Gwillimbury Library and the Gwillimbury Quilt Guild have produced a bookshelf quilt for each of the Holland Landing and Mount Albert Branches of the East Gwillimbury Public Library.

#### OUR GOAL:

- To raise \$2,500 to modify two workstations with accessible hardware and software.
- To enhance the collections of the Holland Landing and Mount Albert Branches.

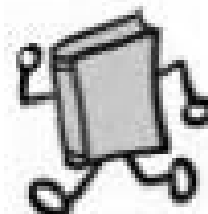
[http://www.eastgwillimbury.ca/Town\\_Hall/Departments/Library/Friends\\_of\\_the\\_Library.htm](http://www.eastgwillimbury.ca/Town_Hall/Departments/Library/Friends_of_the_Library.htm)

---

### Friends of the Medicine Hat Public Library

Visit their website to learn more about their Scrabble Tournament. They share their promotional poster, rules and tournament details. <http://www.shortgrass-lib.ab.ca/mhpl/friendsinfo.html>

The Friends of the Library in Medicine Hat use Bookcrossing to promote reading, to encourage people to use their library, and to let people know more about the Friends and the work that they do. They include a bit of information about library membership in each of the books we release, and all of the books will be released in the downtown area. Book crossing is called the world's biggest book club – catch and release used books - [www.bookcrossing.com/mybookshelf/mhpl](http://www.bookcrossing.com/mybookshelf/mhpl)



---

### Is your library senior friendly?



Edmonton  
Public Library

Nicholas sends us this news item from Edmonton – “We should all work on getting our libraries ‘senior friendly’”, he writes.

Edmonton is home to the first public library in Canada to be designated a Senior Friendly™ organization.

To receive the designation, facility audits were completed at all EPL locations and action plans were developed to address concerns seniors identified in that process. The Library also made a commitment to have 65 per cent of staff receive Senior Friendly™ training through the Alberta Council on Aging. EPL exceeded that target, with about 75 per cent of its public-facing staff receiving this training.

The Senior Friendly™ program helps organizations recognize myths about seniors and provide services in a way that addresses the special needs of our aging population. The program is administered by Alberta Council on Aging. (Visit their website [www.acaging.ca](http://www.acaging.ca)).

In Ontario there is a “Superconference”, hosted by Ontario Library Association, which comes around once a year. The conference is always held in Toronto, at the only convention centre large enough provide meeting space and exhibit space for all who come. Friends of Canadian Libraries have been on the program since 1998, sharing with delegates what Friends contribute to the library community.

One delegate left our final session last year saying “Those were the best two sessions of the whole conference.” This year will be no exception. The speakers we have gathered will discuss success in advocacy and fundraising. Others will talk about foundations and Friends groups in academic libraries. Visit our website to read descriptions of the following sessions:

**Featured session -**

**Advocacy at work - saving branch libraries** - The "Save Our Services!!!" campaign saved branch libraries in Ottawa. Study the achievements of this successful campaign, where no branches were closed, and no hours were cut.

**Friends Helping Friends – Practical Tips** - Round table discussions on the following topics:

- Recruiting/Organizing Volunteers/Members
- How to Run Successful Book Sales/Book Stores
- Community Outreach/Partnerships

**Fundraising that Works!** - Hear experts from Ontario's most successful Friends group and Public Library Foundation. How do charitable organizations and foundations operate and raise funds for their library?

**Academic Friends groups in Ontario libraries** - Friends of the Library are active in academic libraries. Hear how Friends at university and special libraries volunteer, fundraise and support their libraries.

This year three of our sessions are scheduled on Friday, with time between sessions to visit the exhibits, the OLA Store and other sessions and social events.

- New low registration fee -  
Friends may register for a one-day fee of 25.00

Visit the OLA website to find out more - [www.accessola.com](http://www.accessola.com)

## Join our team . . .



You've met us in person at national, provincial and regional library conferences and workshops. You've followed our activities over the past 11 years. You've supported our initiatives by becoming members and contributing in many ways.

Now is the time to take the next step and join our team. Contact us to ask about any of these positions:

Secretary

Vice-President

Communication Committee members (newsletter, website and listserv)

---

Please describe your experience with community partnerships:



- Success stories
- Lessons learned
- Type of partnership
- Networking opportunities
- Activities – examples of joint programming or fundraising projects
- Target audience – youth or seniors
- Volunteering – examples of shared workload

What do you and your community partners have in common?

- Shared goals
  - Cultural interests
  - Members/volunteers
  - Geography
- 

## Friends generate revenue . . .



How much did you raise last year?

How much did you donate to your library?

Help us demonstrate our financial contribution to the library by reporting your revenue, profit and donations to your library.

Visit our website to read "Friends with Benefits", a report prepared by FOCALs Regional Director Lori Nash, using revenue reported by Friends of Library groups to the Canada Revenue Agency.

---

## Share your documents . . .

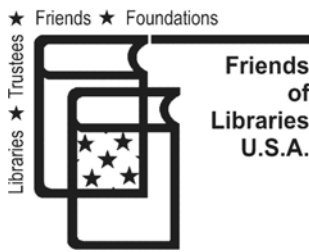


Have you visited the 'Documents' section of our website recently? What can you send us to keep this section current?

Newsletters (or link to your online newsletter)  
Governing documents - Constitution and bylaws  
Booksale manuals  
Annual reports/financial statements  
Brochures and promotional material  
Volunteer job descriptions

---

SHARE / VOLUNTEER



## U.S. Friends & Trustees move forward on merging

By Nicholas Spillios

Should Friends and trustees combine forces? Of course they should and do. Wherever strong partnerships have been established by the two groups, an even stronger voice speaking up for libraries has occurred. But a merger may affect the very structure and independence of each group — at least at the U.S. national level.

Friends of Libraries U.S.A. and the American Library Trustees Association have been discussing a possible merger between the two groups for lo these many months. While attending the American Library Association Annual Conference in Anaheim in June, the writer observed this concept being brought a step forward. At the Town Hall Meeting, some concerns, as well as some positive opinions were explored.

It is proposed that such a merger will provide a stronger voice for trustees, friends and other advocates, while still emphasizing each group's unique role. A new unique group will give trustees and friends an increased presence in the American Library Association.

It was acknowledged that the roles of each group are different; that trustees were appointed/elected and that friends were not; that trustees had fiduciary responsibilities for their libraries, but that friends did not; and that friends acted as an independent group, in many cases with little if no relationship, other than one of support of their library.

Still, a commonality does exist, as both groups act as advocates for their library, as well as directing fundraising activities. It is acknowledged what was being proposed was at the national level and not at the local level. No suggestion was being made that both groups should merge at the local level.

The ALTA Board made a decision to bring the merger to a vote by their membership, which will take place in September. The decision will be reported in FOCAL POINT in a coming issue.

---

### Join our listserv ...



Our new listserv is open to all FOCAL members. Please send us email contacts for your members, and we will add and grow our community.

Refer to page 11 to review our first listserv discussion, and enjoy the full-text on our website.

---

### Library calculator ...

Use our online calculator and report to us the value of your library.



# **Friends - from Fright to Fame**

by Lori Nash

## **Friends of the Ottawa Public Library Association**

WOW! What a banner year for Friends of the Ottawa Public Library - from Fright to Fame in just a few months.

Friends of the Ottawa Public Library Association were presented with a number of honours and awards in 2007 /2008. They included:

- Certificate of Appreciation – City of Ottawa
- Proclamation, Friends of the Ottawa Public Library Day June 25, 2008 – City of Ottawa
- June Callwood Award for Outstanding Achievement in Voluntarism in Ontario - Province of Ontario
- Brodart/FOCAL Community Service Award - Friends of Canadian Libraries
- Bakery & Taylor Award – Friends of Libraries USA

Friends began the year with the challenge when city hall planned library budget cuts and public savings with the ill-conceived concept of cutting library branches for the second time in three years. In 2004, city hall suggested cutting three of the city's 33 branches to save money. But this time, with the new mayor, the budget cuts would mean closing 10 branches in 2007/2008.

Friends launched a city wide SOS "Save our Services" campaign that was a combination of YouTube, and Facebook concepts with some of the old stuff that still works, like letter writing, postcards, verbal battery of the Councilors and viral emails. Friends captured the attention of teens, college kids, seniors and library lovers to save one in three branches of the Ottawa Public Library from crisis. Friends won. No Libraries were closed. And perhaps, more than anything, the public let Council know this kind of negative thinking about public libraries in Ottawa is not acceptable in any terms.

Just nine months later, the same City Council celebrated the Friends of the Library for their accomplishments by proclaiming June 25, 2008 as Friends of the Ottawa Public Library Day to recognize the Friends for their accomplishments for the Ottawa Public Library. The reasons given in the proclamation included the Friends donate more than 21,000 volunteer hours per year to the Ottawa Public Library, raise up to \$300,000 annually and is the highest grossing friends group in Canada.

The proclamation went on to say that the Friends of the Ottawa Public Library strengthened and enhanced the library collection, improved accessibility for persons with disabilities, sponsored children's reading and writing programs and was a strong voice for libraries in promoting literacy. The Mayor's proclamation also mentioned the awards and accolades the Friends garnered at the municipal, provincial, national and international levels.

The initiative of the City of Ottawa to recognize the Friends of the Library should be an incentive to other cities to recognize the contribution of Friends groups in their cities.

## How to measure your library's value

Friends and library advocates looking for data to support investment in library services need to have something to measure, in order to demonstrate the value, economic impact or contribution of the library to its community.

“The library’s contribution to your community”, prepared by Southern Ontario Library Service and dmA Planning & Management Services outlines a practical method of defining the library’s contribution (areas in which the library can contribute to the community) and benefits (specific product or result associated with library services). The process described in this manual includes these steps:

- Understand your community’s issues and concerns
- Select benefits relevant to your community
- Consider your target audience and what they value
- Gather and interpret data meaningful to your audience
- Decide on persuasive arguments

### What to measure:

- Customer satisfaction
- Usage statistics
- Number of visits
- Circulation statistics
- Community demographics
- Library wages and salaries
- Library purchases (operating budget)

### Types of analysis:

- Return on investment
- Cost-benefit analysis
- Value of users’ time spent in library
- Cost to use alternative sources of information and services
- Market value of library services and programs
- Per capita tax payer support
- Per capita expenditures
- Social impact

### A few resources:

Library Research Service. *Counting on Results: New Tools for Outcome-Based Evaluation of Public Libraries*. (<http://www.lrs.org/CoR.php>)

Southern Ontario Library Service and dmA Planning & Management Services (2007) *The library’s contribution to your community*. 2<sup>nd</sup> ed. Toronto: SOLS).

### Websites:

Economic Impact of Public Libraries - <http://dpi.wi.gov/pld/econimpact.html>

Cost Benefit and ROI Calculator - <http://nmlm.gov/mcr/evaluation/roi.html>

Library Use Value Calculator - <http://www.maine.gov/msl/services/calculator.htm>












## Book Sale tips from our listserv

The first active and engaging discussions on our listserv began with this message:

*Jocelyn MacNiel recently represented Friends of Canadian Libraries at the Kootenay Library Conference. She learned that groups earned more money on book sales and raffles by asking for donations than setting a price. However, these are Friends of Libraries in small towns (from 1,129 - 18,500), so it might not work in larger locations, but possibly worth a try.*

*Her question: Have other Friends' groups had a similar experience?*

What followed was a full exchange of advice on a range of book sale topics. Who else but Friends of Libraries know how to sell used books! Visit our website to find the full text of the discussion, sorted into these topics:

-  Annual Sale
-  Sorting
-  Location/Transport:
-  Storage:
-  Unsold books
-  Pricing
-  Volunteers
-  Revenue
-  Members Preview

Thanks to the contributors:

- Danni Starbuck, Chesley and Area Friends of the Library, Ontario
- Heather Graham, Winnipeg, Manitoba
- Eric Marshall, Cowichan Branch, British Columbia
- Peggie Graham, South Shore Regional Library, Nova Scotia
- Marilyn Ortwein, Canmore, Alberta
- Charlotte Schulz, Powell River, British Columbia
- Judith Edmondson, Oshawa, Ontario
- Lorraine Doiron, Smithers, British Columbia
- Rosemary Dobbin, Kingston and Frontenac PL Friends, , Ontario
- Robert McIvor, Haliburton County Public Library, Ontario
- Lori Nash, Friends of the Ottawa Public Library, Ontario
- Madeline Kerr,, Delta, British Columbia

<http://www.friendsoflibraries.ca/listserv-booksale.html>

**FOLUSA NUTS & BOLTS  
- Strategic Planning Session -**

The highlight of FOLUSA programming at American Library Association is their Nuts and Bolts session – a series of round table discussions. Nicholas Spillios shares with us the outline of a presentation by Susan Schmidt of FOLUSA.

This format is useful for any Friends group looking to redefine their mission or to explore new goals and objectives.

Purpose

The purpose of our Strategic Planning Session is to clarify the Friends' core purpose and to develop goals and an agenda for the next few years. Specifically we will:

- Acknowledge the Friends past accomplishments
- Build clarity about the Friends core purpose
- Envision a desired future for the Friends
- Develop strategic initiatives to establish an agenda through 2010

Questions to Ponder

1. What are the key external trends and forces (outside YOUR library system) affecting libraries?
2. What is the political climate in which YOUR libraries operate?
3. What is the economic climate in which YOUR libraries operate?
4. How do you see the Friends working within these climates to help YOUR libraries?
5. What are the key strengths and weaknesses of the Friends?
6. What are the future services and products that the Friends should provide?
7. What do YOUR library stakeholders and customers expect from the Friends?
8. What are the future needs and concerns of YOUR libraries that the Friends should address?
9. If the Friends did not exist, why would they be missed?
10. What would the Friends have to achieve by 2010 to honour, acknowledge, or to make a positive difference to YOUR public library system?

**PRESIDENT**

Dorothy Macnaughton  
Friends of the Sault Ste. Marie Public Library  
rmacnaug@sympatico.ca or focal@accessola.com

**PAST PRESIDENT**

Nicholas Spillios  
Friends of the Edmonton Public Library  
E-mail nikos@telusplanet.net

**VICE-PRESIDENT – vacant**

**TREASURER**

Jami van Haaften  
jvanhaaften@sympatico.ca

**SECRETARY – vacant**

**EX OFFICIO**

Val Marshall, Founding President  
Friends of the Ajax Public Library

**DIRECTORS**

**BRITISH COLUMBIA**

Jocelyn MacNiel  
Friends of the Vancouver Public Library

Lorraine Doiron

Friends of the Smithers Public Library

**PRAIRIES/TERRITORIES**

Letty Last  
Friends of the Winnipeg Public Library

**CENTRAL CANADA**

Lori Nash  
Friends of the Ottawa Public Library Association

**ATLANTIC CANADA**

Ian White  
Public Relations Manager,  
Western Counties Regional Library  
Yarmouth, Nova Scotia